



Isle of Man Steam Packet Company

Southern '100' Road Races

in association with



Held on the Motor Isle Billown Course

7th - 10th JULY 2025

Media Release

Southern 100 Goes 'Live'!

PARTNERS



Media Powered By



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The *Isle of Man Steam Packet Company Southern 100 Road Races* are set to reach a global audience like never before, thanks to a new partnership with King of the Roads, who will stream the 2025 edition of the races to fans around the world.

For the first time, all racing from the Southern 100 on Wednesday 9th and Thursday 10th July 2025 will be available to watch live at kingoftheroads.tv/live. The coverage is part of a broader broadcast package that also includes the Aberdare Park Road Races and the Oliver's Mount Gold Cup, making it easier than ever for fans of real road racing to follow the sport they love.

Access is priced at £9.99/€11.99/\$13.99 per meeting or £23.97/€28.99/\$31.99 for all three meetings, offering high-quality coverage at an affordable rate.

Bringing the Southern 100 to a Global Stage

With a proud tradition dating back to 1955, the Southern 100 is one of the most respected and loved events in road racing. Known as "the Friendly Races," it attracts top competitors and passionate fans from across the British Isles and beyond.

RACE SPONSORS



The 2025 live broadcast will feature:

- Multi-camera, high-definition race coverage
- Live commentary and expert analysis
- Rider interviews, behind-the-scenes access, and highlights
- On-demand replays for those who can't watch live

This new era of digital access means that whether you're on the Island or on the other side of the world, you won't miss a moment of the action from the MOTOR ISLE Billown Course.

"We're thrilled to see the Southern 100 broadcast live for the first time to fans around the world. This is a major step forward for the event. King of the Roads will give supporters everywhere a front row seat to the unique atmosphere and high quality racing the MOTOR ISLE Billown Course is known for. It will also ensure those spectators around the course don't miss any of the action!"

— Rachel Palmer, Southern 100 Road Races Secretary

Part of a Broader Road Racing Broadcast Series

The Southern 100 broadcast is the first in a trilogy of road racing events being brought to fans by King of the Roads:

Southern 100 Road Races – Live on 9th & 10th July

Aberdare Park Road Races – 12th & 13th July

Oliver's Mount Gold Cup – 13th & 14th September

Fans can choose to purchase individual access to the Southern 100 or opt for the full series pass, gaining access to all three meetings.

How to Watch:

Visit kingoftheroads.tv/live

Choose your pass: £9.99/€11.99/\$13.99 per meeting or £23.97/€28.99/\$31.99 for all three

Watch on your preferred device

Re-watch on-demand with post-race replays and highlights

Early Bird Discount

An early bird discount is available on all single meeting purchases made before Monday 26th May, simply enter discount code 'EARLYBIRD' to receive a 15% discount making the meeting price just £8.49/€10.19/\$11.89

ENDS 27th April 2025