

WOTA – Retail & Tote Innovation

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ARENA RACING COMPANY - OVERVIEW

BETTING/DATA



Partnership of UK racecourses - provides on-course & pooling services.



Pooling tech business powering Britbet & OPAP.



Global media rights, data and risk management solution.

MEDIA



attheraces.com

Broadest DTH and Digital distribution in UK.



The Racing Partnership

Independent bookmaker shop TV distribution.



International Media betting content and distribution.

RACING



Largest UK racecourse group, own 16 courses and 5 greyhound stadia.



JV with Entain c2,800 greyhound fixtures p.a. and 12 tracks.



Export cooperative between ARC & Jockey Club media (RMG).

WORLD'S OLDEST CLASSIC RACE SHINES IN 2025

RACING POST

Search horses, jockeys and trainers ...

Racecards

Results

News

Racing Tips

Bloodstock

Sport Tips

Greyhounds

Shop

Statistics

RP Rec

BRITAIN

IRELAND

RACEDAY INTEL

PRIX DE L'ARC DE TRIOMPHE

RACING TAX

REPORTS

FEATURES

OPINION

STABLE TOURS

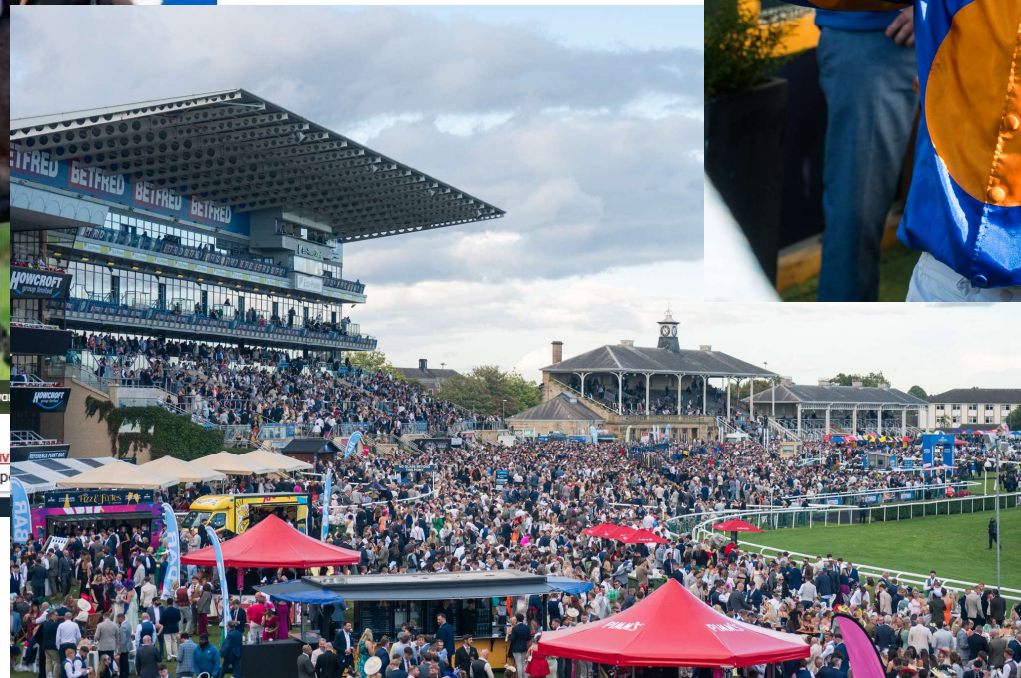
ST Leger FESTIVAL

[Home](#) > [News](#) > [Festivals](#) > [St Leger festival](#)

How did the St Leger topple the Derby to become Britain's most popular Classic?



Nobody who was at Doncaster last Saturday could be in any doubt as to the health of the world's oldest Classic – they needed only to heed the evidence of their ears.



RETAIL INNOVATION – TAPPY (TATTS GROUP WAGERING/UBET)

- *Tappy* - build your own bet in the App then scan barcode at any terminal.
- Social engagement - share your bet with friends, punter groups etc to enable re-purchasing and/or social media posting.
- Omni-channel with seamless digital focus.
- Unique promos and offers to grow tote awareness.



INNOVATION – GUARANTEES, NPD & INCENTIVES (TAB WAGERING)

QUADDIE/PICK4

- Guarantees build customer engagement and awareness for tote exotics.
- New Product Development – Early Quaddie.
- New customer incentives e.g. money back offers.
- Attractive for international co-mingling.

THE MEADOWS, SATURDAY
\$1 MILLION*
PROJECTED QUADDIE POOL

© TAB PHOENIX 2021

S-TAB POOL ONLY

VENUE MODE EXCLUSIVE

SATURDAY ROSEHILL
QUADDIE
MISS BY 1 LEG
BONUS BET BACK UP TO \$50*

ONLY AT YOUR LOCAL



Benalla (VIC) Hwy (10), Ocast

R1 R2 R3 R4 R5 R6

13:30 • 1200m • 4Y+MSW

Tip Speed Map

Early Quaddie Exacta Duell Trio Odds

R2 R3 R4 R5

Fixed Flucs Tote Flucs

Sort Fixed Tote

1. Apollo Blu (1)
W 53.3kg J. M. Carl. add
F 9343x T 8/1Warczyn
T 2.00

2. Charginikapluma (14)
W 58.5kg J. C. Hesel add
F 964+2 T 8/1Duffins B.L.
T 3.10

R2:1 R3 R4 R5

Add to Bet Slip Bet Now

Home Racing Sports Play Control More

INNOVATION – TOTE GUARANTEES (UK)



Our best price promise

We pay Starting Price or better on all UK & Irish racing



BeGambleAware.org 18+

We'll always pay at least SP on Win bets and if the Tote dividend is greater, we'll pay out at that price. Tote.co.uk, Tote.ie, Tote App and selected UK racecourse customers only. Promotion applies to Tote Win and win part of each way bets on all UK & Irish races. Staking limits apply. Full terms and conditions available at Tote.co.uk/promotions. 18+. BeGambleaware.org

INNOVATION – TOTE GUARANTEES (UK)

WORKED EXAMPLE

- Always pay at least SP on Win bets.
- If Tote dividend is greater, Britbet pays out that price.
- Drives turnover growth.
- Applies to Win bets including as part of each way betting.

