

**SIS**  
**RACING**

# 24/7 LIVE RACING SERVICES

High frequency horse & greyhound  
betting content



# Introduction

SIS 24/7 Live Racing Services offer high-frequency betting content that drives engagement and revenue for global sportsbooks.

SIS offers a comprehensive portfolio of profitable short form racing content designed to maximise betting opportunities around the clock.



We provide premium horse and greyhound racing from top-tier tracks across the globe, including Australia, Europe, UK, Latin America, and the United States. Ensuring your customers have access to high-quality, fast-paced action at all times.

Our services are enhanced by a full suite of data solutions that complement every event, helping operators optimise margins, increase turnover, and deliver a seamless betting experience.

# Racing content at a glance

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**35,000+**  
horse races  
from across five  
continents



Live coverage  
from **170+**  
international  
tracks



**23,000+**  
greyhound races  
each year

## Key benefits for operators:

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Expand your racing portfolio with a diverse range of first-class horse and greyhound content.



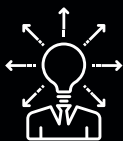
High-frequency short form events increase betting engagement.



Maximise margins with data-driven content.



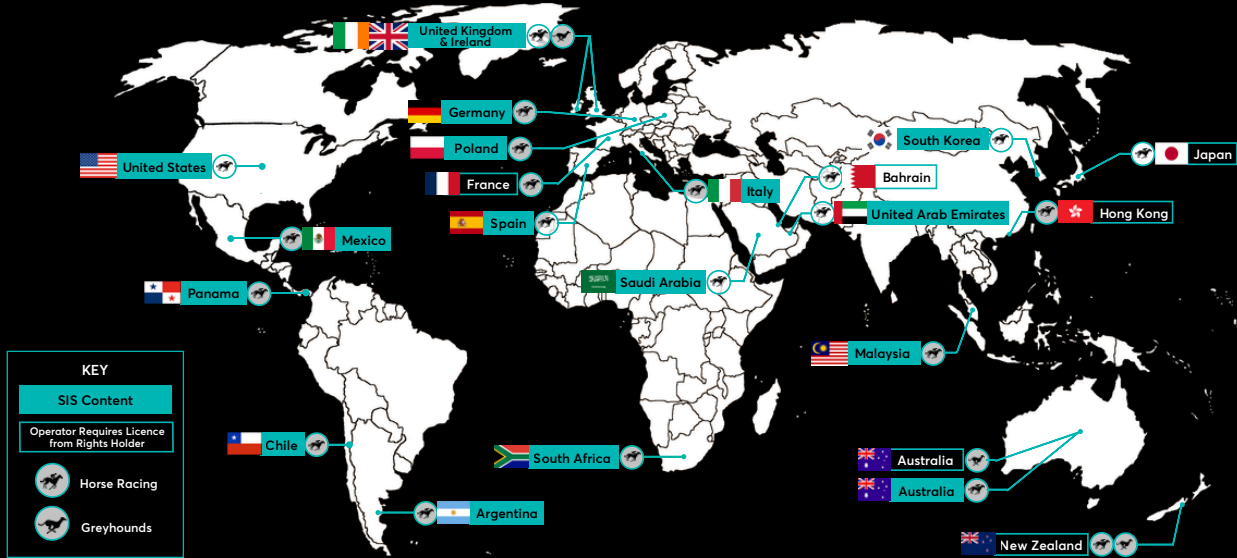
Enhance bettor engagement through ProFORM™ betting prompts.



Customise your offering with fully branded, flexible branding solutions.

# Global racing, non stop action

SIS delivers premium international horse and greyhound racing content, giving you access to 24/7 live events from both established and emerging territories. With early pricing and a wide range of derivatives across key global markets, we offer over 500,000 betting opportunities every year, helping you keep your customers engaged around the clock.



## International Racing – Around the clock coverage



## Flexible Content Options to Suit Your Needs

Get everything you need for racing: live-streamed pictures, dynamic data (racecards, race day control, settlement), and comprehensive pricing with early odds and derivatives.

