

## “Big Data”

### The Role of Equibase Company

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President

TrackMaster, An Equibase Company

# EQUIBASE COMPANY

2015 Symposium



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## Equibase is the Foundation For “Big Data”

- **Races: 1.7 Million**
- **Starts: 14.6 Million**
- **Data Elements: Over 1 Billion**





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*The Thoroughbred Industry's  
Official Database for Racing Information*

## Equibase's Charts Have Become More Data Rich Over Time

**Run-Up: 115 feet Temporary Rail:**

**Scratched Horse(s): The Topester (**

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**Wager Type**

\$1.00 Exacta  
 \$2.00 Quinella  
 \$0.50 Trifecta  
 \$1.00 Superfecta  
 \$2.00 Daily Double  
 \$1.00 Pick 3

**Winning Numbers**

3-5  
 3-5  
 3-5-7  
 3-5-7-4  
 8-3  
 2-8-3 (3 correct)



[Video Race Replay](#)

117.20	89,274
95.60	26,602
84.10	66,908

**Footnotes**

TUSK stalked inside then a bit off the rail into the second turn, bid three deep into the stretch, gained a short lead three wide, fought back off the rail in the final furlong and gamely prevailed under left handed urging. NINETY ONE ASSAULT angled in and saved ground chasing the pace, came out on the second turn and four wide into the stretch, bid outside the winner past midstretch and continued willingly to the wire. OSCEOLA POND chased outside a rival then inside on the second turn, came out into the stretch and gained the show. ARABIAN LEOPARD stalked outside the winner then bid alongside the pacesetter to duel for the lead, was between horses in midstretch and weakened late. PAPA GULF broke a bit slowly, settled just off the rail then inside, went outside a rival on the second turn, bumped with that one midway on the turn and bested the rest. CAFE FLAVOR a bit slow to begin, angled in and settled outside a rival, came out three wide into the stretch and did not rally. IRON ROB sped to the early lead, angled in and set the pace inside, duelled on the backstretch and second turn, fought back in midstretch, then weakened. PHANTOM HEAT saved ground chasing the pace, bumped with a rival midway on the second turn and weakened.

# Stats Central – Racing Information For Fans At Their Fingertips

The screenshot displays the Equibase website interface. A large green overlay with the word "STATS" in white is centered over the page. The website header includes the Equibase logo and navigation links for "PPS", "SELECTIONS", and "REP". Below the header, there are sections for "AMERICA'S BEST RACES", "RACING TODAY", "VIRTUAL STABLE", and "CARRYOVERS & TOP FAVORITES". The main content area features a "Delta Downs" race card with details: "Distance: 11/16 Miles", "Purse: \$1,000,000", and "Premium Products" for \$2.50 and \$12.50. A "PURCHASE" button is visible. Below the race card, there is a section for "\$1,000,000 Delta Downs Jackpot Stakes (Grade 3) - Sat, Nov 21" with a "VIEW ALL GRADED RESULTS" button. On the right side, there is a "2015 Earnings Leaders" table and a "Harry & David" advertisement.

Horse Name	Earnings
American Pharoah	\$4,299,800
Total	\$2,092,620

## Stats Central – Racing Information For Fans At Their Fingertips

- 2015
- 2015**
- 2014
- 2013
- 2012
- 2011
- 2010
- 2009
- 2008
- 2007
- 2006
- 2005
- 2004
- 2003
- 2002
- 2001
- 2000

Stats Central

American Thoroughbred Racing Statistics

Filter: All Ages, All Sexes, All States

Includes data for horses with at least one start

Items 1-100 of 52,203

Name	Sta	1st	2nd	3rd	Total \$	Per start \$	Win%	Top3	Top3%	
...	6	7	1	0	\$1,200,800	\$1,036,100	88%	8	100%	118
...	7	5	2	0	\$2,092,520	\$298,931	71%	7	100%	124
...	6	3	0	2	\$2,075,660	\$345,943	50%	5	83%	126
...	9	2	3	1	\$1,912,200	\$212,467	22%	6	67%	111
...	8	1	1	2	\$1,711,820	\$213,940	13%	4	50%	111
Stephanie's Kitten	6	3	1	0	\$1,658,800	\$276,467	50%	4	67%	120

- All Races
- All Races**
- Stakes
- Graded Stakes



# Stats Central Unlimited Free Access



2012 - Foaling Year

ing Starters - Foal Crop As of 11.09.15

Year Jockeys Trainers Owners

Rank	Rank	Horse Name	Sire Name	Sts	1st	2nd	3rd	Total \$↓
1	14,487	<a href="#">Olympic Maize</a>	<a href="#">Olympio</a>	1	0	0	0	\$105
2	14,487	<a href="#">Olympio's Light</a>	<a href="#">Olympio</a>	1	0	0	0	\$105
3	14,487	<a href="#">Poseidons Reign</a>	<a href="#">Humming</a>	1	0	0	0	\$105
	14,487	<a href="#">Quality Rule</a>	<a href="#">Mr. Sekiguchi</a>	1	0	0	0	\$105

