

SIS

SIS 24/7 Live Racing

High frequency betting events



Horse and greyhound racing content

SIS 24/7 Live Racing offers operators profitable short form content throughout the day, with high frequency betting events. We provide some of the best horse and greyhound racing content from all over the world, including UK and Ireland, Australia, Europe, the US, Dubai and Latin America.

A wide range of features

Content options include live streamed pictures, data (event set up, suspension, and settlement), pricing, including early prices and derivatives, and PRO FORM™ betting prompts. Working in collaboration with rights partners, content can also be complemented by tips, comments, speed maps, and race overviews.

Trading services

Our experienced traders offer you a wide range of markets and prices for both horse and greyhound racing. We can also oversee risk for your team.

We offer both a fully-outsourced trading service or, alternatively, can provide you with market-leading pricing software to support your in-house team.

Flexible content delivery

Content can be delivered as either individual events or as a continuous linear channel to appeal to a wide variety of customers.

Channels can be a combination of both horse and greyhounds or individual codes to meet your regulatory requirements.














Our automated production system allows you to tailor content to your exact needs. You can choose to either have:

1. a SIS- produced linear channel; or
2. a customisable channel to better appeal to your target market

Solutions for all markets

Our high quality streamed pictures make an optimal betting experience across retail, online, and mobile.



Racing Content			12AM	1AM	2AM	3AM	4AM	5AM	6AM	7AM	8AM	9AM	10AM	11AM	12PM	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	
MONDAY		Australia																									
		South Africa																									
		South America																									
		Europe																									
		UK/Ireland																									
		North America																									
		British/Irish Greyhounds																									
		Mexican Greyhounds																									
TUESDAY		Australia																									
		South Africa																									
		South America																									
		Europe																									
		UK/Ireland																									
		North America																									
		British/Irish Greyhounds																									
		Mexican Greyhounds																									
WEDNESDAY		Australia																									
		South Africa																									
		South America																									
		Europe																									
		UK/Ireland																									
		North America																									
		British/Irish Greyhounds																									
		Mexican Greyhounds																									
THURSDAY		Australia																									
		South Africa																									
		South America																									
		Europe																									
		UK/Ireland																									
		Middle East																									
		British/Irish Greyhounds																									
		Mexican Greyhounds																									
FRIDAY		Australia																									
		South Africa																									
		South America																									
		Europe																									
		UK/Ireland																									
		Middle East																									
		Asia & Africa																									
		North America																									
SATURDAY		Australia																									
		South Africa																									
		South America																									
		Europe																									
		UK/Ireland																									
		Middle East																									
		Asia & Africa																									
		North America																									
SUNDAY		Australia																									
		South Africa																									
		South America																									
		Europe																									
		UK/Ireland																									
		Middle East																									
		Asia & Africa																									
		North America																									
	British/Irish Greyhounds																										
	Mexican Greyhounds																										

Key Benefits



High frequency betting events

Quick-fire racing events



Increased betting opportunities

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



Profitable content that provides a strong margin

Based on 22/23 current SIS customers' average margins.

Horse racing online – 12%

Horse racing international retail – 16%

Greyhound racing online – 15%

Greyhound racing retail – 19%



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



Top content including the Cheltenham Festival, Aintree Grand National, Epsom Oaks & Derby, 1000 & 2000 Guineas from Newmarket, Saudi Cup, Meydan World Cup Night and many more.



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	39	846	5,922	Epsom, Cheltenham, Newmarket and Goodwood
	Ireland	26	387	2,709	Curragh, Punchestown, Leopardstown, Cork and Galway
	Argentina	1	121	1,573	Hipódromo Argentino de Palermo
	Australia	62	675	5,400	Flemington, Moonee Valley, and Geelong
	Bahrain	1	7	56	Sakhir
	Canada	1	50	400	Assiniboia Downs
	Chile	4	328	5,570	Hipódromo Chile, Club Hipico de Santiago, Club Hipico Concepcion and Valparaiso
	France	68	350	2,450	Chantilly, Deauville, Dieppe, La Teste and Longchamp
	Germany	33	127	889	Baden-Baden, Cologne, Munich, Dusseldorf and Hamburg
	Italy	7	205	1,435	Pisa, Roma, Treviso, Varese, Merano and Agnano (Naples)
	Mexico	1	126	1,260	Hipódromo de las Americas
	Panama	1	156	1,248	Hipódromo Presidente Remón
	Saudi Arabia	1	59	472	Riyadh
	Singapore	1	48	550	Kranji
	South Africa	5	245	2,205	Turffontein, Vaal, Fairview, Kenilworth and Durbanville
	Spain	6	80	480	Madrid, San Sebastian, Dos Hermanas, Sanlucar de Barrameda and Pineda
	UAE	2	26	208	Meydan and Jebel Ali
	Uruguay	2	148	1,480	Maronas and Las Piedras
	USA	6	668	6,470	Parx, Louisiana Downs, Belterra Park, Prairie Meadows and Delta Downs.
	British Greyhounds	10	2,340	29,300	Towcester (home of the Greyhound Derby), Oxford, Harlow, Henlow.
	Irish Greyhounds	6	416	4,160	Tralee, Mullingar, Limerick and Youghal
	Mexican Greyhounds	1	416	4,155	Caliente

*Please note that not all tracks are licensed for all territories

Content Overview



LOCATIONS

170+

racecourses and
tracks



HORSE RACING

38,000+

horse races from
6 continents



GREYHOUNDS

38,000+

greyhound races
each year

24/7 Customisable Live Racing Channels

Do you want the ability to tailor content to your audience? Our customisable channel packages allow different combinations of content, editorial control and branding according to your exact requirements. The table below gives details of the different options available.

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