



香港賽馬會
The Hong Kong Jockey Club



TV/ media production for next generation

WoTA Webinar

Anthea To

14 September 2021



連結
connect





AGENDA

01

HKJC Current Offerings

02

New Target Audience

03

Objectives & Strategies

04

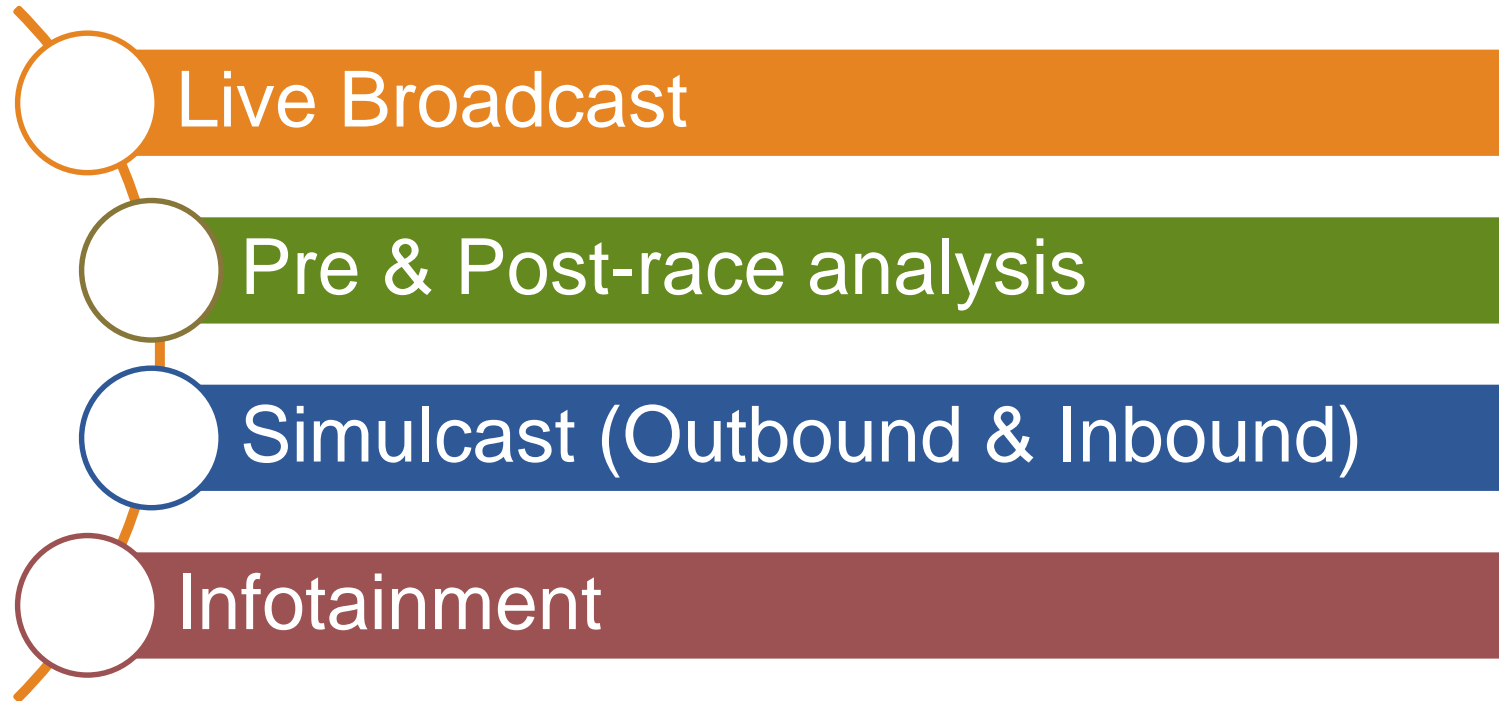
Ideas



8	獨贏 WIN
3.4	8 99
2 52	9 99
3 5.7	10 99
4 2.6	11 99
5 7.2	12 55
6 33	
7 7.0	
獨贏 (包括組合獨贏) WIN (INC. CW) \$ 33,684,828	

