

# Centralized, National, Real-time In-Race Rulings Analysis via Twitter



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**Mike Pereira** ✓

@MikePereira

Former Vice President of Officiating in the National Football League. Current Rules Analyst at FOX Sports. Referee of Twitters 18th officiating crew

📍 Sacramento, CA

🔗 [foxsports.com](https://foxsports.com)

🕒 Joined August 2011

Tweets

Tweets & replies

Photos & videos



**Mike Pereira** @MikePereira · Nov 8

The hit on **#Bridgewater** was not a foul because he was out of the pocket on the run. Low hit rule is not in effect here.  
**#STLvsMIN**



55



54



# Centralized Race Officiating



Replay Operations  
Center, New York



Video Review  
Room, Toronto



Replay Center,  
New Jersey



Gameday Central,  
New York

- Consistent in-race rulings across jurisdictions
- May not require local regulatory body to cede authority, may operate as a contract services provider
- Not unprecedented:
  - Ontario Racing Commission CAR (Standardbred)
  - Racing Victoria

**Could leading jurisdictions form cooperative to kick-start?**



# Optimizing Field Size

Parallel, non-combining race conditions (Open vs Restricted) cost race opportunities for open runners thereby restraining net field sizes

## Solution:

Eliminate restricted race conditions,  
commingle horse supplies

## Purse bonus to restricted runners in open races:

- ð sum of bonuses equals former restricted program value
- ð Bonus evenly, deeply to offset cost of not winning

## Outcome:

## Maximize net fields with existing horse supply

## Open races “go” more readily

Improves breed to win incentives

## Example rundown with 45 entries

Current Entries	Improved
<p><b>1 FIRST RACE</b> MAIDEN CLAIMING PURSE \$32,900 (Purse up to \$6,600 for Eligible Ontario Breds) (Plus up to \$13,000 Ontario Sired Horses For Maidens, Fillies Two Years Old) Three Year Olds CLAIMING PRICE \$50,000 (If for \$7,500) Purse up to \$6,400 Ontario Sired Ontario Bred Breeders Awards ONE MILE AND ONE SIXTEENTH</p> <p><b>Restricted</b> <b>12 entered</b></p>	<p><b>1 FIRST RACE</b> MAIDEN CLAIMING PURSE \$32,900 (Purse up to \$6,600 for Eligible Ontario Breds) (Plus up to \$13,000 Ontario Sired Horses For Maidens, Fillies Two Years Old) Three Year Olds CLAIMING PRICE \$50,000 (If for \$7,500) Purse up to \$6,400 Ontario Sired Ontario Bred Breeders Awards ONE MILE AND ONE SIXTEENTH</p> <p><b>Open w/ Restricted Bonus</b> <b>9 entered</b></p>
<p><b>2 SECOND RACE</b> MAIDEN CLAIMING PURSE \$16,000 (Purse up to \$3,200 for Eligible Ontario Breds) (Plus up to \$6,400 for Ontario Sired Horses For Maidens, Fillies And Mares Three Years Old And Upward) Three Year Olds CLAIMING PRICE \$6,400 (If for \$7,500) Purse up to \$6,000 Ontario Sired Ontario Bred Breeders Awards SIX AND ONE HALF FURLONGS</p> <p><b>Restricted</b> <b>12 entered</b></p>	<p><b>2 SECOND RACE</b> MAIDEN CLAIMING PURSE \$16,000 (Purse up to \$3,200 for Eligible Ontario Breds) (Plus up to \$6,400 for Ontario Sired Horses For Maidens, Fillies And Mares Three Years Old And Upward) Three Year Olds CLAIMING PRICE \$6,400 (If for \$7,500) Purse up to \$6,000 Ontario Sired Ontario Bred Breeders Awards SIX AND ONE HALF FURLONGS</p> <p><b>Open w/ Restricted Bonus</b> <b>9 entered</b></p>
<p><b>3 THIRD RACE</b> MAIDEN CLAIMING PURSE \$25,400 (Purse up to \$5,100 for Eligible Ontario Breds) (Plus up to \$10,200 for Ontario Sired Horses For Maidens, Fillies And Mares Three Years Old And Upward) Three Year Olds CLAIMING PRICE \$7,700 (If for \$7,500) Purse up to \$5,250 Ontario Sired Ontario Bred Breeders Awards ONE MILE AND ONE SIXTEENTH</p> <p><b>Restricted</b> <b>10 entered</b></p>	<p><b>3 THIRD RACE</b> MAIDEN CLAIMING PURSE \$25,400 (Purse up to \$5,100 for Eligible Ontario Breds) (Plus up to \$10,200 for Ontario Sired Horses For Maidens, Fillies And Mares Three Years Old And Upward) Three Year Olds CLAIMING PRICE \$7,700 (If for \$7,500) Purse up to \$5,250 Ontario Sired Ontario Bred Breeders Awards ONE MILE AND ONE SIXTEENTH</p> <p><b>Open w/ Restricted Bonus</b> <b>9 entered</b></p>
<p><b>4 FOURTH RACE</b> CLAIMING PURSE \$16,000 (Purse up to \$3,200 for Eligible Ontario Breds) (Plus up to \$6,400 for Ontario Sired Horses For Three Year Olds And Upward) Three Year Olds CLAIMING PRICE \$6,250 (If for \$6,000) Purse up to \$6,000 Ontario Sired Ontario Bred Breeders Awards ONE MILE AND ONE SIXTEENTH</p> <p><b>Open</b> <b>6 entered</b></p>	<p><b>4 FOURTH RACE</b> CLAIMING PURSE \$16,000 (Purse up to \$3,200 for Eligible Ontario Breds) (Plus up to \$6,400 for Ontario Sired Horses For Three Year Olds And Upward) Three Year Olds CLAIMING PRICE \$6,250 (If for \$6,000) Purse up to \$6,000 Ontario Sired Ontario Bred Breeders Awards ONE MILE AND ONE SIXTEENTH</p> <p><b>Open w/ Restricted Bonus</b> <b>9 entered</b></p>
<p><b>5 FIFTH RACE</b> CONDITION CLAIMING PURSE \$16,500 (Purse up to \$3,300 for Eligible Ontario Breds) (Plus up to \$6,600 for Ontario Sired Horses For Three Year Olds And Mares Three Years Old And Upward Which Have Never Won Two Races) Three Year Olds CLAIMING PRICE \$8,000 (If for \$7,500) Purse up to \$6,000 Ontario Sired Ontario Bred Breeders Awards FIVE FURLONGS</p> <p><b>Open</b> <b>5 entered</b></p>	<p><b>5 FIFTH RACE</b> CONDITION CLAIMING PURSE \$16,500 (Purse up to \$3,300 for Eligible Ontario Breds) (Plus up to \$6,600 for Ontario Sired Horses For Three Year Olds And Mares Three Years Old And Upward Which Have Never Won Two Races) Three Year Olds CLAIMING PRICE \$8,000 (If for \$7,500) Purse up to \$6,000 Ontario Sired Ontario Bred Breeders Awards FIVE FURLONGS</p> <p><b>Open w/ Restricted Bonus</b> <b>9 entered</b></p>
<p><b>Race 4 is light, race 5 doesn't "Go", 40 runners</b></p>	<p><b>5 races fill with 9, 45 runners</b></p>



