

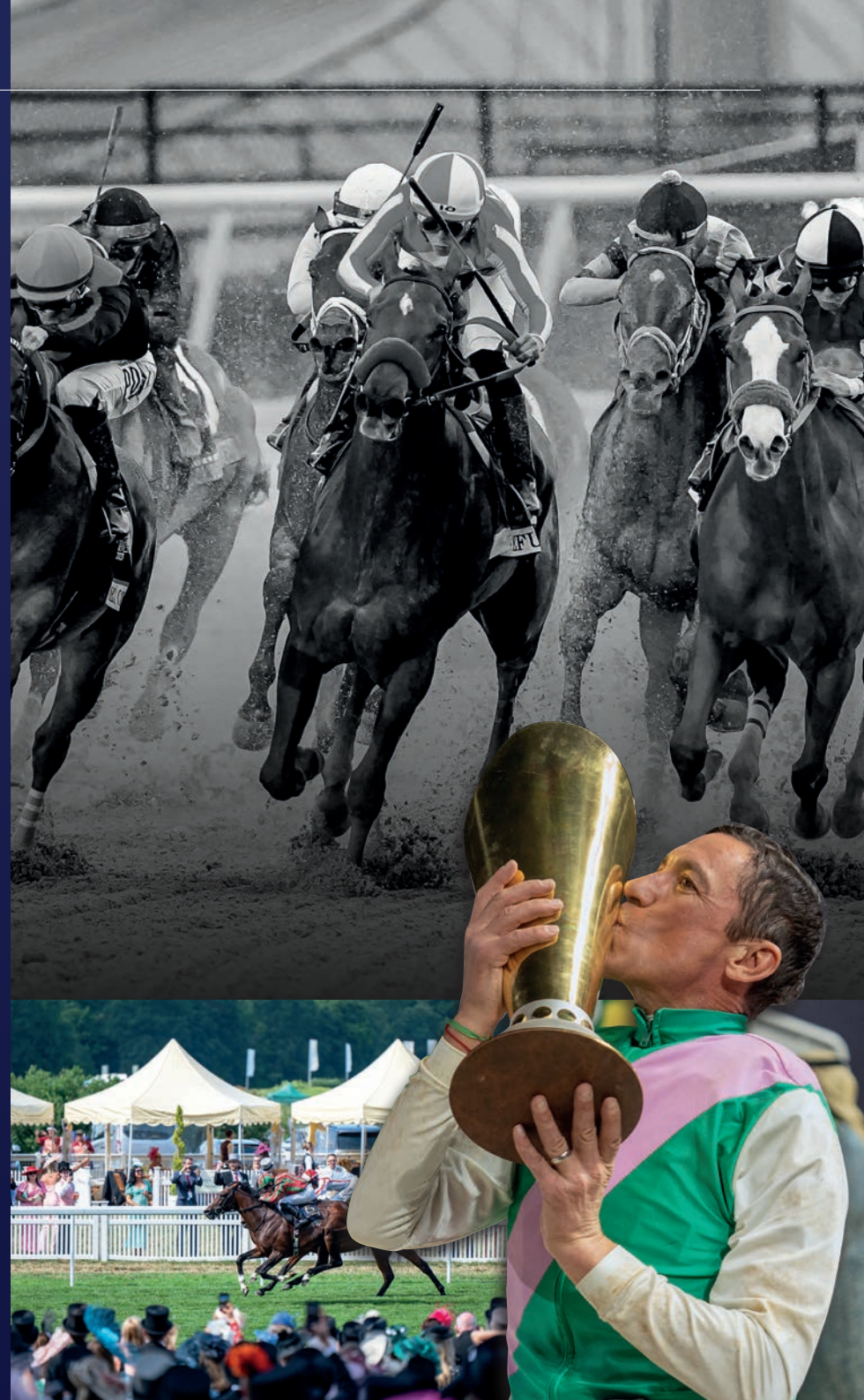


Horse Racing Media Rights



WHAT WE DO

- » HBA Media (HBA) is the established global leader in the international distribution of horse racing.
- » We specialise in delivering commercial outcomes and widespread media exposure for the sport, developing custom distribution and scheduling solutions for international broadcasters and digital platforms.
- » We represent the rights of renowned races from the UK, US, Australia, Kingdom of Saudi Arabia, UAE, Japan, Singapore, France, Italy, Germany, South Africa and Hong Kong, working with the sport's most prestigious federations.
- » We work with over 40 broadcasters to guarantee them the best horse racing coverage. For 2024, this has led to the development of a new racing broadcast series – Crown Jewels Racing – which will bring the best races to the world in a new broadcast format for the sport.
- » However, our services extend far beyond buying and selling media rights. We work closely with federations, jockey clubs, racecourses, sports broadcasters, media platforms and racing channels, which gives us an unrivalled understanding of the sport's intricacies.



