



# EUROPEAN SIMULCASTING MARKETS

Symposium on Racing, Tucson, Dec 7-10 2005



# At The Races

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- At The Races is the UK and Ireland's most watched dedicated horseracing channel
- Domestic and international broadcast rights to 28 UK tracks and all 27 Irish tracks
- Available in over 10 million UK and Irish homes and reaching 1.2 million different viewers every month
- Rights include Royal Ascot, all 5 Irish classic race meetings and exclusive UK All Weather, winter flat racing



# At The Races

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- Partnerships with SIS, UK Tote, Scientific Games, TRNi
- Live US racing every night plus top races from France, Germany, Italy, Australia, Hong Kong, Japan and Dubai
- Over \$2 million UK and European bet turnover passed back into US pools every week
- Exports UK and Irish racing to over 20 countries worldwide



# At The Races Worldwide Distribution

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- Key international territories serviced by ATR divide into fixed odds markets and tote based betting markets

## Via SIS

(into bookmakers)

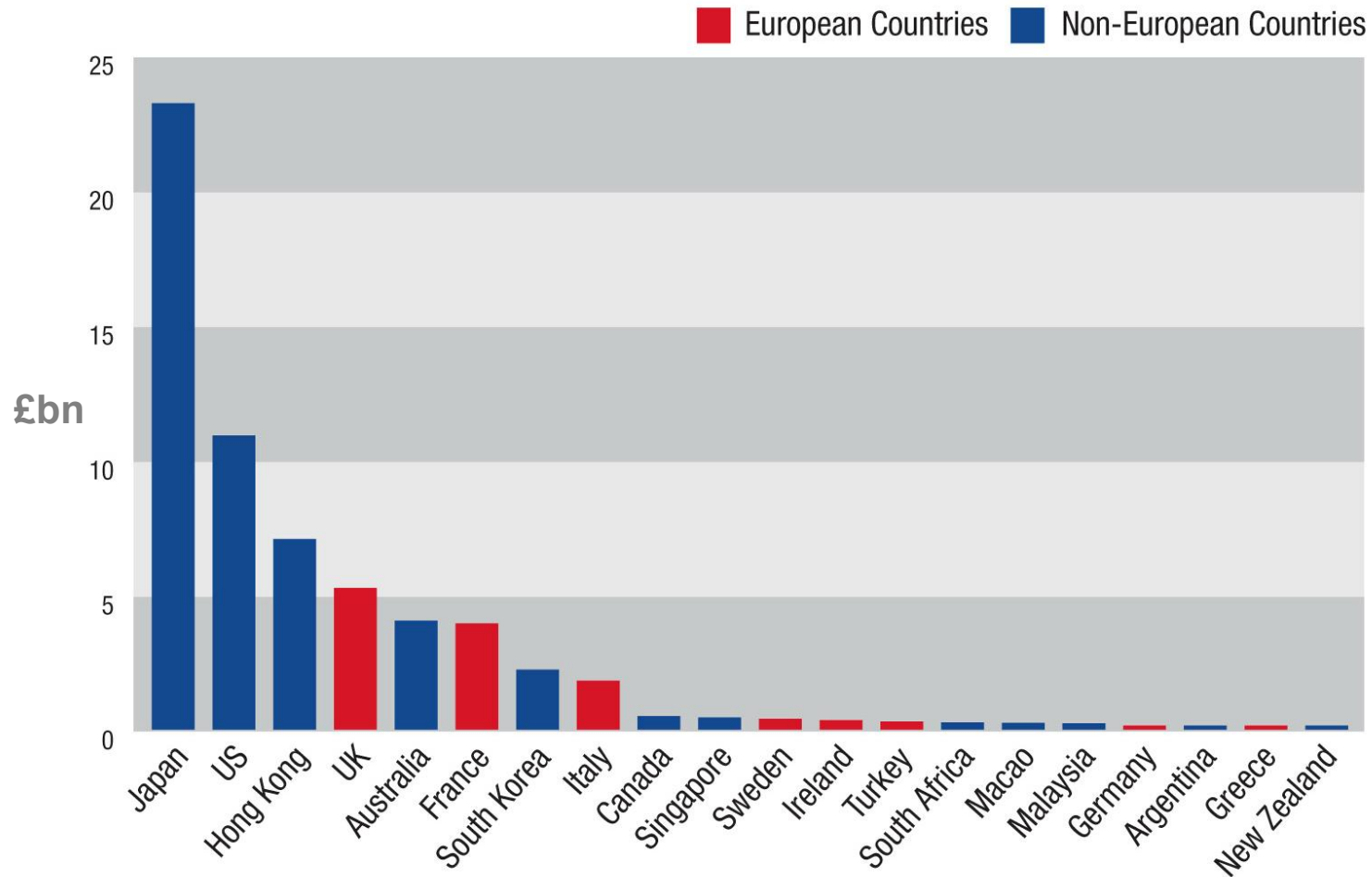
Germany  
Austria  
Belgium  
North Cyprus  
Caribbean  
Sri Lanka

## Via ATR International

(into pari-mutuel operators)

