

THE JOCKEY CLUB

17 July 2009

Tony Dyer Esq
Head of Secretariat
Free-To-Air Events Review Panel
Department for Culture, Media and Sport
2-4 Cockspur Street
London. SW1Y 5DH

Dear Tony,

Submission to Free-to-air Events Review Panel

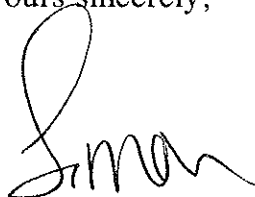
I enclose two additional pieces of information from the Jockey Club further to our initial submission and the constructive meeting we had with the Panel last month.

As requested by the Panel, we include further details in the form of a graph to show the drop in income to Aintree and Epsom for the right to cover the Grand National and the Derby on free-to-air channels. Due to commercial sensitivities, we have not included the specific figures in question.

Also included, and requested by the Panel, is further background information on the status of the Derby and its enduring position as a landmark event in the British sporting calendar.

Should the Panel have any further queries, we would be delighted to help in any we can.

Yours sincerely,



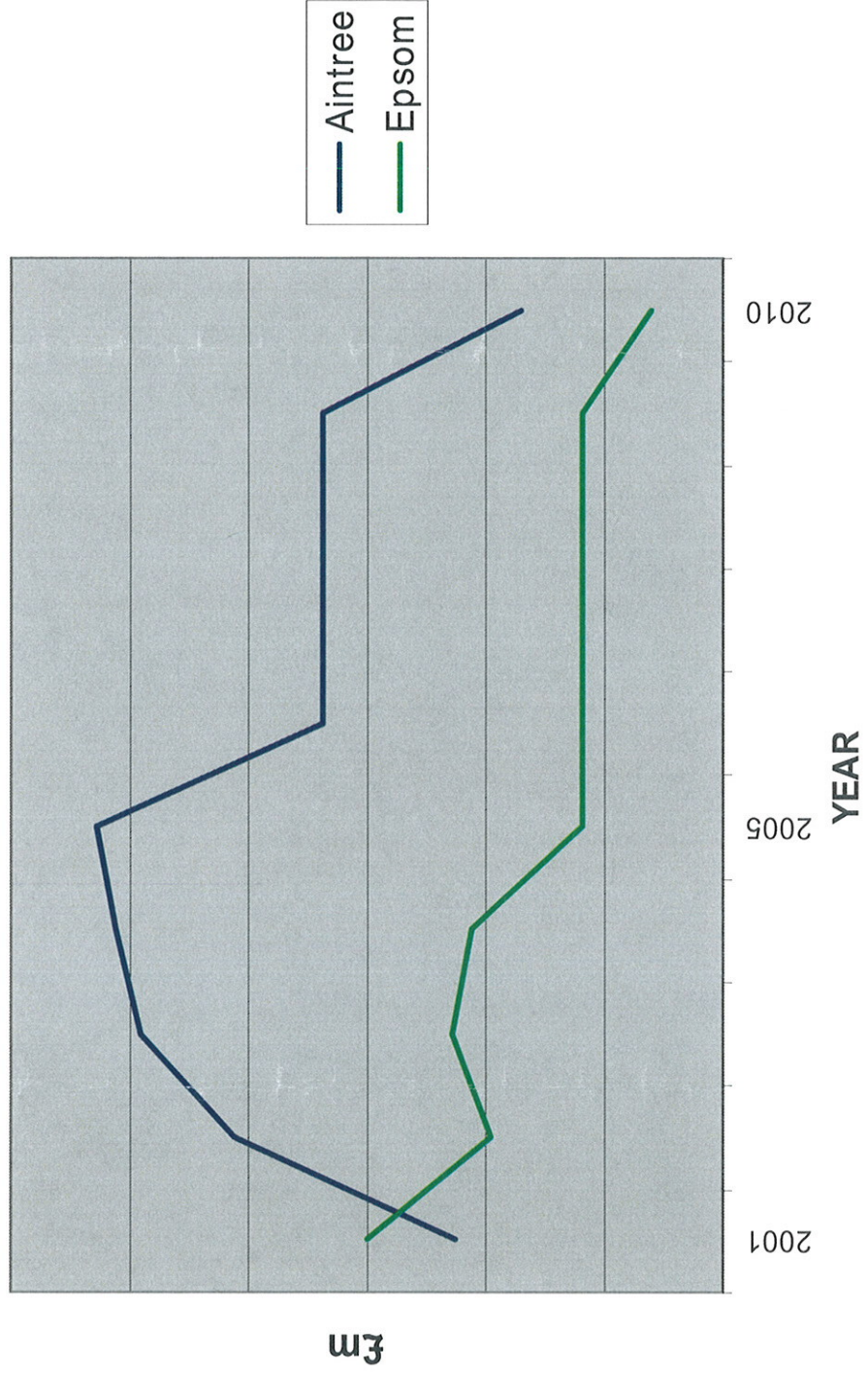
Simon Bazalgette
Chief Executive

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Media Rights Income from 'Free-to-air' Listed Events Grand National & Derby



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The Derby; its enduring position and appeal

- 1. Not only is the Derby at Epsom an event which remains the pinnacle for both participants and followers of the sport, it continues to transcend its racing audience and resonate with a wider public both in Britain and abroad.**

"The Derby is not only the greatest and most prestigious horse race in the world; it is a British institution with a hold on the public well beyond the world of racing."
Journalist and Broadcaster, Alastair Burnett

"There is something special about Derby Day. It is, and always has been, a day for everyone, and it does not matter what clothes you are dressed in, from morning suits to t-shirts and shorts." Derby winning trainer, Peter Walwyn

- 2. Epsom Downs on Derby Day attracts a crowd of between 100,000 and 120,000, making it among the highest attended one day sporting events in the UK with an appeal which stretches far beyond the racing community.**

"There are lots of other races around the world, like the Kentucky Derby, which is also a great race – but there's nothing like the Derby." Dual Derby winning trainer, Aidan O'Brien

"The tradition and history behind the Derby, as with the Grand National, are so powerful that I get a cold shiver down my spine every time I go to Epsom, one of the foremost shrines of racing." Derby winning trainer, Peter Walwyn

