



香港賽馬會
The Hong Kong Jockey Club

The Growth of Wagering “On the Go”

Symposium of University of Arizona Race
Track Industry Program
November 2012

Ray Fok
Executive Manager, Digital Experience & Information
The Hong Kong Jockey Club



Agenda

- **HK Digital Market Landscape & Smartphone Customers**
- **The Hong Kong Jockey Club (HKJC) Background**
- **HKJC's Works & Achievements**
- **HKJC Digital Journey**
 - Interactive > Real Time Information > Segmented Offering
- **HKJC Smartphone App Focus**



HK Digital Market Landscape & Smartphone Customers



HK Digital Market Landscape



HONG KONG

7,108,100

TOTAL POPULATION



100%

URBAN

4,878,713

INTERNET USERS



69 %

INTERNET PENETRATION

3,828,000

USERS ON TOP SOCIAL NETWORK



54 %

SOCIAL NETWORK PENETRATION

11,231,419

MOBILE SUBSCRIBERS



100+ %

MOBILE PENETRATION

Source: Google Survey

HK Smartphone Customers



35%

OF PEOPLE IN HONG KONG
OWN A **SMARTPHONE**

Young

75% aged 18-44

App User

86% have downloaded apps

On the Move

77% use mobile apps while commuting

Entertainment Led

55% play mobile games via Smartphone

Strong Growth Potential

16% non-Smartphone users intend to acquire one in next 12 months

Sources: Google Survey; Nielsen HK Digital Behaviour Insights Report

The Hong Kong Jockey Club (HKJC) Background



The Hong Kong Jockey Club (HKJC)

