

# MediaCom Sport dials up Nasser Hussain for Skype London Mela

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Skype signs up England cricket legend and former captain Nasser Hussain to challenge festival-goers in the 'Skype Speedbowl Challenge' at world-famous London Mela.

Skype has appointed sports marketing agency MediaCom Sport to use Nasser Hussain at the Skype Pavilion - where a cricket training net will be set up for the 'Skype Speedbowl Challenge'. Visitors can compete to be the fastest bowler as measured by a state-of-the-art speed gun reader.

As well as bragging rights, top bowlers get their name up in lights on the digital display and the chance to bowl out cricket legend, Nasser Hussain.

As well as making a number of personal appearances for the brand, Nasser will also appear in print, online and radio advertising.

Hussain, who captained England for 45 matches between 1999 and 2003, was born in Madras, India, and currently works a commentator for Sky Sports and ESPN Star India. During his professional career he scored more than 20,000 runs including 52 centuries.

"Nasser Hussain travels the world covering the sport he loves. He epitomises the kind of person who can benefit most from keeping in touch with their friends, family and colleagues using Skype," said James Hough, Director of Sport at MediaCom Global. "Skype is all about bringing people together - and we are delighted to be working with Nasser to promote their new low rates to India and Pakistan to a global audience of cricket fans."

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