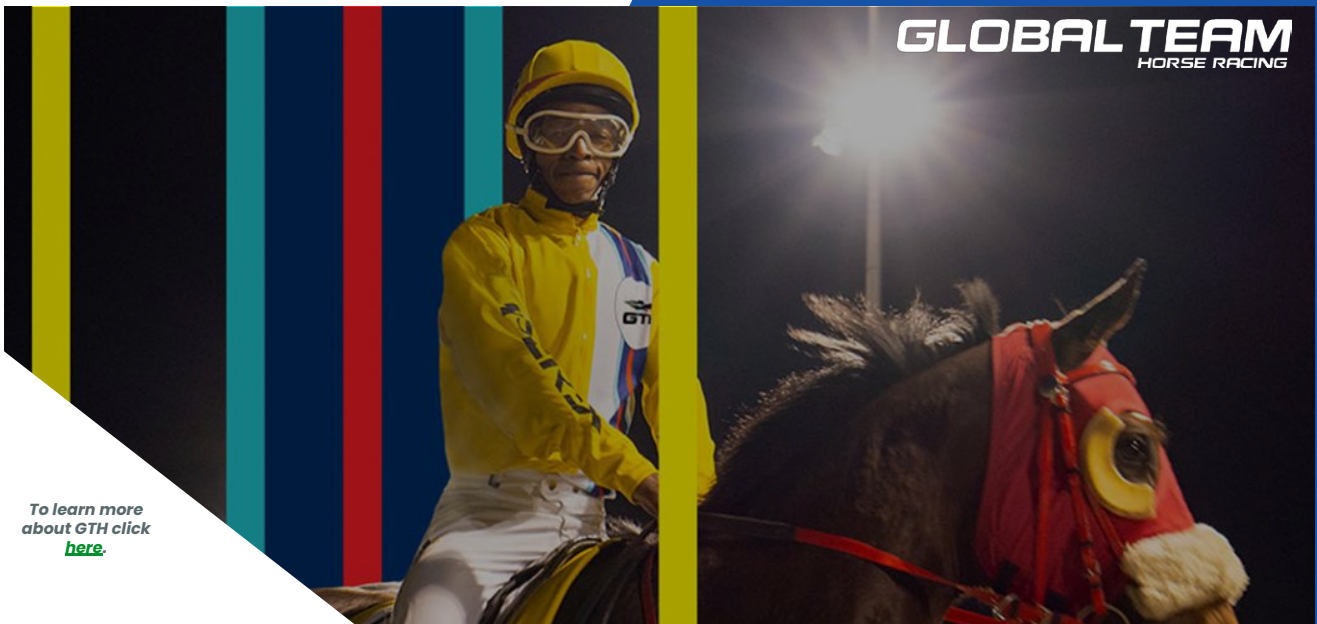


GLOBAL TEAM
HORSE RACING



To learn more
about GTH click
[here](#).

CHALLENGE

In March 2020, Covid - 19 brought the sport & entertainment world as we know it to a standstill. The industry was, and continues to be characterised by uncertainty. During this tumultuous time, brands, rights holders & agencies have been inspired to challenge the status quo.

➤ GLOBAL TEAM HORSE RACING (GTH)

It is no secret that the sports industry is under immense pressure due to the impact of Covid - 19 related restrictions, but **challenges** bring about opportunity. Teams and rights holders have been forced to innovate and meet fan demands and the results of this accelerated change is very exciting.

One sport that is in dire need of innovation is horse racing. The traditional betting focussed horse racing model is outdated, audiences are dwindling and without rapid change the future of the sport is in jeopardy.

Introducing Global Team Horse Racing (GTH) a first of its kind, fast-paced, technology-forward horse racing innovation spearheading the return to prominence of the sport.

GTH **challenges** the norms of the horse racing industry in every way. Team-based horse racing, 8 races in under two hours, a family-friendly experience for all to enjoy and a blend of live and digital elements merged into an exciting entertainment product.

The inaugural GTH Live event head to head showdowns will take place on 5, 12 & 19 August with the final on the 2nd of September at Hollywoodbets Greyville Racecourse in Durban. The entire GTH series will also be broadcasted live on SuperSport on the mentioned dates with coverage starting at 18:00 on SuperSport's Variety channels.

There is no doubt that GTH is **challenging** not just the the horse racing industry but the local sports industry in numerous ways and we can't wait to see how the series unfolds later this year.