01 HKJC Current Offerings

Current Offerings



- The Hong Kong Jockey Club produces more than 7,500 hours per racing season, comprised of local and simulcast live raceday coverage, ancillary racing programs and videos, serving over 5 million audiences globally each race meeting

Raceday Live Coverage

Local raceday live

- Hosted 88 race meetings in Sha Tin and Happy Valley, a total of 835 races
- Deliver to local Free to air / paid TV and HKJC mobile apps, reaching an average of 400,000 viewers each race meeting



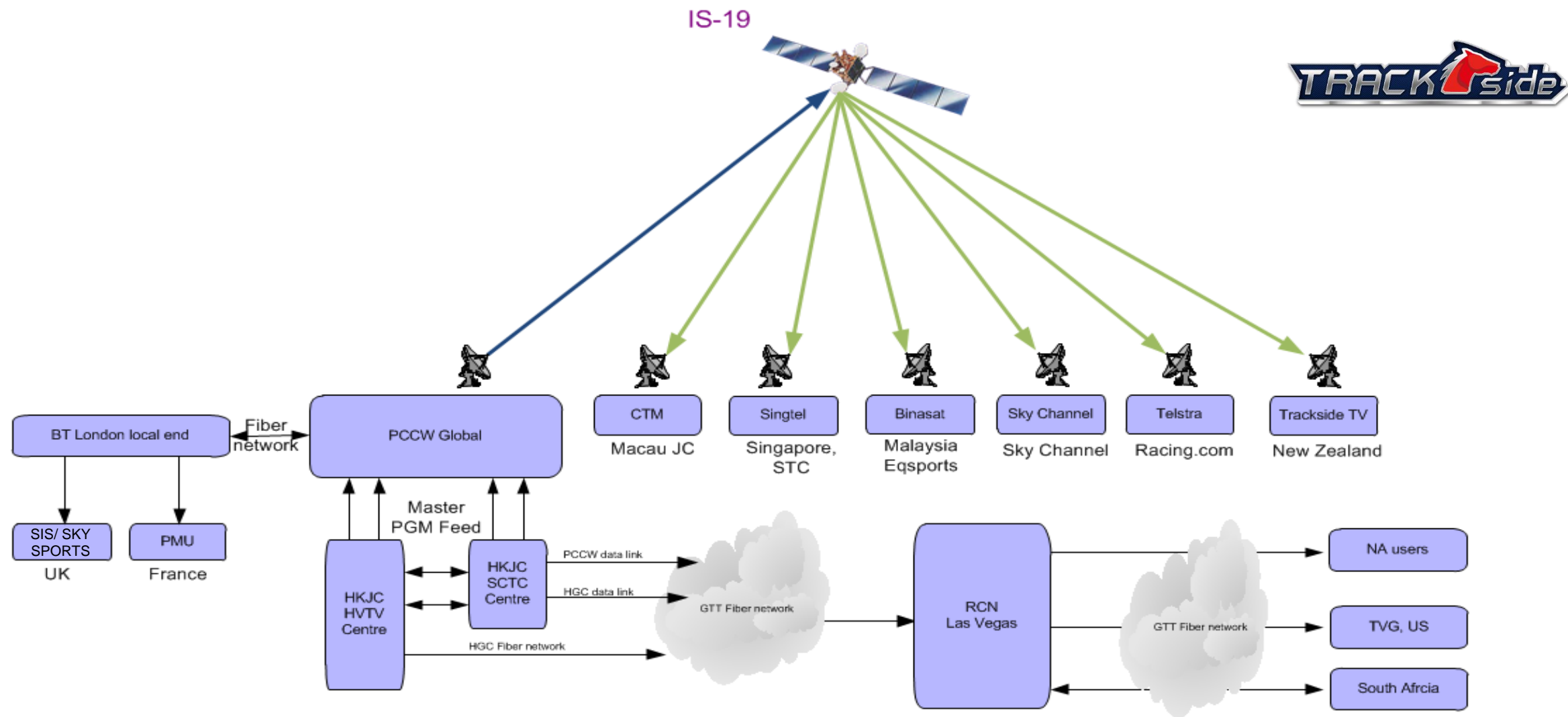
Simulcast races live

- Broadcast more than 200 oversea races worldwide.
- Including Great Britain, France, Japan, Dubai, Australia, Macau, Singapore, South Africa, Ireland, New Zealand and United States
- Feature race meetings include Royal Ascot, Dubai Super Saturday and World Cup



