CREATING RACING FANS AND BOOSTING BETTING THROUGH DATA AND EXPERIENCE

KYLE MCDONIEL
EQUIBASE

EQUIBASE

CHANGING EXPECTATIONS

The Evolution of
Sports Entertainment
Since 1992

WS
RED TEAM: 0
WHITE TEAM: 1
10:0
LIVE

15:37
2nd
WEBY 0
EASY 2

135

STATCAST
POWERED BY
Google Cloud
C. SEAGER
EXIT VELOCITY
114.5 MPH
PROJECTED HR DISTANCE
421 FT
Capital One
@DBACKS
WORLD SERIES
2023

FINAL ROUND
05 TO PLAY
1 CASEY -11
UIHLN -11
3 B KOEP -10
GARCIA -10
5 GOOCH -9
WOLFF -9
WIESBR -9
8 NIEMNN -8
JOHNSN -8
SCHWAR -8
KIM -8
C KOEP -8
13 KOKRAK -7
WESTWD -7
MCDOW -7
16 ANCER -6
REED -6
LAHIRI -6
LIV GOLF
4.23
22% MISS LEFT
3.89
55% FAIRWAY
4.62
23% MISS RIGHT
TOUR AVERAGE

CLOSING FAST

Reaching Critical Mass on Data Collection in Horse Racing

PARTNERING FOR SUCCESS

EQUIBASE

TOTAL PERFORMANCE DATA

PRAMANA SHIFT

Gmax

28 TRACKS UTILIZING E-GPS SERVICES

Thoroughbred Tracks:

1. Aqueduct +
2. Assiniboia Downs * +
3. Belmont Park +
4. Canterbury *
5. Churchill Downs +
6. Colonial
7. Del Mar * +
8. Ellis Park +
9. Golden Gate
10. Gulfstream * +
11. Horseshoe Indianapolis +
12. Keeneland +
13. Kentucky Downs °
14. Laurel * +
15. Lone Star * +
16. Louisiana Downs * +
17. Monmouth °
18. Oaklawn +
19. Pimlico * +
20. Sam Houston *
21. Santa Anita +
22. Saratoga +
23. Tampa Bay * °
24. Turfway * +
25. Woodbine * +

Harness Tracks:

1. Hoosier +
2. Meadowlands +
3. Woodbine Mohawk +

* Utilizing E-GPS Hybrid timing
+ Utilizing E-GPS graphics presentation
° Utilizing E-GPS graphics feed to third party

Represents 75% of North American Handle

MARYLAND
JOCKEY CLUB
AT PIMLICO
5
SEP 16, 2023
1/4
23. 62
WIN %
2 BENEATH THE STARS 10-1 26%
9 INTREPID DAYDREAM 1-1 43%
4 SWEET GRACIE 4-1 16%
7 DECO STRONG 19-1 4%
3 BOURBON WILDCAT 60-1 1%
2
9
4
3
10

AQUEDUCT
RACE 2
6 5/2
PALACE GOSSIP
10 3
STUCK ON KITTEN
3 2
O'GOTTEN GIRL
5 8
SINGE
11 54
I'M A HUGGER
6 0.56
3 0.75
10 0.48
5 0.78
7 0.68
10 0.34
4 0.81

DOING MORE WITH DATA

- Deeper, More Accurate Data
- Designing Better Ways to Consume
- Better Storytelling and Attracting New Fans

DEPTH AND ACCURACY

- Gate Device
  - Consistency in Timing
  - Run-up Timing
- RTK Technology
  - Exact positioning and timing
    - Visualizations
    - Distance Traveled
- Computer Vision / ML
  - Additional Clarity