- The sole authorized operator of 3 wagering entertainments in Hong Kong



Horse Race
Betting



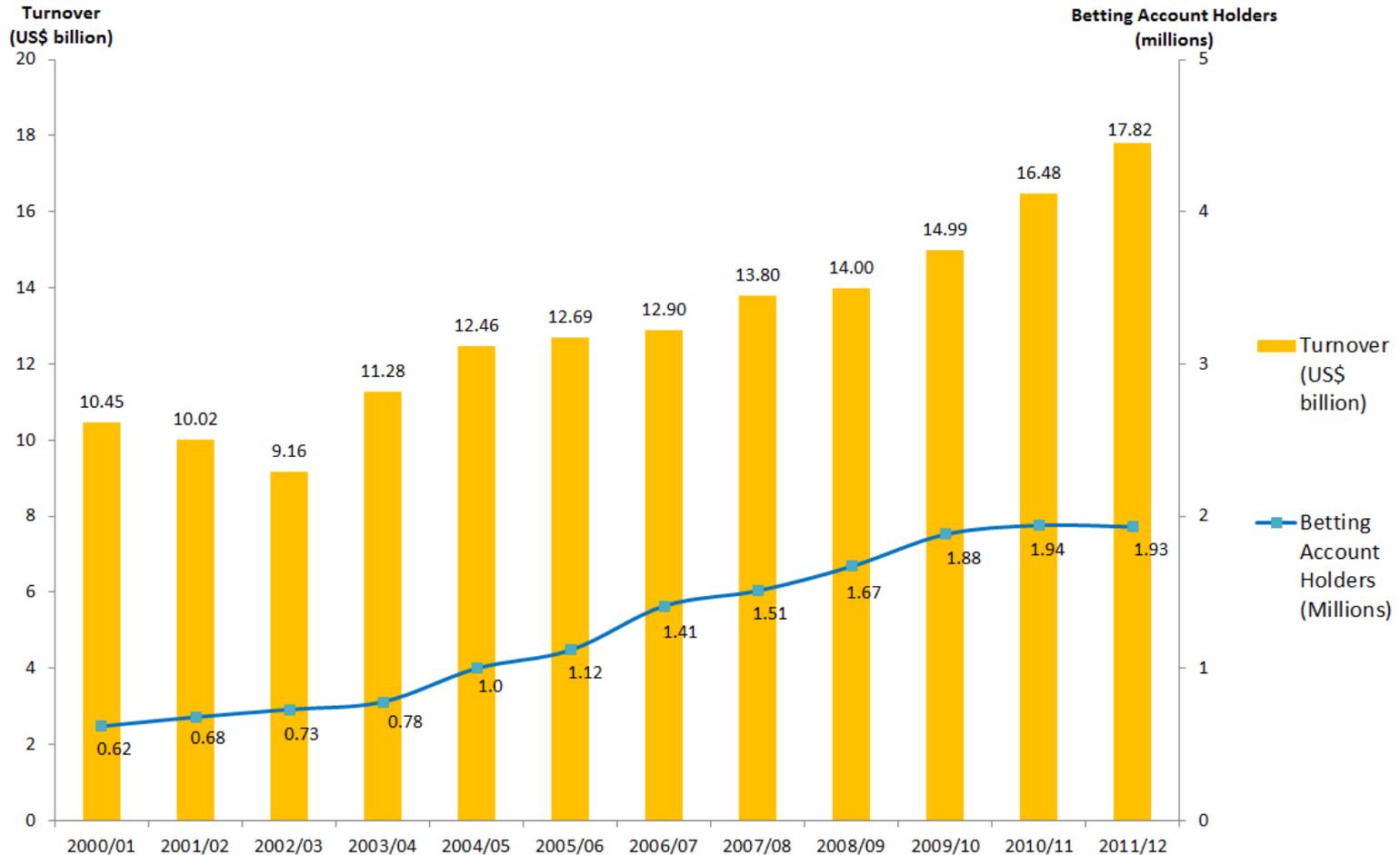
Mark Six
Lottery



Football
Betting

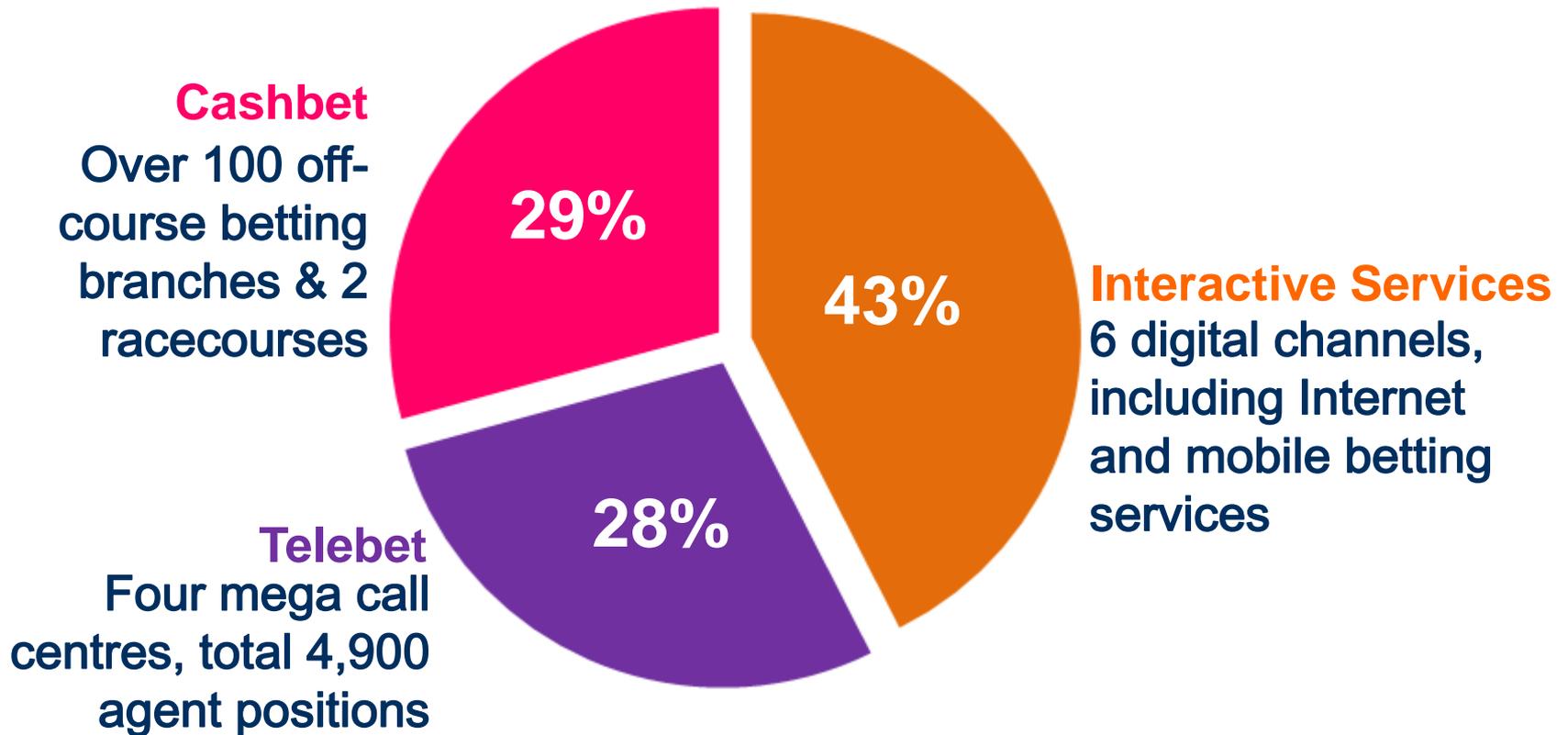
The Hong Kong Jockey Club (HKJC)

