

Spotlight on Horse Racing

A global sport

Having been practised since ancient times, it is fair to say that horse racing is among the oldest of all sports. During its long and distinguished history, horse racing became one of the most popular spectator sports in the world. Although the basic concept has never changed, a variety of different styles and traditions have been established over time. Hence, rules and format of the race can vary significantly.

We help our clients to find solutions that take into account both the demands and opportunities of a globalised betting market as well as the traditions that make horse racing a unique experience.

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A unique form of betting for a unique kind of sport

Traditionally, the preferred form of betting on horse races is the pari-mutuel system (or totalizator): Instead of placing bets with bookmakers, the players bet against each other – which makes it a unique form of betting. Betting on horse races is legal almost everywhere in the world, but it is a highly regulated market. We know the special characteristics of betting on horse races and offer the advice necessary in this complex legal environment.

New challenges

Our approach is future-oriented. Due to online services, betting opportunities are no longer limited to the turf. Former local markets are now open to operators and players from all over the world. And that is not the end of it: Technological innovations provide new opportunities for growth and international cooperation between racing associations. We guide you through the advantages and obstacles of the future. Our global network allows us to provide high-end services in all relevant jurisdictions. We will help you to adapt to changes and to discover new opportunities.

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