Italy  
South Africa  
Holland  
Germany  
US

# Global Horserace Betting Markets (by Gross Turnover 2000)



# UK and Ireland

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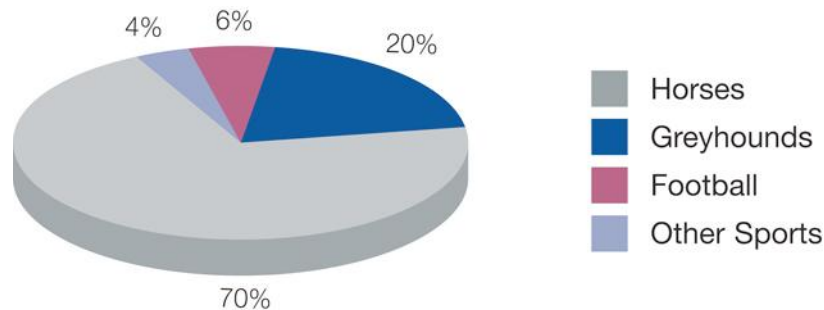
- 59 UK courses with over 1300 meetings
- 27 Irish courses with over 300 meetings
- UK is the 4<sup>th</sup> largest horseracing betting market in the world worth almost \$10 billion in 2000.
- Bookmaking market dominates in both UK and Ireland. UK Tote accounts for 4% of betting turnover at \$250 million / year



# Betting Operators in the UK

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- 24 different bookmaker chains and numerous independents
- Top 4 control 85% of the horseracing betting market
- Shops are still the dominant betting channel at 70%. Internet, telephone and iDTV are all growing with daily racing coverage available free to view in homes on ATR
- Horseracing is by far the dominant sports wagering product in the UK



Source: Mintel 2000

# UK Racing Broadcast

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- 8,000 betting shops distributed by SIS
- Terrestrial TV broadcast on BBC and Channel 4
- Cable / satellite broadcast by At The Races and Racing UK
- At The Races - in 10 million homes reaching 1.2 million different individuals / month. Occasional simulcasts across Sky Sports
- Racing UK - 35,000 subscribers





# Exploiting the UK market

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- Bookmakers becoming interested in handling international racing without liability
- TRNi places UK bookmaker turnover into rights holders' host Tote pools
- 70% of UK bookmaker market now signed to TRNi
- Over \$2 million per week passed back into US pools
- Demand for US racing set to grow as betting shops are allowed extended opening hours
- ATR has proven to be an effective marketing platform for US racing



# France

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- Government controlled racing and betting monopoly - PMU
- 6<sup>th</sup> largest horseracing betting market with turnover of \$8 billion in 2004
- 234 Trotting courses offer 1700 meetings
- 171 Flat and Jumps courses offer 1251 meetings
- Limited commingling opportunity due to technical issues

# Italy

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- Government controlled racing and betting monopoly - Unire
- 8<sup>th</sup> largest horseracing betting market with turnover of \$3.5 billion in 2003
- 24 Trotting courses offer 1600 races
- 20 Flat courses offer 6000 races
- Proprietary Tote system is not ITSP compliant. Betting shops closed in the evening

# Sweden

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- State run monopoly ATG.
- 11th Largest horse betting industry which is mainly built around trotting and the V75.
- 2003 Turnover was \$1.3 billion V75 was \$480 million.
- 32 Trotting Tracks - 1151 Meetings
- 5 Gallop Tracks - 80 Meetings
- Commingling is legal
- Sell the V75 to Holland, Germany, and the USA
- They do some local pools on big US harness events from Meadowlands.

# Germany

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- 17th largest horse betting industry.
- Predominantly a Bookmaker
- German Tote, Direktorium, 50 shops.
- 12 Trotting Tracks - 7,700 Races
- 42 Gallop Tracks - 2,100 Races
- Direktorium planning to take US racing in 2006

# Turkey and Greece

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## Turkey

- Turkey is the 13th Largest horse betting industry - turnover in 2000 of \$790 million
- 6 Gallop Tracks - 2,600 races a year.
- The have a government run tote monopoly with a take out rate up to 65%
- Betting on International races is Illegal

## Greece

- Greece is the 19th largest horse betting industry - 2000 Turnover of \$323 million
- Tote Monopoly - Greek Organisation for Horse Racing (GOFHR)
- No international racing, commingling is illegal.

# Holland

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- \$61 million (€52 million) turnover 2004.
- Tote monopoly operated by Scientific Games Racing
- 5 Trotting Tracks - 170 Meetings
- 1 Gallop Track - 48 Meetings
- Commingle with UK Tote, ATG, Germany, SAF Tote and US
- Non Commingled France

# Other

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## Other European bookmaking markets

- Austria
- Belgium

## Other European Tote Markets

- Finland
- Norway
- Denmark



# Emerging Markets

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- Poland
- Russia and Eastern Europe
- Spain
  - San Sebastian
  - Madrid
  - Andalucia



Phill Adams  
International Development  
[Phill.Adams@AtTheRaces.com](mailto:Phill.Adams@AtTheRaces.com)  
[www.attheraces.com](http://www.attheraces.com)

