



***For immediate release***

**July 23, 2014**

**SKY SPORTS DIGITAL MEDIA APPOINTED AS LICENSED PROVIDER OF  
OFFICIAL BRITISH HORSERACING PRE-RACE DATA**

Sky Sports Digital Media (SSDM) has joined Press Association, SIS and Timeform as a distributor of official British horseracing Pre-Race Data (PRD), Racecourse Data Company (RDC) announced today.

SSDM has been licensed by RDC – a joint venture with 57 racecourses set up to licence and control PRD.

PRD is generated by Weatherbys and is the key component of information required to take a bet. It includes information on a racecard, such as final fields, owners, trainers, jockeys, weights, colours, draw and ratings.

The contract allows Sky Sports to distribute official racing data to its customers. These include bookmaker sports books, TV, newspapers and mobile networks

SSDM is the fourth data provider to sign up with RDC in the last two months and ensures that nearly all those customers who received official and reliable PRD via the previous licensor, Racing Enterprises Limited (REL), will continue to do so under RDC's licensing.

**Richard FitzGerald, Chief Executive of Racecourse Media Group and Tony Kelly, Managing Director of Arena Racing Company, who are both RDC Directors, said:**

*“It is essential for the sport that racecards are distributed from a licensed source, such as Sky Sports Digital Media, and we are delighted to be working with them.*

*“These contracts provide customers with the peace of mind and assurance that the most crucial element of data that facilitates the placing of a bet is official, reliable and accurate.”*

**David Gibbs, Director, Sky Sports Digital Media, said:**

*“Working with RDC will ensure that Sky Sports can continue to develop and deliver a superb portfolio of horse racing products to our own network and commercial partners.”*

RDC was assigned the PRD licence from Racing Enterprises Limited (REL), with effect from January 1, 2014 to 31 December 2018. Income received by REL will be wholly invested in British horseracing.

The formation of RDC is a collective approach with 57 racecourses and has widespread industry support, including from the British Horseracing Authority, REL, Racecourse Association and Horsemen's Group.

***Ends***

## Notes to Editors

### About RDC

RDC is a JV between Racecourse Media Group (RMG), Arena Racing Company (ARC) and nine independent racecourses as shareholders. RDC has been set up to license and control PRD.

RDC was formed with the backing of Racing Enterprises Limited, Horsemen's Group, British Horseracing Authority (BHA), Racecourse Association and 57 racecourses.

Licensing is applied via a transparent rate-card, which has industry backing and is utilised across all customers. RDC has aligned its licensing principles with FRAND (Fair, Reasonable and non-discriminatory), which is widely used by standards-setting organisations and in licensing.

The rates have been set at a reasonable overall level of the revenues derived by businesses, and are the most appropriate, practical, fair, transparent and defensible way of charging for the data.

The charges remain the same for non-specialist newspapers, such as the general national and regional papers, which do not commercialise racecards.

The 57 racecourse shareholders are: Aintree, Ascot, Ayr, Bangor-on-Dee, Bath, Beverley, Brighton, Carlisle, Cartmel, Catterick, Cheltenham, Chepstow, Chester, Doncaster, Epsom Downs, Exeter, Fakenham, Ffos Las, Fontwell Park, Goodwood, Great Yarmouth, Hamilton Park, Haydock Park, Hexham, Huntingdon, Kelso, Kempton Park, Leicester, Lingfield Park, Ludlow, Market Rasen, Musselburgh, Newbury, Newcastle, Newmarket, Newton Abbot, Nottingham, Perth, Plumpton, Pontefract, Redcar, Ripon, Salisbury, Sandown Park, Sedgefield, Southwell, Stratford, Taunton, Thirsk, Uttoxeter, Warwick, Wetherby, Wincanton, Windsor, Wolverhampton, Worcester and York

Media contact:

Seb Vance

T: 078100 43040

E: [media@racecoursedatacompany.com](mailto:media@racecoursedatacompany.com)

W: [www.racecoursemediagroup.com](http://www.racecoursemediagroup.com)

### About Sky

Sky is the UK and Ireland's leading home entertainment and communications company. Around 40% of all homes have a direct relationship with Sky through its range of TV, broadband and home telephony services.

Sky is the UK's biggest investor in television content, investing more than £2.5 billion a year in channels such as Sky 1, Sky Atlantic, Sky Living, Sky Arts, Sky Sports, Sky Movies and Sky News. Around two-thirds of Sky's content spend is invested in the UK and Sky is the fastest-growing source of investment in original British programmes. More than 30 million people watch Sky content each week.

Alongside its commitment to offering customers a greater choice of high-quality content, Sky is a leading innovator. Customers enjoy total control and flexibility over their favourite TV through Sky+, watch TV on the move through Sky Go, and enjoy the best quality TV experience at home through High Definition and 3D.

Sky distributes its content broadly over several platforms, including satellite, cable, IPTV, mobile and WiFi. NOW TV, Sky's second consumer brand, builds on the company's leadership in internet TV. Sky is also the UK's fastest-growing home communications company and favourite 'triple-play' provider of TV, broadband and home phone.

Sky believes in making a wider contribution to the communities in which it operates by taking positive action on the environment, supporting grassroots sports and increasing access to, and participation in, the arts. Sky employs 24,000 people, has annual revenues of £7.2 billion and is estimated to support a £5.9 billion contribution to UK GDP. Sky is listed on the London Stock Exchange (BSY).

Sky contact:

Andrew Swires

T: 0113 399 2149

E: [andrew.swires@bskyb.com](mailto:andrew.swires@bskyb.com)