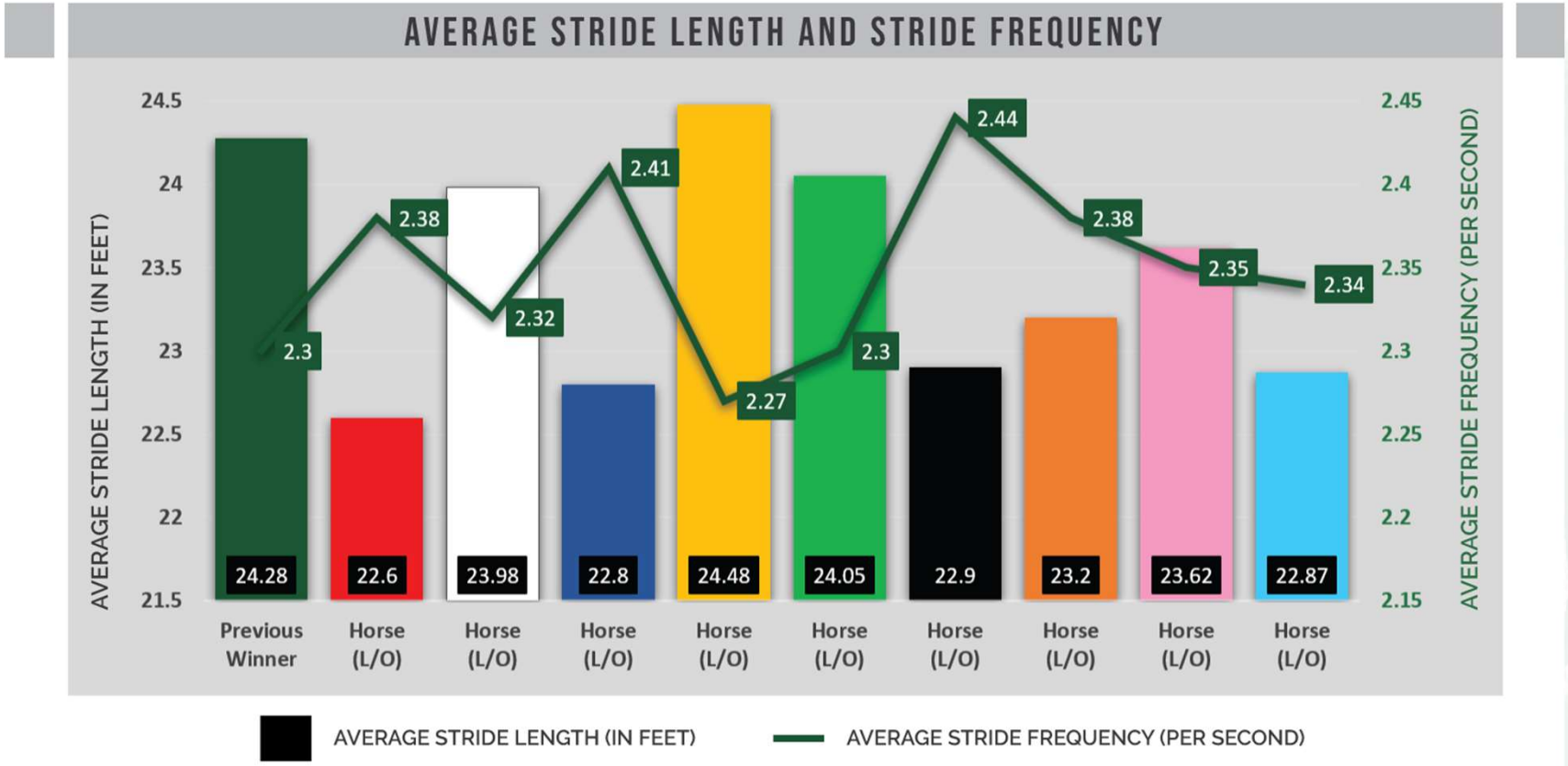
STRIDE LENGTH AND FREQUENCY

HORSESHOE INDIANAPOLIS

06-29-2023
RACE 6
4:45 P.M. ET

6 F
DIRT
3YO+

DATA POWERED BY EQUIBASE + TOTAL PERFORMANCE DATA



GPS Data For Arabian Knight ⓘ

1 (1)

2 (1)

3

4 (1)

5

09-02-2023 10DMR FT 1 1/4M		1/4	1/2	3/4	Stretch	Finish
Average speed (mph)	40.84	37.54	36.35	34.95	32.85	
# of strides	12.5	13.2	13.7	14.1	14.6	
Cumulative # of strides	54.3	105.7	160	215.4	272.9	
Average stride length (ft)	26.4	25.03	24.09	23.59	22.61	
Average strides per second	2.27	2.2	2.21	2.17	2.13	

