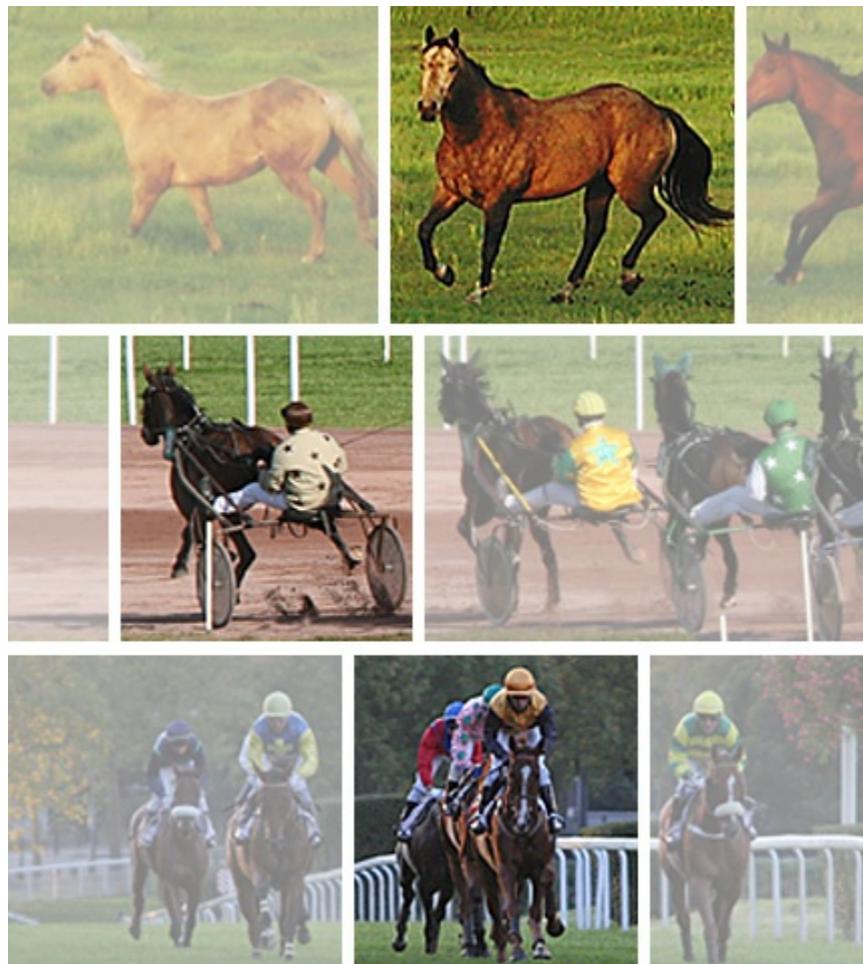


European Pari Mutuel Association

Symposium on Racing Tucson 2008

10 December 2008



The Association

Who we are:

- Non for profit association based in Brussels (Belgium)
- Created in June 2007
- Membership: European Pari Mutuel Operators directly contributing to Racing
- 10 countries represented : Austria, Finland, France, Germany, Republic of Ireland, Italy, Norway, Sweden, Switzerland, UK
- 12 Members



- € 14 billion of bets collected by EPMA Members in 2007
 - €1,5 billion went back to racing and horse industry

The Association

Our Mission:

- **Promote Pari Mutuel betting** on horseracing and its business model
- **Position** the Association on future **legislation** (sports, gaming, online commerce)
- **Facilitate the exchange of best practices and information** between the members (common pooling, harmonisation of horse racing rules, publishing statistics...)





Political context

- **EU Commission - Internal Market position** - Acting on the legal side by asking 10 Member States (at least!) to open their market on sport betting
- **Council of the European Union** (Member States representatives) have launched a working group on gambling and fiscal issues – A progress report adopted on 1st December – A common definition of legal and illegal gambling soon? A coherent control?
- **European Parliament** – A report on online gambling with a debate on integrity during October/November and a vote in February 2009 – A code of conduct? More studies on the opening of the market?
- **Member States** – 1/3 are reforming their national legislation – Germany, Malta, UK and Italy are the latest legal development – diversity of situation and diverging objectives...

