Bridging the Horse Racing – Academic Divide

December 6, 2016
Symposium 2015: “45 Ideas in 45 Minutes”

Promote Business and Economics Research

Current emphasis on health, safety research:

![RMTC](image1), [Racing Surfaces Testing Laboratory](image2), [ASTM International](image3), etc...

But, we are missing the Business/Economics pillar!

Solution:

Industry supported Business and Economics Academic Conference attached to existing industry event (Arizona, Welfare & Safety Summit, Breeders’ Cup?)
Today’s Mission: Bridge Building

- Promote horse racing’s skilled, passionate analysts
- Provide public forum to encourage ongoing research
- Review existing literature impactful to horse racing’s modern problem set
- Identify data opportunities
By the numbers: Woodbine wagering analysis shows there's value in data

Chris Lomon  FEBRUARY 9, 2015

For Steve Koch, the subject of wagering analysis has become a hallmark of his role as vice president of racing at Woodbine Entertainment Group (WEG), a genuine passion, and in his estimation, a game-changing way of looking at the horse racing industry.
Hedonic Pricing, Information, and the Market for Thoroughbred Yearlings

Steve Koch
Vice President – Racing
Woodbine Entertainment Group

Econometric Models of All Sources, HMA and Export Wagering on the Woodbine 2011 Thoroughbred Race Product

University of Louisville – Equine Business
March 2, 2013

The value of information leading race publications such as The Blood-Horse, Thoroughbred Times, The Horse, Daily Racing Form, and The Blood-Horse Market Watch enabling market players to provide market forecasts, analyses, and data summaries to market participants. However, it is a commonly held industry belief that the value of information is not fully reflected in the wagering handle. This study evaluates the value of information to the wagering market through the estimation of econometric models of all sources, HMA, and Export Wagering on the Woodbine 2011 Thoroughbred Race Product.

Global Symposium on Racing & Gaming
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Per-Race Wagering Determinants

Steve Koch
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