Raceday Simulcast (Outbound)

Exports English Live coverage for the outbound telecast services to overseas partners, i.e. betting on HK Races



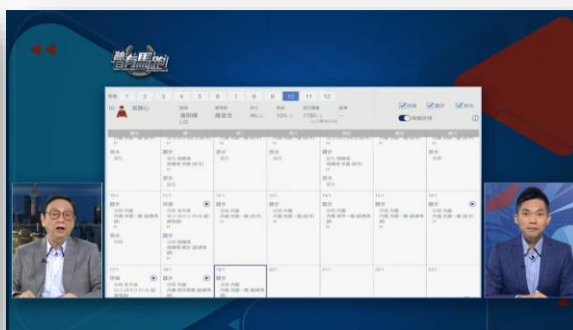
Ancillary Racing Programmes / Videos

Preview and Post-race analysis programmes

- Various preview programs which offers in-depth commentary and analysis from horses form to post-race study for keen racing punters every race meeting
- Broadcast on local TV and online platforms such as Facebook, YouTube and HKJC mobile app



Comprehensive track work commentary



Past performance analysis with trainers and jockeys interviews, guests and betting tips



Post-race analysis with interviews and post race reports



Simulcast races analysis with key races, statistics and interviews

Ancillary Racing Programmes / Videos

Pre-race analysis/ Live programmes

- Various preview programs which offers in-depth commentary and analysis from horses form to post-race study for keen racing punters every race meeting
- Broadcast on local TV and online platforms such as Facebook, YouTube and HKJC mobile app



Preview 2 races in detail, and include trainers and jockeys interviews, guests and betting tips



In-depth analysis of 2 races and provide key races' statistics



Highlight and promote racing sports in HK with features, interviews and special previews



Live coverage of 88 race meetings and served for simulcast (outbound)

Ancillary Racing Programs / Videos

Infotainment videos

- Informative and entertaining videos for rookies and racing fans
- Promoting simulcast racedays with interviews and special features
- Broadcast on online platforms such as Facebook, YouTube and HKJC mobile app



Fun and entertaining
racing news locally and
around the world



Racing experts
interviews and
feature videos





02 New Target Audience



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New Target Audiences



Who are Gen Z?



How to attract Gen Z?




