



# FAN ENGAGEMENT

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BREEDERS' CUP LIMITED

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JOCKEY CLUB OF SAUDI ARABIA

## IT ALL STARTS WITH THE HORSE

Global participation creates global interest and fan engagement, which leads to global media distribution and wagering



# GLOBAL PARTICIPATION



**95**

Races

**14**

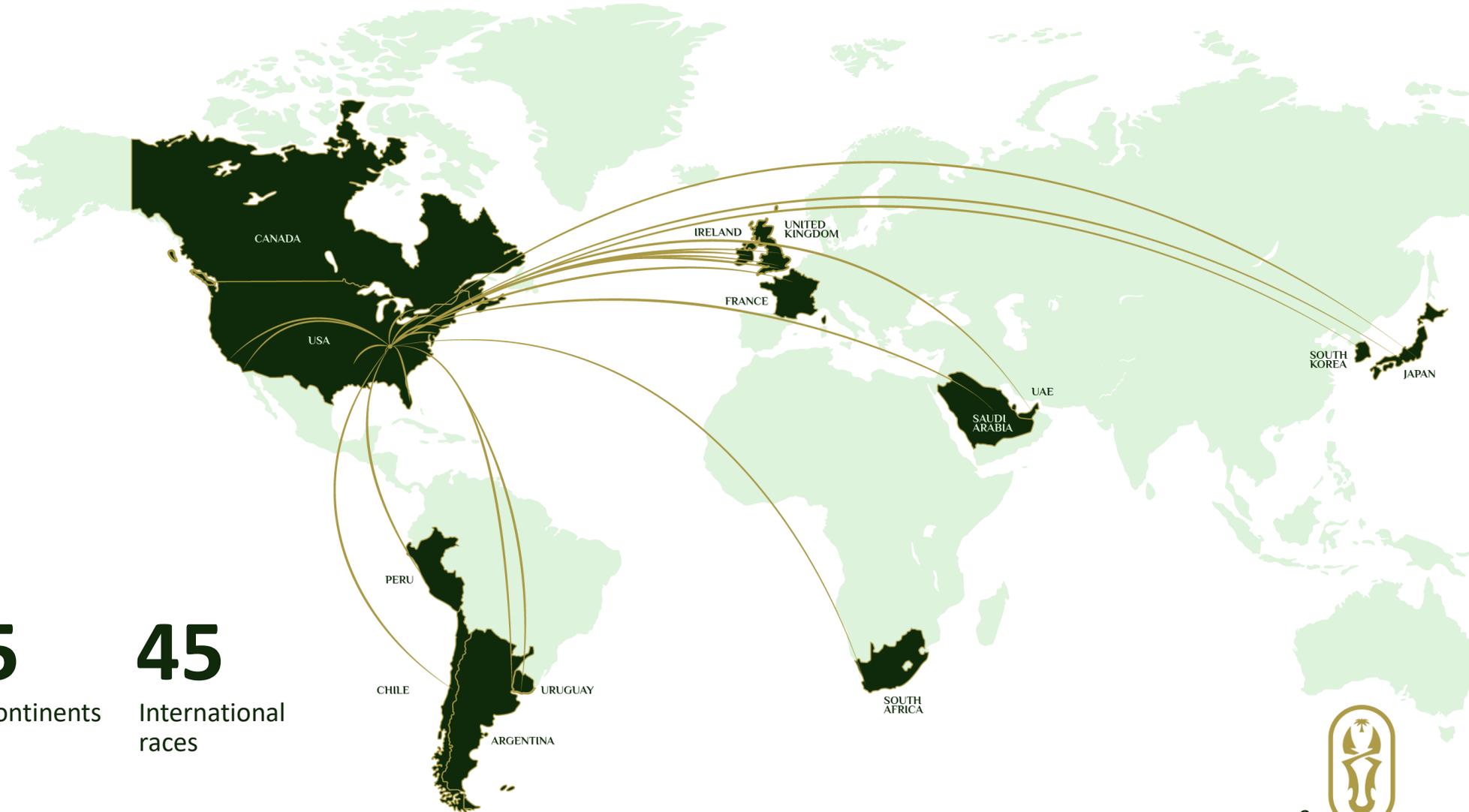
Countries

**5**

Continents

**45**

International races



# GLOBAL PARTICIPATION

## 2025 BREEDERS' CUP