



Press Release – 01/05/09

Badminton Cross-Country Day Streamed Live on the Web

Cross-country day at The Mitsubishi Motors Badminton Horse Trials will be available live on the web next Saturday, May 9. The live video stream will be distributed globally and free to view, courtesy of Horse & Country TV.

Live coverage of cross-country day will be available worldwide on the Badminton web site (www.badminton-horse.co.uk) via H&C's player, and in the UK the action can also be seen on the BBC's red button service and web site.

Coverage starts on Saturday, May 9 at 11 am UK time (GMT+1).

For the first time, the BBC will share broadcast rights to the pinnacle of three-day events, with eight hours of expanded coverage available on H&C (Sky 280), over the weekend of 30th and 31st May.

"H&C is proud to have the opportunity to work with the Badminton Horse Trials and BBC to ensure the continued television coverage of this wonderful event," said Justin Albert, Managing Director of H&C.

"Our broadcast coverage will include more of the dressage and show-jumping phases of the trials, as well as rare archive footage never before seen on UK commercial TV."

"This plus more Badminton coverage will also be available later at www.horseandcountry.tv, providing sustained access to great Badminton action throughout the year."

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About H&C

H&C launched in 2007 and broadcasts at channel number 280 on Sky. In December last year new investors bought into the Channel and a new management team has been put in place. Both the Channel and the web site will undergo a complete relaunch in May this year. As a first step the Channel has been rescheduled with each night of the week focusing on one of H&C's five key themes (Horse, Dog, Land, Life and Fish) as follows:

- Monday: Land (agriculture, farming)
- Tuesday: Horse (sports)
- Wednesday: Horse ("how to")
- Thursday: Dogs
- Friday: Fish (angling: coarse, fly, carp and sea)
- Saturday: Horse (sport)
- Sunday: Life (country living, cookery, gardening etc)

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