Utilise Social Media Platforms

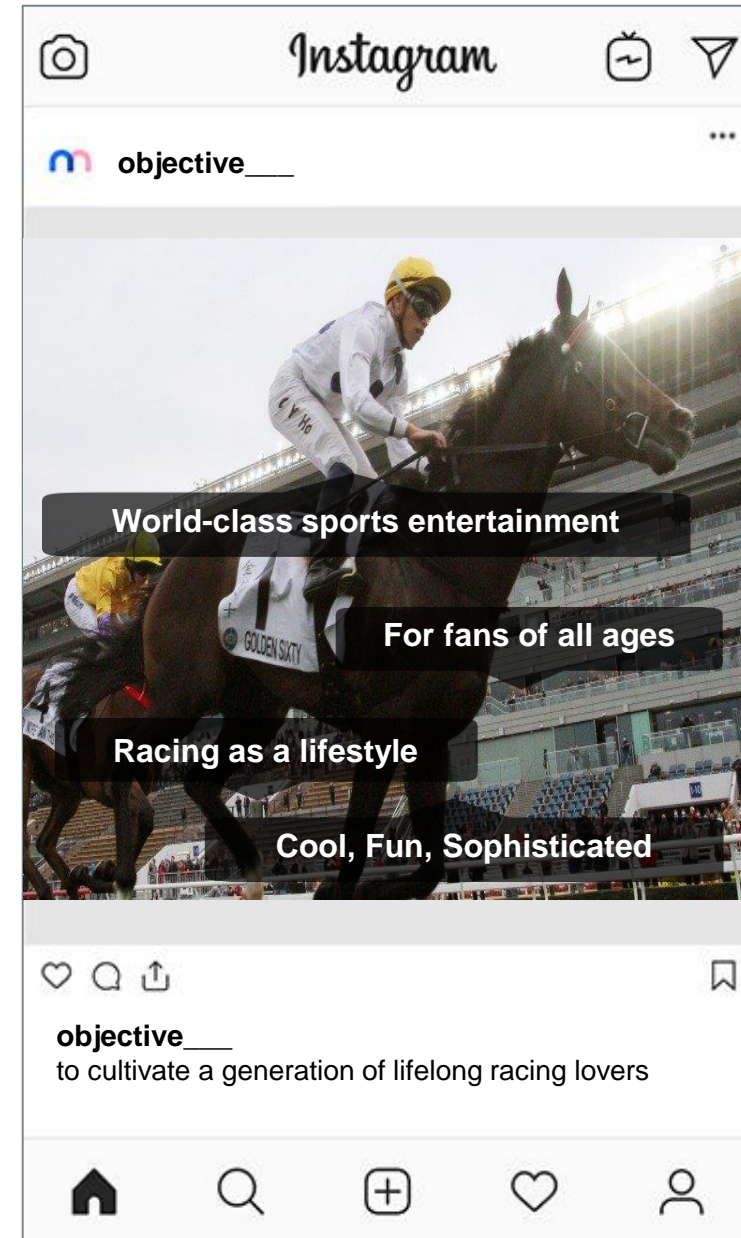


KOLs/ YouTubers Featuring

In general, Gen Z finds fun and humorous contents attractive and they prefer videos with music, gaming & food elements included.



03 Objectives & Strategies



Strategies to Reach Gen Z

- Objectives: to cultivate a group of lifelong racing lovers among the new generations

Committed



Casual

Raceday Live Programme (Iconic coverage & shows)	Duration: Whole Race Meeting Idea: <ul style="list-style-type: none">• Include gaming elements, reaction videos
Information, Analysis & Opinions (Informing, educating & encouraging participation)	Duration: ~ 5 – 20 minutes Idea: <ul style="list-style-type: none">• Share the inside stories of horse racing
Lifestyle (Humanising, building relevance & affinity)	Duration: ~ 5 – 15 minutes Idea: <ul style="list-style-type: none">• Inclusion of lifestyle elements e.g. music, foodie, vlogs
Entertainment (Repositioning, shareable, disruptive)	Duration: ~ 5 – 10 minutes Idea: <ul style="list-style-type: none">• Variety Shows



Entertainment



Game Series



Around the Racecourse



KOLs/ YouTuber
Featuring



Traditional, Trusted → Cool, Fun, Sophisticated

Lifestyle Videos



Experience Videos



Music & Fashions



Lifestyle



Race-day Focused, Passive Observation → Racing as Lifestyle, Immersive Experience

Racing: The Inside Stories



***Trainers/ Jockeys
Featuring***



Behind-the-scenes





History & Fun Facts



One-dimensional view → Closer to the Action

Raceday Live Programme

	Current Broadcasting Programme	New Flagship Broadcast
Target Audience	“Hardcore” Fans, Racing Uncles	Generation Z, Freshmen in Horse Racing
Content	<p>Informative (more wagering information provided)</p> 	<p>Fun & Interactive (focus on horse racing)</p> 
Media	Television, Mobile Apps	Social Media Platform (Instagram, YouTube)

New Flagship Broadcast (Gen Z focused)



Formal → Casual & Interactive

New Flagship Broadcast (Gen Z focused)