2000/01 – 2011/12 Betting Turnover and Betting Account Holders



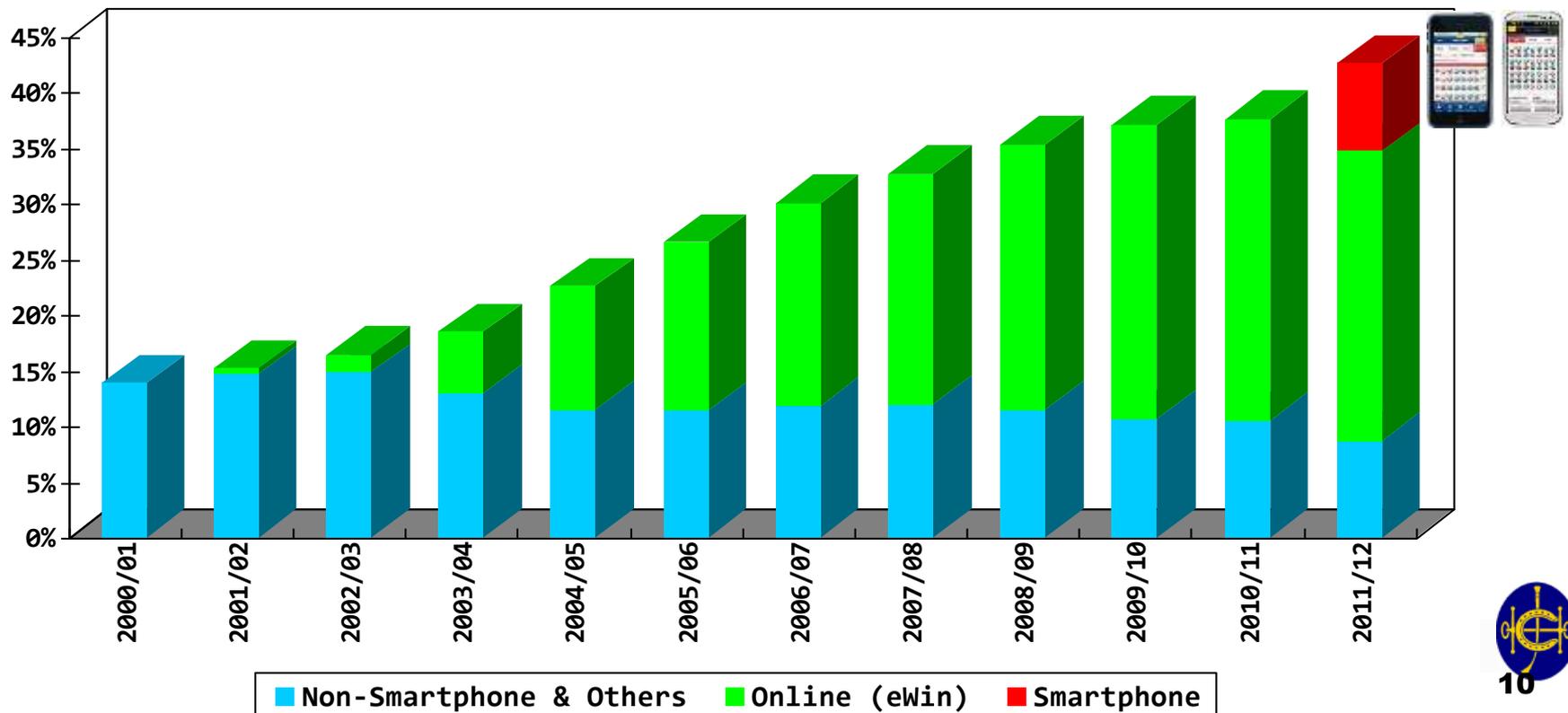
The Hong Kong Jockey Club (HKJC)