RIGHTS

- » HBA now own or represent some of the very best events in the sport of horse racing.
- » Our race meetings capture the wide diversity of the sport and form an unrivalled portfolio of rights that incorporates over 300 days of live racing across the year.
- » Our partners and federations include:



نادي سباقات الخيل
JOCKEY CLUB OF SAUDI ARABIA



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MEDIA PARTNERS

- » HBA work with some of the world's leading broadcasters.
- » Our network comprises of over 40 TV channels ranging from major linear, digital, OTT, free to air and pay-tv channels that reach over 170 territories.
- » Some of our partners include:





PRODUCTION

- » HBA have a hands-on role in production to offer our broadcast partners flexibility on programming, delivering them live racing in a format that suits each client's needs and schedules best.
- » Working with our preferred production partner, **IMG**, we have pioneered the 'Golden Hour' format for elite horse racing.
- » In this new 'Golden Hour' format, a 60-minute streamlined international product that puts horse racing's most appealing aspects to the fore: the stories, the history, the participants and the race itself.
- » **Crown Jewels Racing** – our new broadcast series of the best 18 global races – is presented in this in 'Golden Hour' format, giving our clients a consistent look and feel programme.



SCHEDULING / DELIVERY

- » Alongside Crown Jewels Racing, a core component of HBA's business is delivering bulk horse racing content into racing channels in the Middle East.
- » Approaching 20 years, HBA is known in the industry as the established leader in the region and are the preferred partner to major broadcast networks.
- » We provide over 500+ hours of racing content to broadcasters around the world, working closely with Globecast to oversee all scheduling and delivery via satellite and alternative methods.
- » This service extends to all our broadcast partners. We custom deliver live, delayed and promotional content for all our events across the world and have an onsite presence at all major events to ensure a smooth transmission.



EVENT	DATE (2024)	TX (GMT)	PRODUCTION
 Pegasus World Cup	January 27th	21.30 – 23.00	NBCU
 Saudi Cup	February 24th	17.00 – 18.00	IMG / HBA MEDIA
 Cheltenham Festival	March 12 – 15th	13.30 – 16.00	ITV
 Dubai World Cup	March 30th	12.00 – 17.30	RMG
 Grand National	April 13th	13.00 – 17.15	ITV
 Triple Crown: Kentucky Derby	May 4th	21.30 – 23.30	NBCU
 Triple Crown: Preakness Stakes	May 18th	21.30 – 23.30	NBCU
 Epsom Derby	June 1st	12.30 – 16.00	ITV
 Triple Crown: Belmont Stakes	June 8th	21.30 – 23.30	FOX SPORTS
 Royal Ascot	June 18th – 22nd	13.30 – 17.30	ITV / HBA MEDIA
 King George & Queen Elizabeth Stakes	July 27th	13.30 – 15.00	ITV
 Glorious Goodwood	July 30th – August 3rd	12.30 – 15.00	ITV
 York Ebor Festival	August 21st – 24th	12.30 – 15.00	ITV
 Irish Champions Stakes	September 14th	13.30 – 15.30	RTE / RMG
 Prix de l'Arc de Triomphe	October 6th	12.00 – 17.10	EQUIDIA / HBA MEDIA
 British Champions Day	October 19th	12.00 – 15.30	ITV
 Breeders' Cup Championships	November 1st – 2nd	18.00 – 21.30	NBCU
 Melbourne Cup Carnival	November 2nd , 5th, 8th, 11th	02.30 – 04.30	HBA MEDIA
 Bahrain International	November 16th	12.00 – 13.00	RMG
 Hong Kong Internationals	December 8th	15.00 – 21.00	HKJC

*Broadcast TX subject to change.

CONSULTANCY

- » In addition to managing the international rights of our federations, we provide consultancy services to our clients on all aspects of the sport.
- » This includes advising on production and TV programming, particularly to the Jockey Club of Saudi Arabia with our work on their seasonal content.
- » We use our deep understanding of the evolving media landscape to advise clients on future innovations and trends to develop adjunct digital solutions and identify new development areas.



CONTACT



Frank Sale



frank@hbamedia.tv



+44 (0) 7528 438 706



Hannah Tufnell



hannah@hbamedia.tv



+44 (0) 7971 598 287



Davy Turner



davy@hbamedia.tv



+44 (0) 7500 558 305

» **HBA Media Limited**, Building 3, Chiswick Park, 566 Chiswick High Road, London W4 5YA, United Kingdom

» www.hbamedia.tv