WORLD CHAMPIONSHIPS

**49**

International runners

**12**

Countries

**48%**

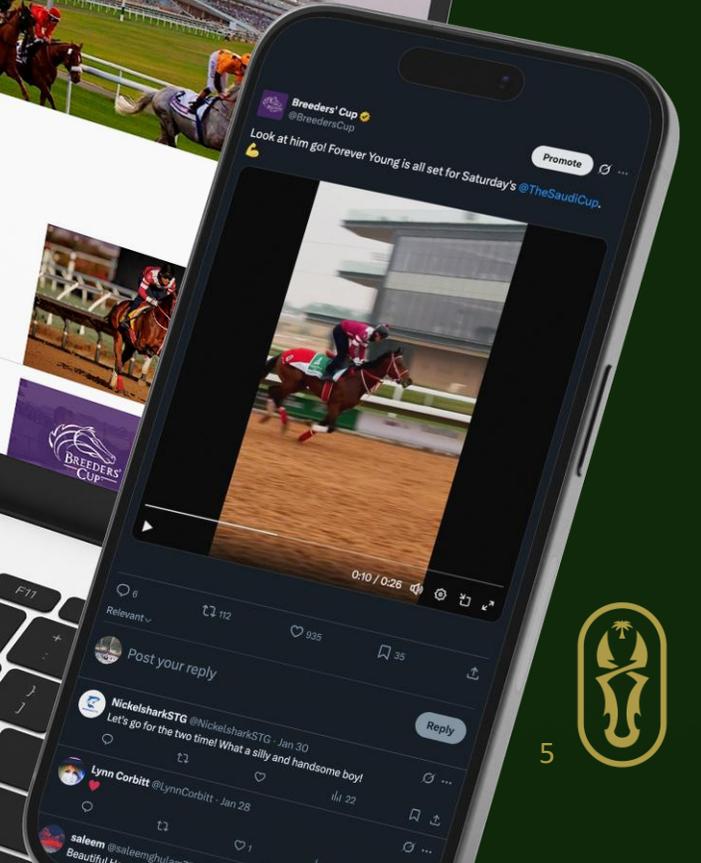
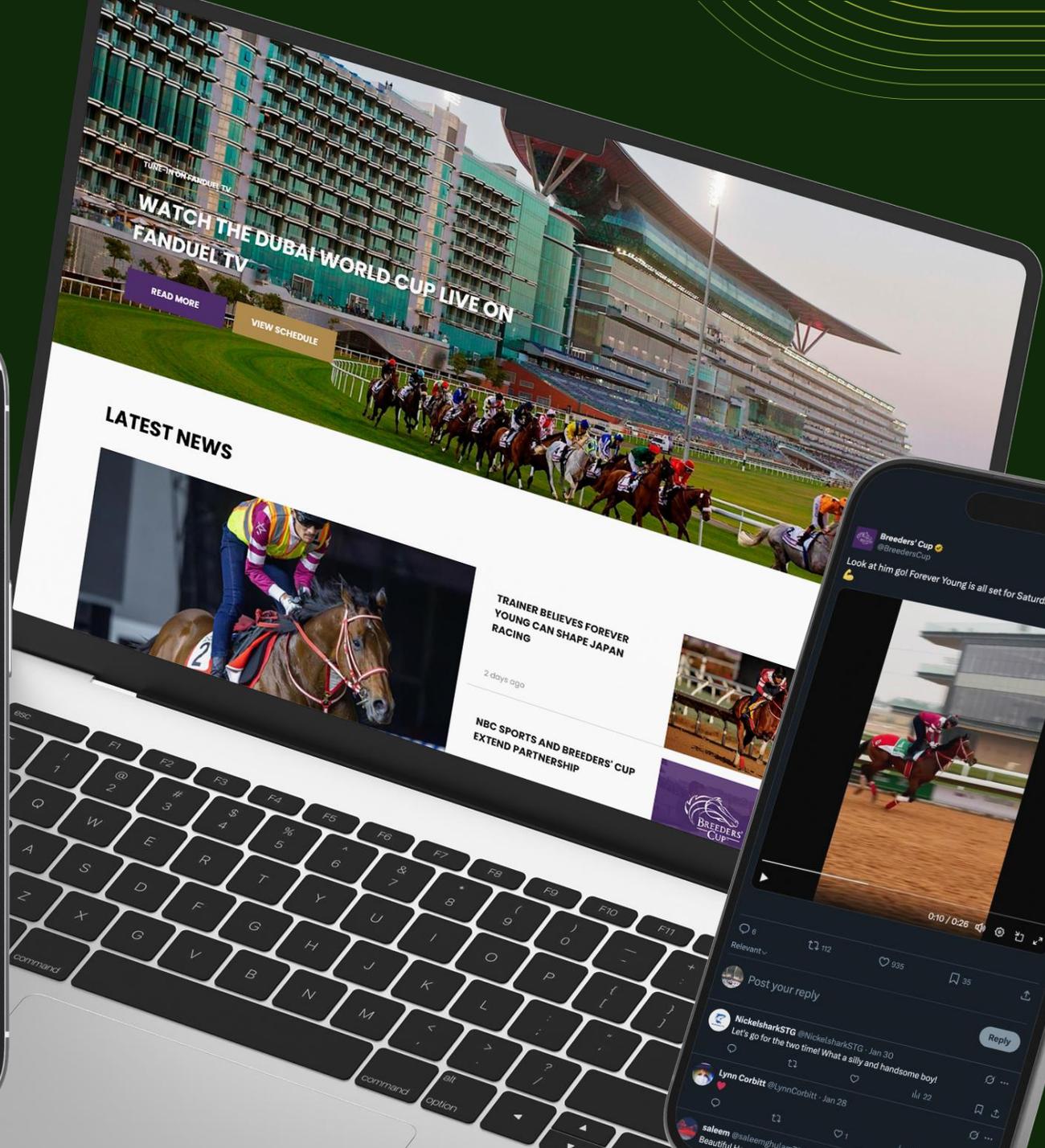
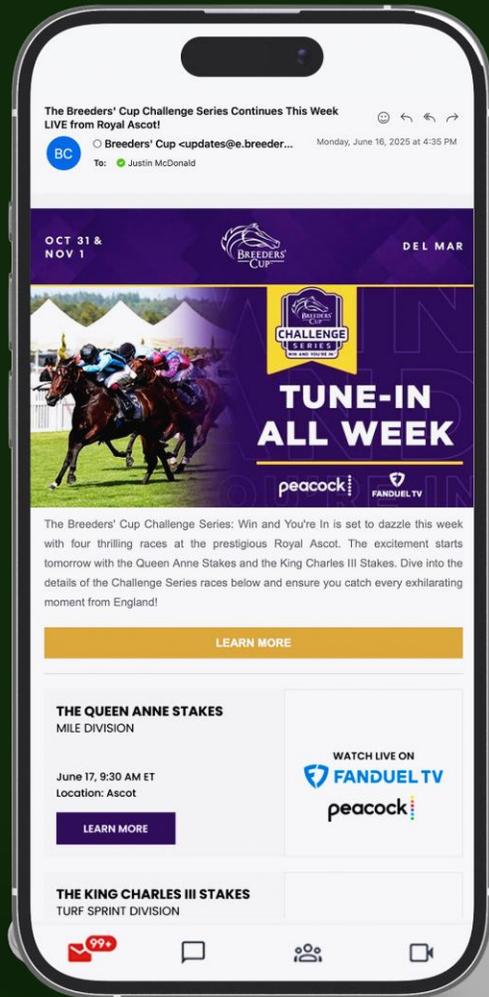
increase in International Starters over past five years