CASUAL HANDICAPPERS

RACE 6

Filter by Statline Category

Horses To Watch | Track Speed | Red Hot | Exotics | Trainer | Jockey Trainer Combo

Horses To Watch

Master of The Seas (IRE) is a horse to watch based on Equibase® Speed Figures and lengths back to third in most recent start. On October 7, 2023 (25 days ago), Master of The Seas (IRE) posted a 111 Equibase® Speed Figure at Keeneland in the Coolmore Turf Mile S. going 8 furlongs for trainer Charles Appleby and jockey James Doyle - finishing 2nd, 3 lengths ahead of the next horse. Over the past 45 days, that's the 3rd best speed figure of any stakes runner-up in the US/CAN that finished more than 3 lengths ahead of the third place horse and has yet to run back. Race comments: "unhurried early, inside 5/16, angled 5w, missed, game" #14 Master of The Seas (IRE) - 7/2

Exaulted excels at today's distance (8 furlongs) on the Santa Anita Park turf, having won 4 of 4 (100%) career races at the distance on the surface at the track. That performance includes 4 wins, 0 seconds, 0 thirds - going off at average odds of 4 to 1. Exaulted last raced at 8 furlongs over the Santa Anita Park turf on May 29, 2023. #12 Exaulted - 20/1

On October 14, 2023, racing for Saeed bin Suroor with Oisin Murphy aboard, Mawj (IRE) set the pace at the half-mile mark (0:47.72) of a 9 furlong turf route Stakes race at Keeneland and went on to win in 1:48.06. The 119 Equibase® Speed Figure is the 2nd best figure of any turf route half-mile race leader and winner across the US/CAN in the past 60 days # 6 Mawj (IRE) - 4/1

6

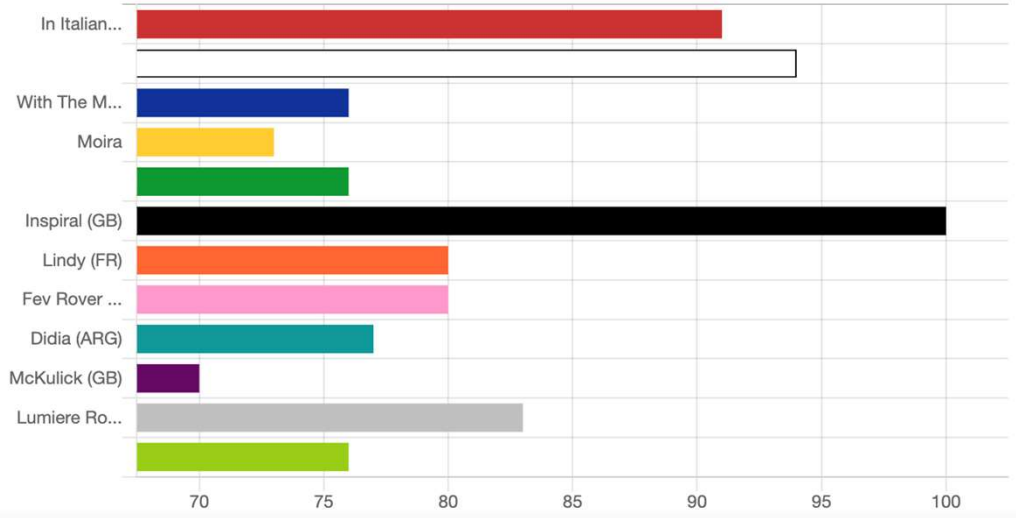
Inspiral (GB)

Jockey: Lanfranco Dettori
Trainer: John H. M. Gosden
Owner: Cheveley Park Stud, Ltd.

Go Place Your Bet!
Santa Anita
Nov 4, 2023
Race 4
$2 Place on #6
Total: $2.00

Make a $2 Place wager on #6 Inspiral (GB) based on an average of all the handicapping factors considered by SmartPick. You win the bet if #6 finishes First or Second.

Rating Analysis



A MYRIAD OF USES

- Professional Handicappers
- Broadcast Partners and ADW Partners
- In-Running Wagering Outside of the U.S.
- Training, Health and Safety

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