2011/12 Betting Turnover Channel Split



Digital Performance in 2011/12

- +26% turnover growth vs 2010/11
- 43% turnover share
- Smartphone betting app achieved **8%** share in 1st year of launch



HKJC's Works & Achievements

Launched Two Native Apps within 6 Months

iPhone Betting App - July 2011



手機投注服務
 Mobile Betting Service

**全新 iPhone App
 人氣登場**

請到 App Store
 免費下載

馬會提供精彩賽事：
 • 香港十大真人馬、一週半馬球及足球賽
 • 香港十大真人馬、一週半馬球及足球賽
 • 香港十大真人馬、一週半馬球及足球賽
 • 香港十大真人馬、一週半馬球及足球賽

The Hong Kong Jockey Club
 香港賽馬會

Android Betting App - December 2011



手機投注服務
 Mobile Betting Service

全新 Android™ App
強勢加盟

用手機上 android.hkjc.com 下載

香港賽馬會
 The Hong Kong Jockey Club



Achievements in the First 12 Months



**One Million
Downloads**



Achievements in the First 12 Months



Best Ubiquitous Networking Award
Mobile Infotainment Application
Gold Award



Achievements in the First 12 Months

- Hong Kong 18+ Population : **6 million**
- HKJC Betting Account Customers: **2 million**
- HKJC Mobile Betting Apps penetration rate : **20%**



Achievements in the First 12 Months

- Hong Kong 2011 GDP : **US\$234 billion**
- HKJC 2011/12 betting turnover : **US\$18 billion**
- **8%** turnover came from the two Mobile Betting Apps



HKJC Digital Journey

·Interactive > Real Time Information > Segmented Offering



Rome Was Not Built In One Day



The First Decade - Interactive

1988



1st personal interactive
hand-held betting device
Customer Input Terminal
(CIT)

- Place bet via a small handheld connecting to telephone socket
- 17% turnover share by 1997
- >90,000 users by 2001

The Third Decade – Segmented Offering

1988

1998

2000

2004

2005

2010

2011

2012



symbian

iOS



"iRace" racing info app



Segmented Service Offering

iRace – digital racing booklet for the novice to learn and pick horses



Above all, reach to young new customers is a priority



Young customers' thoughts on our products

- Not relevant to lifestyle
- Too difficult to learn
- Too much information



Gamify Horse Race Betting

Race Simulator – Horse-racing simulating system provides customers with the latest information prior to race meeting and enable them to predict the results

