



Ascot Racecourse Appoints HBA Media to Manage International Media Rights

8th January 2020

Ascot Racecourse has appointed HBA Media, the pre-eminent international horseracing media rights agency, to market their global media rights, as part of a five-year agreement.

From January 2020, HBA Media will be responsible for the distribution of Ascot's non-betting international media rights portfolio to include Royal Ascot, as well as all Flat and National Hunt Racing, excluding QIPCO British Champions Day.

Henry Birtles, Chief Executive of HBA Media, said:

“These are very exciting times for horseracing, with the emergence of so many new platforms and opportunities, through which we can now promote our great sport to the audiences we have all strived to reach.

“To have Ascot on our books represents ‘a pinch me moment’ and we cannot wait to get going. With sports rights, the power is in the collective and we can now leverage sales for individual clients through the growing collection of showcase international races HBA Media has the honour of representing.

“Ascot is a global brand and being associated with the racecourse is a true privilege.”

Juliet Slot, Chief Commercial Officer at Ascot, welcomed the new relationship:

“HBA Media's business model clearly displays an unrivalled knowledge and understanding of international media rights within the horseracing sector; and we are delighted to have appointed them to market our global media rights.

“We are confident that Ascot will benefit hugely from this exciting new venture.”

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