Racing and Sports RACING ANALYTICS

Racing Analytics is a new way of presenting the free race form statistics available on the Racing and Sports website. These statistics are accrued in the Racing and Sports thoroughbred racing database — the largest and most comprehensive globally.

Not everyone finds in easy to read and/or decipher statistics. So Racing Analytics employs a range of graphical tools to enable statistics to be visualised, enabling users to get an immediate sense of a horse's level of performance — or comparative performance — against other horses.

For example, the Performance Radar provides a web spread that displays peak ratings and relative strengths and weakness across key variables, including, distances raced, market expectation and win percentage.

Racing Analytics has been designed cater for the handicapping requirements of both casual and professional horse-players — and with ease of use paramount. The statistics are presented in layers graduating from brief through to fully detailed.

It has intuitive colour-coding to easily identify training and the other racerelated patterns that inform the handicapping process. Pop-ups and dropdown tabulated displays, as well as graphs and video replays, are just some of its interactive features.

Engaging RACING ANALYTICS

Select the Racing Analytics option from the Racing and Sports Home Page and enter the name of a horse in the search box.

By way of example, we will enter the name of the former evergreen galloper ZIPPING (Aus).

Because there are two horses with the name ZIPPING in the database, identifiers about each are displayed, and you click on the name of the correct horse.

Brief Overview

You will be presented with a brief overview of: the horse, its age, breeding, trainer, and owners, prize money won, and its win and career statistics.

The overview displays details of where and when the horse was purchased and its sale price. The overview also notifies if the horse has been nominated for any upcoming races (which won't be the case for a retired horse). An interactive feature enables users to place the name of the horse into their free Racing and Sports blackbook, so they can be notified by email when the horse in question has accepted for an upcoming race.

Another feature enables users to record a written comment about the horse for publication on the website.

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Race Record

Below the brief overview you are presented with a Tabulated Display (succinct race record) of the horse's race career presented in rows and in chronological race order.

Scrolling to the bottom we can immediately see that ZIPPING commenced his racing career with a barrier trial fourth at Ballarat on 20 February 2004 over 800m with D Nikolic riding.

By selecting the green BT box on the left of the row, the full barrier trial field is revealed in a pop-up displayed in finishing order. So we can see that AVENUE GOOGLE ran second in that trial ridden by Joe Hallam and that the trial was run in a time of 0.48:22.

Scrolling back up to ZIPPING'S last ever race, we can see that it was on 12 February 2011, at Caulfield in a 1400m Group 1 Open race.

When you run your cursor across the race row, various small pop-ups are activated to generate additional information.

For example, by placing the cursor under the FP column we see the names of the horses and riders who placed in the race as well as the weights the horses carried.

If we position the cursor over the Race Class column, the name of the race (C.F. Orr Stakes) is presented in a small pop-up.

Small pop-ups can also be activated for the SP column (displaying ZIPPING'S starting price and any betting moves), and for Prize Won (the total prize money available on the race).

At the right of the row under multimedia users can view a video of the full race. Some races also have a RACEQ (Race Quality Factor) pop-up.

The Race Quality Factors (RACEQ) provides a statistical overview of a particular race, for example, the Cox Plate or a Wyong Maiden.

The quality of every race can be identified by key statistics relating to that race, including field averages for prizemoney, strike-rates, beaten margins, winning distances and a breakdown of the field's performance in various classes — ranging right through the spectrum from a Maiden to a Group One.

The *Race Quality Ranking* is a computer generated derivative of the key statistics that provides a numerical assessment of the strength of the individual races and can be used to directly compare races to each other.

The RACEQ can help give a statistical appraisal to the strength of individual races, and these races are also directly comparable to other races.

Explanations for the abbreviations used are located at the bottom of the popup.

