



OSAF NEWS
 **IN ENGLISH**



September 21st, 2025

LAUNCH OF THE TV SHOW OBJETIVO LATINO



OSAF is pleased to announce the launch of the Global Media Turf (GMT) initiative through the "**Objetivo Latino**" (*Target: Latino*) TV Show, a new multi-platform streaming series that will begin broadcasting on Tuesday September 23rd, with two episodes per week on Tuesdays and Fridays at 9:00 PM (Argentina time). The show will run until Friday, October 17th, offering special coverage to kick off the major South American race.

During six weeks, Objetivo Latino will be the go-to source for all the latest news and developments in horseracing across the region, featuring interviews, analysis, distinguished special guests, and previews of the top international events.



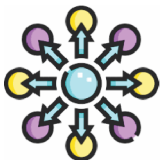
Special editions

During the main week of the racing festival, on October 15th and 16th, live shows will be broadcast beginning with the morning activities at Gávea Racecourse (Rio de Janeiro), and bringing the atmosphere of this major South American event closer to the entire audience.



Distinguished guests

The series will feature distinguished guests to enhance the experience of the continental race, including connections to past participants, professionals, and owners who made history in the running of GP Latinoamericano, as well as prominent international guests who will help understand the significance of the event.



Extensive distribution network

The audience will be able to watch the editions of the show through Turf Diario TV, Hablemos de Hípica, Telehipismo, the official OSAF channels, and Hipismo.net, and they will be available for rebroadcast by any South American or international media outlet, ensuring a global coverage without borders.

Objetivo Latino offers a unique platform to promote, analyze, and celebrate horseracing in our region, with an international perspective and an integrative approach.

We invite you to watch the show through the following Youtube link:

www.youtube.com/live/KADPDk4Tnso?si=YT2QxL-kv9mu4mp