



For immediate release

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STATS innovation for Cheltenham Festival

TurfTrax Sectional Timing and Tracking System (STATS) data will be produced for major races at the 2013 Cheltenham Festival it was announced today.

In partnership with Channel 4, racing's terrestrial broadcaster, the groundbreaking system that was widely deployed at major Flat festivals last summer will be making its broadcast debut for IMG World, the production company responsible for Channel 4 Racing.

Executive Producer, Carl Hicks said, 'I have long been an advocate of providing the viewers with data that enhances the television experience and helps our team of expert analysts to contextualise performances on the track.'

Simon Claisse, Jockey Club Racecourses' Regional Head of Racing and Clerk of the Course said, 'It's an exciting innovation for the Festival and one which I am sure will add to the enjoyment of many Jump racing fans'

TurfTrax Managing Director, Mike Maher said, 'The unique configuration of Cheltenham presents its own special challenges but but the data we will be able to record will be fascinating and my well spring a few surprises.

'We are delighted to be operating at Cheltenham Racecourse which played a significant role in the early development of STATS and our experience of the course through the management of weather systems and production of TurfTrax going maps will be invaluable.'

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