










# TPD Q1 Review

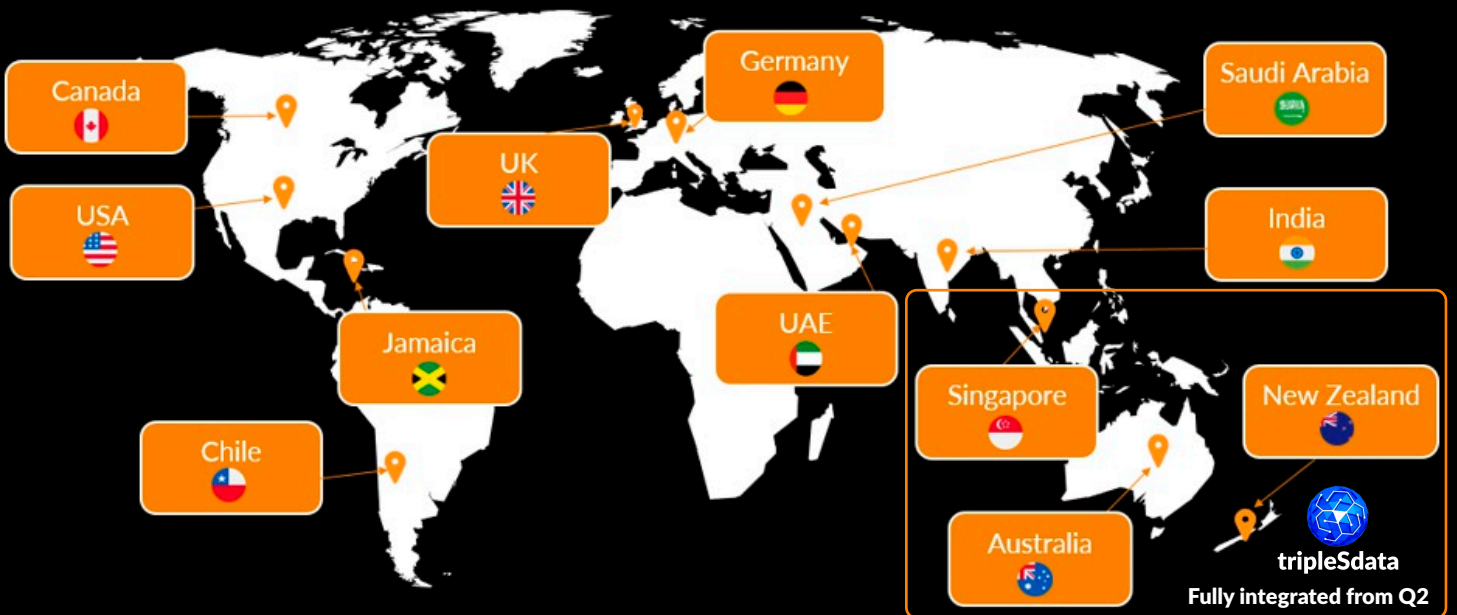


## Total Performance Data | January – March 2024

	 UAE	 Canada	 Chile	 Germany	 UK	 India	 Jamaica	 Saudi Arabia	 USA	Q1 Total
Fixtures	13	49	38	3	178	15	19	30	433	788
Races	113	522	758	18	1,292	119	182	340	4,036	7,380
Horses Tracked	1,069	3,274	7,301	170	7,412	1,104	1,114	4,373	22,614	48,431

## Racing Highlights

- Saudi Cup, King Abdulaziz
- Dubai World Cup, Meydan
- Pegasus World Cup, Gulfstream Park
- Florida Derby, Gulfstream
- Ascot Chase, Ascot
- Arkansas Derby, Oaklawn Park
- ARC Winter Million, Lingfield
- Lincoln Handicap, Doncaster
- UAE President Cup, Abu Dhabi
- Ramadan Feast, Jebel Ali



## Our Global Racetrack Coverage

## Q1 Review by Will Duff Gordon



If ever there was to be a sequel to the film, *Endless Summer*, the claim could be made to dramatise the elite thoroughbred racehorses wearing TPD's sensors across the warmest parts of the world in the opening months of 2024. The stars of the summery Winter competed for over \$50m of prize money from the Pegasus (Gulfstream, Florida) to the Saudi Cup (King Abdulaziz, Riyadh) to the Dubai World Cup (Meydan) with many a Derby trial in between. In colder climes, the UK flat season shifted into higher gear with brilliant renewals of the All-Weather Championships Finals Day at Newcastle and the Lincoln meeting at Doncaster.

The star of the show was arguably Japan's Forever Young. His late, late show to win at the Saudi Cup was brilliantly showcased by World Horse Racing's use of our sectional times in [this video](#). He's since romped home in Dubai and is set to make this year's Kentucky Derby a brilliantly international and Fierce(ness) renewal.

