

# SKY RACING AUSTRALIA





# HAYLEIGH ATTARD CHANNEL MANAGER



# SKY RACING QUICK FACTS

Average 60 live race meetings per day

All Races = 15,971 meetings, 143,577 races

Imported = 72,988 races,

Domestic = 70,589 races

280 satellite trucks

5-10 control rooms in production per day

12 studio floors

1000 crosses into live race day and shows from video links

Digital & Linear Channels exported



# SKY RACING MEDIA NETWORK

**SKY1**

**SKY2**







# BROADCAST INNOVATIONS

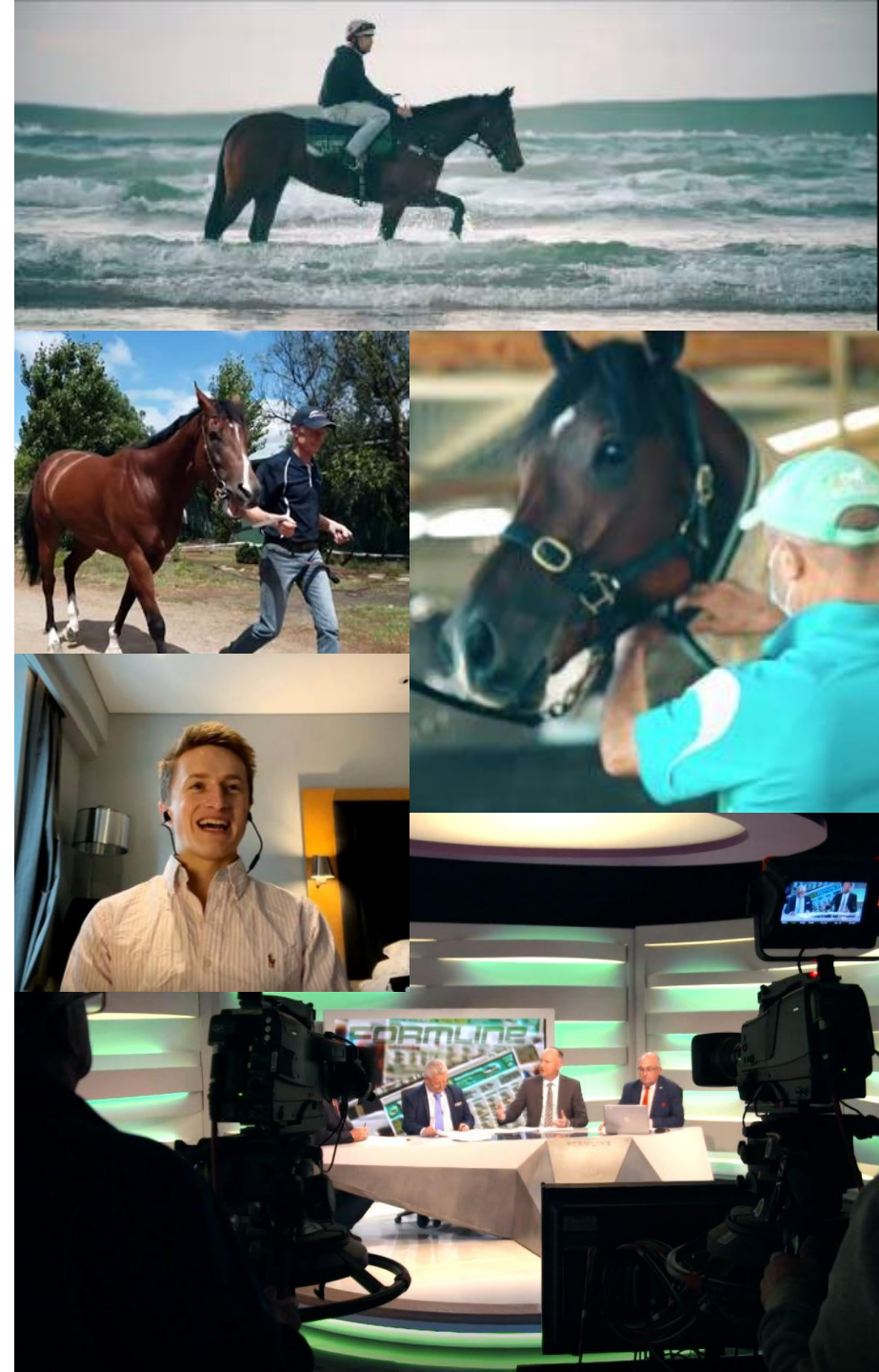


# THE JOURNEY

*“Our coverage of a feature race begins 1,2,3 months before. By the time horses get to race day our viewers & players have an intimate affiliation with the animal, trainer, jockey or connection. Creating an emotional connection and an informed wager.”*

How does broadcast drive turnover?

