



WORLD POOL SIGNALS NEW ERA FOR INTERNATIONAL BETTING COLLABORATION

8th July 2019

World Pool, a collaboration between Ascot Racecourse (Bet With Ascot), Totepool and the Hong Kong Jockey Club, was launched at the 2019 Royal Meeting (18th to 22nd June).

13 countries bet into World Pool; Australia, Canada, Finland, Germany, Holland, Hong Kong, Macau, New Zealand, Norway, Singapore, South Africa, the UK and the USA.

Over the week, in the 24 comingled pools and 6 domestic pools (where there were more than 24 runners), the Bet With Ascot (pool) dividend on the win market beat SP 16 times with one tie. To a level stake, Bet With Ascot returns beat SP by 32%.

Money invested into the combined pools available to UK punters increased from £17.9m in 2018 to £92.2m (a 415% increase).

On World Pool bets alone (Win, Place, Swinger, Quinella) the increase was from £10.5m to £84.8m (a 700% increase).

Outside of the comingled pool, First Two (Exacta) performed particularly well, beating the Computer Straight Forecast (SP) in 29 of the 30 races with a 58% higher level stake return. First Three (Trifecta) also beat the Tricast (SP) in 26 of the 30 races. Overall, on course turnover increased from £7.6m to £7.85m (a 3.2% increase – in fact on Ascot races as opposed to when including “away” turnover, on site increased from £7.5m to £7.8m, an increase of 3.9%).

“We are delighted that the Hong Kong Jockey Club and Totepool chose the Royal Meeting as a first showcase for World Pool and believe that international participation on the track and media reach generally contributed to its success,” reflected Alastair Warwick, CEO, Bet With Ascot and COO, Ascot Racecourse Ltd.

“It was a significant technical and operational challenge to launch at Europe’s showcase Flat meeting and we are grateful to all the participating pool operators and our on-course Bet With Ascot staff that it was delivered so smoothly.

“What is clear is that there is both a liquidity and value proposition in a pool on a global scale for racing of international interest and we look forward to building on this with our partners, to include more participating countries and exciting exotic bets.”

Phil Siers, Totepool Chief Executive, looked ahead:

“World Pool is a blueprint for the future and a blueprint for pool betting. It was a seminal moment where we finally moved out of the constraints of the home market.

“It was the first time we have had true cross-fertilisation of pool markets. Everyone was getting the benefit of bigger pools and more stable pools.”

Richard Cheung, Hong Kong Jockey Club Executive Director, Customer and International Business Development, added:

“The creation of World Pool at Ascot is a great step forward. The operations teams of Hong Kong Jockey Club, Ascot, Totepool and our technology partner, Sportech, were thrilled when the first Ascot World Pools concluded successfully and are excited to continue our collaboration to build this further in the coming years.”

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