## Stats Central Limitless Queries and Searches



## Stats Central Deep Dives Into Back-Facing Data



## Equibase Offers Fans Data For Upcoming Events



# Equibase Entries – Industry Staple



### RACE 6 - POST TIME - 3:05 PM

ENTRIES PLUS (FREE)

PP (RACE 6)

\$1 Daily Double / \$1 Exacta / \$.50 Trifecta / \$.10 Superfecta \$1 Bet 3 (Races 6-7-8) / \$.50 Super Hi 5

Gulfstream Park West CLAIMING \$6,250

Purse \$14,000. (Includes \$1,000 – FOA - Florida Owners Awards). For Fillies And Mares Three Years Old And Upward Which Have Never Won Two Races. Three Year Olds, 121 Lbs.; Older, 123 Lbs. Non-winners of a race at a mile or over since October 12 Allowed 2 Lbs. Claiming Price \$6,250 (Races Where Entered For \$5,000 Or Less Not Considered In Allowances). **One Mile.**

P#	PP	Horse	Virtual Stable	A/S	Med	Claim \$	Jockey	Wgt	Trainer	M/L
1	1	<a href="#">New York Jackie (KY)</a>	<input type="checkbox"/>	4/F	L	\$6,250	<a href="#">M A Vasquez</a>	121	<a href="#">J A Rodriguez</a>	4/1
2	2	<a href="#">Wild Inthe Streets (NY)</a>	<input type="checkbox"/>	3/F	L	\$6,250	<a href="#">P Lopez</a>	121	<a href="#">P M Serpe</a>	5/2
3	3	<a href="#">Valid Wildfire (FL)</a>	<input type="checkbox"/>	4/F	L	\$6,250	<a href="#">O Bocachica</a>	121	<a href="#">M Cuito</a>	10/1
4	4	<a href="#">Redbeard (NY)</a>	<input type="checkbox"/>	3/F	L	\$6,250	<a href="#">V Gudiel</a>	114 <sup>5</sup>	<a href="#">J F Orseno</a>	2/1
5	5	<a href="#">Petite Lapin (FL)</a>	<input type="checkbox"/>	3/F	L	\$6,250	<a href="#">J L Alvarez</a>	119	<a href="#">D Rakoff</a>	10/1
6	6	<a href="#">Crownstone (CO)</a>	<input type="checkbox"/>	3/F	L	\$6,250	<a href="#">M Hernandez</a>	119	<a href="#">J Dunn</a>	12/1

## Equibase Offerings Keep Pace With Technology



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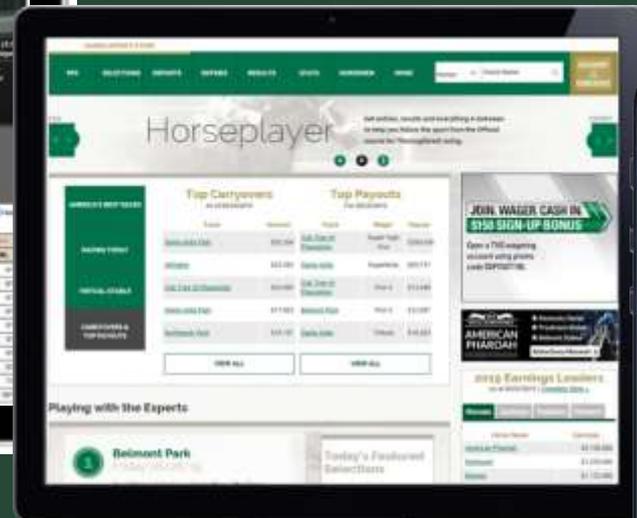


