



Seven secures live coverage of all major horse racing events

Seven adds BMW Sydney Racing Carnival and Spring Racing Carnival to its coverage of the Melbourne Cup Carnival

14 January 2013 – The Seven Network today secured a landmark agreement that will deliver live coverage of Australia’s major horse races.

The agreement builds on Seven’s coverage of the Melbourne Cup Carnival and will see Seven as the broadcast television partner for the BMW Sydney Racing Carnival, including The Golden Slipper in Sydney, and the Spring Racing Carnival including the Caulfield Cup and Cox Plate in Melbourne.

The broadcast of all major horse races on the one network is a first for broadcast television in Australia and creates a major sports and marketing franchise for Seven’s digital television platform.

The partnership with TVN and the racing industry builds on Seven’s leadership in sports television and the network’s portfolio of major sports events, including the Australian Football League, the Melbourne Cup Carnival, The Australian Open and Wimbledon, the Sydney-Hobart Yacht Race, the Australian Open Golf, V8 Supercars and the Bathurst 1000.

“This is a great day for Australian racing and a great day for Seven – all the big events live and available to all Australians,” Seven chief executive Tim Worner said.

“The Golden Slipper, The AJC Derby, The Caulfield Cup, The Cox Plate and so many more Group One events will be brought to life in the one dedicated destination.

“Live sport is a key part of Seven’s strategy and we look forward with great excitement to 2013 when at times there will be live sport on all three of our channels simultaneously. It is a great business outcome for Seven and a great breakthrough for viewers.”

TVN’s outgoing Chairman Harold Mitchell AC said: “It is very satisfying that the Seven Network has recognised the value of TVN’s premium racing product. Following on so quickly from the execution

of the aggregation of the NSW and Victorian racing media rights prior to Christmas, this new free to air partnership is tangible recognition of the strength of TVN and an indication of just how important the establishment of TVN is for Australian racing.

“Regular live sport on free to air is what thoroughbred racing has needed for many years – now all sports fans can enjoy the very best Spring and Autumn racing for 27 spectacular days each year.”

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