場次 1 RACE 1 CWA *3揀1賠率 *3 PICK 1 ODDS

馬號 NO.	馬名 NAME	檔號 WIN	組合 Composite	A1 隔夜熱門 Overnight Favourites	賠率 Odds
1	慷慨寶	23			
2	佳音	7.2	包括馬匹 Starters Included	11 12	3.0
3	閃耀小子	4.4			
4	真霸龍	43			
5	卓越財星	99	組合 Composite	A2 隔夜半熱門 Overnight Mid-Prisers	
6	萬龍駒	99			
7	閃耀鑽皇	6.0	包括馬匹 Starters Included	2 3 7	2.1
8	海紅寶	43			
9	雷神	99			
10	無敵			A3 其他冷門 Others	
11	樂駒				
12	喜駒				

Easy-to-read Odds Table

Rank	馬名 NAME	騎師 Jockey	賠率 Odds	其他 Odds	其他 Odds
1	潘明輝	Z Purton	7.00		
2	田泰安	K Teetan	9.00	12.0	
3	史卓豐	C Schofield	14.0	14.0	9.00
4	郭能	N Callan	25	20	22
5	蘇明紹	M Chadwick	40	40	28
6	周俊樂	C L Chau	45	30	50
7	何澤堯	C Y Ho	55	55	65
8	潘明輝	M F Poon	55	55	75
9	梁家俊	K C Leung	45	45	50
10	黃皓楠	H N Wong	75	125	150
11	陳嘉龍	K H Chan	125	125	175
12	馮紹東	H T Mo	150	150	200
13	黃俊	C Wong	60	75	100
14	其他騎師 Others				

Helloboy

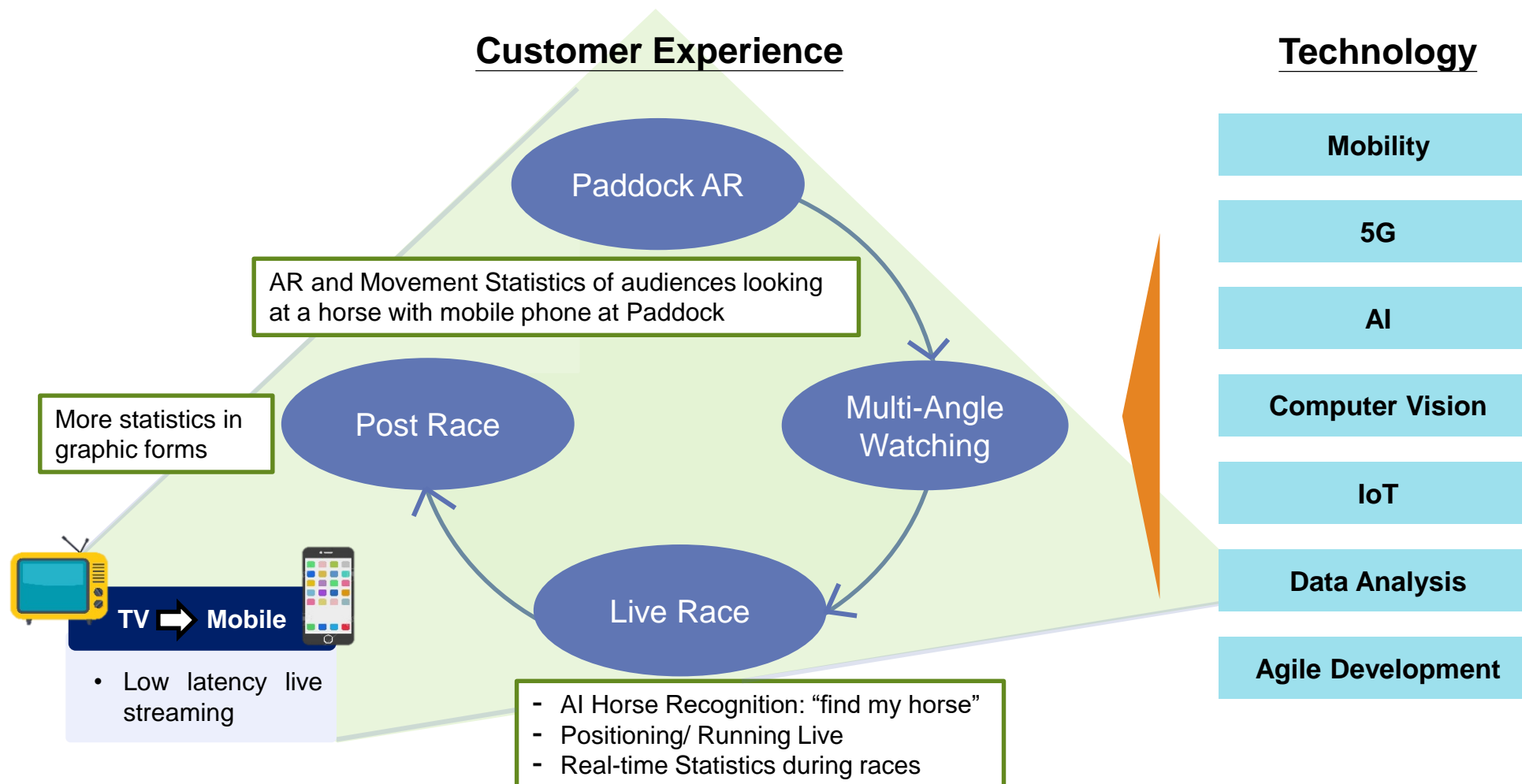
Speed 64 km/h
Acceleration 1.3 kmh/s
BPM 202 bpm
Rank 4/12