**44%**

increase in International Challenge races over past five years



# GLOBAL INTEREST



## FAN ENGAGEMENT

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**Nearly 6 in 10  
sports fans consume  
sports-related  
content every  
single day.**

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*2025 Crowd React Media  
“State of Sports Media” report*

**90% engage  
beyond just the  
live game**

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*2025 Crowd React Media  
“State of Sports Media” report*

**Over 90% of Gen  
Z sports fans use  
social media to  
consume their  
sports content**

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*2023 Deloitte Sports  
Fan Insights*

# FAN ENGAGEMENT

Social Media sustains interest and drives engagement

148M

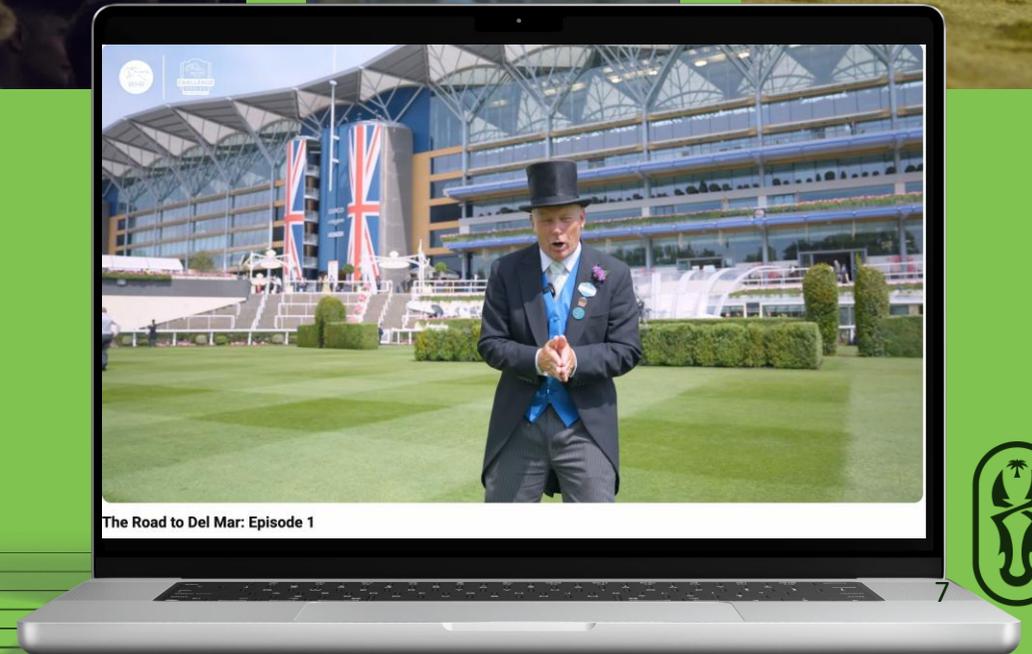
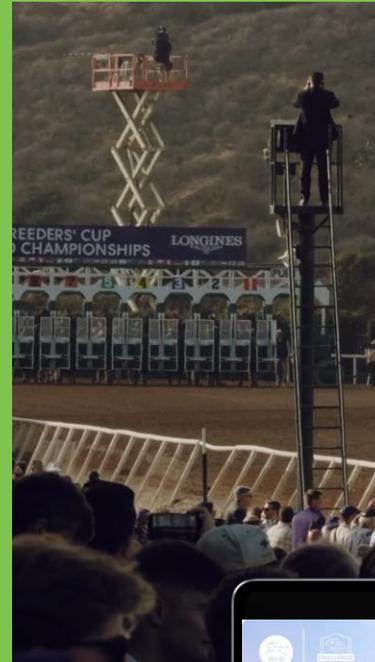
Impressions