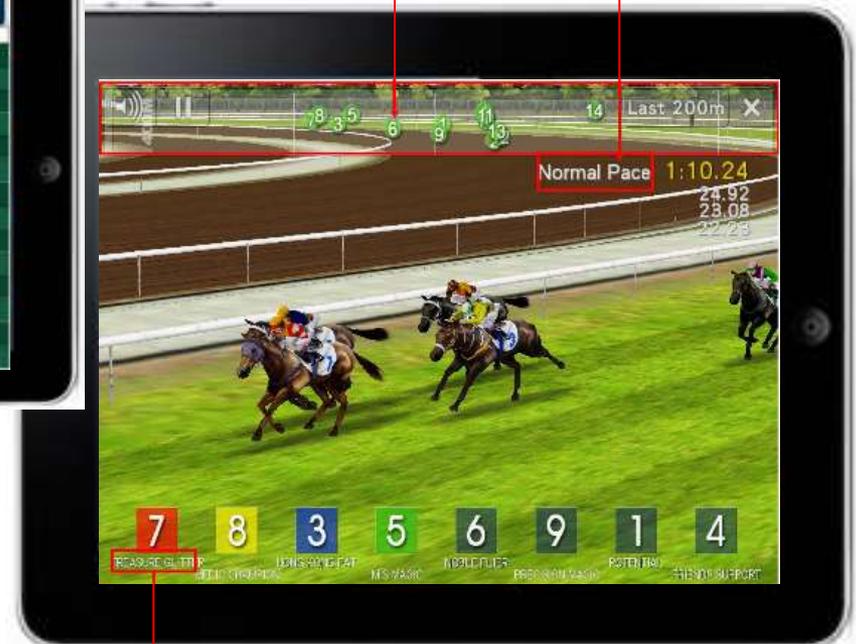


Share simulation result

Stn	Trk	Date	Time	Sectional Time		
1	1	15/7/12 12:30	24.92	23.08 - 23.26 - 24.34		
No.	Horse	Jockey	Wt.	Draw	LBW	Time
1	PRECISION MAGIC	T Clark	119	13		1:35.77
2	NOBLE FLUTTER	M.L. Yeung(2)	125	8	3/4	1:35.89
3	MS MAGIC	Z Purton	125	3	1/4	1:36.11
4	TREASURE GLITTER	K.C. Ng(2)	135	9	Neck	1:36.19
5	MEDIC CHAMPION	M Chadwick(2)	122	5	2-1/4	1:37.01
6	SPEED RACER	K.C. Leung(2)	113	10	1/2	1:37.10
7	SUNNY SMILES	H.W. Lai(2)	113	11	1/2	1:37.28
8	POTENTIAL	M Zaha	133	7	1/4	1:37.38
9	FRIENDS SUPPORT	M Du Plessis	126	1	Nose	1:37.40
10	BADYONG	H.M. Luk(2)	113	12	1/4	1:37.53
11	HERO'S WIN	C.K. Tong(2)	135	6	Short Head	1:37.57
12	GOOD JOB	W Plev	112	4	Nose	1:37.80
13	HONG KONG FAT	B Prebble	130	14	Head	1:37.84
14	GREEN GLORY	C.W. Wang(2)	113	2	3/4	1:37.87