- Stable visits, form shows, promotional content, feature packages.
- Enhanced trials coverage
- Jump outs & track gallops
- Video links (VMIX, ZOOM, SKYPE, TVU)
- Encores, show snippets distributed to all platforms + linear
- Amplified through our social platforms



# FEATURED RACE DAYS

## Multiple boutique cameras

- Helicopters, tracking vehicles, steady cameras, helmet cameras, jibs, rail cameras, barrier cameras and fly cable cameras, drones.

## High definition broadcast trucks delivering multiple vision & audio streams

## Enhanced coverage of the mounting yards

- Our coverage now begins before the horses even get to the mounting yards, arrivals, vetting, saddling, trainer, strapper interviews & being able to capture & deliver the moments before the horses are saddled
- Stewards vision - different angles and displaying on websites.
- Helicopter vision
- Creating profiles





# WAGERING GRAPHS & FIGURES

14/08/2021 13:25:18 Fox SKY1

**5 KEMBLA GRANGE 1200m**  
MIDWAY HANDICAP G0003 -0:11

TAB	NSW	S-TAB	UTAB
3	6.00	5.10	5.20
8	6.00	5.20	5.60
2	6.50	6.10	6.80
11	6.50	6.40	5.30
1	7.50	8.10	8.00
4	8.00	7.70	7.80
6	10	14	13
10	16	19	16

181K 116K 57K

**GREAT MINDS**  
8. BOWERY BREEZE

TAB \$6

5 KEMBLA GRANGE 0min 1 INNISFAIL 2min 2 BUSAN KOREA 4min 1 BELMONT 6min

5 KEMBLA GRANGE s Redoble \$18 11.Prince Invincible \$6.40 13.Real Key \$71 14.Lettre D'amour \$136 15.S

04/09/2021 11:39:53 Fox SKY1

**1 RANDWICK 1200m**  
TAB HIGHWAY HANDICAP SOFTS 0:13

TAB	SR	SR	CAREER WIN %
19	4.00	3.50	3.30
2	4.20	3.70	3.60
3	7.00	7.00	6.30
4	7.00	7.40	9.00
9	12	9.80	10
5	17	17	18
6	23	26	27
7	26	50	51

168K 112K 52K

**LONGINES**

1 RANDWICK 1 EAGLE FARM 8min 5 TE RAPA 12min 8 DEL MAR 20min

1 EAGLE FARM 1.Animal Instinct \$87 2.Badge Of Gamesness \$121 3.Divine Eleven \$18 4.Sokudo \$6.40 5.2

-0:05

**5 RANDWICK 1000m**

TAB	NSW	S-TAB	UTAB	RECENT FORM
1	1.55	1.50	1.50	x 1 2 1 x
3	5.00	4.50	4.20	1 6 1 9 x
2	9.50	9.00	8.80	x 5 5 4 x
9	14	9.80	11	10 3 3 1 1 x
4	18	18	21	8 x 0 0 x
6	34	39	41	1 0 0 2 x
7	101	90	99	2 x 6 4 x
8	126	98	98	108 3 3 x 1 8

FIXED 206K 167K 80K

**SKY PREDICTOR**

1	NATURE STRIP	100
3	WILD RULER	99
9	ADELONG	93
2	TREKKING	87

**BIG BETS**

1 NATURE STRIP

\$8,000 AT 1.60

\$5,000 AT 1.60

TAB 1.55 FIXED

1:55

**5 RANDWICK 1000m**

FLUCTUATIONS	TAB	SPEED MAP		
1	1.45	1.55	1.60	1.55 (4)
3	5.50	4.80	4.60	4.80 (6)
2	6.00	8.00	8.50	9.00 (5)
9	15	10	11	12 (8)
4	15	19	17	18 (7)
6	51	31	34	31 (1)
7	101	61	41	81 (2)
8	126	81	71	81 (3)