Today's Racing

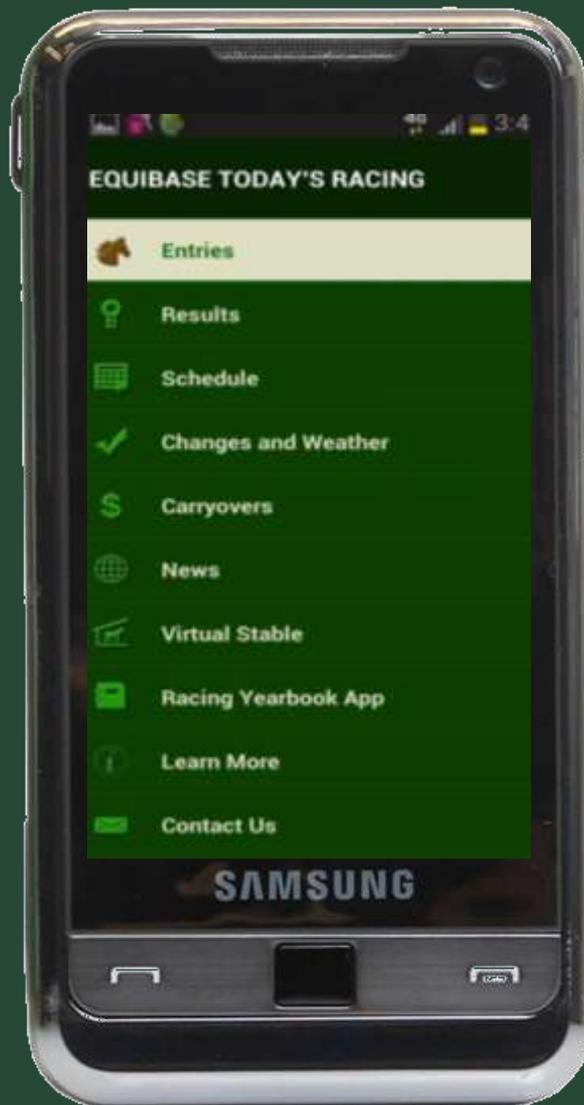
15,000  
Users  
Per Day



# Equibase Has Highest Industry Traffic Levels



➤ 2 Million pageviews per day



**Changes and Weather**

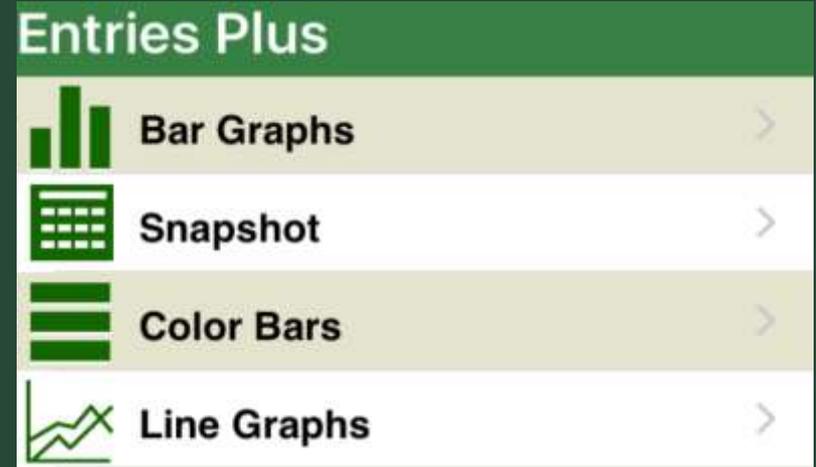
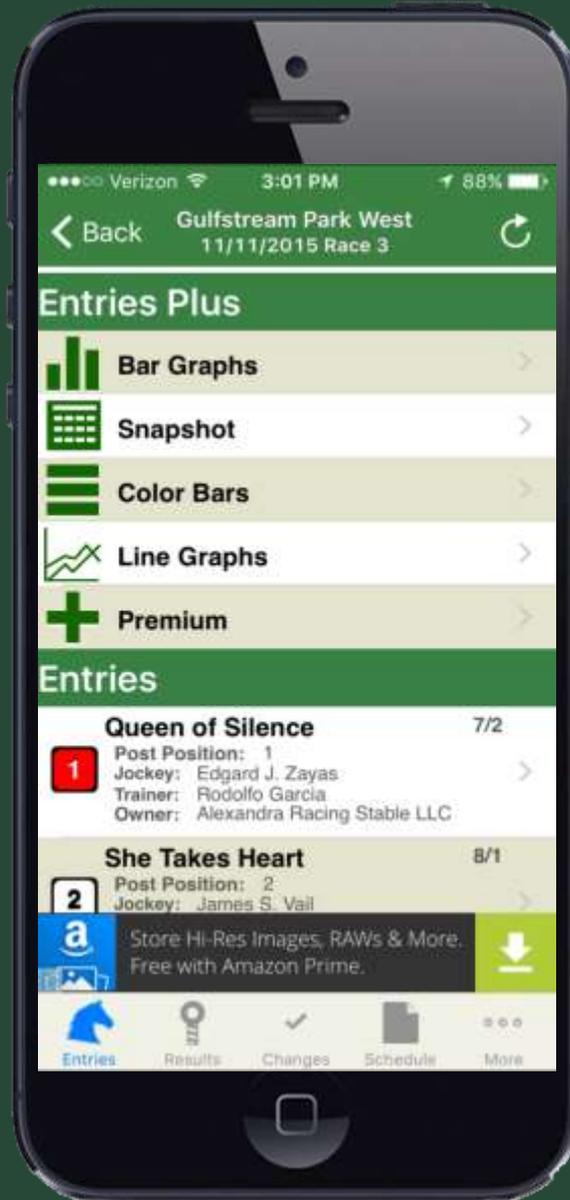


