



INTERNATIONAL ENTRIES BOOST GLOBAL REACH FOR ROYAL ASCOT 2019

17th June 2019

Entries from nine countries have helped boost global interest in Royal Ascot 2019, which will be broadcast in around 200 countries and available in over 650m homes worldwide.

Led by extensive domestic coverage on ITV in the UK, coverage will span the globe with crews from Japan, the USA, Australia, the Middle East and France on-site at the Berkshire course to track the hopes of the world's finest thoroughbreds.

ITV's coverage will see all 30 races from the opening Queen Anne Stakes on Tuesday June 18 to the closing Queen Alexandra Stakes on Saturday June 22, live on their main channel.

Sky Sports Racing, Ascot's new Pay TV partner in the UK, will be making their live coverage available to 14m domestic customers as well as over 6,500 pubs and clubs.

Pictures will be streamed to 22 online bookmakers in the UK and Ireland as well as 9,300 betting shops. Around 25,000 shops internationally will be showing the races, which includes eight Group 1 contests.

Coverage of Royal Ascot also continues on NBC, including Saturday which will be shown on the main NBC Channel (with days one to four on NBC Sports Network). NBC's coverage will reach almost 80 million homes across the US.

Japanese racing fans will be able to follow the exploits of their Prince of Wales' Stakes hopeful Deirdre on the Green Channel, where legendary jockey Yutaka Take has fronted promotions for the coverage.

Nikkei Radio, traditionally the home of horse racing on the radio in Japan, will broadcast commentaries and reports nationwide.

Globally, coverage of Royal Ascot will have a reach of over 685 million households.

Around 42 million homes in 17 countries in the MENA (Middle East and North Africa) region will be served by live coverage from Dubai Racing Channel and Abu Dhabi Sports.

Royal Ascot is again broadcast across China via Sina, the direct to home streaming service. Of the 270 million active monthly users, 45 million access the Sina Sport portal daily, bringing Royal Ascot to millions of Chinese customers.

Eurosport will be showing highlights and news from Royal Ascot across 135 million households in Europe and 11 million in Asia as well as across their website, which has 33 million unique users.

Juliet Slot, Ascot's Chief Commercial Officer, said:

“We are very privileged in the UK to have a terrestrial free to air partner in ITV which is so committed to racing – illustrated no better than through their extensive coverage of Royal Ascot, the only racing festival to have every race covered live on ITV1.

“Sky Sports Racing, new to Royal Ascot this year will provide coverage to 14m domestic customers and overseas, the Royal Meeting has never had such exposure.

“Coverage on NBC, now in its third year has expanded once again and it is very significant that Saturday will go out on the main network – the equivalent of ITV1 at home.

“This year will see remarkable engagement in Japan, and we have moved The Prince of Wales's Stakes forward half an hour on the second day, to ensure it can be shown before midnight there.

“Our ambition to continue to grow our brand on the global stage is enhanced by such an extensive network of broadcast partners with unprecedented reach for the five days of the Royal Meeting.”

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