		Emirates M	1elbouri	ne Cup (3200	0m) (G1)			
Number of Runners : 22				Average Wi	24%			
Fld Number of Runs :	170	Fld Avg Place SR (85/170): Fld Avg Winning Margin :				50% 2L		
Fld Avg \$ / run :		\$61,435		Avg Beaten			2L 5L	
% Ind. Winners in Fld :	73%	Fld Avg Winning Distance :				2238m		
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Race Type BreakUp : RaceType	WH	PLSR	TW	RTSR	Р	S	PM\$	RTR
G1	5	23%	6	13%	18	47	\$7,113,659	
G2	6	27%	7	21%	17	34	\$1,178,417	
G3	7	32%	7	25%	14	28	\$861,368	
LR	4	18%	5	21%	15	24	\$468,508	14%
other	6	27%	15	41%	21	37	\$821,996	22%
totals			40		85	170	\$10,443,950	100%
Race Type Ratio:								
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a contract of the second s		rs to have co	ntested	each race tw	vpe.			
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		ntested by tota	al field.					
NH - # of Winn								
TW - Total Win	is.							
P - Total Plac	cinas							

Advanced features

Across the top of ZIPPING'S Tabulated Display is a series of buttons that can be activated to drill deeper into the horse's performances. These are —

(1) Detailed Form button

DETAILED FORM contains a suite of extra information about ZIPPING'S races and barrier trials, presented in the same chronicle order as the Tabulated Display.

For example, it provides race-time breakdowns and a record of ongoing winners coming out of the race and details of the race tempo.

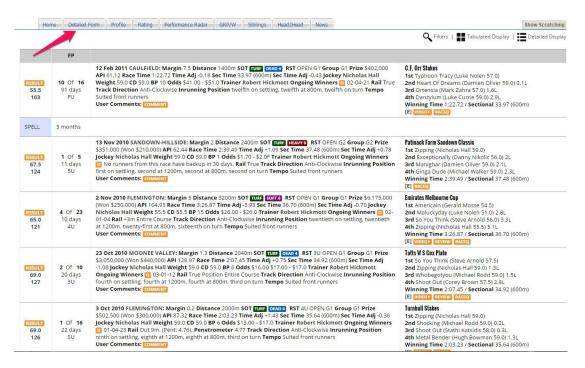
Pop-up can be activated for a number of features and are presented in orange.

By clicking on the orange box at the left of the row (Results) the full race field in finishing order is revealed. It includes: the horses names, their trainers and jockeys, their starting price, the track conditions, sectional and final times and the starting price (SP) for each runner.

By clicking on the Ongoing Winners Symbol (O) users are presented with a list of the ongoing winners from that particular race.

So in the case of ZIPPING'S final race run on 12 February 2011, it reveals that there were eight future winners from the race and includes details such as whom, where and when.

By clicking on the jockey and trainer names you are directed to a break-out page that display's their full record, including for all and individual seasons, and statistical breakouts for a myriad of factors such as their last 50 rides/runners.



DETAILED FORM also has a simple filter and this can be engaged by clicking on the Filters icon at the top right of the detailed form.

When a user selects heavy, for example, ZIPPING'S heavy track runs are revealed.

It shows that Zipping only had one run on a heavy-rated track, at Sandown Hillside on 13 November 2010, which he won. There were five runners in the race, he was 11 days between runs and was having his fifth start in his current campaign.

By selecting FU it is immediately obvious that ZIPPING was not a noted firstup performer. Below the filter we can see that he had 12 FU runs for just two placings.

The filters can also be selected in combination. By selecting Good and 4U users can see that ZIPPING had a tremendous record fourth up when the track was rated good.

(2) Profile button

PROFILE looks at ZIPPING'S race record in totality. It includes his win and place strike rate overall, monies won and a profit and turnover achieved for every \$10 invested on the horse.

PROFILE also lists the riders that rode ZIPPING throughout his career and their strike-rate on the horse and other related statistics pertaining to that riding record.

We can see, for example, that 15 riders in total rode ZIPPING. Nicholas Hall and Nick Ryan had the best win percentage with three successes each.

We can also see that a \$10 stake on each of Nick Ryan's rides would have delivered a profit of \$211 — for a profit on turnover (POT) of 237.5%.

