



Equibase Uses Internet to Deliver Real-Time Thoroughbred Racing Stats to a Diverse Customer Base

Lexington, KY- Thoroughbred racing is a sport heavily grounded in statistics, numbers and odds. In North America, thoroughbred racing is a year-round sport comprising more than 100 race tracks. Some 73,918 thoroughbreds raced in 59,001 races in the U.S. and Canada, in 2003. With these staggering numbers, the industry depends on a jointly owned database to record information about each horse and every race.

In 1990, The Jockey Club and the Thoroughbred Racing Association of North America partnered to create Equibase Company, “a uniform, industry-owned database of racing information and statistics,” defined by The Jockey Club 2004 *Fact Book*.

Today, the Equibase Company provides an interactive database for tracks, publishers, simulcast facilities, wagering services, and fans. By incorporating high-speed Internet, Equibase enables chart-callers at each track to enter positional data for each horse and other important information directly to the company’s database in Lexington at the conclusion of each race. In fact, Equibase chart-callers provide at least 112 data elements for each starter in a race. The comprehensive information is complete and available on its website within 30 minutes of the race.

“The Internet has improved the quality, timeliness and comprehensiveness of the data,” said Equibase spokesman, John Cooney. Taking into account Equibase recorded more than 54 million pieces of information alone last year, this is extremely important.

Bobby Burch, President of The Jockey Club Technology Services, which provides infrastructure support to Equibase and other members of The Jockey Club family of companies, emphasized “Equibase’s application to the Internet grew out of necessity and demand. Since 1997, traffic on the company’s website has increased sixty-fold. We have maintained our Internet audience by providing something of value,” said Burch.

The database is used differently by different groups. Tracks, for example, can use it to find horses that are eligible for particular races and then inquire with their respective trainers for a start.

Equibase also maintains a website providing current racing information along with numerous handicapping products for fans of all skill levels.

Virtual Stable™ is an example of the services provided to website visitors. Virtual Stable™ is a free email notification service that provides entry, workout and racing information about horses that fans want to track. The service information is sent in real-time and allows fans to keep up with the day-to-day activities of horses throughout North America. Today, more than 100,000 website visitors use Virtual Stable™.

The novice fan base has grown significantly due to Internet access for Equibase Company. This surge in familiarity has changed the meaning of the website and the information presented on its pages.

“We have to stop thinking of the Internet as a browser service,” Burch said. “It is a strong communications fabric with virtual integration of business services.” Equibase is proof of the industry’s ability to adapt to changes in technology. Today, the company is researching the benefits of wireless data-collection used to track a horse’s speed and position at all points during races and workouts. Such a system was first tested at Keeneland Race Course in Lexington during the Fall 2004 meet.

About KY 120:

In the fast-pace world of technology-driven business, it should be recognized that best practices can be studied and emulated. As a part of the [connectkentucky](http://www.connectkentucky.org) initiative, CiTE (Center for Technology Enterprise) is profiling business initiatives in each of Kentucky’s 120 counties. For more information visit our Web site at www.connectkentucky.org or call 270.781.4320.

Name:

Equibase Company LLC

Internet:

www.equibase.com

Products/Services:

Official database for racing information and statistics

Location:

Lexington/ Fayette County

Leadership:

Philip T. O’Hara,
President & CEO,
Equibase Company LLC

Hank Zeitlin,
Executive VP & COO,
Equibase Company LLC

Employees: 75 full-time

Founded: 1990

Reach: International

Innovative Insight: *“We have maintained our Internet audience by providing something of value. Equibase understands that the data is used differently by different audiences.”*

Way Internet Has Made You More Competitive:

“The Internet allows us to provide real-time information and has improved the quality, and comprehensiveness of the data published.”

Ways to Continue to Attract the Best Workers:

“We provide a fast-paced, dynamic, working environment and look for qualified workers who are willing to learn about the industry.”