Timer 01:09:50
Distance from start 1048 m
Distance to finish 352 m

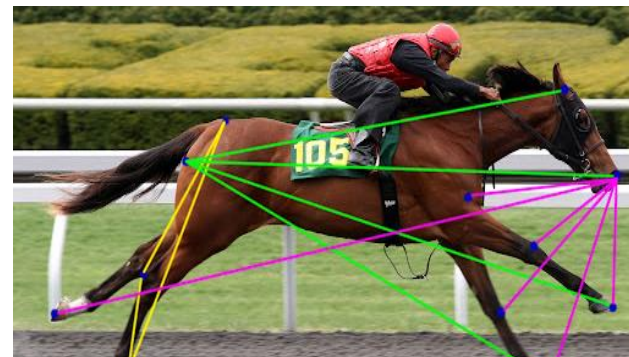
New way to watch Live Racing

Operations Focus → Fans Focus

New Way to Watch Live Racing



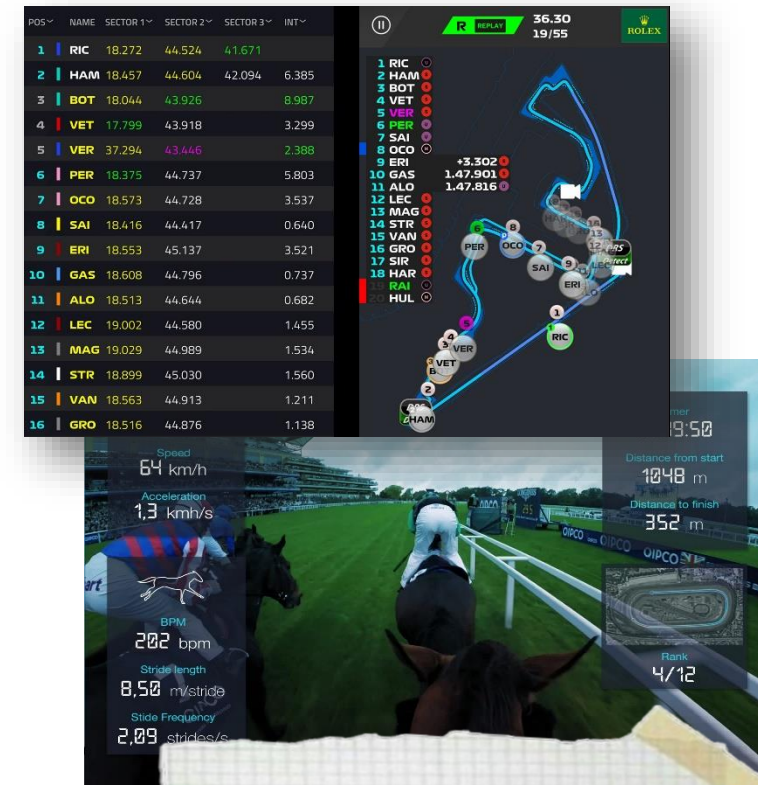
Examples




AI Horse Recognition



