



Racing1 is exhibiting for the first time with flagship ICE Barcelona stand; featuring a Wagering Competition to win premium prizes!

Full-service hub, uniting four content leaders of racing in 1/ST CONTENT, ARC, RMG and Tabcorp, is set to display its new racing alliance, also challenging ICE delegates to a Wagering Competition with amazing prizes

9th January 2025 – **Racing1**, the brand name for the recently formed Strategic Alliance between 1/ST CONTENT, Arena Racing Company (ARC), Racecourse Media Group (RMG) and Tabcorp, is all set to make its conference debut at ICE Barcelona later this month. It will showcase its live racing package and product offering, including Racing1 Markets – *the racing one-stop shop solution* – at **Stand 5E38**.

Furthermore, all ICE delegates who visit the stand will be invited to enter a free-to-play Wagering Competition with an opportunity to scoop some jaw-dropping prizes. Further details on the competition and its winner's circle will be unveiled the week before the summit begins (20-22 January).

Having already launched its 24/7 horse and greyhound racing service to immediate acclaim with Moroccan powerhouse SOREC, **Racing1** can now arrange an instructive demonstration for any would-be or existing operator partners who stop by **Stand 5E38** on a must-attend week at the Fira Barcelona Gran Via to view its world-leading racing from across the globe, and assess the merits of integrating a highly flexible racing package via one contract and one simple integration (iFrame or existing API).

Racing1's compelling daily timetable of engaging racing action from around the world (UK, North and South America, Turkey, Australia, New Zealand and South Africa) boasts a 24/7 chronology to seamlessly complement any sportsbook, icasino, lottery or bingo programme across any time-zone, supplying global partners with a reliable source of fast-settling betting content at varied viewing windows throughout diverse territories.

Via the **Racing1** brand, 1/ST CONTENT, ARC, RMG and Tabcorp are deploying their combined expertise to deliver targeted, localised solutions that appeal to assorted audiences and their respective betting proclivities, whether they're already familiar with racing, or new to the sport and in need of more educational content.

Racing1's new business targets for ICE Barcelona:

- Online casino platforms / non-sportsbook operators (e.g. bingo-poker-lottery)
- Online sportsbooks platforms / operators who are looking to offer racing for the first time
- Online sportsbooks platforms / operators who offer racing but are looking to outsource or improve risk-management, enhance product and margins

- Online operators or platforms looking to enhance or add content to their existing racing offering
- Retail outlets looking to add live racing to their portfolio

Jack Whitaker, spokesperson for Racing1 and Commercial Manager at ARC, said: “We can’t wait to welcome the industry to our flagship stand at the corner of Exhibition Hall 5, where we will demonstrate how **Racing1** has conveniently crystallised a once-entangled worldwide web of racing rights into one package, enabling simpler consumption which is crucial in non-domestic markets. Via **Racing1**’s subsidiary product, Racing1 Markets, we can also demonstrate our one-stop-shop 24/7 racing solution, available in one simple contract and integration via our new iFrame, or existing API solution.

“Racing can be complicated, particularly for those unfamiliar with the space, and a key driver behind **Racing1** is to simplify integration and contractual efforts for customers, whilst offering a fully outsourced 24/7 industry-leading offering direct to platforms and operators. It also signals **Racing1**’s wider intent to return better value to racing’s key stakeholders through more international deals, not merely through the domestic operators where racing is seen as a more traditionally consumed sport.

“So, stop by our stand or arrange a meeting with one of our helpful team to see how **Racing1** benefits consumers and operators alike - with a complete racing package via one contract and one integration.”

Please visit **Stand 5E38** or email jwhitaker@arenaracingcompany.co.uk and/or sales@racing1.org to book a meeting or arrange a demo..



Visit the Racing1 team at Stand 5E38 which is located at the top of Exhibition Hall 5

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Editor’s notes

About Racing1:

Racing1 is a new full-service hub which brings together four content leaders of the horse racing world (1/ST CONTENT, ARC, RMG and Tabcorp) to create a breakthrough network of rights holders which distribute racing across all international markets. Racing1 has instantly become the world’s pre-eminent provider of live international horse and greyhound racing content, managing 24/7 content rights, data, odds and broadcast for a growing group of global partners, allowing them to integrate and deploy ground-breaking technologies to drive new revenue streams.