

**SIS**

# **SIS 24/7 Live Racing**

High frequency betting events



# 24/7 Live Racing

SIS 24/7 Live Racing provides operators with profitable short form content throughout the day, with high frequency betting events

It offers some of the best horse and greyhound racing content from all over the world, including UK and Ireland, the US, Dubai, Saudi Arabia, and Latin America.

All content is supplied as an end-to-end betting solution. Specific features include live streamed pictures, data (event set up, suspension, and settlement), enhanced pricing (inc. early prices and derivatives), and new PRO FORM™ betting prompts. Working in collaboration with rights partners, content can also be complemented by tips, speed maps, and overviews.

Our automated production system (CAP) enables us to tailor content to meet your requirements. Content is available as a fully produced linear channel and as an individual event based omni-channel solution. Linear channels are packaged and can be a combination of both horse and greyhounds or individual codes to meet your regulatory requirements.

Our integration process is very straightforward and our team provide you with all the support you need to ensure a smooth integration.

## Omni-Channel Solution

Our 24/7 Live Racing Channels are an omni-channel solution, with high-quality pictures to make an optimal betting experience across retail, online, and mobile.





# Key Benefits



## High frequency betting events

Quick-fire racing events



## Increased betting opportunities

24/7 content to suit bettors across all time zones.



## On-screen betting triggers

There are a range of PRO FORM™ betting prompts to engage and inform bettors including tips, ratings, commentary, race review, speed matrices and real-time form.



## First class content

92% of British grade 1 horse races plus premium greyhound tracks.



## Profitable content that provides a strong margin

Horse racing online – 11%

Horse racing retail – 14%

Greyhound racing online – 15%



Greyhound racing retail – 19%



## Customisable branding

You have the ability to tailor screens and languages to provide a bespoke proposition to your different customer types.

# Channel Content

Content	Country	No. of tracks/ racecourses	Meetings available	No. of races	Notable racecourses
	Britain	36	850	5950	Ascot, Epsom, Cheltenham, Newmarket and Goodwood
	Ireland	26	361	2527	Curragh, Punchestown, Leopardstown, Cork and Galway
	Argentina	1	120	1440	Hipodromo Argentino de Palermo
	Australia	60	681	4767	Available from March 2023 including: Flemington, Moonee Valley, and Geelong
	Bahrain	1	10	70	Sakhir
	Canada	1	50	350	Assiniboia Downs
	Chile	4	300	5156	Hipodromo Chile, Club Hipico de Santiago, Club Hipico Concepcion and Valparaiso
	Germany	33	150	1050	Baden-Baden, Cologne, Munich, Dusseldorf and Hamburg
	Mauritius	1	36	288	Champ de Mars
	Mexico	1	144	1440	Hipodromo de las Americas
	Saudi Arabia	1	48	500	Riyadh
	Singapore	1	80	800	Kranji
	South Africa	5	245	1961	Turffontein, Vaal, Fairview, Kenilworth and Durbanville
	Spain	6	80	480	Madrid, San Sebastian, Dos Hermanas, Sanlucar de Barrameda and Pineda
	Italy	6	205	1435	Pisa, Roma, Treviso, Varese, Merano and Agnano (Naples)
	UAE	2	31	217	Jebel Ali and Meydan
	USA	5	459	4253	Parx, Louisiana Downs, Belterra Park, Prairie Meadows and Delta Downs.
	Uruguay	2	208	2704	Maronas and Las Piedras
	British Greyhounds	8	2288	28500	Hove, Henlow, Monmore, Crayford and Romford
	Irish Greyhounds	7	468	4500	Tralee, Mullingar, Limerick, Youghal and Cork
	Mexican Greyhounds	1	520	5200	Caliente



# Content Overview



## LOCATIONS

**170+**

racecourses and  
tracks



## HORSE RACING

**35,000+**

horse races from  
5 continents



## GREYHOUNDS

**38,000+**

greyhound races  
each year

## 24/7 Live Racing Channels Packages

Specification	Bronze	Silver	Gold	Platinum
SIS branded	✓	✗	✗	✗
Customer logo and colour scheme	✗	✓	✓	✓
Bespoke graphics templates	✗	✗	✓	✓
Bespoke on screen designs	✗	✗	✗	✓
Standard content	✓	✓	✓	✓
3rd Party content	✗	✗	✗	✓
Full editorial control	✗	✗	✗	✓
Early prices and derivatives	✓	✓	✓	✓
Trading Services	✗	✗	✗	✓
Time zone	✗	✗	✓	✓
Commentary language	English	English	English	Any
Graphic language	English	English	Any	Any