



Racing for lotteries: an exciting in-store player experience

by **intralot**

Jim, a dedicated horse racing fan from England, now in his early seventies, has recently moved to Malta to enjoy his golden years after retirement. When he decided to settle in the sunny Mediterranean island, he felt he would probably miss his favorite pastime. He was quite surprised as he discovered that he could walk into any lottery shop and watch his favorite races live, as exciting an experience as when he was back home.

Maltco, lottery operator of more than a decade now in Malta, after launching an already large portfolio of games for all tastes, decided to introduce betting on premium international horse racing. After all, betting on horse racing apart from being a game with high payouts, allows also a more-than-welcomed commingling opportunity. The relatively small Maltese population can now join multi-million jackpot-generating pools from major international racetracks.

In its endeavor to launch horse racing betting with the most efficient way possible, Maltco utilized “Racing for Lotteries” an INTRALOT concept, which was developed exactly for this purpose: To offer Lotteries a flexible, customizable, end-to-end turn-key, customizable solution, for a fully featured Racing product.

For Malta, with its British cultural influences, the product customization chosen was Horse Racing among UK and Ireland, Sweden and South Africa.

“Racing for Lotteries” actually offers a variety of options. In other local operations for example, the chosen content were Greyhound races, with a very wide range of fixed-odds betting markets being offered. British Greyhounds are now among the most successful gaming events in Bulgaria, Azerbaijan and contribute valuable revenue to several other territories.

Product delivery incorporates many available solutions for retail or online sales channels and is highly flexible to accommodate any operator’s infrastructure. For example in some cases INTRALOT’s versatile Horizon multimedia signage system was used to implement an in-shop IP Live Racing channel, while in other cases a sat-

ellite TV channel was the chosen solution. In all cases, data content and commentators are localized, making the whole experience feel as familiar and player-friendly as possible.

In other markets, virtual or pre-recorded races (as exciting fast-draw alternatives), were offered as main products on their own TV channel, or as fillers between Live Racing events. The wide content library collection allows choosing among Horses, Greyhounds and Motor Races depending on local preferences.

However, bringing a Racing product into a retail network requires also some additional marketing insight, since the investment should address to a wide clientele of “regular” players and not be limited only to the dedicated fans. After all, racing events are very frequent throughout the day and it does make sense that betting is made easy and fun to play, for as many customers as possible. Horse Racing is a simple game to play and relatively easy to win when you have to choose from 15 horses. Greyhounds have more randomness in their results and are even easier to win with only 6 runners. So what customers rather need is the tools to facilitate their predictions whether they opt for a favorite by following tips or performance history, or going for a “lucky shot” by making their own random selections or by letting the system choose for them, according to their stake. All these tools are indispensable utilities available on retail or online sales channels.

What INTRALOT made possible through the “Racing for Lotteries” concept, is to offer a new and complete gaming variant that brings more revenue opportunities, via an impeccable product delivery and optimized tools based on good marketing practices. Operators are now allowed to diversify their games portfolio with a fresh and exciting Racing offer.

So Jim can keep betting on his favorite races as an experienced player, side by side with the new players who just discovered the exciting world of racing. ■