



CHANNEL 4 ROLLS OUT HORSE TRACKER APP FOR 2013 RACING CALENDAR

#1 ranking free app allows viewers to track live horse position, speed and distance in real time

Throughout 2013 Channel 4 will employ its second screen app, the Channel 4 Horse Tracker, after it achieved significant success amongst users when it debuted in April for the John Smith's Grand National.

Channel 4's coverage of the Grand National attracted nine million viewers with the Horse Tracker app securing 150,000 downloads.

Viewers were able for the first time ever to track the position and speed of the horses using Monterosa's LViS second screen technology and TurfTrax data with audio watermarking from Civolution to allow users to access live race information synchronised with their TV coverage of the race giving them the position of their horses, the speed of their selections; distance to the leading horse and to the finishing post..

The app, sponsored by Paddy Power bookmaker, will be implemented to complement the QIPCO British Champion Series and for all Channel 4 televised races on the following racedays:

Sandown Eclipse	July 6
Newmarket July Meeting	July 11 – 13
Glorious Goodwood	July 30 – August 3
York Ebor Festival	August 21 - 24
Doncaster St. Leger Festival	September 12 – 14 (TBC)
Newmarket Cambridgeshire Meeting	September 26 – 28
Newmarket British Future Champions' Day	October 12
Ascot British Champions' Day	October 19

The free app is available to download immediately from the Apple App Store with a non-synchronised version of Horse Tracker available online at channel4.com/racing

Through the Channel 4 Horse Tracker users can choose to track one horse, a multiple selection, or track the live positions of all the horses in a race – helping the viewer to more clearly understand where their horse is positioned in the field.

James Rutherford, Channel 4's Multiplatform Commissioner for Sport, explains: "We are keen to continue innovating around horseracing and introducing new technology that will engage a new audience and take the existing viewer closer to the sport.

"It's a terrifically complex project which we successfully launched for the John Smith Grand National. We look forward to developing and enhancing the app while strengthening it's performance throughout the year."

Mike Maher, Managing Director at TurfTrax, says: "I am delighted that Channel 4 Racing fans will be able to view TurfTrax data in such a unique and enjoyable way by using the Horse Tracker App during QIPCO British Champions Series racedays this year."

Tom McDonnell, Commercial Director at Monterosa added: "Watching racing with Horse Tracker running is a completely enhanced experience. We're only just starting to see how the combination of high quality TV coverage and live, personalised sports data can make a sport like racing more interesting and relevant for connected audiences".

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Notes to Editors

About Channel 4:

Channel 4 is a publicly-owned, commercially-funded, not-for-profit public service broadcaster and has a remit to be innovative, experimental and distinctive. Its public ownership and not-for-profit status ensure all profit generated by its commercial activity is directly reinvested back into the delivery of its public service remit. As a publisher-broadcaster, Channel 4 is also required to commission UK content from the independent production sector and currently works with around 400 creative companies across the UK every year. In addition to the main Channel 4 service, its portfolio includes: E4, More4, Film4, 4Music, 4seven, channel4.com, video-on-demand service 4oD and standalone digital projects.

About Monterosa:

Monterosa's mission is to provide outstanding tools and services that revolutionise the way producers, broadcasters and advertisers make interactive, social, second screen TV.

We work with some of the world's biggest names in TV and advertising including BBC, ITV, Channel 4, Sky, Endemol, Shine, Fremantle, MediaCom, Mother, BBH, Volkswagen and Burberry. www.monterosa.co.uk

About TurfTrax:

TurfTrax is a global leader in the design and implementation of innovative data products for the horseracing industry. As well as use at Aintree, STATS has recently been deployed at Ascot, Goodwood, Newmarket and York in conjunction with QIPCO British Champions Series. The British Horseracing Authority rules require every racecourse in Great Britain to use the TurfTrax GoingStick. The company also installs and operates Going Mapping and Weather Systems and its international customers include; France Galop, Dubai Racing Club, California Horseracing Board, Churchill Downs Inc., New York Racing Association, Hong Kong Jockey Club, The Australian Turf Club and The Victoria Racing Club. www.turftrax.co.uk

About Civolution

Civolution is the leading provider of technology and solutions to identify, manage and monetize media content. The company offers an extensive portfolio of cutting edge digital watermarking and fingerprinting based applications for media interaction (accurate and real-time video synchronization for 2nd screen and smart TVs), media intelligence (audience measurement and media monitoring for television) and media protection (forensic marking of media assets in pre-release, digital cinema, payTV and online). www.civolution.com | [@Civolution](#).