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Monday 24 October 2011

Sky and TRSA secure media rights agreement

Sky Racing has today announced that it has completed a long-term agreement with Thoroughbred Racing South Australia (TRSA), securing its media rights until 2017.

The agreement ensures Sky Racing will continue to broadcast South Australia's 178 thoroughbred meetings each year to its domestic and international audience.

Sky Racing has a multi-channel distribution network reaching 2.35 million homes through Pay-TV, 5,100 TAB agencies, hotels and clubs in Australia, 29 countries across the world and digitally through skyracing.tv.

The new media rights deal aligns with the existing agreement for TRSA's international media rights, as well as new media. Sky Racing manages the export of Australian racing, including the provision of vision and form.

As part of the new deal, Sky Racing will also:

- Invest in a DVN connection at the new Murray Bridge racetrack; and
- Continue to provide extended showcase coverage of South Australia's major thoroughbred meetings.

"Sky Racing is a long-standing partner of racing in South Australia and this new media rights deal will secure wide exposure and financial returns for TRSA," said Sky Racing Chief Operating Officer, Brendan Parnell.

"Sky is committed to taking Australian racing to the widest possible audience, both domestically and globally. We are delighted to continue to present the South Australian thoroughbred racing story to racing fans."

TRSA CEO Jim Watters said: "While we concluded an initial agreement with Sky Racing in 2008, TRSA is delighted to have finally concluded negotiations for the long form agreement with Sky Racing through until 2014, with the inclusion of a further three year right of renewal.

"Vision of South Australia's thoroughbred racing is one of our key assets and the TRSA Board is extremely pleased to have been able to secure South Australia's place in the Sky Racing stable of racing broadcast. This agreement provides substantial funding for our local racing industry. It also secures the long term future of South Australian thoroughbred racing on the main Sky Racing channels both locally and overseas, through their broadcast partners.

"Due to South Australia's relatively small population, the provision of our racing to the widest possible audience is vital. Our partnership with Sky Racing achieves that outcome."

For more information:

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