**Carryovers**



**Virtual Stable**

### Today's Racing App



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Today's Racing App

# Virtual Stable Keeps Fans Informed

### Select Carryover Level

*Minimum Carryover*

*Minimum Carryover*

\$50,000

\$100,000

\$500,000

\$1,000,000

me to Virtual Stable!

Virtual Stable is a free service that notifies you whenever there is activity about what you are interested in (a horse, jockey, trainer, carryover, etc.). It is a great way to follow the action and never miss a wagering opportunity!

LEARN MORE

Days Trainers Tracks Race Series Stakes Carryovers

Notifications

Enter Notifications

### Select Carryover Level

*Minimum Carryover*

*Minimum Carryover*

\$50,000

\$100,000

\$500,000

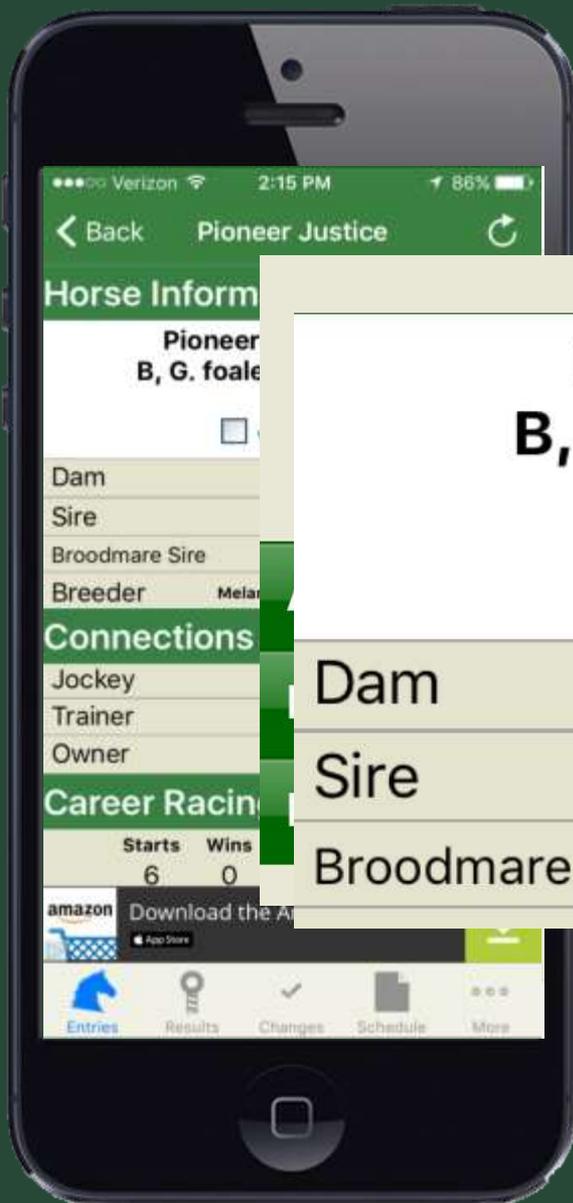
\$1,000,000

Add a

Horse Name

Manage Horses - 1 Horses

H



**Pioneer Justice (KY)**  
**B, G. foaled 03/29/2012**



Dam	<b>Silvie's Lullaby</b>
Sire	<b>Pioneerof the Nile</b>
Broodmare Sire	<b>Run Softly</b>

## Other Apps Keep Casual Fans Well-Informed



Includes 2010-2013

Get the New  
EQUIBASE Racing  
Yearbook™ App

(available for Apple & Android)



*He who knows not, and knows that he knows not, is willing – teach him*



*He who **knows not**, and knows that he knows not, is willing – teach him*



*He who **knows not**, and knows that he  
knows not, is **willing – teach** him*



*He who knows not, and knows that he knows not, is willing – teach him*

*He who knows, and knows that he knows, is wise – follow him*



*He who knows not, and knows that he knows not, is willing – teach him*

*He who knows, and knows that he knows, is wise – follow **him***



*He who knows not, and knows that he knows not, is willing – teach him*

*He who knows, and knows that he knows, is wise – **follow him***



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### LEAGUE PARTNERS



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**STATS**





- Sports Management
- Fantasy
- Wagering





**Jim Corelis**

*Senior VP for  
Product Development*

