

# Broadcast and Activity - World Pool Events

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Business Development Manager



# Racecourse Media Group - Background

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- A media rights business owned by 34 racecourses
- 100% of operating profit back to racecourses as licence fees
- Protect and maximise the value of the courses' media rights
- Revenues have grown from zero to circa £130m p/a over the last 15 years
- Largest funder in UK Racing

## RMG - KEY BUSINESS SECTORS

1. RACING TV
2. RACING TVi
3. RACECOURSE RETAIL BUSINESS
4. ONLINE STREAMING
5. RACECOURSE DATA COMPANY

**Vision:** To increase returns for our racecourses

**Mission:** To optimise and protect the value of our racecourses' rights and act as a catalyst for their future growth and benefit the sport of Racing

How Betting Can Benefit From  
High Quality TV Production ?

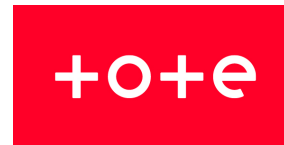
WORLD POOL

BET WITH THE WORLD



# Case Study - World Pool Engagement

- RMG hosted 11 World Pool events in 2021
- Key objective has been to engage with the domestic audience and drive international participation – truly global pool
- Work collaboratively with our partners, UK Tote Group and HKJC
- RMG revenues are generated on turnover deals
- RMG perfectly positioned to use our broadcast platforms to achieve objective:
  - Racing TV
  - Racing TVi and Bespoke Services



DRIVING TURNOVER = GREATER RETURNS TO SHAREHOLDERS

# Racing TV – Domestic Engagement

- DTH subscription service – 60,000+ members
- Responsibility to use Racing TV as a channel to promote World Pool concept to the domestic audience
- Although restrictions from the regulators Ofcom, promoted by:
  - Daily News Segments with associated ‘stings’
  - Talent references to World Pool event – drive awareness
  - Use digital platforms to explain benefits of World Pool
  - Race day interviews – UK Tote Group
  - On Screen World Pool prices – bespoke graphics to support data.
  - Ability to ensure good coverage of the brand on the output

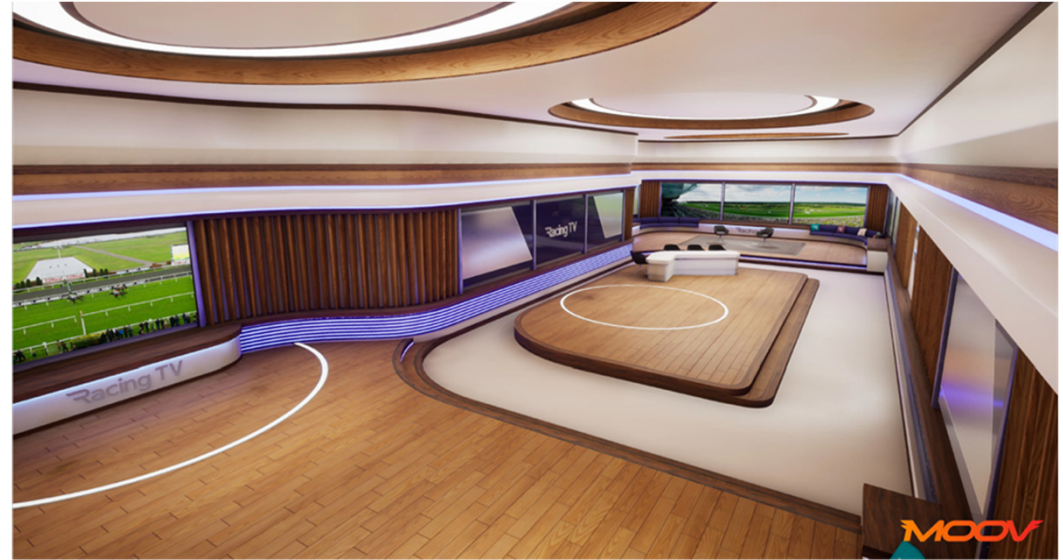


STIMULATE RACING TV MEMBERS TO BET VIA THE UK TOTE

# Virtual Studio

- 2021 saw the launch of a high-end virtual studio
- State of the art – groundbreaking in UK racing
- Key objective to take viewers closer to the action
- Immersive and interactive experience for viewers
- Brings talent on track to the studio
- Use of an augmented reality screen to integrate increased data analysis

