“Big Data”

The Role of Equibase Company

David Siegel
President
TrackMaster, An Equibase Company
2015 Symposium

EQUIBASE COMPANY

The Thoroughbred Industry's Official Database for Racing Information

THE JOCKEY CLUB 1894

10
HOPES CT
Equibase is the Foundation For “Big Data”

- Races: 1.7 Million
- Starts: 14.6 Million
- Data Elements: Over 1 Billion
Equibase’s Charts Have Become More Data Rich Over Time

Run-Up: 115 feet  Temporary Rail: 1 foot

Scratched Horse(s): The Topester

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Wager Type | Winning Numbers
---|---
$1.00 Exacta | 3-5
$2.00 Quinella | 3-5
$0.50 Trifecta | 3-5-7
$1.00 Superfecta | 3-5-7-4
$2.00 Daily Double | 8-3
$1.00 Pick 3 | 2-8-3 (3 correct)

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

Unlimited Free Access

## 2012 - Foaling Year

### 2012 - Foaling Year

<table>
<thead>
<tr>
<th>Rank</th>
<th>Horse Name</th>
<th>Sire Name</th>
<th>Sts</th>
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Stats Central
Deep Dives Into Back-Facing Data
Equibase Offers Fans Data For Upcoming Events
### Race 6 - Post Time: 3:05 PM

#### Entries Plus (Free)

- $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.

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<th>Med</th>
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Equibase Offerings
Keep Pace With Technology
2015 Symposium

Equibase

15,000 Users Per Day

Today’s Racing

Entries

- September 18, 2015
- September 19, 2015
- September 20, 2015
Equibase Has Highest Industry Traffic Levels

- 2 Million pageviews per day
Today’s Racing App
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
Pioneer Justice (KY)
B, G. foaled 03/29/2012

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2015 Symposium
Other Apps Keep Casual Fans Well-Informed
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
LEAGUE PARTNERS
• Sports Management
• Fantasy
• Wagering
Jim Corelis

Senior VP for

Product Development