



2016 EQUESTRIAN CANADA MEDIA AWARD – THE SUSAN JANE ANSTEY TROPHY: SPRUCE MEADOWS TELEVISION



In memory of Susan Jane Anstey, and in recognition of her invaluable contributions to Canadian equine interests, Equestrian Canada (EC) presents the Susan Jane Anstey Trophy to an exceptional individual or corporate entity who has delivered outstanding media coverage that served to enhance the image of Canadian equine interests to the Canadian public.

The 2016 recipient, Spruce Meadows Television (SMT) has a long and successful history of bringing equestrian sport to the world. SMT was built into the Spruce Meadows formula from the very beginning. During the very first tournament held at the renowned venue in 1976, CTV's Wide World of Sports carried a 12-minute segment. And, since that day, every FEI tournament held at Spruce Meadows has had television production and distribution originating from the grounds.

With the introduction of cable TV and the extinction of the two channel universe, an opportunity was identified by Spruce Meadows that would allow SMT to become much more than a regional or national entity. Television in the 1980s evolved quickly, especially in the areas of production and distribution. The 1988 Calgary Olympic Games introduced Spruce Meadows Senior Vice-President, Ian Allison to the global enterprise of sports television, and after seeing that enterprise at work in Calgary for two years in advance of the Olympics, Ian knew what he had to do. He returned to school to study production with the goal of creating a more formal entity in SMT. He concentrated on learning the ins and outs of the business, creative and technical elements of television.

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SMT has continued to evolve through the years in line with viewing habits and the industry in general, and has had a strong relationship with CBC Sports since 1992. SMT has also worked with the likes of NBC, ABC, ESPN, BBC, Sky Sports, Fox Sports, and Eurosport, plus have been working increasingly with many new online and streaming enterprises.

Today, SMT has a full-time staff of five, but increases to nearly 100 during tournament season. SMT's key broadcast alliance continues to be with CBC Sports. They also work with Rogers and Bell, distributing a number of different programs and a variety of content. The goal has been to keep both the SMT brand and equestrian sport relevant within the mainstream. And their success has been undeniable. SMT can be seen on TV in Canada every week from June through to November, whether it's coverage of a Spruce Meadows event, a documentary or highlight programming. Plus, SMT content is increasingly available through social media channels, including YouTube.

In 2017, SMT will produce and distribute live events, highlights and documentary productions from all FEI tournaments on 25 separate occasions, bringing more than 100 hours of content to a global audience of over one billion homes.

EC is proud to recognize SMT with the 2016 Media Award for their incredible contributions to broadcasting in Canada, and dedication to bringing the joy of equestrian sports to the world.



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