



## BROADCASTING CASE STUDY

On 29 March 2004 the specialist horseracing channel, Attheraces, came off-air signalling the demise of the platform which had provided viewers of the live horseracing from 49 of the country's 59 racecourses.

The channel, created in 2001, had purchased virtually all of the racecourses' media rights on a worldwide basis.

Although the closure of the channel had been forecast, the racecourses had suddenly lost their guaranteed media income. Importantly, however, they had recovered their media rights. Time was of the essence to re-establish the exploitation of those rights and, in the events which happened, 30 of the country's 59 racetracks (including Newmarket, Aintree, Epsom, Newbury, Doncaster, York, Cheltenham and others) decided to launch their own channel, called Racing UK.

The Wiggin team worked around the clock to advise on not only the fall-out from the previous contract with Attheraces but also all the elements required to establish the new joint venture and get the new Racing UK channel on-air. This included:

- Resolution of competition issues and OFT concerns
- Regulatory licensing from Ofcom
- Media rights acquisition agreements from all participating racecourses
- Shareholder, financing and related documentation (including financial services advice) for all racecourses
- Studios, talent, playout, uplink and transponder agreements
- Terrestrial television deals (some with "listed event" issues)
- Carriage contracts with UK and overseas platforms
- Availability on the various EPGs at short notice
- Conditional access and subscriber management deals and residential and commercial subscriber contracts
- Worldwide exploitation contracts via betting partners and TV distributors
- Key racecourse data protection and management necessary for betting to occur.

Despite the size of the task, the Racing UK channel launched successfully eight weeks later on 29 May 2004. Needless to say, the work is still ongoing as Racing UK looks to develop new revenue generating opportunities in new areas of media.

For further information contact:

Shaun Lowde [shaun.lowde@wiggin.co.uk](mailto:shaun.lowde@wiggin.co.uk)  
Sean James [sean.james@wiggin.co.uk](mailto:sean.james@wiggin.co.uk)  
Jason Chess [jason.chess@wiggin.co.uk](mailto:jason.chess@wiggin.co.uk)