PROFILE breaks down the horse's statistics across Black Type Races, for each racing season and on the various race tracks ZIPPING competed on. It details his performance on clockwise and anti-clockwise tracks.

PROFILE looks at ZIPPING'S statistics for the range of weights (WGT) he has carried in this races.

It looks at his record across all distance ranges and track conditions (SOT), and during the four seasons of the year. We can see that he had almost all his races in the spring.

PROFILE details ZIPPING'S performance across the various odds ranges. He had, for example, started between \$2.00 and \$6.00 in the betting market 14 times for 11 wins for a 79% win percentage.

PROFILE also displays (under RFS) ZIPPING'S statistics for first-up runs (FU) through to his fourth-up runs (4U) and for those after a let-up (LU).

We can see immediately that ZIPPING had a poor record FU.

PROFILE concludes with a breakdown of ZIPPING'S record backing up after his last run (Days). For example, he had a win percentage of 50% when racing 8-14 days after his last race.

(3) Rating button

RATING is an interactive feature of NEW FORM that presents ZIPPING'S race record from 21 October 2006 until his last race on 12 February 2011, in clear graphical form.

In the first line-graph, his individual race ratings are tracked by the black line. The back dots identify each race run.

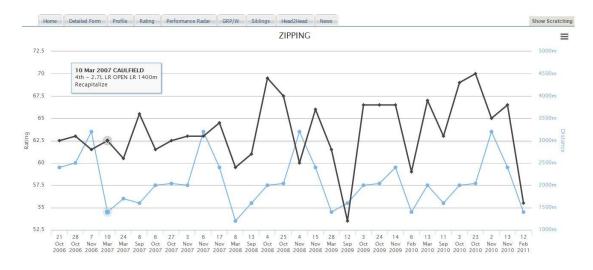
The blue line displays the distances at which these races were run.

By placing the cursor on the black dots a small pop-up displays the race date, grade and venue and ZIPPING'S finishing position in the race.

We can see, for example, that ZIPPING'S achieved a peak rating of 70 (left hand axis) at Flemington on 23 October 2010 when he ran second to So You Think in a Group 1 OPEN over 2040m (the W.S Cox Plate).

This information is confirmed by the corresponding dot of the blue line and by placing the cursor on the dot.

The line graph enables users to easily identify how ZIPPING rated over various distance ranges and to identify various form patterns.



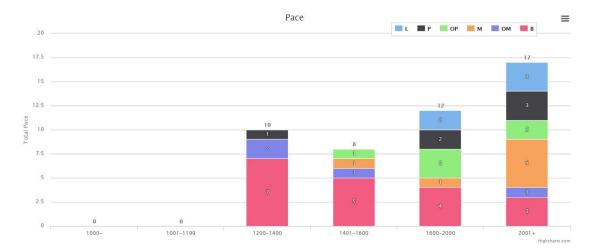
Pace

Below the line graph is a vertical bar chart headed PACE and on the top right of this chart is six coloured button representing where horses can be positioned <u>on the home turn</u> of a race.

These positions are — leader (L), on pace (P), off pace (OP), middle (M), behind middle (OM) and back (B).

In the default setting we can see that ZIPPING was not one dimensional in terms of his in-race positioning, but he seldom led or sat on the pace.

By selecting on any of the six coloured button above the bar chart we are able to further break down ZIPPING'S home turn race-position profile.

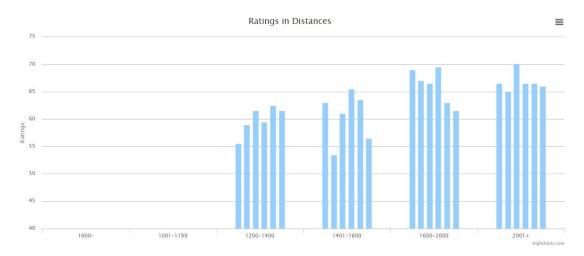


Ratings in Distances

Finally, at the foot of the page is a thinner bar chart headed Ratings in Distances that is a representation of ZIPPING'S ratings for the last six runs at the distances he competed.

