

Not Just Horsing Around: The Serious Potential of Horse Racing Video Games

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The Three Video Games



Rival Stars:
Horse Racing



Photo Finish Live



Uماموسومه:
Pretty Derby

Research Methodology

Target Audience: Game Players

Social Media Post

Forum Post

Discord

13 Questions

1,241 responses



	Rival Stars (90 responses)	Photo Finish Live (175 responses)	Umamusume: (976 responses)
Gender	Male:42% Female: 46.5%	Male: 97.7% Female:2.3%	Male: 77% Female: 15.4%
Age	18-25: 33.3% 26-35: 34.4%	36-45: 42.4% 26-35: 22.6%	18-25: 42.9% 26-35: 39.7%
Prior Knowledge Of Horse Racing	65.5%	49.5%	15%
Interest in Following Horse Racing Online After playing the game	71.1%	89.7%	87.5%
Interest in Attending a horse race after playing the game	57.8%	87.4%	82.9%

Santa Anita Cosplay Meetup!





More To Come!!



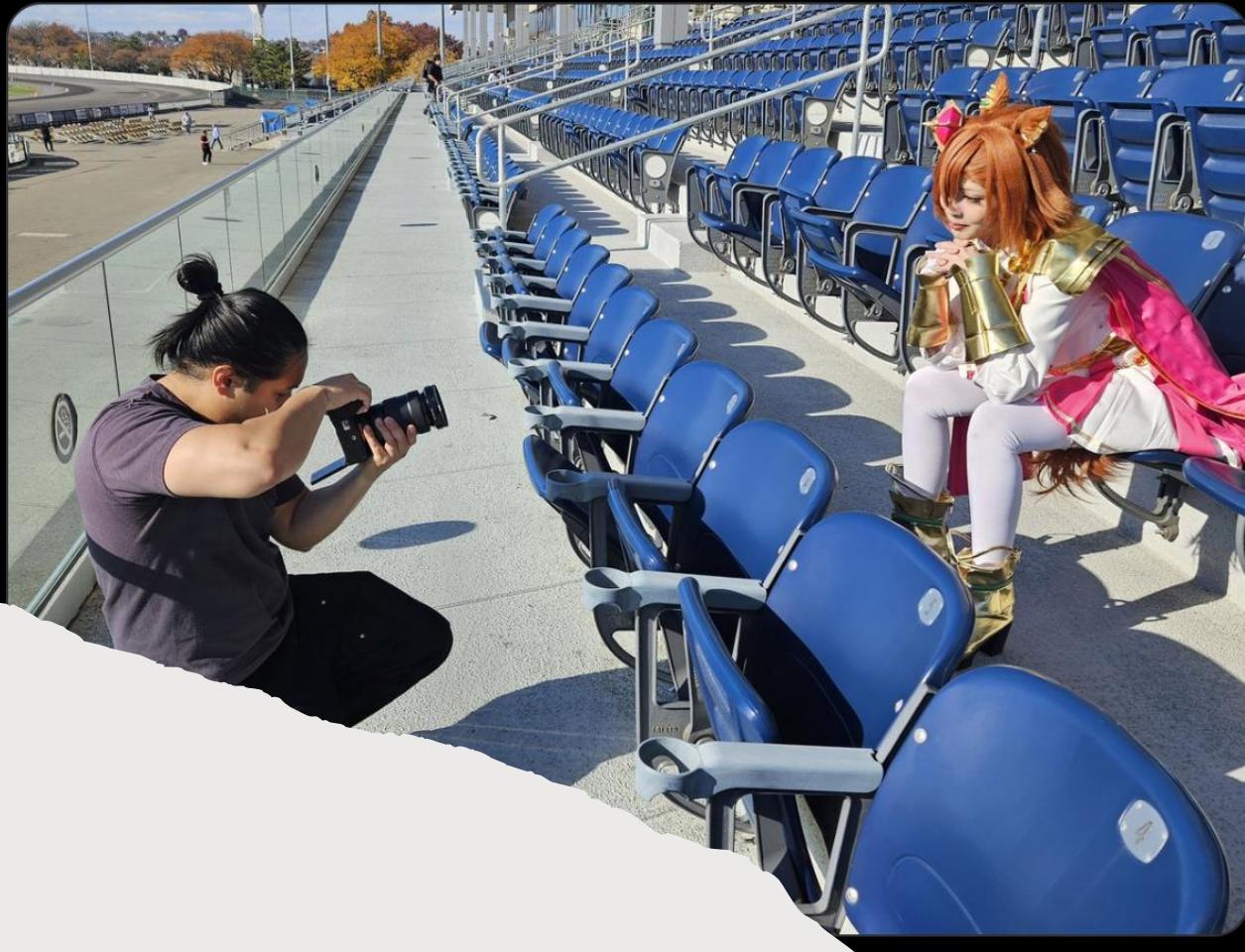
Going Merry Sheep @ home
@MerrySheep94

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📢Hello NYC/NJ Uma people! 📢

If you're interested in shooting Uma Musume at the racetrack and be on the turf!

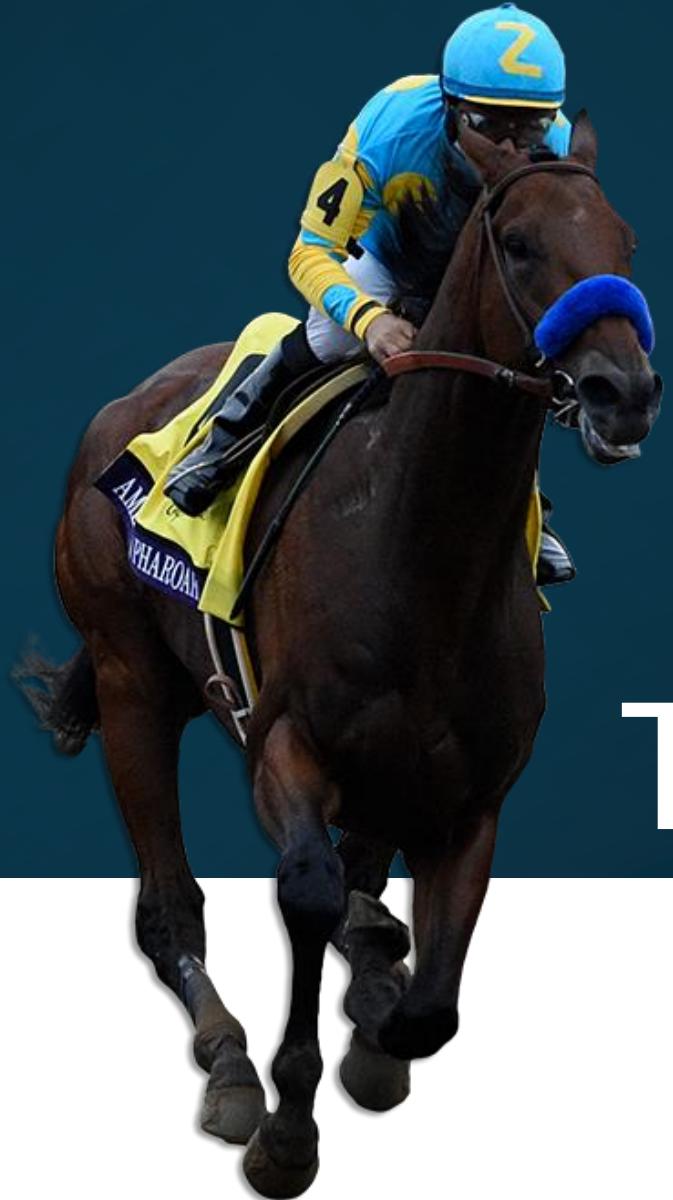
Please help to share and fill out this survey below ❤️ this lets me know more info on what to ask for at the venue and plan for next year! 😊



Next Steps

- Themed Events
- Cosplay Races
- Costume Contest
- Marketing the Horses
- Art Contests
- Merchandise





American Pharoah

Thank You



Fan Art "American Pharoah"
by: @Yamiescupid