Race	Winner	Tote Win	Bookmaker SP	Difference	Punter gets
Cheltenham Gold Cup	Inothewayurthinkin	8.10	8.50	-0.40	8.50
Champion Hurdle	Golden Ace	36.80	26.00	+10.80	36.80

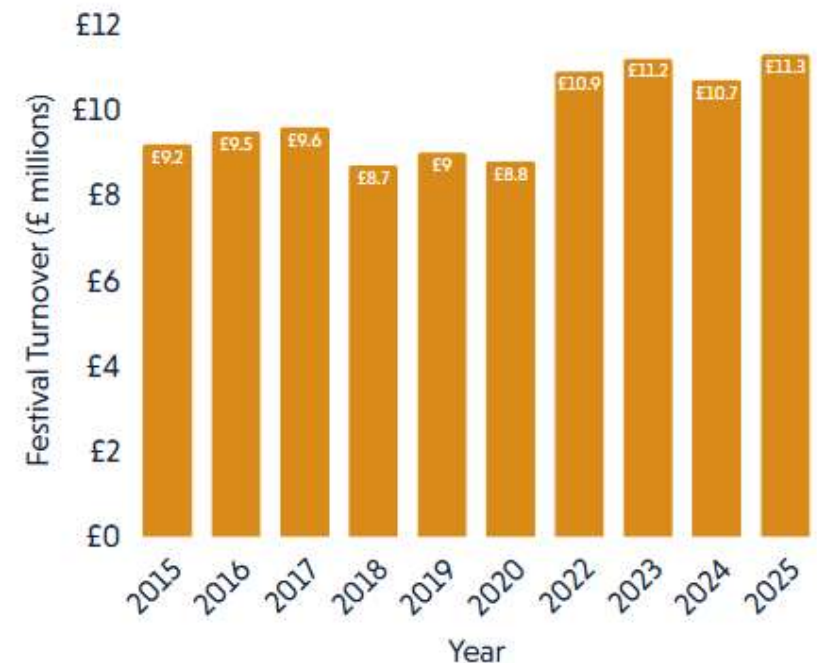


INNOVATION – TOTE GUARANTEES (UK)

TURNOVER GROWTH OUTCOMES

- Launched in November 2021 oncourse and on the Tote website/app.
- Positive price message to appeal to price conscious punters.
- It also removes the negative experience of a poor dividend compared to SP.
- Increased Win turnover +c30% - as shown in Cheltenham Festival chart.
- To date we have paid out over £13m extra to customers, helping with turnover.

Cheltenham Festival – 10 year Trend



INNOVATION – TOTE GUARANTEES (UK)

TOTE GUARANTEE - MARGIN

- Win Takeout is 19.25%. Effective Win margin c11-12% after promo payouts.
- Can be volatile if looked at on a meeting by meeting basis however Britbet tracks work together in partnership to smooth this out.
- The blended effective net margin c14%-16% across all products over a month (see below). Over a full year volatility smooths out to close to 15% - so predictable.



Racing1 is an alliance between the major racing rights holders to consolidate rights and deliver their content together in non-domestic markets.

USA

1/ST

- The USA's largest horse racing provider.
- 90% of all U.S. racing.
- Key races include: The Pegasus World Cup, Triple Crown series, California Crown, The Breeders' Cup.

UK

GBI RACING

BRITISH AND IRISH RACING

- 100% UK coverage ARC/RMG.
- Key races include: Royal Ascot, Cheltenham Festival, St Leger, The Derby, AW Championships.

AUS/NZ & South Africa

Tabcorp

- Australasia's largest media rights owner.
- Including Gold Circle SA rights.
- Key races include: The Melbourne Cup, The Everest, Cox Plate, Golden Slipper.

RACING1 MARKETS – OVERVIEW



143,000+ Horse and Greyhound Races annually



Includes live video streaming for all core content



Pythia Sports provides seamless risk management solution



UK Horse & Greyhound Racing

c. 9,750 horse races incl. Ascot, Cheltenham & UK Triple Crown
c. 35,000 greyhound races



South American Horse Racing

c. 5,000 horse races from Argentina, Brazil & Uruguay



North American Horse Racing

c. 29,000 horse races incl. the Breeders' Cup, the US Triple Crown & Pegasus World Cup



Australia & New Zealand Horse & Greyhound Racing

c. 20,000 horse races incl. the Melbourne Cup & The Everest
c. 43,000 greyhound races.



South African Horse Racing

c. 1,350 horse races incl. the Durban July and the Cape Met

RETAIL & TOTE INNOVATION

THANK YOU

- About Arena Racing Company
- UBET Tappy (Tatts Group - Australia)
- TAB Quaddie – Guarantees & NPD (Tabcorp – Australia)
- Price Promise – Britbet (United Kingdom)
- Racing1 Markets

Questions?