





# Abu Dhabi DESERT CHALLENGE 2009



## International Television Distribution

Features	Country/Region	Broadcaster	Homes Reach (millions)	Notes
	<i>Via "Raceworld" series:</i>			
	Netherlands	Raceworld channel	4+	3 x 15 mins reports
	U.K.	Skysports	10+	3 x 15 mins reports
	Middle East	Foxsports	5+	3 x 15 mins reports
	Latin America	Foxsports	4+	3 x 15 mins reports
	Philippines	Solar	2+	3 x 15 mins reports
	<i>Via "Moto +" series</i>			
	U.K.	Skysports	10+	2 x 15 mins reports
	Malaysia	Astro	2+	2 x 15 mins reports
	Thailand	Cineplex	2+	2 x 15 mins reports
	<i>Via "Sports Unlimited" series:</i>			
	Korea	SBS	3+	2 x 12 mins reports
	Canada	Foxsports	5+	2 x 12 mins reports
	Pan Asia	Star Sports	60+	2 x 12 mins reports *
	Ireland	Setanta	2+	2 x 12 mins reports *
				* (aired as SportsMAX)
	<i>Via "Sports Adventure" series:</i>			
	Bulgaria	Diema Vision	2+	<i>Special 24-minute feature focusing on adventure travel aspect of event</i>
	Czech Republic	Galaxie	2+	
	Cyprus	ALFA TV	1+	
	Scandinavia	VIASAT	12+	
	Spain	LA SEXTA	2+	
Switzerland	TSI	3+		

### Via Stand Alone Highlights Programme – 52min

Country/Region	Broadcaster	Homes Reach (millions)	Notes
Australia	Fox Sports	8+	CONFIRMED – 52 mins
New Zealand	Sky	3+	CONFIRMED – 52 mins
Pan Asia	ESPN Star	64+	CONFIRMED – 52 mins
Brazil	Bandsport	10+	CONFIRMED – 52 mins
Pan Europe	Eurosport 2	22+	CONFIRMED – 52 mins
Pan Europe	Motors TV	20+	CONFIRMED – 52 mins
Pan Africa	Supersports	15+	CONFIRMED – 52 mins
Middle East	Showtime	5+	CONFIRMED – 52 mins
Japan	J Sport	5+	CONFIRMED – 52 mins
Romania	DTH/Boom	4+	CONFIRMED – 52 mins
Russia	Centre TV	5+	CONFIRMED – 52 mins
Latin & South America	ESPN Sur	12+	CONFIRMED – 52 mins
Pan Pacific	Fiji TV	1+	CONFIRMED – 52 mins
Israel	Spark Media	4+	CONFIRMED – 52 mins
Portugal	SportTV	4+	CONFIRMED – 52 mins
Ireland	Setanta	8+	CONFIRMED – 52 mins
Finland	Finnish Sports Channel	6+	CONFIRMED – 52 mins
Poland	PSB	5+	CONFIRMED – 52 mins
Inflight Productions:	Cathay Pacific,		CONFIRMED – 52 mins
	Emirates		CONFIRMED – 52 mins
	Qatar		CONFIRMED – 52 mins
	Etihad		CONFIRMED – 52 mins
	SAS		CONFIRMED – 52 mins
	Dragonair		CONFIRMED – 52 mins



Co-ordinated on behalf of the organisers by Pro-Active Television.

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