Market

A fragmented environment and a different approach according to each jurisdiction :

- UK and its mutual recognition system, Italy with its licensing model, France with a measured opening restricted to online, Sweden,...

Promote Pari Mutuel betting on horseracing and its business model

- > Lobbying in Brussels and in various European jurisdictions
- > EPMA White Paper dissemination – How the Pari Mutuel works, its benefits and the impact of funding for Racing:
 - **Right for Member States to define a national betting legal framework**
 - **Recognising the right of sport event organisers to get a fair return**
 - **Promoting the sport by preserving integrity**
 - **Implementing obligatory responsible gaming rules**
 - **Coordination of Member States to control illegal betting activities**
- > EPMA Conference set for January 2009 – same messages in the presence of politicians, racing and sport federations

Facilitate the exchange of best practices and information

⇒ **Launch 3 Working Groups:** IT issues, Communication strategy , Marketing

⇒ **Exchange of best practices** to bring a real benefit for each operator and to facilitate setting up of common projects

⇒ **Implementation of common projects** and strategies (commingling, common responsible gaming charter...)

IT Working Group

- **Share experience and best practices (Architecture, Internet applications, providers)**
- **Assess simple and adapted solutions to commingle on a regular basis**
 - > Examine new commingling solutions
 - > Learn from ITSP version 6.0
 - > Look also at open source solutions
- **Draw guidelines to harmonise information exchange**
- **Develop common sourcing where possible (on secure payment tools for example)**

Marketing Group

- Look at commercial consideration regarding commingling
- Focus on punters expectations (market studies done in 2007 and beginning 2008)
 - Listed the success conditions
 - Showed a real interest but No consensus on the bet type “a new offer that looks like what we have at home”
 - Global Trifecta still looking for leaders
- Define the commercial and technical barriers – how to overcome them
 - Discussions within the IT Group for new perspectives
 - Organise the Commingling Round Table together with the media

EPMA – IFHA Round Table on Commingling – Paris – 3 October, 2008

- ✓ **50 representatives from 21 countries – a real interest.**
Main conclusions:
- ✓ Global Commingling progress is complex and slow. New Bilateral or cross border agreements are showing a more natural way to develop international commingling
- ✓ Media (TV, Horseracing Information) are key to the success of international betting activities
- ✓ **Recommendations :**
- ✓ Continue to develop the bilateral common pools: be more pragmatic
- ✓ Improve the international promotion of horseracing with the help of the media (quality of pictures, respect of timings, data standardisation)

Next step :

22nd January 2009 - EPMA Conference in Brussels:

*The Pari Mutuel model for the funding of racing and sport
The model for Horseracing – could it be a model for other
Sports?*

www.epma-conference.net

EPMA
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Next Conference on 22 January 2009
The Pari Mutuel model for the funding of racing and sport

The model for Horseracing:
Could it be a model for other Sports ?

European Pari Mutuel Association wants to demonstrate that **Pari Mutuel system** is fully developed and perfectly adapted to horseracing and also of **great interest to other sport competitions**. EPMA is inviting Pari Mutuel operators offering betting products on sport to illustrate that they are guided by the same objectives: long-term funding and integrity.

The European institutions and the Member States are discussing the issue of gambling and are studying the possible options to set up. The beginning of 2009 is the right time to question officials and decision makers on future implementations and to exchange on best practices.

»» [To Conference Programme](#)

Speakers



Christel Schaldemose
Member of the European Parliament
Rapporteur on the Integrity of Online Gambling

Programme

■ **Morning session**

Horseracing and Sport betting – the funding mechanisms in place

■ **Afternoon session**

Useful

Register
with our
online form



Thank You

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