



For immediate release

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## **TurfTrax welcomes Timing & Tracking debate**

TurfTrax, British Racing's sole provider of electronic sectional timing and tracking information, has welcomed the debate sparked by last week's two-day Racing Post feature examining the extent of the sport's requirement for live data, but has sounded caution that some apparent comment on timing methods is not comparing like with like.

"The debate should not just be about sectional times, because a robust Tracking system can provide so much more," says Managing Director Mike Maher. "The TurfTrax real time data feed contains sectional time, cumulative time, speed, position, distance travelled, distance left to run and acceleration for every horse throughout the duration of a race. "

Last year TurfTrax provided Sectional Timing and Tracking System (STATS) data for almost 3,000 horses in more than 200 races in the UK including 70% of QIPCO British Champions Series (BCS).

The data it produced was used for a wide range of applications including live broadcast by Channel 4 and racing's two satellite channels, the Channel 4 Horse Tracker App which launched at the 2013 Grand National Festival Meeting, as well as live position and speed data on racecourse TV screens. A number of industry bodies and the Royal Veterinary College have analysed TurfTrax data for equine research.

It's the depth of data gathered by TurfTrax and wide range of uses that Maher believes separates their product from proposed alternatives.

"Collectively this data can be used to provide analysis of performance to an extent that is otherwise not possible; the end users can draw on selected elements for live graphics or to create unique products like the Channel 4 Horse Tracker App.

“The Racing Post article correctly highlighted that the UK has lagged behind the rest of the world when it comes to sectional timing. But the feature neglected to mention that we are the first and still the only country to launch a second screen Tracking experience (the App) with the help of Channel 4, BCS and the partner racecourses.

“A ‘beam break’ system like the one proposed by John Gosden in Monday’s Racing Post or suggested by RMG’s Richard Fitzgerald last week which captures the leader’s time only, may meet the short term needs of some sections of the industry, but rules out most live applications and would, in my view, be a retrograde step for British racing. In any case, the rest of the world is moving away from beam break technology because of the limited data”.

Cost is also an important issue and one which Maher feels requires clarification.

“There are installation and operational costs for any system, but when compared to other racecourse services it is not as great as some of the recent articles would have you believe. The TurfTrax system is portable, far cheaper than a permanent installation and delivers the same information.

“Particularly in the case of the All-Weather tracks, economies of scale start to kick-in at a fairly early stage. Between 2006 and 2008 we tracked more than 3,000 races on the All-Weather and proved that a sustained usage can be cost effective and it improves accuracy and understanding of the data exponentially. A higher volume of race days will enable us to work with the industry to develop more uses for the data and a return on investment”.

For more information about TurfTrax visit [www.turftrax.co.uk](http://www.turftrax.co.uk) or follow @TurfTrax

For 2013 QIPCO British Champions Series data go to <http://www.britishchampionsseries.com/stats-results/sectional-timing.html>

Use this link to see the Channel 4 Horse Tracker App case study: [vimeo.com/67767279](https://vimeo.com/67767279)

Ends.

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**About TurfTrax:**

TurfTrax is a global leader in the design and implementation of innovative data products for the horseracing industry. In 2013 the Sectional Timing & Tracking System was deployed for major meetings at Ascot, Goodwood, Newmarket, Sandown Park and York in conjunction with QIPCO British Champions Series plus Aintree and Cheltenham. TurfTrax data is an integral part of the Channel 4 Horse Tracker App. The British Horseracing Authority rules require every racecourse in Great Britain to use the TurfTrax GoingStick. The company also installs and operates Going Mapping and Weather Systems and its international customers include; France Galop, Dubai Racing Club, California Horseracing Board, Churchill Downs Inc., New York Racing Association, Hong Kong Jockey Club, The Australian Turf Club and The Victoria Racing Club.