Meanwhile, providing consistent content no matter where a horse races saw us install a host of new racetracks including Century Downs in Canada, 5 in Germany including Berlin's famous Hoppegarten and we covered feature racedays in Abu Dhabi and Jebel Ali (downtown Dubai). Closer to home saw Newbury, home of the Group 1 Locking Stakes, become TPD's 25<sup>th</sup> UK installation. The GMax, TPD and Equibase teams have worked tirelessly and impressively to pull this off.

Finally, and most importantly, [announcing the merger](#) with Australasia's dominant tracking company, tripleSdata, was a landmark moment for TPD whereby the combined company now operates at 120 tracks across 10 timezones. The integration with their talented team is well under way with the aim of increasing our productivity and service a key part of the tie up.



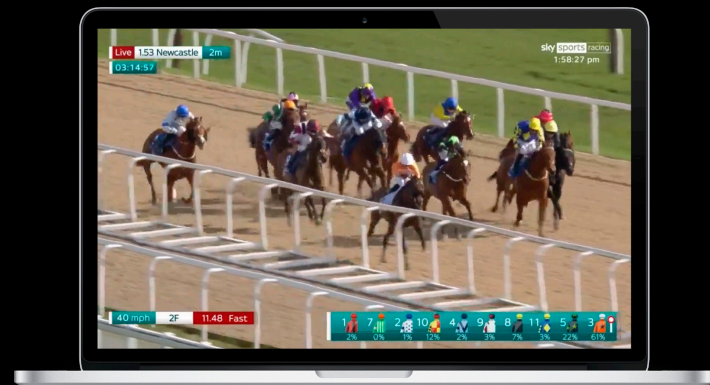
What an incredibly busy and productive start to the year as we approach the northern hemisphere Classics.

## Sky Sports Racing: live running order & win percentages

After much globetrotting in Q1, we're pleased to unveil a new launch closer to home. Our collaboration with Sky Sports Racing (SSR) continues to enhance the racing product for our founding partners Arena Racing Company and UK independent racecourses.

In addition to providing live split times, pace indicators, and jumps information, SSR now features a live running order and win percentages, delivered by TPD. SSR displays the first 10 runners in the field alongside their percentage chance of winning, derived from TPD's AI-powered in-running model.

With live probabilities becoming commonplace in sports coverage across various disciplines such as football, golf, tennis, and others, Rob Dakin, Head of Racing at SSR, and his team are delivering best-in-class racing presentation.



## German Tote and TPD strike deal

A meeting in London symbolised a significant moment for TPD. After 12 months of productive conversations with Riko Luiking and team, we were thrilled to agree our proud new partnership with German Tote.

This major deal means we are now servicing all thoroughbred racetracks and several harness tracks throughout Germany. We'll be powering live tracking data, sectional timing, stride data and in-running odds for famous races like the Deutsches Derby, the Grosser Preis von Berlin and many more besides. In collaboration with the passionate German Tote team the phased rollout is moving at pace, and all racetrack installations are on course to be complete this summer.



[Read more here](#)



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## TPD & tSd to provide in-running odds for Racing Victoria

Hot on the heels of our tripleSdata merger news, we were delighted to reveal our first product deal with one of the most prestigious names in global racing.

TPD will exclusively provide in-running odds for Racing Victoria tracks, including Flemington, Caulfield, and Moonee Valley. Our in-running odds are already delivering new betting opportunities for our UK, US, and Canadian racecourse partners, and we're excited to bring this innovation Down Under.

We were pleased to work with Simon Cunliffe, General Manager for Wagering & Corporate Development at Racing Victoria, on this deal and are progressing with bookmaker product integrations.



[Read more here](#)

## Group 1 racing in the United Arab Emirates

Within the space of a busy few weeks, we proudly serviced the prestigious UAE President Cup raceday at Abu Dhabi and the season-closing Ramadan Feast raceday at Jebel Ali.

Planning time was in short supply, but TPD's agility combined with the excellent support and hospitality of the Abu Dhabi and Jebel Ali teams helped ensure success. Both were wonderful occasions and were supported by live tracking, whilst on-course spectators were able to enjoy live running order graphics on the big screens.

Continuing the theme, we had the honour of partnering with Dubai Racing Club at Meydan throughout the 2023-24 season, the culmination being the spectacular Dubai World Cup evening on 30 March. Our live tracking powered in-running graphics on to the big – or rather enormous – screen. Pre-race information and post-race finishing orders were also provided for the vast crowd in attendance.



## Generating income for racecourse partners

Delivering new revenue for racecourse partners remains a vital part of TPD's mission.

We are pleased to announce our first revenue share distribution to our fantastic partners in Chile, Club Hipico and Hipodromo Chile. Their investment in TPD's race tracking technology is yielding tangible returns, while also elevating their live and post-race offering.

In Q1, UK bookmaker customers Entain, BetVictor and BoyleSports expanded betting opportunities on UK and US racing by activating more TPD in-running odds products. The the implementation of fully automated in-play odds for US racing underscores our partnership with Equibase in advancing the availability of tracking data at key US tracks.



BV

BoyleSports

EQUIBASE

Entain