83M

Video views

4.5M

Engagements





WORLD HORSE RACING

## FAN ENGAGEMENT

### 2025 Social Metrics

**354.4M**

Views

**11.2M**

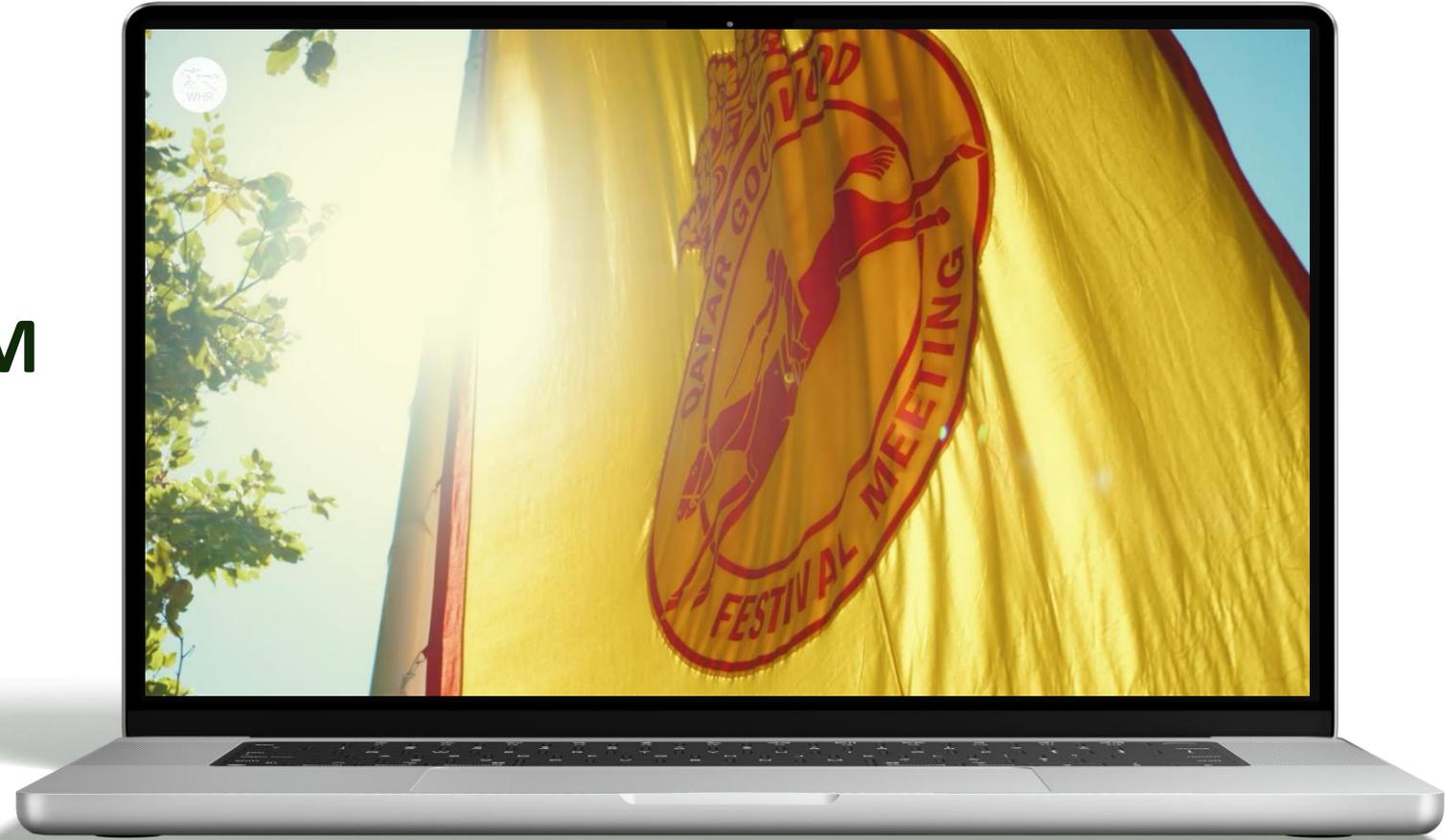
Engagements

**991k**

hours (equivalent  
of 41,300 days)  
Watch time

**1.5M**

Total followers



# GLOBAL DISTRIBUTION & VIEWERSHIP

Global collaboration



