

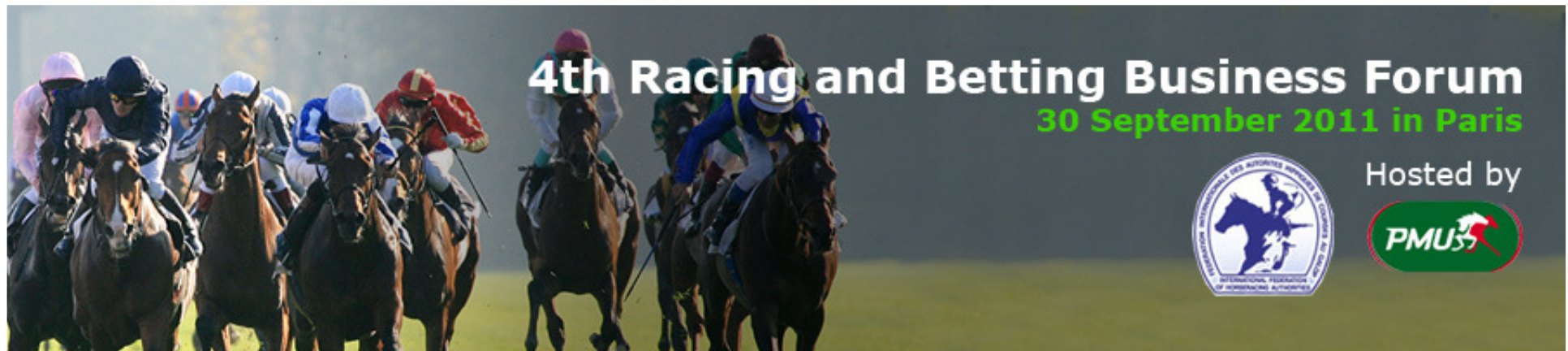


# Thinking and plans from the Racing industry

Aki AKITANI

Deputy Secretary General

IFHA



# ‘Racing Authorities/Pari Mutuel Operators Still running the same race?’

1. Harmonization of Race Day Rules

2. How to promote Racing together

# Harmonization of Race Day Rules

- **Judging Rules**

- **IFHA Set up**
- **Medication Rules**

**‘Committee for Harmonisation of Raceday Rules’  
in 2007**

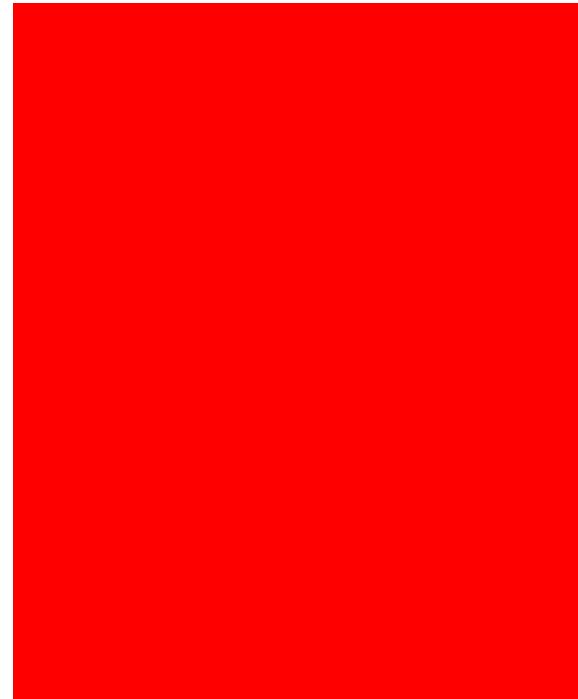
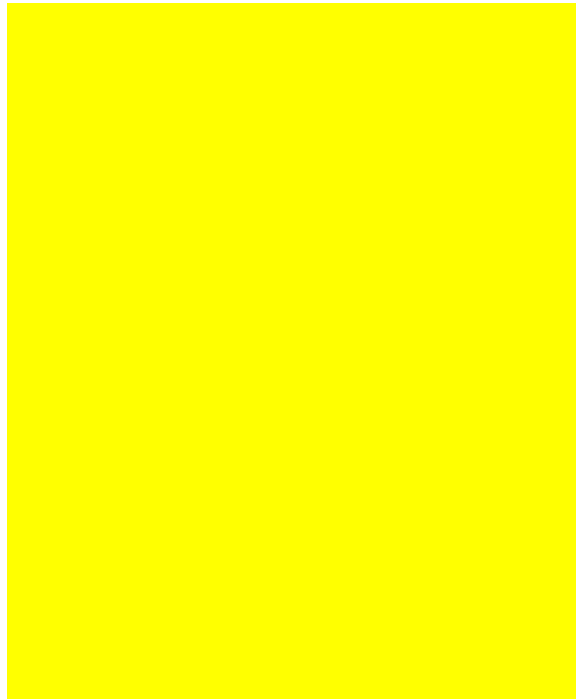
## **Objective**

**To encourage the maximum number of countries  
to adopt a common approach  
to the application of major raceday rules.**

## Judging Rules

In Football Match

Offending player could get.....