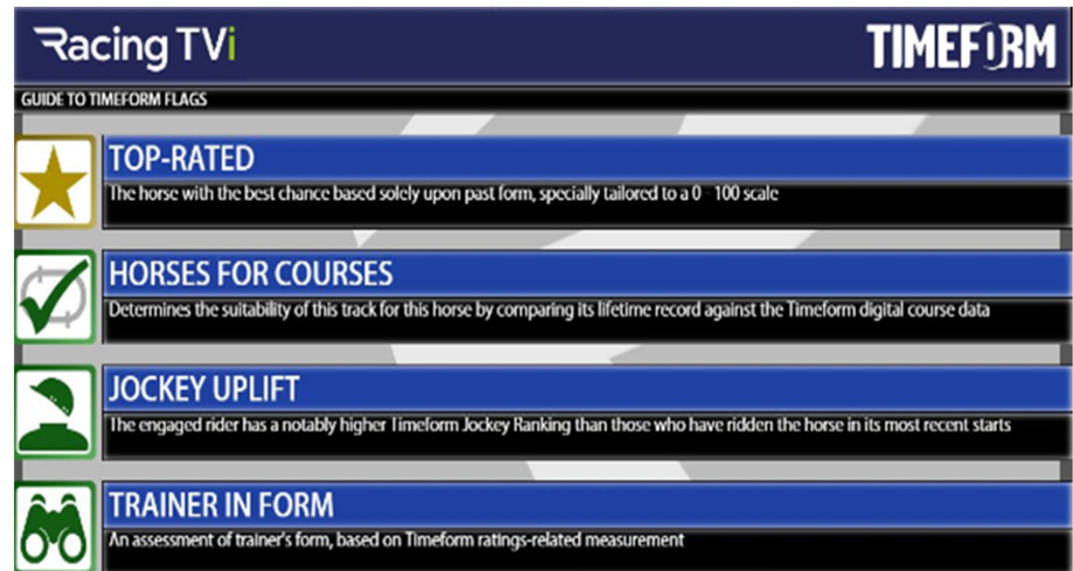
VIEWERS CLOSER TO THE ACTION





# Racing TVi - International

- Racing TVi - international tote betting service
- On channel promotion – stimulate betting:
  - Race day previews
  - Feature festival promos
  - Timeform Guide
  - Timeform Stats
  - Timeform 1-2-3
  - Local prices on screen
- World Pool Explainer
- All on channel activity supported with digital marketing assets



# Dedicated Programming

- Paramount to offer flexibility to our international partners
- Dedicated programming – provision of a bespoke service to HKJC
- Facilitating the customers requirements
  - Outside Broadcast Truck
  - Dedicated race day director and team
  - Selection of feeds – including Slo Mo Camera
  - Talk Back facilities
  - Experienced/Recognised Voice Overs
  - Sectional timing
- Provision of talent to join preview panels





# World Pool – Race by Race Previews

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- Opportunity to use virtual studio for bespoke content
- For each World Pool event, RMG produced an interactive 'race by race' preview
- Engage with customers internationally and promote tote betting
- Ability to utilise logos for international audience
- Important to educate and raise the profile of the World Pool concept



# Educational Content - Building Familiarity

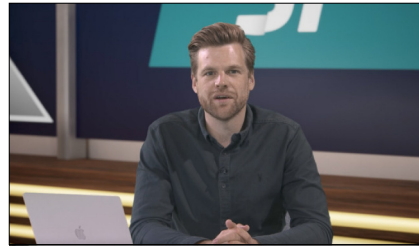
- Racecourses in UK and Ireland are UNIQUE
- Wagering customers require information to instil confidence in their betting choices
  - Track Insights  
Highlight track idiosyncrasies
  - Course Walks  
Using the latest drone technology – birds eye view
  - Jockey Headcams  
Bringing the viewer closer to the action

INFORMATION IS POWER



# Overview – Bringing It To Life

[Click Here](#)



**World Pool Handicap**  
5.20 Goodwood, Wednesday (1400m)

20 Declared Runners	
FOX CHAMPION 15	Silvestre De Sousa
SUNSET BREEZE 11	Luke Morris
CORVAIR 12	James Doyle
CANAGAT 1	James Spencer
MAXI BOY 6	Rossa Ryan
EPIC ENDEAVOUR 16	PJ McDonald
THILOBRETTO 2	Tom Marquand
MAGICAL WISH 8	Pat Dobbs
KING'S KNIGHT 17	Kieran Shoemark
BE PREPARED 5	Kieran O'Neill

betting.com/racecards/winter\_pool

