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Media Release

TRSA AND RACING.COM SIGN SEVEN-YEAR MEDIA RIGHTS DEAL

South Australian thoroughbred racing is coming to Racing.com.

A seven-year media rights agreement has been signed between Thoroughbred Racing South Australia (TRSA) and Racing.com that will cover domestic and international rights.

Racing.com is a joint venture between Seven West Media and Racing Victoria and has been broadcasting Victorian racing since August, 2015.

South Australian thoroughbred racing will now sit alongside Victorian racing, being broadcast on Racing.com free-to-air channels 78 (metropolitan) and 68 (regional), Foxtel 529 and digital platform, as well as Seven West Media digital assets.

Racing.com has been able to sublicense South Australian thoroughbred rights to Sky Racing, ensuring that all South Australian thoroughbred racing will remain on the Sky Racing 1 wall-to-wall racing channel.

Racing.com will also sublicense live streaming of South Australian thoroughbred racing to the digital platforms of wagering operators.

The media rights deal commences from August 1, 2017.

Racing.com will work with partners the Melbourne Racing Club (MRC) and Victorian industry owned Thoroughbred Racing Productions (TRP) to showcase South Australian racing.

TRP will bring best in class outside broadcasting capability to ensure Racing.com will broadcast live and in high quality from all SA race tracks.

At the expiry of the current international rights agreement in March 2018, the MRC will distribute South Australian racing to punters around the world.

Racing.com will also work with TRSA on a broader promotional strategy for South Australian thoroughbred racing, including editorial, fields and form for coverage on Racing.com digital, television and social media assets.

Frances Nelson QC, TRSA Chair, said the new media rights agreement represented the best possible outcome for the industry.

“The agreement reached with Racing.com and their sublicense to Sky Racing ensures that South Australian racing will not only continue to be screened on the channels provided by Sky, but also make our racing available via the free-to-air platforms that Seven West Media and Racing.com can provide,” Nelson said.

“It will allow our industry to be more thoroughly showcased via the Racing.com programs, which provides great exposure for all clubs and participants.

“It will allow us to promote our industry at a level that would not be possible without the involvement of Seven West Media and the access to the free-to-air channels that this agreement provides.”

Jim Watters, TRSA CEO, said that the new deal would bring financial benefits to the South Australian industry.

“The value this delivers will enable TRSA to further support the local racing industry through investment in track and training facilities as well as infrastructure upgrades for patrons,” Watters said.

“In addition, it also gives us the ability to achieve further prizemoney increases as we continue to build the momentum around South Australian racing’s profile, and to provide increased returns to participants, which in turn encourages further investment.

“All of which sustains and grows employment in South Australia.

“The injection of State Government money into the current Festival of Racing at Morphettville and the creation of our first million dollar races have provided outstanding impetus.

“Now, we believe this agreement with Racing.com will ensure we can continue to capitalise on SA’s re-emergence on the national stage.”

Announcements will be made in the coming weeks regarding South Australian-based hosting and form talent, along with content integration into current and planned programming.

Andrew Catterall, Racing.com CEO, welcomes the partnership with South Australian racing and the opportunities it brings.

“We are pleased that Thoroughbred Racing South Australia has chosen to partner with Racing.com to 2024,” Catterall said.

“The addition of 180 South Australian thoroughbred racing meetings to our existing calendar of 520 Victorian and 88 Hong Kong meetings greatly enhances our viewer experience.

“Our shared objective is to use this philosophy of every screen, every phone, every connected device to grow nationwide audience and interest in SA thoroughbred racing and, in turn, help grow wagering turnover and revenues for the local industry.

“We look forward to showcasing all South Australian races from the bush, to Oakbank and the big carnival days at Morphettville to a national audience by telling the stories of South Australian race clubs, jockeys,

trainers, owners and horses, and informing punters to find winners in South Australia through our shows like Get On and Before the First.

“There is a long history of a natural connection between Victorian and South Australian racing and we are keen to work with TRSA, the SA clubs and participants to build on that.

“On behalf of Racing.com, Seven West Media, Racing Victoria and the Victorian race clubs, we thank the TRSA Board and Executive for the opportunity to develop this partnership.”

Giles Thompson, Racing Victoria CEO, said South Australian racing was complementary to Victorian racing and that its addition furthered the objective of showcasing Victorian racing to the widest possible audience.

“We welcome South Australian racing to Racing.com and see it as an opportunity to further grow the audience for Victorian racing and increase engagement via the nation’s only dedicated free-to-air sporting channel,” Thompson said.

“Turnover on Victorian racing has risen by over 15% since Racing.com commenced broadcasting and we have seen the number of owners grow beyond 60,000 people for the first time this season.

“This record engagement with Victorian racing has allowed us to continue to make significant investments in prizemoney, infrastructure, integrity and equine welfare to grow and develop the sport.”

Andy Kay, General Manager Seven Adelaide, believes that the new deal enhances the strong relationship between Seven and TRSA.

“Seven has a long-standing relationship with Thoroughbred Racing South Australia,” Kay said.

“The new partnership between Racing.com and Thoroughbred Racing South Australia further strengthens this relationship and we are looking forward to Racing.com taking racing in South Australia to audiences around the country for free.”

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