- 3. An average of 3m viewers watched the BBC coverage of the last two runnings of the Derby (with a 25% share of the audience), the race is also shown in a further 200 countries around the world. After the Grand National, it generates more betting turnover than any other race with an estimated £200m in Britain alone.**

"Some have said the Derby is not the race it once was – believe me, it is the race that every jockey wants to win." Three time Derby winning jockey, Johnny Murtagh

"The Derby is still the most important race in the world and any jockey would give his right arm to win it. My dream was to win the race, but then when I'd won it I wanted to win it again and again." Three time Derby winning jockey, Pat Eddery

- 4. Every sport has its pinnacle of achievement for the participants, in tennis it might be winning Wimbledon, in golf the British Open; in Flat racing the Derby remains the race that Owners, Breeders, Trainers and Jockeys from around the world want to win.**

"Only heaven left." Telegram to the 5th Earl of Rosebery following his success with Ladas in the 1894 Derby.

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"When Galileo won last year, I said things couldn't get any better, but this is just amazing." Michael Tabor, co-owner following High Chaparrel's success in 2002.

- 5. No other horse race, Flat or Jump, in Britain or abroad, can match the Derby's combination of history and heritage together with its enduring relevance to the sport today.**

"The Thoroughbred exists because its selection has depended not on experts, technicians or zoologists, but one piece of wood: the winning post of the Epsom Derby. It is the Derby which has made the Thoroughbred what it is today."
Legendary Italian Breeder Federico Tesio

"It is the championship for three year olds. The winner has to have speed to get out of trouble, but he must also stay one and half miles. He has to be able to run uphill, downhill and keep well balanced around Tattenham Corner. He must possess all the qualities that make him a great horse." *Winning jockey, Frankie Dettori*

- 6. Flat racing is inextricably linked to the breeding industry. The one and half miles of the Derby provides the ultimate test of the Thoroughbred and is the reason why Derby winners today remain the most sought after stallions.**

"The Derby is the Blue Riband of the Turf." *Benjamin Disraeli*

"There is no such race as the 'Epsom Derby'. What's run at Epsom is the 'Derby'; its imitators are the ones that require geographical qualifiers." *Journalist, Paul Haigh*

- 7. A measure of its continuing stature is the interest stimulated by Frankie Dettori's ultimately successful attempt at winning the Derby on his 15th ride on Authorized in 2007. His victory was front and back page news in the Sunday papers. Other than the Grand National, no other race that could have generated that level of coverage.**

16/7/09.