



HORSE RACING
MEDIA RIGHTS



WHAT WE DO

» HBA Media (HBA) is the established leader in the international distribution of horse racing.

We specialise in delivering commercial outcomes

» and media exposure for the sport, developing custom distribution and scheduling solutions for international broadcasters and digital platforms.

We distribute to over 30 broadcasters worldwide and work with the sport's most prestigious

» federations, representing

the rights to renowned races from the UK, USA, Australia, Kingdom of Saudi Arabia, UAE, Japan, Singapore, France, Italy, Germany, South Africa and Hong Kong.

» We offer broadcasters a unique package comprising of 20 of the best international races – encapsulated into a bespoke 60 to 90-minute programme.

» Our services extend beyond buying and selling media rights. We work closely with federations, jockey clubs, racecourses, sports broadcasters and media platforms, giving us an unrivalled understanding of the sport's intricacies.





RIGHTS

- » HBA own or represent 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:



The Hong Kong Jockey Club



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 30 TV channels ranging from major linear, digital, OTT, free-to-air and pay-tv channels that reach over 180 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 established production partners, we have pioneered a 60 to 90 - minute streamlined international product that puts horse racing's most



appealing aspects to the fore: the stories, the history, the lifestyle, the participants and the race itself.

» Our broadcast package unites 20 of the world's best horse races within the calendar year and provides our clients with a consistent look and feel.

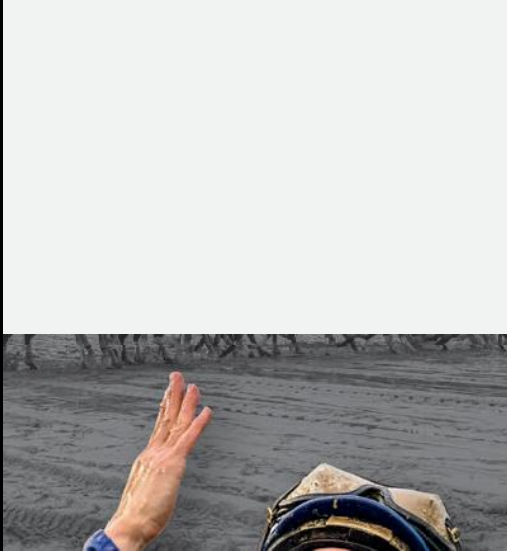


SCHEDULING / DELIVERY

- › A core component of HBA's business is delivering bulk horse racing to channels in the Middle East.
- › Approaching 20 years, HBA is the established leader in the industry and 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 arrange 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 broadcasters and provide an onsite presence at major events to ensure a smooth transmission.

EVENTS	DATE (2026)	TX (GMT)	PRODUCTION
 Pegasus World Cup	January 24	21.30 – 23.00	NBCU / HBA MEDIA
 Saudi Cup	February 14	13.00 – 18.00	YE-HA / HBA MEDIA
 Cheltenham Festival	March 10–13	13.00 – 17.00	ITV
 Dubai World Cup	March 28	11.00 – 17.30	RMG
 Randox Grand National Festival	April 9–11	12.00 – 16.00	ITV / RMG
 FWD Champions Day	April 26	06.30 – 09.00	HBA Media
 Triple Crown: Kentucky Derby	May 2	16.00 – 23.30	NBCU
 Triple Crown: Preakness Stakes	May 16	18.00 – 23.30	NBCU
 The Derby Festival at Epsom	June 5–6	12.00 – 16.00	ITV / RMG
 Triple Crown: Belmont Stakes	June 6	20.00 – 23.30	FOX SPORTS
 Prix de Diane Longines	June 14	13.30 – 14.30	HBA MEDIA
 Royal Ascot	June 16–20	12.30 – 17.30	YE-HA / HBA MEDIA
 King George VI & Queen Elizabeth Stakes	July 25	12.30 – 15.30	ITV / HBA MEDIA
 Qatar Goodwood Festival	July 28–August 1	12.00 – 15.00	ITV / RMG
 Sky Bet York Ebor Festival	August 19–22	12.30 – 15.30	ITV / RMG
 Irish Champion Stakes	September 12	14.00 – 17.00	RMG
 Prix de l'Arc de Triomphe	October 4	11.30 – 17.30	HBA MEDIA
 QIPCO British Champions Day	October 17	12.00 – 16.00	ITV / RMG
 Breeders' Cup Championships	October 30–31	18.00 – 01.00	NBCU / HBA MEDIA
 Melbourne Cup Carnival	October 31–November 3, 5, 7	02.30 – 04.30	HBA MEDIA
 Bahrain International	November 13	16.00 – 17.00	RMG
 Longines Hong Kong International Races	December 6	06.00 – 09.00	HBA MEDIA

















CONTACT



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