



MEDIA RELEASE
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PREMIER HORSE RACING PRIMED

The NZ Racing Board is pleased to announce that Prime will be its new official broadcasting partner, featuring top New Zealand horse racing events and becoming the new free-to-air home of the Melbourne Cup in New Zealand, which is on this coming Tuesday.

NZ Racing Board Acting GM Broadcasting Christine Hogg said "New Zealand has a proud horse racing history and we're delighted to partner with Prime as we cement and build on this legacy.

"Together with Prime we've put together a great content calendar covering the cream of New Zealand horse racing with the Melbourne Cup the cherry on top."

"The excitement of the racetrack can be enjoyed from the comfort of home with a push of a button and, we know many Kiwis love the thrill of having a flutter at the TAB, so the partnership is an important component of our accessibility strategy as we strive to make racing a leading form of entertainment in New Zealand."

Prime is available on Freeview television and on SKY.

SKY Business Development Manager Colin Torrie said "We are thrilled that Prime will be the free-to-air home of the iconic Melbourne Cup as well as some of the best horse racing events from around the country and look forward to sharing the excitement on and off the track with our viewers".

On 5 November Prime will broadcast the 'race that stops two nations' bringing viewers around the country extensive coverage of the Melbourne Cup.

Great New Zealand racing events Prime will broadcast include the New Zealand Trotting Cup, New Zealand Galloping Cup, Wellington Cup, Karaka Millions, Waikato Sprint, Auckland Cup, Harness Jewels and the Great Northern Steeplechase.

The NZ Racing Board's previous free-to-air broadcasting partner was TV3. The NZ Racing Board also broadcasts two racing-specific channels – Trackside and TABTV – which remain unchanged.

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