

**30 broadcasters to showcase Royal Ascot in 180+ territories**

* ***Five new broadcasters with NBC taking the enhanced World Feed for the first time.***
* ***Ascot commission ‘The Royal Procession: Celebrating 200 Years’ documentary to celebrate 200th Royal Procession and provide additional content for broadcasters.***

**Monday, 16th June 2025** – Royal Ascot, scheduled from Tuesday 17th June to Saturday 21st June, will be broadcast in over 180 territories through 30 broadcasters, ensuring the event reaches audiences across every corner of the globe.

A jewel in the crown of international horse racing, it continues to attract significant broadcaster interest, with HBA Media delivering widespread coverage on behalf of Ascot Racecourse.

This year’s distribution includes five new broadcasters – **Abu Dhabi Media** (Yas TV) (MENA), **Charlton** (Israel), **FanCode** (India), **WeDo Asia** (Southeast Asia) and **D-Smart** (Turkey). Furthermore, **NBC** and **Peacock** will showcase the Royal Meeting across their linear and digital channels - exclusively taking the enhanced World Feed for the first time - coupled with an on-course presence later in the week with presenters Nick Luck and Britney Eurton.

**Content packages available to broadcasters:**

* Daily five-hour coverage of **ITV Racing’s World Feed**, which includes the full 35-race card taking place across the Royal Meeting. The enhanced production, presented by Tom Stanley, Michelle Yu and Aly Vance, alongside former jockey Meg Nicholls and Irish specialist Jane Mangan, will provide broadcasters with uninterrupted coverage.
* **CJR90** – Designed with a worldwide audience in mind, the bespoke 90-minute live show will contain exclusive interviews, expert analysis, curated features and the very best of the action and lifestyle from Gold Cup Day (Thursday).  The CJR talent will be joined by a new sporting recruit, former sprinter Harry Aikines, who in making his Royal Ascot debut will help capture the excitement, elegance and global appeal of the Royal Meeting.
* ***The Royal Procession: Celebrating 200 Years*** *–* In celebration of the Royal Procession, Ascot has commissioned a 24-minute feature produced by Equine Productions.  The short documentary will be offered as complimentary content to broadcasters, delivering highly sought-after factual programming that charts the history and heritage of the famed opening to the Royal Meeting.

Since 1825 this tradition has stood the test of time and through captivating visuals, first-hand experiences and expert commentary by Alice Loxton, the programme will trace the origins of this ceremonial journey from Windsor Castle to Ascot Racecourse showcasing its role in connecting the monarchy with the public and celebrating British culture at its finest.

**Distribution:**

**ITV Racing** will present their award-winning coverage live from Ascot Racecourse in daily five-hour programmes, with **Sky Sports Racing and** **Virgin Media** supplementing the UK and Irish audience offering.

In the US, **NBC** and **Peacock** will broadcast the entire Royal Meeting, with **ESPN** catering for Latin and South American fans. Broadcast giants, Rogers, will make the Royal Meeting freely available to a Canadian audience on **SportsNet** with **Racing.com** and **Sky Racing** catering for the Australian audience.

European coverage will be complemented by committed broadcasters **RAI** (Italy), **Setanta** (Baltics and Eurasia), **Polsat** (Poland), **CYTA** (Cyprus), **WeDo Sport** (Germany, Switzerland and Austria), **Silknet** (Georgia), **D-Smart** (Turkey) and **Viaplay** (Netherlands, Scandinavia).  **Equidia** will be onsite, covering a host of hopeful contenders making the trip across the Channel.  **Eurovision** Sport will continue to provide a broadcast window for Royal Ascot in 20 dark market territories through a partnership with EBU.

Elsewhere, an exclusive agreement with OTT streaming platform **FanCode** (India) – one of India’s biggest channels that goes into 160 million homes – ensures the event is accessible to a multi-million regional audience. While **SuperSport** has renewed its deal that sees Royal Ascot broadcast across 52 territories in sub-Saharan Africa.

Coverage in the Middle East includes **DMI**, **Al Kass** and **Charlton**, their footprint spanning 20 territories.  Across Asia, the **Green Channel** and **Netkeiba** will service Japanese audience’s expectant of the nation’s first Royal winner. In addition, **Abu Dhabi Media** (Yas TV) (MENA) returns to racing after a four-year absence to broadcast the full World Feed every day, as part of a newly signed one-year deal featuring multiple international race events.

Globally, **BBC HD Maritime** will ensure full coverage of the Royal Meeting on Anuvu cruise ships, while **Sport24** will make the CJR90 programme available on 10 airlines around the world.  Magazine show **TransWorld Sport** will ensure the focus remains on Ascot even after the conclusion of its premier event.

**Frank Sale, Chief Executive at HBA Media, said:**

“Each year, we take immense pride in amplifying the global presence of Royal Ascot on behalf of Ascot Racecourse. The sustained strength of our international distribution reflects not only the prestige of the Royal Meeting but also the depth of our partnerships across the broadcast landscape. Through compelling programming such as **CJR90** and ***The Royal Procession***, we’re not just expanding the event’s global footprint — but focusing our attention on ensuring we resonate with audiences around the world with engaging programming.”

**Johnathan Gregory, Chief Commercial Officer, Ascot Racecourse, added:**

**“**We’re incredibly proud of Royal Ascot and the enduring appeal it continues to hold for audiences around the world. None of this would be possible without the support and collaboration of our international broadcast partners, whose commitment plays such a vital role in showcasing the excitement, heritage and prestige of the Royal meeting. This year is particularly special as we mark the 200th anniversary of the Royal Procession – a milestone we’re delighted to honour through a specially commissioned programme that brings this historic tradition to life for a global audience.”

ENDS

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**About HBA Media:**

HBA Media provide multiple live international horseracing packages to broadcasters as well as umbrella deals which

include the co-ordination of programme delivery, daily management and troubleshooting.

HBA Media’s aim is to promote horseracing to be competitive with the likes of football, rugby, and cricket in the world

of sports broadcasting.

HBA Media is proud to work with a whole host of prestigious racing federations and major global networks including Ascot Racecourse Limited, the Jockey Club of Saudi Arabia, France Galop, Eurosport, Dubai Media Incorporated, Abu Dhabi Media, TVG, The Japan Racing Association, Singapore Turf Club, The German Jockey Club, The German Tote, Italian Racing, Victoria Racing Club, Melbourne Racing Club, The Hong Kong Jockey Club, NYRA, The New Zealand Racing Board, Racecourse Media Group, The Stronach Group, Breeders' Cup, Phumelea Gaming, the Saudi Cup and the Qatar Prix de l’Arc de Triomphe.