



Southern '100'



11th - 14th July 2016

in association with

greenlight.tv

Media Release

**Southern '100' Champions
2015**



Guy Martin



Tim Reeves & Mark Wilkes
Official Broadcast Partner

Southern 100 to be broadcast on ITV4 in 2016

As part of a new three-year production agreement which extends the relationship between local motorsport company Greenlight TV and the Southern 100 Organisers, Greenlight have secured a prime time slot on ITV4 and ITV4HD for the 2016 Southern 100 International Road Races.

The one-hour show will highlight the very best from the 2016 meeting and promises to show the best of the action from around the course along with the thrilling onboard views which put TV viewers in the seat of the race bikes.

Through its distribution company Greenlight International, two hours of the 2016 meeting will also be broadcast as part of the Real Road Racing Series in CBS Sports in the USA, Sky TV in New Zealand, RDS in Canada, Eurosport in the UK, NetSport in Indonesia, FoxSports in Australia.

In addition, news coverage of the event will be available through the weekly news shows produced on the Isle of Man. Motorsport Mundial, Bloomberg Power and Max Power currently broadcast on 45 networks across the world and reaching 650 million homes.



Official Communications Partner



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'The Friendly Meetings'

David Beynon of Greenlight TV commented: *"We are very excited to continue filming the Southern 100 and to provide UK TV coverage for this great event. As always we will be putting our Isle of Man based staff and resources into creating vibrant and exciting coverage of the event for ITV4 and our international broadcasters. As a Manx company it gives us particular pride to take that coverage to millions to people around the world."*

Those sentiments were echoed by the organisers of 'The Friendly Races'.

George Peach, Race Secretary of Southern 100 Racing said: *"It is a great development for our event that we have been able secure the ongoing TV coverage and to expand that coverage to prime time Network coverage in the UK and beyond. Greenlight have worked closely with us over the years to constantly innovate on the coverage they provide and it is pleasing to see this collaboration deliver some great results."*

Web: www.itv.com

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ENDS

17th February 2016