Bird's eye view

Early pace indicator



Horse's name under horse number

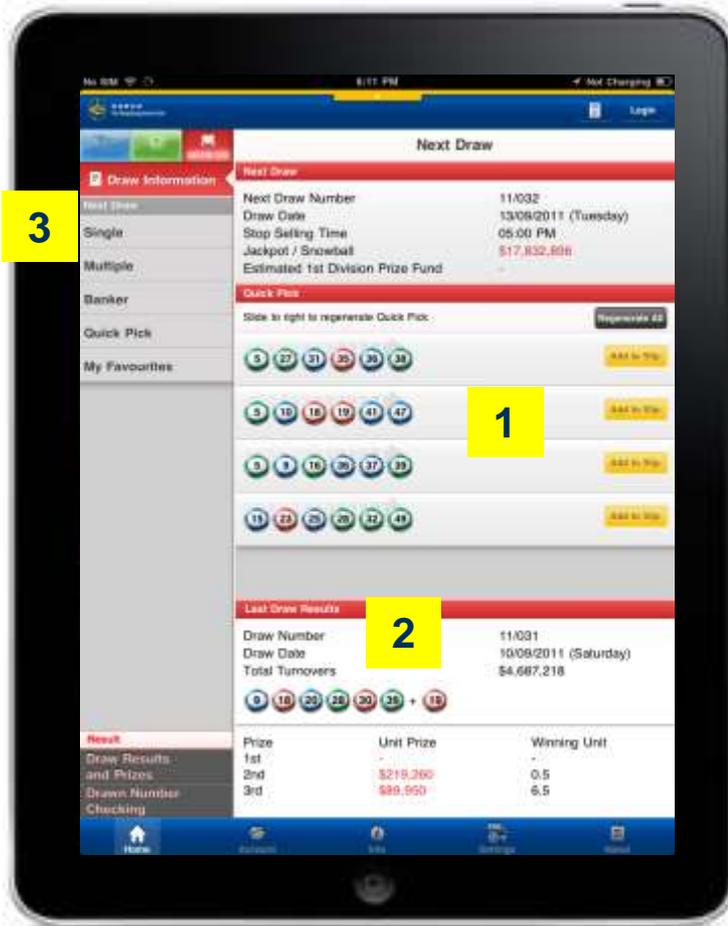


Play video



iPhone Betting App Optimized for iPad

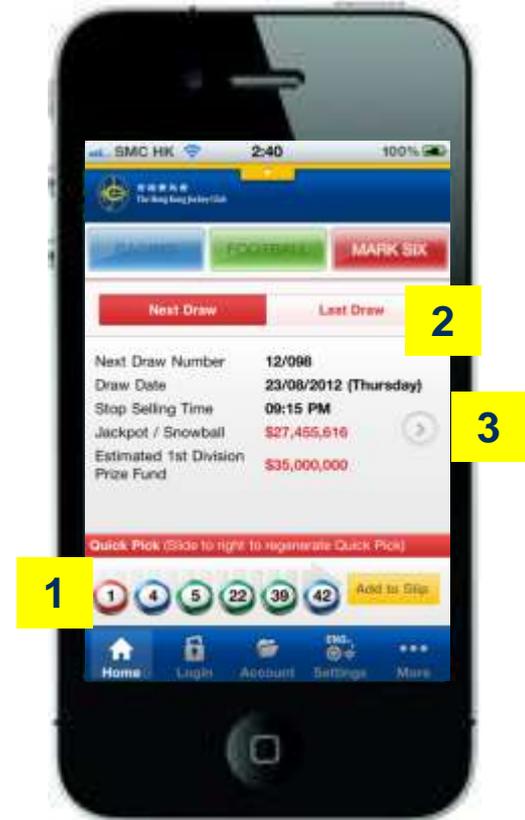
Launch Date : 13 September 2012



1 4x vs 1x Quick Pick

2 Last draw result on home page

3 One touch to select types of entry, single, multiple or banker



iPhone Betting App Optimized for iPad

Next phase – bet sharing over social media

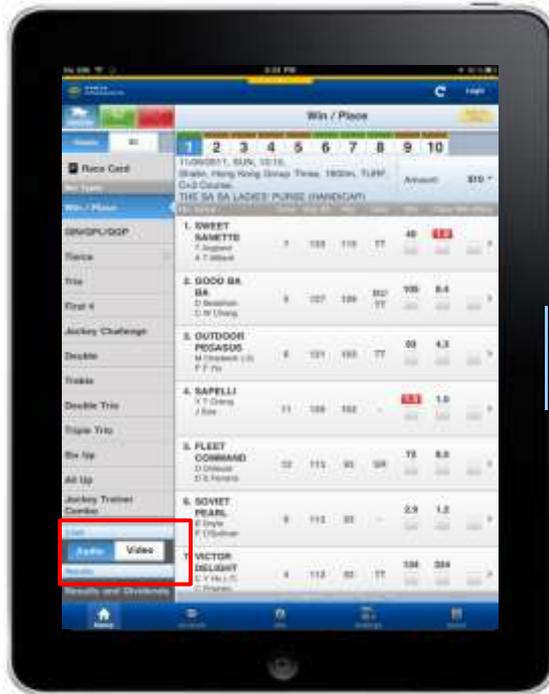
Compose message along with betline and posted on Facebook or Weibo