FIXED LEADERS: 7, 9, 1

**SKY PREDICTOR**

1	NATURE STRIP	100
3	WILD RULER	99
9	ADELONG	93
2	TREKKING	87

**KOSCIUSZKO**  
TICKET SALES END IN 3 10 01 55

- Big Bets & Market Movers
- Jackpots displayed differently
- Plays / head to head / pick of the yard
- Triggers - predictors, tips, speed maps

**LIZZIE JELFS' PICK OF THE YARD**  
No. 1 NATURE STRIP

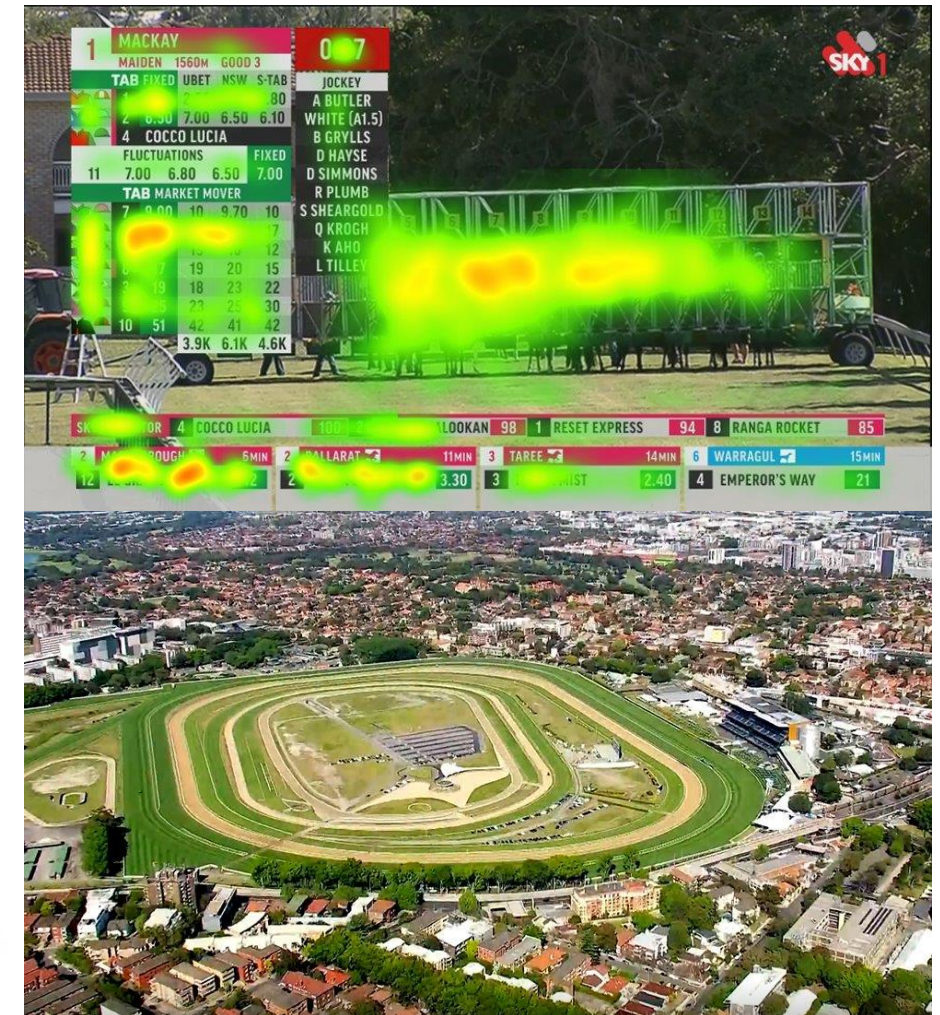
ARROWFIELD





# EXTENSIVE RESEARCH

- Focus Groups
- Drones
- Triple S data



# INNOVATION

- Studio & control room upgrades
- Virtual sets





# QUESTIONS?

