



Horse & Country TV Shortlisted for Best Specialist Channel Award

Horse & Country TV is proud to announce that the channel has been shortlisted in the Best Specialist Channel category for the Broadcast Digital Awards 2010. These prestigious TV industry awards are an annual celebration of the best in British digital television. Other channels shortlisted in the same category as H&C TV include Sky Arts, MTV Hits, Chelsea TV, Teachers TV and Xmas 24. Channels also in the running for other award categories include BBC One, ITV2, E4 and Sky1.

H&C TV was successfully rebranded in May 2009, creating an energetic and contemporary channel on air and online, that addresses a large and under-served audience. Over the past 12 months H&C TV has extensively refreshed its schedule through innovative partnerships with leading event organisers, including the London International Horse Show at Olympia and The Mitsubishi Motors Badminton Horse Trials. Key acquisitions for H&C TV have included the Rolex FEI World Cup™ Jumping and FEI World Cup™ Dressage Series and both finals in association with BBC Sport, as well as quality documentary series and a kids' drama, Saddle Club.

H&C TV also continues to broadcast topical magazine programming on the channel, such as *Canter Banter* and *Farming Sunday*, a weekly update for the British farming community which consistently draws large numbers of viewers.

Jonathan Rippon, Head of Programming at H&C TV, said: *"We are thrilled to be in such good company on the shortlist for the Best Specialist Channel award. This recognition by a leading industry authority such as Broadcast demonstrates not only that H&C TV has come a long way in the past year, but also that there is a large and vibrant audience for horse sport and lifestyle programming."*

NOTES TO EDITORS

Horse & Country TV (H&C TV) lives on-air and online and provides exclusive event coverage, format-driven and personality-led programming, views and other features to a passionate and under-served audience base. Viewers can access hours of digital video footage covering previously featured events. As well as horse sports, H&C TV broadcasts a series of other related programmes focused on dogs, country sports, food and lifestyle. Online, H&C runs blogs and commentary provided by a range of experts and personalities. H&C TV carries one of the strongest management teams in today's digital media space, including the company's Chairman, Heather Killen, former SVP, International Operations at Yahoo! Inc and former non-executive director at ITV plc. H&C TV has a 29,000 strong Facebook following and lives online at www.horseandcountry.tv and on-air on **SKY channel 280**.

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