Embed Live Audio / Video Broadcast in App

Target Launch Date : March 2013

One touch to play video



Smartphone App is Part of the Club's Strategy

1988

1998

2000

2004

2005

2010

2011

2012



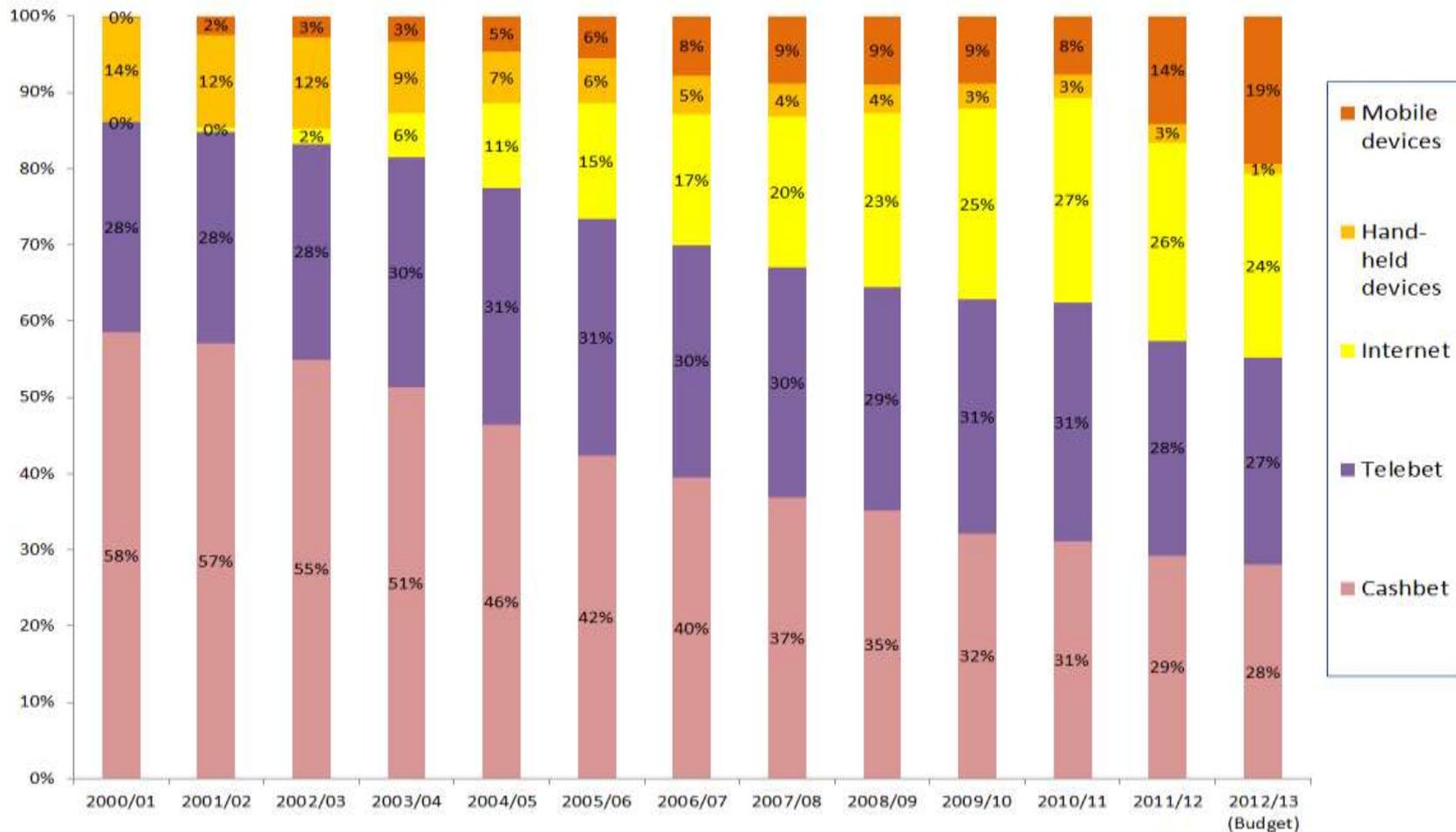
symbian

iOS



Smartphone App is Part of the Club's Strategy

2000/01 – 2012/13 HKJC Betting Turnover by Channels



HKJC Smartphone App Focus



HKJC Smartphone App Focus

Efficient
Transaction

Enriched
Infotainment

Targeted
Outreaching

HKJC Smartphone App Focus

Efficient
Transaction

Enriched
Infotainment

Targeted
Outreaching

Optimize Navigation Experience

■ Native App

Mainstream OS	iPhone & iPad, Android
3-in-one	Football, Mark Six, Horse Racing
Unrivaled Transaction Efficiency	Bet Placement, Account Management
Essential Information	Fixture & Odds, Results & Dividends, Live Info, Betting Data
Personalization	Preference Setting

