

Parallel Media Group's past and present events and achievements include:

#### Music

World Music Video Awards  
Tina Turner and Pepsi Sponsorship  
Pepsi Max Challenge  
Pepsi Chart Show  
Pepsi Passengers

#### Skiing

Wengen, Kitzbuhel, Valgarden Downhill Ski Races  
Lahti World Nordic Ski Championship

#### Athletics

Nice IAAF Meeting  
Europa Cup

#### Tennis

Davis Cup  
Federation Cup  
Pepsi Masters  
ATP Smash Tennis

#### Football

NEC & Everton Football Club  
FIFPro World XI Player Awards

#### Motor Racing

7UP and Jordan F1 Sponsorship  
Hitachi and F1 Sponsorship  
Gimmi Bruni F3  
A1 Grand Prix of Nations Malaysia



#### Sailing

Cape2Rio Race  
Volvo Ocean Race  
Malaysia Challenge  
Mumm Admirals Cup  
Whitbread Round the World for Heineken Trophy  
Chivas Sponsorship of the America's Cup China Team

#### Active

Playaerobic Beach Fitness

#### Olympics

Hospitality Village at the Barcelona Olympics

#### Television

NBC Supersports  
CNBC Sports Channel

#### Cycling

Tour of China Cycle Race

#### Basketball

Buckler Basketball Challenge  
Magic Johnson Tour



#### Golf

World Cup of Golf  
Open de Mediterranica  
Open de Catalonia  
Roma Masters  
Nations Cup  
Abu Dhabi Seniors  
Skoda Women's Scottish Open  
Wilkinson Sword Ladies English Open  
South African Open  
Ladies Irish Open  
Ladies World Cup of Golf  
Tour de las Americas  
Hong Kong Open  
Malaysian Open  
Singapore Masters  
TCL Classic  
Indonesia Open  
Kazakhstan Open  
Singapore Ladies Masters  
Thailand Ladies Open



#### Rugby

England Rugby "Run with the Ball" Campaign  
FIR Italian Rugby

#### Horse Racing

J&B Met Cape Town