Big Data Analysis

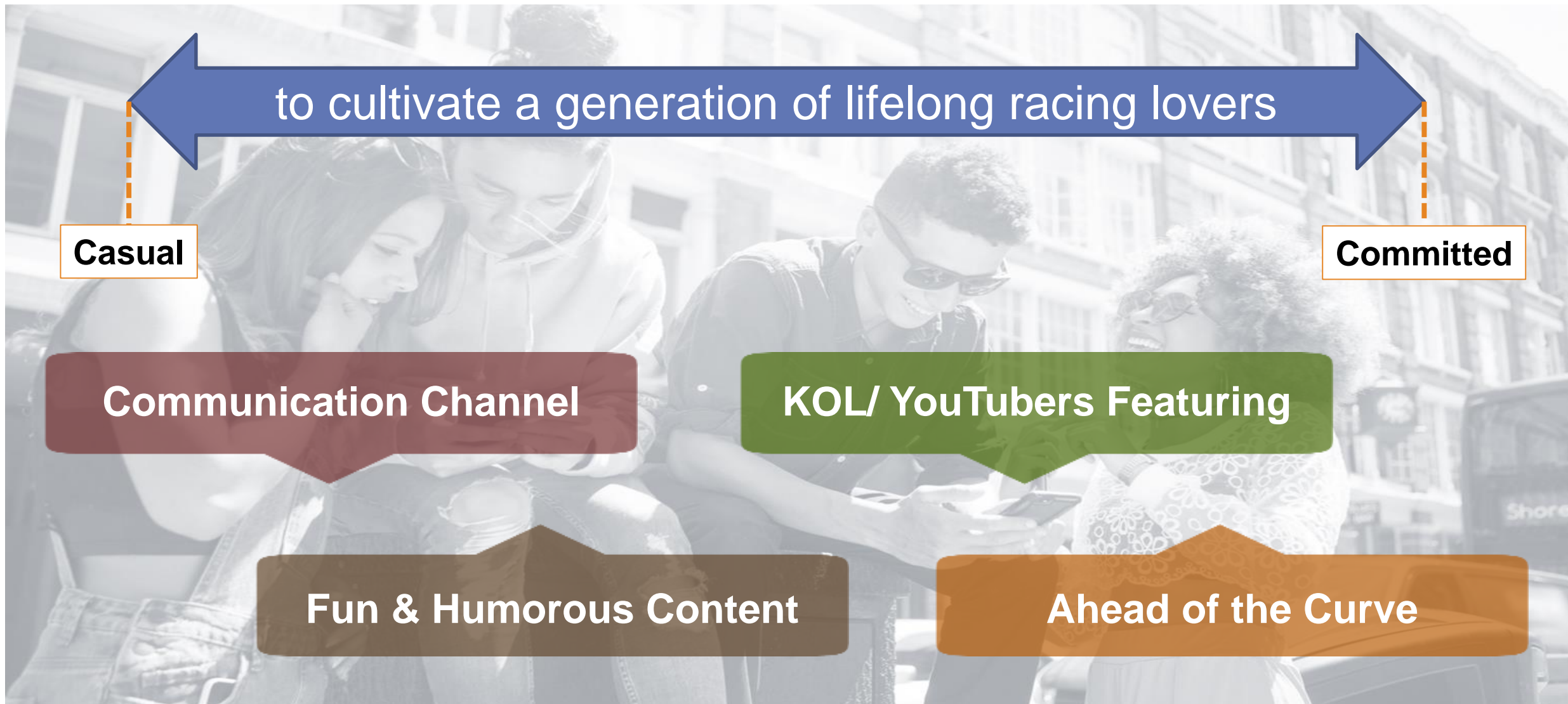


Real-time Statistic

A blurred background image of a film set, showing various pieces of equipment like cameras on tripods and lights. The text '05 Conclusions' is overlaid in the center.

05 Conclusions

Conclusion





THANK YOU!