Optimize Navigation Experience

- Key functionalities at start of the navigation journey

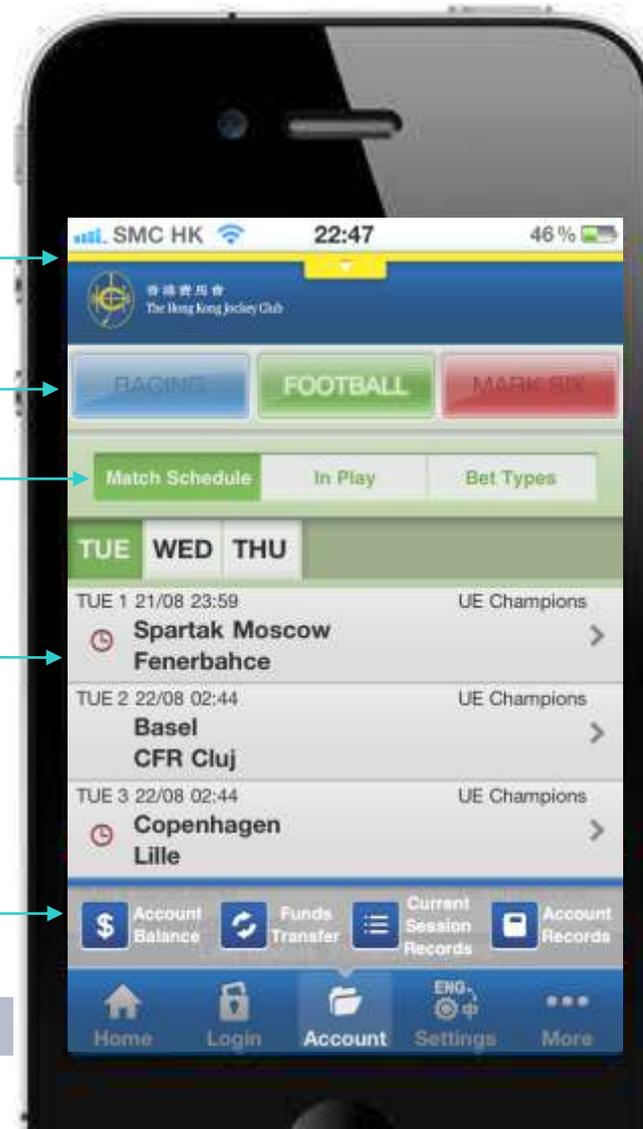
Bet Slip

3 Products

Sorting

Fixture with
Real-time Info

Account
Management



The Hong Kong Jockey Club



HKJC Smartphone App Focus

Efficient
Transaction

Enriched
Infotainment

Targeted
Outreaching

Gamify Wagering Experience

- Quick Pick Gamification



Simplify Betting Information Tool

- iRace
 - Interactive Race Card tailor-made for young generation

Graphical racing info

The screenshot shows a detailed card for horse 2, Sunny Sky. At the top right, the live odds are 12. Below the horse's name and photo, there are tabs for jockeys: An Guo Lun (11), 11th rank, and Shen Ji Cheng (9). The card includes ability and condition bars (B and C-), a commentary section about a previous injury, and a section for the last 7 runs results (2, 8, 1, 6, 6, 7, 8). At the bottom, there is a 'My Like' index with thumbs up/down icons.

Live odds

Commentary

Personalized info display

The screenshot shows a personalized race card for race 3. It lists 7 horses with their names, jockeys, and odds: 1. 威靈頓 (4.3), 2. 紫盈多 (5.4), 3. 無雙小子 (5), 4. 精河飛 (6.1), 5. 傲剛 (14), 6. 財神聖別 (4.5), 7. 高明威威 (124). Each entry includes a jockey icon and a 'Like' button.



HKJC Smartphone App Focus

Efficient
Transaction

Enriched
Infotainment

Targeted
Outreaching

Collaborate to maximize outreaching

- Built-in jackpot push notification and location-based features on external app

Personalized mega jackpot push notification



Location-based searching for closest HKJC branch



Collaborate to maximize outreaching

- Live betting information on leading stock trading app





香港賽馬會
The Hong Kong Jockey Club

Thank You