By placing the cursor on the various bar groupings ZIPPING'S peak ratings for those six runs are revealed for each grouping.

At the top right of the three graphical representations is a feature (depicted in three striped lines) that enables users to save the graphs in various formats.



(4) Performance Radar

Performance Radar is a visual representation (Web Spread) of ZIPPING'S racing career across several key form factors.

Clockwise around the Radar it considers his -

(a) Race Ratings

(b) Good Run Index (GRI) — which is a measure of how often a horse runs to his best,

(c) Prizemoney won (PM),

(d) Performance – which measures his performance in high quality races,

(e) Market Expectation — which indicates how the betting market expected him to perform in his races,

(f) Performance at Sprint distances,

(g) Performance at Middle distances; and

(h) Performance at Staying distances.

Through this visualization, we can see that ZIPPING was a high class race horse. He was versatile, had a reasonable win percentage and that he often started in races where the market didn't expect a winning performance.

We can further break this down by distances by ticking one of the three boxes.

And below that users have the option of entering another horse to compare ZIPPING'S performance with.

If we type in the name SHOCKING (Aus) we can see that both horses had similar race and performance profiles.



Note: There is more than one horse named SHOCKING in the Racing and Sports database. At the top of the web spread a box will pop up allowing you to make the right selection. The 50 figure on the radar represents the half way point of a 100 scale.

(5) GRP/W

GRP/W is a chronological tabulation of all of ZIPPING'S feature race wins. They are listed from G1 (Group 1) and G2 through to Listed Races (LR) and Non Black Type races.

A summary is provided at the end of each race type. We can see that ZIPPING had 19 Group 1 starts for 2 wins and five placings.

(6) Siblings button

The Siblings button lists ZIPPING'S siblings that have raced and various statistics around their performances.

(7) Head2Head

Head2head enables users to compare the race performances of ZIPPING against up to four other horses.

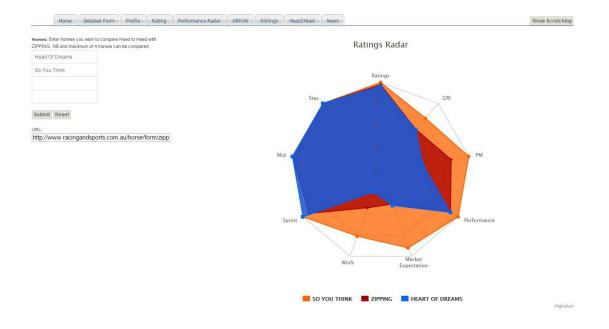
As an example, we will enter the name HEART OF DREAMS.

The graphic is the Ratings Radar which compares ZIPPING and HEART OF DREAMS' racing career across the same form depicted on the Performance Radar.

We can see that ZIPPING and HEART OF DREAMS had very similar profiles but that ZIPPING had a better win percentage, won more prizemoney, and just topped HEART OF DREAMS in his overall ratings and in his performance in staying races.

HEART OF DREAMS had a superior record over sprint journeys.

If we also enter SO YOU THINK we see a more definitive contrast. SO YOU THINK was clearly a better race horse than ZIPPING and HEART OF DREAMS on most measures.



At this point if we scroll down below the Ratings Radar we see a tabulation that displays seven races that featured two or more of these horses.

At the bottom of the tabulation we can see that all three only met once in a race (24 October 2009), a race that SO YOU THINK won, ZIPPING placing third and HEART OF DREAMS seventh.

Information and statistics are also displayed about the races.

We can also see that ZIPPING was never able to finish ahead of SO YOU THINK.

(8) News button

The News button displays recent stories from the Racing and Sports news archive that feature ZIPPING.

As it's been a number of years since his retirement, none of the stories currently feature the horse itself, but are relate to the race named in his honour, the Zipping Classic. The race was formerly known as the Sandown Classic and Zipping won it four times.

View Tab

Finally, on every page users can activate a View Tab on the right had side, which lists the horses you have viewed in NEW FORM, the most popular horses viewed collectively by other users and the recent views.

(Ends).