Global success

**182** Territories

**39%** Increase over the last five years

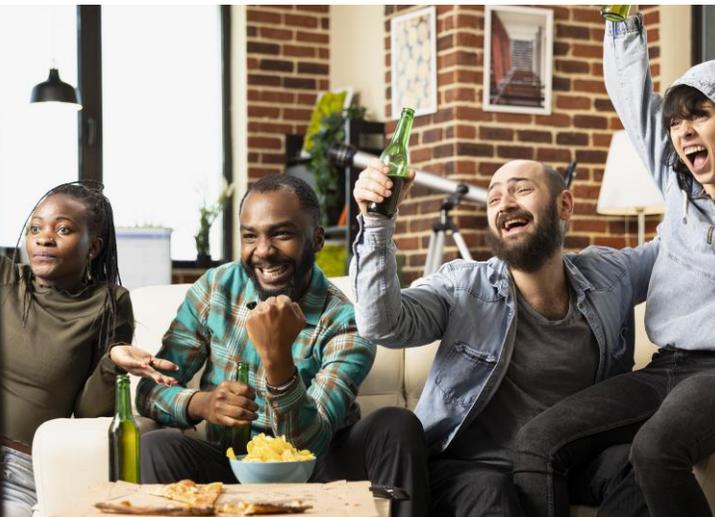


# GLOBAL DISTRIBUTION & VIEWERSHIP

Broadcasters → Promoters



# GLOBAL DISTRIBUTION & VIEWERSHIP



650k Views



# GLOBAL WAGERING



**37**  
Countries



