



**PRESS
ASSOCIATION**

For immediate release

May 30, 2014

**SIS AND PRESS ASSOCIATION APPOINTED DISTRIBUTORS OF OFFICIAL
BRITISH HORSERACING PRE-RACE DATA**

Agreements mean UK and Irish LBOs are licensed by Racecourse Data Company

Racecourse Data Company (RDC) has announced that SIS and Press Association (PA) have been appointed distributors of official British horseracing Pre-Race Data (PRD) up to the end of 2018.

RDC, a joint-venture comprised of 57 British racecourses, was assigned the PRD licence from Racing Enterprises Limited (REL), with effect from January 1, 2014. PRD is generated by Weatherbys and is the key component of information required to take a bet. It includes information on a racecard, such as final fields, owners, trainers, jockeys, weights, colours, draw and ratings.

SIS's production and distribution of racecards and data feeds will serve 10,450 betting shops in Britain and Ireland, including the retail estates of Betfred, Coral, Ladbrokes and William Hill.

The contracts with SIS and PA sanction the distribution of PRD – both domestically and overseas – to newspapers, websites, TV and media businesses, mobile platforms, Pari-Mutuel operators, bookmakers, online betting companies, racing authorities and racecourses.

Richard FitzGerald, Chief Executive of Racecourse Media Group and Tony Kelly, Managing Director of Arena Racing Company, who are both RDC Directors, said:

“We are delighted that SIS and PA have been appointed distributors of official British horseracing Pre-Race Data and look forward to working closely with both in the best interests of the sport.

“These contracts provide customers with the confidence of a long-term deal for what is a very significant piece of data.

“We will endeavour to work closely with our partners to showcase and expand interest in British horseracing by enhancing the way in which it is presented through existing and potential new data streams.”

George Irvine, Managing Director, SIS Betting, said:

“Our over-riding aim in discussions with RDC was to protect our customers' interests. Our customers' preference is for us to supply official data wherever possible, but at an acceptable price. The advantage of taking data from official rather than unofficial sources lies in its integrity.

“It is also a fact that the law and technology are developing at such a rate, that sources of unofficial data can be ever more easily tracked and closed down by rights owners, which makes reliance on unofficial data unsustainable for most businesses.”

Jim Donnelley, Press Association's Director of Racing and Sports Betting, said:

“PA is delighted to enter into this new Pre-Race Data agreement with RDC. This announcement confirms PA’s position within the sports industry as a trusted and reliable source of racing and sports betting data.”

REL, the commercial arm of British horseracing, assigned the PRD licence to RDC from 1 January 2014 to 31 December 2018. Any income received by REL will be wholly invested in British horseracing.

Ends

Notes to Editors

About RDC

RDC is a JV between Racecourse Media Group (RMG), Arena Racing Company (ARC) and nine independent racecourses as shareholders. RDC has been set up to license and control PRD.

RDC was formed with the backing of Racing Enterprises Limited, Horsemen’s Group, British Horseracing Authority (BHA), Racecourse Association and 57 racecourses.,

Licensing is applied via a transparent rate-card, which has industry backing and is utilised across all customers. RDC has aligned its licensing principles with FRAND (Fair, Reasonable and non-discriminatory), which is widely used by standards-setting organisations and in licensing.

The rates have been set at a reasonable overall level of the revenues derived by businesses, and are the most appropriate, practical, fair, transparent and defensible way of charging for the data.

The charges vary – depending on the business – from remaining the same for non-specialist newspapers, such as the general national and regional papers, which do not commercialise racecards; to rising fees for specialist media, which are reflective of the way they use this data.

The 57 racecourse shareholders are: Aintree, Ascot, Ayr, Bangor-on-Dee, Bath, Beverley, Brighton, Carlisle, Cartmel, Catterick, Cheltenham, Chepstow, Chester, Doncaster, Epsom Downs, Exeter, Fakenham, Ffos Las, Fontwell Park, Goodwood, Great Yarmouth, Hamilton Park, Haydock Park, Hexham, Huntingdon, Kelso, Kempton Park, Leicester, Lingfield Park, Ludlow, Market Rasen, Musselburgh, Newbury, Newcastle, Newmarket, Newton Abbot, Nottingham, Perth, Plumpton, Pontefract, Redcar, Ripon, Salisbury, Sandown Park, Sedgefield, Southwell, Stratford, Taunton, Thirsk, Uttoxeter, Warwick, Wetherby, Wincanton, Windsor, Wolverhampton, Worcester and York

Media contacts:

Seb Vance
T: 078100 43040
E: media@racecoursedatacompany.com
W: www.racecoursemediagroup.com

Susannah Gill
T: 07751 870929
E: sgill@arenaracingcompany.co.uk
W: www.arenaracingcompany.co.uk

About SIS

Satellite Information Services Ltd is the foremost provider of facilities and services to the digital and retail bookmaking and broadcast industries. SIS works with rights holders, broadcasters and bookmakers, online and in the high street, and offers creative, innovative and reliable end-to-end products and services across multiple platforms. SIS delivers multiple channels of live racing, data and commentary from racecourses and dog tracks in the UK, Ireland and across the world. SIS is at the forefront of producing virtual content, numbers and lottery games.

About Press Association

The Press Association is the UK’s leading multimedia news agency and digital content supplier. As well as being the home of the UK’s national newswire - which supplies news to national and regional newspapers, magazines and broadcasters - the Press Association has evolved as a provider of tailored multimedia content solutions for a broad range of businesses, brands and public sector organisations. PA’s products and services span everything from sports data APIs, hosted live blogs, and social media content to media training, page production services and TV listings. www.pressassociation.com

PA Group Limited

Headquartered in London, PA Group incorporates news, information and communications businesses which includes the Press Association - the national news agency of the UK and Ireland. PA Group has 27 shareholders, most of whom are UK national and regional newspaper publishers. The biggest shareholders are dmg media Limited, News UK plc, Trinity Mirror plc and United Business Media plc.