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Greyhound racing to be broadcast to World-wide audience

Greyhound Racing Victoria has teamed with Sky Racing and TAB to broadcast greyhound racing to the World, GRV Chair Peita Duncan announced today.

Ms Duncan said that from the second week in June the sport would be beamed into North America with a potential audience of millions of people.

“This initiative with Sky Racing allows us to showcase our great athletes, trainers, racing and sport to the World,” Ms Duncan said.

“It also opens up a massive new wagering audience which will help us work through COVID-19, increase returns to our participants and position us for an exciting new future. This is a first for Victorian and Australian greyhound racing and gives us an unprecedented opportunity to share and grow the sport with a massive new audience.”

Ms Duncan said initially Australian greyhound racing would be broadcast throughout the United States of America via skyracingworld.com and online wagering companies.

“However, once COVID-19 restrictions in the United States have been lifted there will be opportunities for us to have our sport shown live in casinos and numerous other clubs and venues,” Ms Duncan said.

Ms Duncan said the USA project would be completed in two phases. Initially, one Australian greyhound meeting a day with separate USA Tote pools would be beamed live to the USA with the intention being to then progress to co-mingling following regulatory approvals.

“The first meeting beamed into the US will be the Victorian Shepparton meeting on June 15 and we will be pushing hard for more Victorian meetings as we go forward. I would like to thank Sky Racing, TAB and our clubs for partnering with us to bring these projects to fruition,” she said.

TAB Managing Director, Wagering and Media, Adam Rytenskild said the initiative was exciting and Sky was looking forward to partnering with GRV and other Australian greyhound racing jurisdictions.

“This will allow us to showcase greyhound racing to the massive North American market and develop new wagering markets with benefits flowing back to the sport and participants.”

For media enquiries contact:

GRV Public Affairs Manager Ian Haberfield 0428 032 234

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