

# Horse Racing Teams Up With Sportpost.com To Attract A Younger Audience



Released on: May 06, 2010, 2:50 am

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Industry: [Sports](#)

Sportpost, sports social media site, has become an odds on favourite for fans of horse racing as the sport battles for viewers and looks to attract the next generation of fans. This week both Racing UK and 'At The Races' (The UK's biggest broadcasters of horse racing content) have joined the growing list of channel partners at Sportpost.com. This move also works hand in hand with the sports move to overhaul betting and utilise decimals which is a language much more familiar to the younger generation.

The two channel partners join recent Grand National winner and jockey legend A.P.McCoy who already has his own blogging portal within the Sportpost site. The move is highly significant in that horse racing, which has always previously used traditional distribution methods, has now fully embraced social media. Social media is increasingly being seen as the medium of choice for engaging younger viewers and increasing brand awareness, sportpost.com is at the forefront of this shift.

Richard Fitzgerald, Chief Executive of Racing UK said: "Racing should always be looking at ways to introduce the sport to a new audience, and Sportpost is an innovative solution to do just that. Racing UK's strong video content will contribute to the success of the site."

Sportpost (Europe's first sports social media site) is proving very popular with sports stars, rights holders and media owners as an exciting promotional tool. The multi-sport site already boasts, after less than a month since its launch, media partners such as Red Bull,

Nike Football, the UFC, Euro League Basketball and now the two premier horse racing broadcasters in the UK. The full list of channel partners can be found within the [sports videos](#) portal at Sportpost.

Matt Taylor, Head of Online for At The Races said, "Exclusive content is very important to any broadcaster or publisher, but it is impossible to ignore the opportunity to drive fresh viewers through social media. Sportpost is a fantastic tool as it enables At The Races to widen racing's overall appeal and grow awareness of our brand."

Sports stars are also seeing the potential of the [sports blogs](#) portal within Sportpost. The site partners with stars such as tennis world No. 2 Caroline Wozniacki, England rugby stars James Haskell and Danny Care and recent Grand National winner AP McCoy, who immediately blogged of his success exclusively through his Sportpost blog.

AP.McCoy was in high praise of the site, "The way I can now communicate directly with fans through Sportpost is great. I can tell my side of things very easily and quickly."

Sportpost.com bridges the gap, giving brands and sport stars a smarter, more cost effective and targeted alternative for reaching passionate fans compared with the creation of their own websites or micro-sites. Sportpost.com is smashing all expectations since its launch in March 2010. The site aims to build on this fantastic first month and plans to stream live content with partners within the next three months.

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## **About**

## **Sportpost.com:**

Sportpost.com is a pioneering, independent sports social media site combining the best videos, blogs, [sports news](#) and [sport forums](#) from the world of sport into one central location. Set to revolutionise the consumption of content amongst sport fans globally, the site allows users to create, promote and share the best sports content such as [football videos](#) and blogs under the mantra 'share your sport with the world'. Sportpost.com also gives voice to the superstars of world sport, with exclusive deals to publish personal blogs from athletes like England rugby international James Haskell and England international, West Ham striker Carlton Cole; plus premium channels with High Definition content from brands like Nike Football and Red Bull; and innovative partnerships including a Ladbrokes-powered betting portal and a Brightcove online video platform. The site is completely

independent and aims to work with athletes, brand owners and media partners to give sports fans access and choice.

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