



NEW ZEALAND  
BLOODSTOCK

**MEDIA RELEASE**  
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## **RACING LIKE YOU'VE NEVER SEEN OR HEARD IT BEFORE**

Flying turf and the thunder of hooves – punters tuning into Trackside, TAB TV and Sky Sport 1 to catch the Karaka Million raceday at Ellerslie on Sunday will experience racing like they've never seen and heard it before when the on-course action is broadcast in full high-definition for the first time.

The state-of-the-art HD broadcast, with its enhanced picture quality and sound, reflects the calibre of the premier raceday and will significantly add to a thrilling day of racing at Ellerslie.

The production is a ground-breaking venture involving the New Zealand Racing Board, Sky Television and New Zealand Bloodstock.

The timing of the broadcast on Sky's premier sports channel will be dictated by the New Zealand-Zimbabwe cricket match. Races three to six, from 6pm-8pm are locked in for HD. However, should day four of the cricket test in Napier finish early, even more HD racing will be broadcast.

The action happens off-track as well. Hosted by broadcaster Brendon Pongia and racing legend Lance O'Sullivan, coverage will celebrate the fun and excitement around the big raceday. Trackside's Brendan Popplewell and Aidan Rodley will provide expert commentary and analysis, while former All Black Josh Kronfeld and celebrity Jo Cotton cover the colour in the field.

NZ Racing Board General Manager of Broadcasting Glen Broomhall said the HD production was a first for racing.

"For punters who can't be there on-course, watching the broadcast in HD is the next best thing.

"What's great, too, is that the coverage will not only show top-flight racing in a state-of-the-art format, it'll also take in the colour, excitement, thrills and build-up to premier thoroughbred racing."

Mr Broomhall praised the support of Sky and NZ Bloodstock.

"It's great to be able to do this alongside two such professional and pro-active organisations. It's a big win for racing in New Zealand."

Petrea Vela, NZ Bloodstock Managing Director of Sales and Marketing, said the organisation was thrilled to be involved in the country's first-ever HD racing broadcast.

“It’s an innovation that befits the calibre and quality of the day and one that will show New Zealand racing in the best possible light.”

In another coup for the New Zealand racing industry, the Karaka Million feature race for two-year-olds and another three races on the day will be broadcast into Singapore. The million-dollar feature race is a regular on the Singapore racing broadcast schedule, but this year is the first time additional races from the meeting will also be beamed into what is a major export market.

“Added to the broadcast of the entire raceday into Australia, the Singapore broadcast is a tremendous opportunity for us to further showcase the New Zealand racing and bloodstock industry overseas,” said Ms Vela.

**ENDS**

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