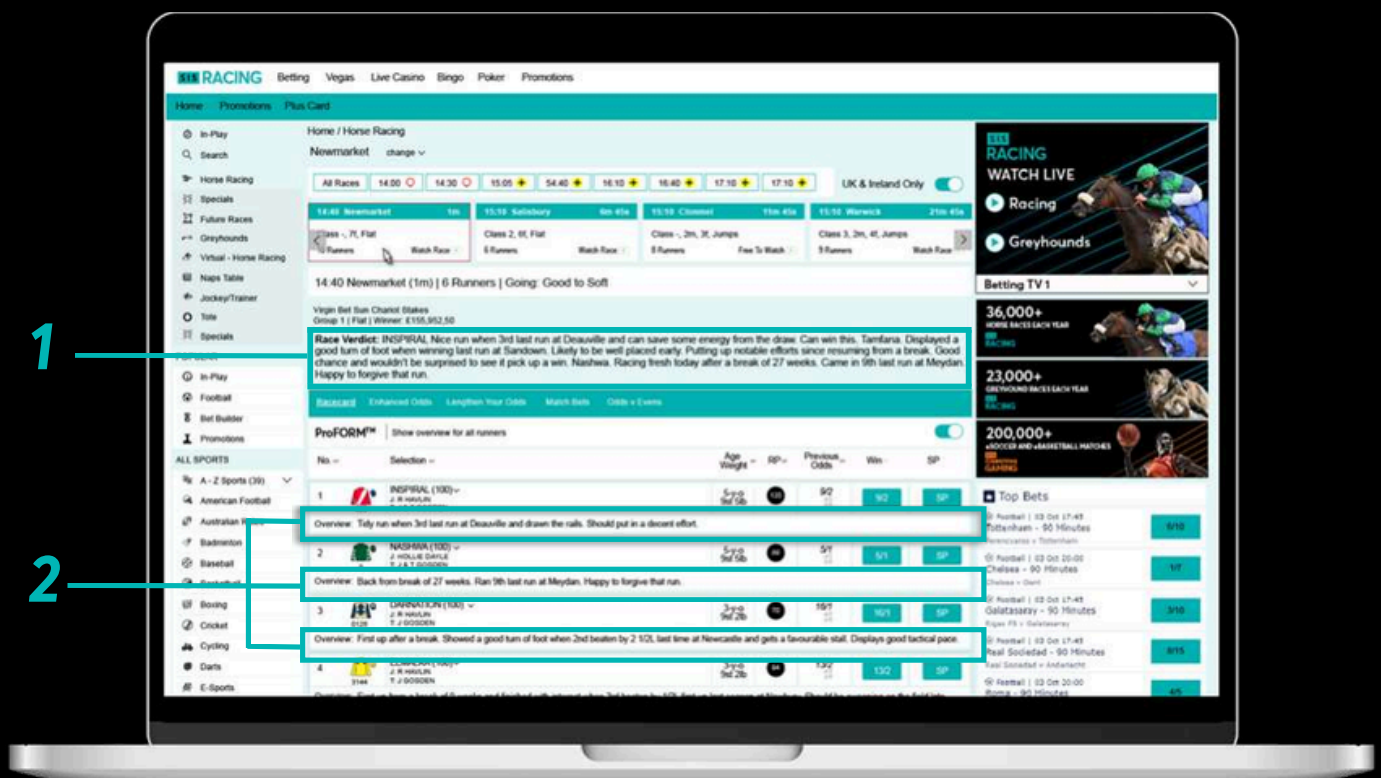
Enhance every race with ProFORM™ betting prompts, expert verdicts and detailed runner insights to drive more informed bets and deeper engagement.

# ProFORM™

ProFORM™ betting prompts deliver accurate, real-time insights that help sportsbooks boost turnover and deepen customer engagement.

Powered by proprietary AI technology prompts that are strategically placed to guide bettors with tailored race verdicts and detailed runner-by-runner commentary.

Live data integration ensures racing information is always up to date, reliable, and easily accessible, enhancing the overall betting experience.



## 1 RACE VERDICTS

Virgin Bet Sun Chariot Stakes  
Group 1 | Flat | Winner £155,952.50

Race Verdict: INSPIRAL Nice run when 3<sup>rd</sup> last run at Deauville and can save some energy from the draw. Can win this. Tamfana. Displayed a good turn of foot when winning last run at Sandown. Likely to be well placed early. Putting notable efforts since resuming from a break. Good chance and wouldn't be surprised to see it pick up a win. Nashwa. Racing fresh today after a break of 27 weeks. Came in 9<sup>th</sup> last run in Meydan. Happy to forgive that run.

- Positioned above the full racecard.
- Maximum exposure for engagement.
- Highlights and previews three selections.