Neibergs, J.S. and R. Thalheimer. "An Economic Analysis of the Effectiveness of Thoroughbred Breeder/Owner Incentive Policies." *Journal of Agricultural and Applied Economics*. 31,3(December 1999):581-592.



# Promote Business and Economics Research

Current industry emphasis on health, safety research :



, etc...

## But, we are missing the Business/Economics pillar!

### Solution:

Industry supported Business and Economics Academic Conference

- Attach to existing industry event (Arizona, Welfare & Safety Summit, Breeders' Cup?)
- Industry must provide:
  - Travel stipends for presenters
  - Research Grants
  - Best paper, etc. rewards
  - Publishing outlet (DRF, Blood Horse?)
  - Committee/Board members
  - **DATA!!**

### Outcome:

- Enhanced body of industry research
- Opportunity to steer academic solutions towards our most important issues



# Expand the NTRA Safety & Integrity Alliance

“Someday every track needs to be part of this program and racing commissions should include in their rules that you have to be accredited to get a license to operate.”

-Corey Johnsen, Kentucky Downs  
October 19, 2015





## NTRA SAFETY & INTEGRITY ALLIANCE

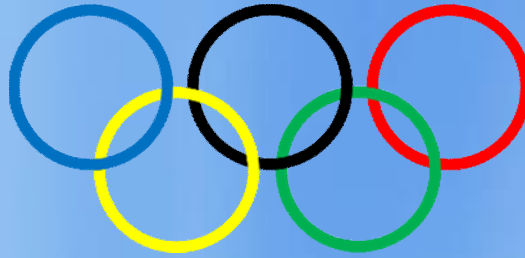


Look for the **ACCREDITED** seal indicating that your track meets industry standards in areas that include:

- injury reporting and prevention
- jockey health and welfare
- safer racing & training environment
- uniform medication and testing
- retired racehorse aftercare
- wagering security

[www.NTRAalliance.com](http://www.NTRAalliance.com)

# Horse Racing at the Olympic Games



The Olympics are a global sporting event attracting an estimated four billion viewers.

Thoroughbred racing is a global sport conducted on every continent symbolically represented by the Olympic rings – North and South America, Africa, Australia, Asia and Europe.

## **Idea:**

Work with International Olympic Committee, International Federation for Equestrian Sports, U. S. Equestrian Federation and International Federation of Horse Racing Authorities to add one or more Thoroughbred races to the list of more than 300 Olympic sporting events

## **Outcome:**

The best horses in the world compete on an international sporting stage every four years.

2020 Summer Olympics – Tokyo

2024 Summer Olympics – Los Angeles/Santa Anita?



# Maximizing Handle – Variable Takeout

Within a racecard, our pricing is this:

	=	
<b>\$20</b>		<b>\$20</b>
12-horse Gr. Stake		Claimers, field of 7

Why not this?

	>	
<b>\$20</b>		<b>\$LESS</b>
12-horse Gr. Stake		Claimers, field of 7

Why do we assume market response to takeout rates will be constant across all race qualities?

## Market experiment:

Flexible takeout rates with respect to race quality (field size, caliber of horse...) may trigger revenue on otherwise less desirable races.





# Maximizing Handle – Pool Size



Pool guarantees promote wagering,

**OVER-REACHING** pool guarantees promote wagering **GROWTH**

- Volume play spurred by odds stability and payoffs potential
- Customers experience the occasional unmet guarantee as a takeout sale – promote this! Regard as a marketing spend.

## Pool growth begets pool growth





# Maximizing Publicity

Diminishing coverage in all markets and slim media budgets undersell many of our regional and national events

## Solution:

Enhance your PR with NTRA Communications

- Centralized, industry supported, service to industry
- Access reputable, national media connections
- Pre-existing brand expands social media engagement
- Maximize existing industry distribution lists and databases
- Advance and onsite support as needed
- Major regional stakes, state-bred showcase days, horse sales, etc...

## Outcome:

Broad, high-impact exposure for regional events

Cost efficient where resources are lean

