



ARC rebrands ATR Markets as Racing1 Markets; strikes its first deal with Duelbits

Leading solution, providing a fully managed 24/7 betting service on horse and greyhound racing, enjoys a relaunch in sync with breakout crypto operator deal ahead of ICE Barcelona

13th January 2025 - Arena Racing Company (**ARC**), the largest racing group in the UK, has announced that its flagship product *ATR Markets* will be rebranded as **Racing1 Markets** with immediate effect. Racing1 Markets is a definitive turnkey racing solution which delivers 24/7 horse and greyhound content, alongside fully-risk-managed betting markets and licensed live-video streaming from racetracks across the planet via one simple integration.

This 'always-on service' has also been bolstered by an ongoing collaboration between ARC and **1/ST CONTENT** (partners in the wider Racing1 strategic alliance of racing's global gatekeepers) whose combined racing catalogue now consolidates a portfolio that maps the UK and Ireland, North and South America, Turkey, South Africa and Australia for over 140,000 horse and greyhound races per annum.

As a result, Racing1 Markets is now also available via a full plug-and-play iFrame, alongside an existing API integration. This new-found flexibility affords operators worldwide the diverse options they need for a 24/7 international racing product in respect of embedded video, official data and betting solutions, running off market-leading managed trading services (MTS).

The development work on this next-level, one-stop-shop solution has been successfully conducted by product-design and development specialists at The Unit, alongside exclusive pricing and risk-management from Pythia Sports. Senior delegates from Racing1 and Pythia Sports will be at ICE Barcelona next week at Racing1's **Stand 5E38**. To book a meeting or arrange a demo, [please email](#) or simply visit the stand.

The relaunch of Racing1 Markets has been immediately validated by a new partnership with **Duelbits**, a leading global crypto operator. Known for its innovative, player-focused approach and elite product-led wagering options, Duelbits has quickly emerged as a force in the industry. Fully regulated and licensed by the UK Gambling Commission, the brand continues to push boundaries in delivering cutting-edge experiences to its users.

Duelbits is actively driving cutting-edge projects to maintain its competitive advantage, with its recent launch of Duelbits TV, an innovative 24-hour streaming channel delivering nonstop entertainment to global audiences. This groundbreaking platform is a testament to Duelbits' commitment to enhanced user experience (UX), offering fresh and immersive content that elevates engagement and satisfaction. By fostering a community that empowers, inspires and achieves, Duelbits TV not only provides a competitive edge but also redefines what it means to deliver transformative and user-centred experiences in the crypto-gaming space.

Racing1 Markets' all-encompassing timetable of racing action seamlessly aligns with Duelbits' 24/7 vision, amplifying the operator's expanding sportsbook offering. The recent launch of Duelbits 3.0, featuring a revamped interface and enhanced functionality on its in-house platform, underscores the brand's dedication to setting new benchmarks in usability and innovation. This comprehensive yet easily integrated and managed racing service further establishes Duelbits as a pioneer in delivering groundbreaking, player-focused solutions.

Benefits of Racing1 Markets:

- Created and supported 24/7 by gatekeepers of the racing industry
- Official data and streaming which delivers increased reliability
- Includes all rights required for a 24/7 service
- One contract covers everything for media rights and trading
- iFrame or API delivery for the fastest, simplest route to offering racing

New business targets:

- 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 and margins

Ross Haffie, Director of Sportsbook at Duelbits, said: "At Duelbits, we are dedicated to delivering exceptional experiences for our players. The solution that Racing1 Markets provide makes perfect sense for us in continuing our player first strategy. From their comprehensive range of horse racing and greyhound content and the appealing data delivery, pricing and risk-management solution, this embodies a best-in-class product that we are sure will prove to be a great success. Racing1 Markets is a sophisticated, reliable, and importantly a flexible 24/7 product which has been delivered to us by the gatekeepers to the global racing sector."

Brendan Parnell, Managing Director of Media & International at ARC, commented: "We're thrilled to announce this Racing1 Markets launch in a rebrand that crystallises our commitment to simplifying things for existing and, in particular, new customers who may have previously been uncertain of making the leap to a racebook.

"Think: live streaming of over 140,000 events, racecards, data and wagering – all seamlessly wrapped together as a one-stop racing product whose managed trading and automated risk-management are also underpinned by advanced analytics and customer profiling. Racing doesn't have to be complicated to set up or manage, and we can now dispel that misconception. So if you

are, for example, a casino operator, we can integrate Racing1 Markets as an iFrame into your platform, and fully operate it from front to back. Our pitch is: take the iFrame, plug it in, and we'll run a racebook as another vertical kind of product. You neither have to burn any fuel managing it, nor worrying about it.

"This is just the opening salvo in a progressive partnership with 1/ST CONTENT which sees two international pacesetters in top-quality racing align their rights and services to create a comprehensive racing betting solution which aims to satisfy the diverse needs of global online operators and their customers via one easy-to-integrate tool, fine-tuned by the dexterous risk-management expertise of our trading partners Pythia Sports and neatly designed and packaged by The Unit.

"Through this sharing of complementary resources and distribution networks, 1/ST CONTENT and ARC are now working in tandem across a host of global clients, providing an agile solution-set that can keep pace with the developing regulation across multiple different jurisdictions and maintain a flexible gateway for future product innovations or constraints."

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Editor's notes

About Arena Racing Company (ARC):

ARC is the largest racing group in the UK, operating a total of 16 racecourses and 5 greyhound stadia around the country. ARC holds an interest in Sky Sports Racing, telecasting UK and international racing into UK and Irish homes, along with streaming integrations with 50 bookmakers, as well as The Racing Partnership, supplying UK horse and greyhound racing into the LBO market.

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.