Perception of Referees

# Judging Rules in Racing

In Racing

Offending horse could get.....

Result  
Stands

Demotion  
Disqualify

Perception of Stewards  
&  
Judging Policy

# Japan Cup 2010 (before result stands)

Japan Cup (GI)

Tokyo Racecourse 28<sup>th</sup> November 2010

## Steward Inquiry

1.	Buena Vista	C Soumillon	2:24.90
2.	Rose Kingdom	Y Take	1-3/4
3.	Victoire Pisa	M Guyon	nose
4.	.....		

How do you judge?

## Different Judging Policies

### Category 1 Countries:

the sufferer would not have beaten the interferer,  
the Interferer retains its place  
(Respect horses ability)

### Category 2 Countries:

the sufferer could not get the best possible place,  
the interferer will be demoted behind the sufferer

# Japan Cup 2010 (before result stands)

## Japan Cup (GI)

Tokyo Racecourse 28<sup>th</sup> November 2010

### Steward Inquiry

1.	Buena Vista	C Soumillon	2:24.90
2.	Rose Kingdom	Y Take	1-3/4
3.	Victoire Pisa	M Guyon	nose
4.	.....		



# Japan Cup 2010 (after steward inquiry)

## Japan Cup (GI)

Tokyo Racecourse 28<sup>th</sup> November 2010

### Result stands

1.	Rose Kingdom	Y Take	2:25:20
2.	Buena Vista	C Soumillon	demoted
3.	Victoire Pisa	M Guyon	nose
4.	.....		

Buena Vista was demoted to second.....

# Medication Rules

All horses should not run under the influence of medication.

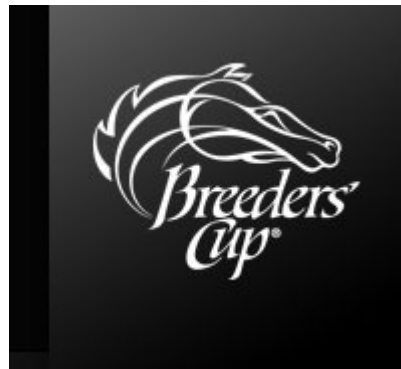
## Horse Welfare Issues

Horseracing is a place to select future stallions and mares

# Breeders' Cup to enhance medication standards (Press release on 14<sup>th</sup> July)

‘....., the Breeders’ Cup board directed that procedures be developed that would result in the prohibition of the administration of race day medication in two year-old races in the 2012 Championships.

The next step would be the implementation of a new policy for all Championship races in the 2013 event and subsequent events.’



# Horseracing Promotion

Because its unique business model,  
take-out rate of racing is higher (around 20%)  
than other Gaming /gambling products

Racing would lose out to other products  
If we promote racing as one of the products

especially.....

Younger generations like  
'easy & quick' things

# Core Competence of Racing & Our Products

Win, Place, Trio, Trifecta, Pick 6, V75, Quinte+.....  
?

'Races'

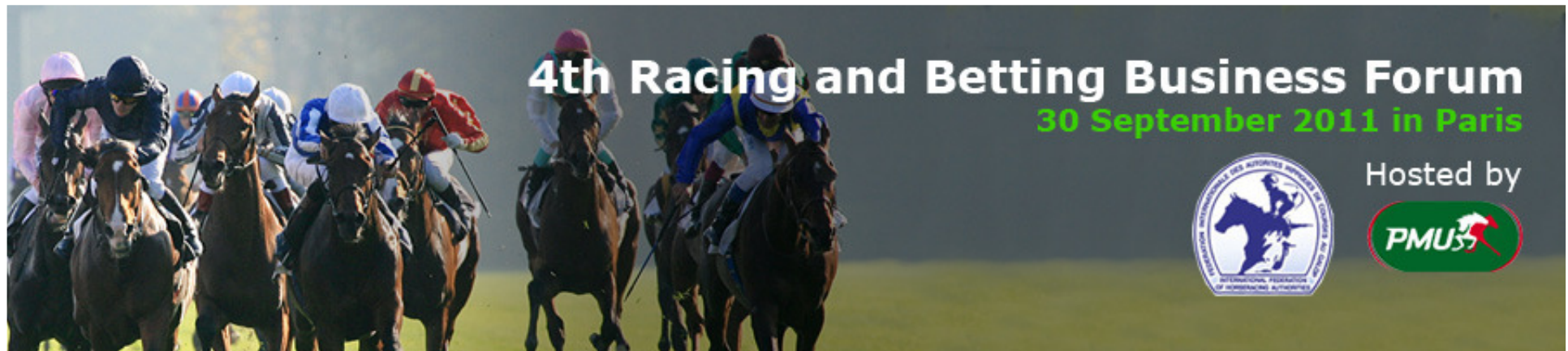
Racing Authorities & Racing Organizers  
Know  
'Racing Stories'

# El Condor Passa



# 11 years after... Nakayama Festa





‘Racing Authorities/Pari Mutuel Operators  
Still running the same race?’

‘Yes!’

Now you know the way.....  
how we run the same race.