



International signal

NIGHT OF THE JUMPS LIVE ON MOTORS TV



NIGHT of the JUMPs and Motors TV serve the Live TV Broadcast of the World Championship to the FMX Fans in Europe.

Motors TV will set new standards for FIM Freestyle MX World Championship coverage in 2011 with all ten rounds of the NIGHT of the JUMPs being shown live across Europe for the first time. The championship's exclusive live broadcast partner, Motors TV, will bring European FMX fans closer to the NIGHT of the JUMPs' spectacular action than ever before, beginning on February 19 at 23:00 CET with the opening event from Torino, Italy. A full highlights package will also be repeated throughout the following week.

Founded in 2001, NIGHT of the JUMPs is the world's largest international Freestyle MX Tour where daredevil riders from across the world attempt spectacular aerial acrobatics in a bid to outscore their rivals.

Fred Viger, Motors TV's Head of Programming and Acquisitions, said: "*NIGHT of the JUMPs has now been a partner of Motors TV for a few years and a key asset in our aim to attract a younger audience. Now that the channel focuses more than ever on LIVE coverage it made perfect sense to add the series to our LIVE line-up. I'm sure it will prove an even bigger hit with our viewers.*"

Marko Manthey, CEO NOTJ said: "*After the fantastic live stream results of last year's Championship, live TV was the next relevant step for the NIGHT of the JUMPs series. We are proud that Motors TV – as the natural home of all motorsports events - offers our European fans the chance to follow the series throughout the year.*"

1st round, Torino (Italy): Saturday 19 February, live at 23:00.

All times are CET

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Motors TV, the 'High Speed Television' channel, provides the widest coverage of international motorsport, with exclusive events and more than 80 championships transmitted in 38 countries in Europe and close to 19 million households subscribing by satellite, cable and ADSL.

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