



Sapphire launch EquestrianIreland.tv – At the heart of Irish Equestrianism

Belfast based Broadcast services provider, Sapphire Group, has today launched a new OTT TV channel dedicated to delivering the best of Irish Equestrianism to viewers around the world. The launch took place at the Dublin Horse Show.

Designed to fill a gap in the market, EquestrianIreland.tv will be a subscription service, costing in the region of £5.99 per month.

EquestrianIreland.tv has a remit to attend Equestrian events across Ireland, both in the North & the Republic, to deliver a level & standard of coverage of Irish Equestrianism never before seen. The channel will not just concentrate on the major national & international events, but has a stated intention to cover everything from grass roots competition to international level.

Sapphires Managing Director & keen Equestrian, Nik Fox, said “We’re talking to Eventing Ireland about coverage of their events around the country, they’re very keen to have us on board & we’re also talking Horse Sport Ireland too, we hope to work closely with them on the larger events & with Team Ireland”

The channel will initially be available through the website at www.equestrianireland.tv & will subsequently be rolled out to other on-demand platforms such as Smartphones, Boxee & Connected Smart TVs.

Nik said “Horse & Country have been doing this in England for years, they’re very successful at what they do despite some financial troubles in recent times, they’ve even covered a few of the larger Irish events, but beyond that, Ireland is totally ignored – we plan to set that straight. This stuff is happening in the arenas & showgrounds across Ireland every day, but with very little recognition – EquestrianIreland.tv will change that”

The channel has been soft-launching at smaller events around Ireland over the past month & its first high profile coverage was of day 4 of the Dublin Horse Show.

EquestrianIreland.tv has also teamed up with Equestrian Clothing brand, Musto, to offer several visitors to the site a chance to win a €100 voucher to spend online on the new Musto Autumn Winter 2011 collections.

Note to editors: Contact Details:

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OTT TV is TV delivered “Over The Top” of terrestrial & satellite conventional broadcast methods, primarily via the internet & IPTV.

Nik Fox is available for ISDN, AudioTX & Skype interview by prior arrangement