

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



Umamusume:
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!



Turf Paradise UMA MUSUME FAN GATHERING

PHOENIX, AZ • SATURDAY, DECEMBER 27TH, 2025

Gather at Turf Paradise to experience a day
at the races, and meet other fellow
Uma Musume fans!



More To Come!!



Going Merry Sheep @ home

@MerrySheep94

📢 Hello NYC/NJ Uma people! 📢

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

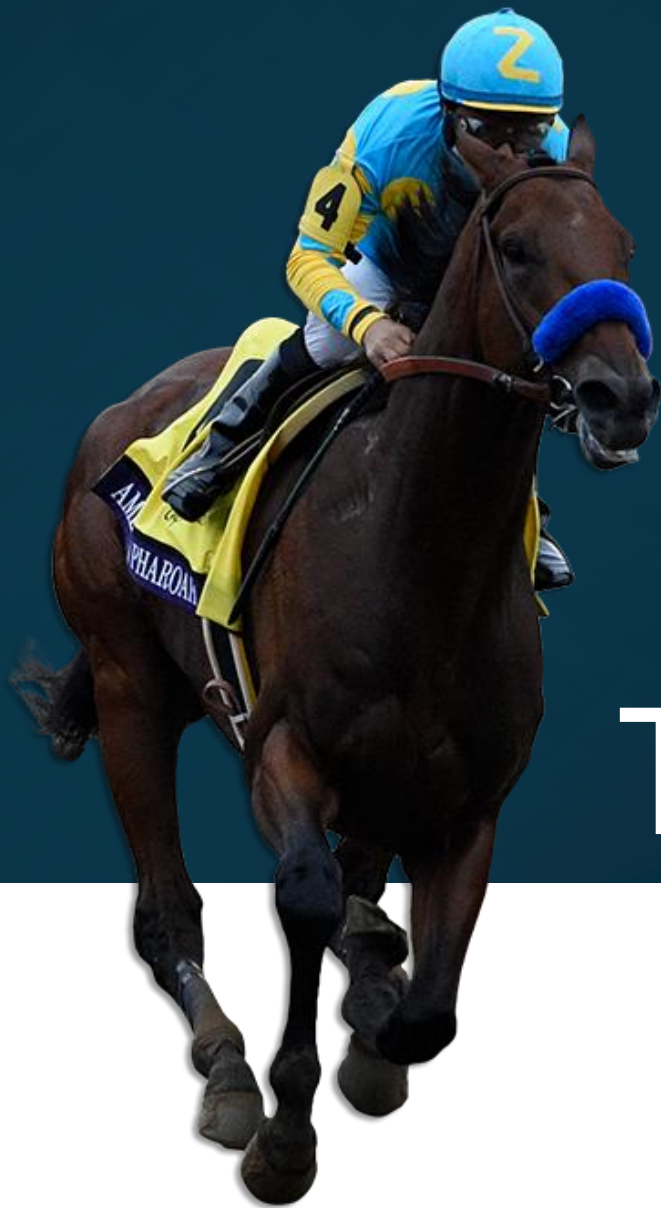
Please help to share and fill out this survey below 💖 this lets me know more info on what to ask for at the venue and plan for next year! 😊



Next Steps

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





American Pharoah

Thank You



Fan Art "American Pharoah"
by: @Yamiescupid