## 2

### RUNNER BY RUNNER GUIDES

ProFORM™ Show overview for all runners

No.	Selection	Age Weight	Rating	Previous Odds	Win	SP
1	 <b>INSPIRAL (55)</b> J: R HAVLIN T: J & T GOSDEN	5 9-5	100	5/1 6/1	9/2	SP
OVERVIEW: Tidy run when 3rd last run at Deauville and drawn the rails. Should put in a decent effort.						
2	 <b>NASHWA (189)</b> J: HOLLIE DOYLE T: J & T GOSDEN	5 9-5	89	7/1 8/1	5/1	SP
OVERVIEW: Back from break of 27 weeks. Ran 9 <sup>th</sup> last run at Meydan. Happy to forgive that run.						
3	 <b>DARNATION (62)</b> J: S H JAMES T: K R BURKE	3 9-5	70	18/1 20/1	16/1	SP
OVERVIEW: First up after a break. Showed a good turn of foot when 2 <sup>nd</sup> beaten by 2 1/2L last time at Newcastle and gets a favourable stall. Displays good tactical pace.						

- Individual runner comments, providing key insights into expected performance.
- Updated in real-time to account for non-runners (scratchings) and jockey changes.
- Positioned below each runner.
- Potential for drop down to unveil comment.

## ProFORM™ Key Benefits



Real-time betting information helps improve the user experience and drive better engagement.



Boost betting activity by up to 15%, helping operators grow turnover and improve retention.



Inform smarter bets with dynamic betting prompts, including form comments and race insights.



Maximise affiliate performance with high customer retention and increased revenue opportunities for media and affiliate partners.

# Derivative markets

Our extensive portfolio of derivative markets unlocks hundreds of thousands of betting opportunities every year across global horse and greyhound racing. With a full suite of 20+ fixed-odds derivatives, operators can consistently achieve margins of approximately 14% or higher, delivering both scale and profitability.

## Greyhound racing

Betting  
w/o  
Favourite

Place  
Betting  
(2 places)

Place  
Betting  
(3 places)

Inside vs  
Outside

Favourite  
vs the  
Field

Cover Bet  
(2 places)

Match Bets

Odds vs  
Evens

## Horse racing

Betting  
w/o  
Favourite

Betting w/o  
1<sup>st</sup> & 2<sup>nd</sup>  
Favourite

Place  
Betting  
(2 places)

Place  
Betting  
(3 places)

Place  
Betting  
(4 places)

Cover Bet  
(2 places)

Cover Bet  
(3 places)

Cover Bet  
(4 places)

Favourite  
vs the  
Field

Match  
Bets

# Features

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## Flexible delivery

Choose how to deliver racing content either as individual events or a continuous linear channel to match customer preferences and betting behaviours.

Our automated production system enables full customisation, letting you tailor content to your brand and audience. Whether you choose a ready-to-go SIS linear channel or a fully bespoke solution, we offer the flexibility to align with your goals and market demands.



## Easy integration

SIS racing content integrates easily, allowing partners to go live fast and start generating revenue.

Our simplified onboarding and robust service framework ensure quick, efficient deployment, reducing development timelines for internal teams and external stakeholders.

With dedicated support from our specialist team, you'll receive clear documentation covering integration essentials data delivery, content feeds, and video streaming. We provide the tools and guidance for a smooth, successful launch.

## Testimonial

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"SIS presented us with a complete pricing and trading solution and we have been very impressed with the expertise of the company's trading team. As a result of harnessing its knowledge, we have improved the profitability of our racing content as well as increasing overall revenues"

Petr Komarek,  
Head of Data and Streaming Tipsport

# Our customers

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SIS partners with over 400 customers in more than 50 countries delivering world-class racing content and tailored solutions to operators around the globe.

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ADMIRAL

ARKIN  GROUP

BAR  
ONE  
RACING

bet365

BETFRED

betsson

betway

Caliente  
caliente.mx

codere

Σntain

Flutter

JENNINGSbet

\*  
kindred

KIROLBET

 LeoVegas

LiveScore™

MATCHBOOK  
BETTING EXCHANGE

RETA  
bet.es

SPORTIUM

SPREAD EX  
Sports

Stake

STAR\*SPORTS

toalsbet.

UNIBET  
●●●●●

William HILL

## Some of our partners

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 4 RACING

codere

 GERMAN RACING  
NEXT GENERATION

Greyhound Board  
of Great Britain

GREYHOUND  
RACING  
IRELAND

 HIPODROMO  
DE PALERMO

HI HORSE  
RACING  
IRELAND

 INSPIRED

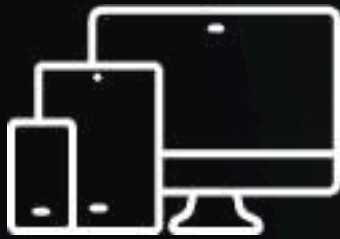
parx  
racing

RACING POST

RMG  
racing media group

Saudi Cup  
كأس السعودية  
2025

To see a full list of our customers & partners please visit our website.



**SIS**

Sports Information Services

w: [www.sis.tv](http://www.sis.tv)

e: [info@sis.tv](mailto:info@sis.tv)