**\$210M**  
Wagered on 2025  
Brederers' Cup (record)



# CASE STUDY

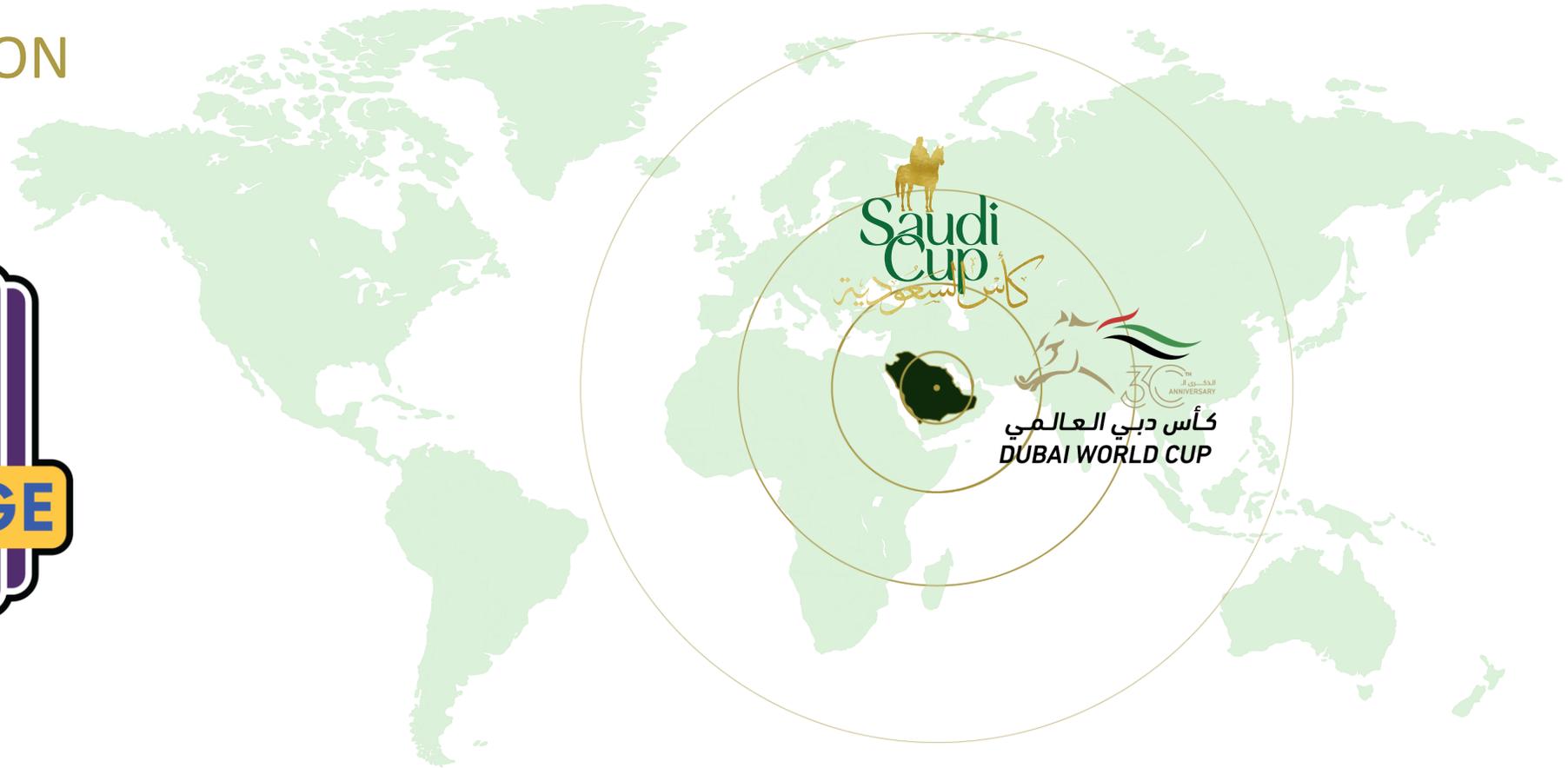
FOREVER YOUNG



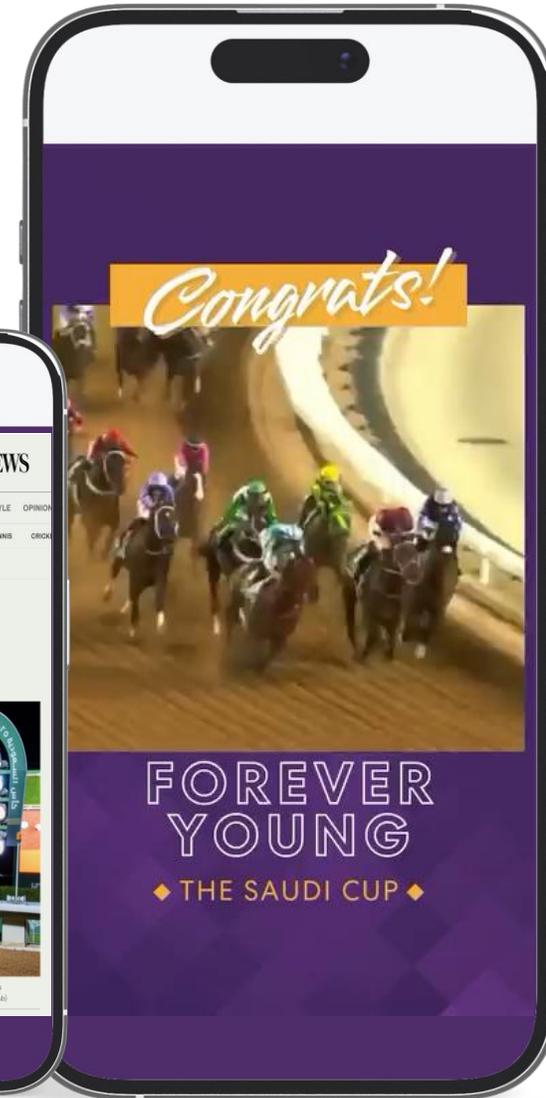
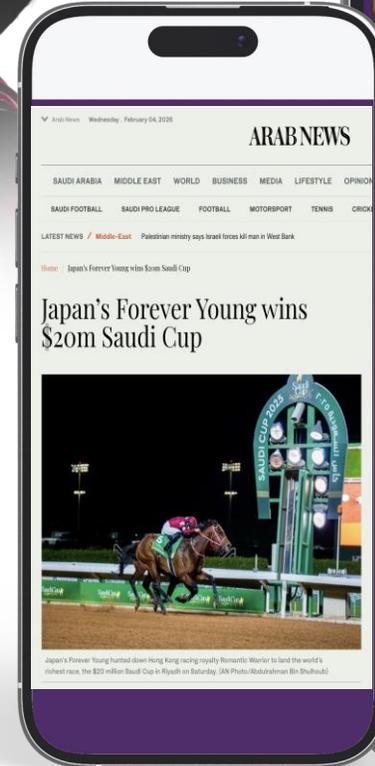
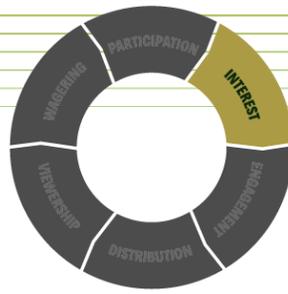


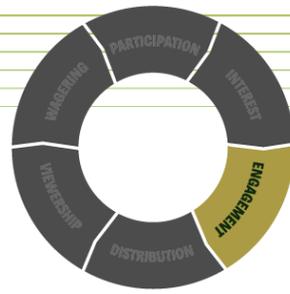


# GLOBAL PARTICIPATION

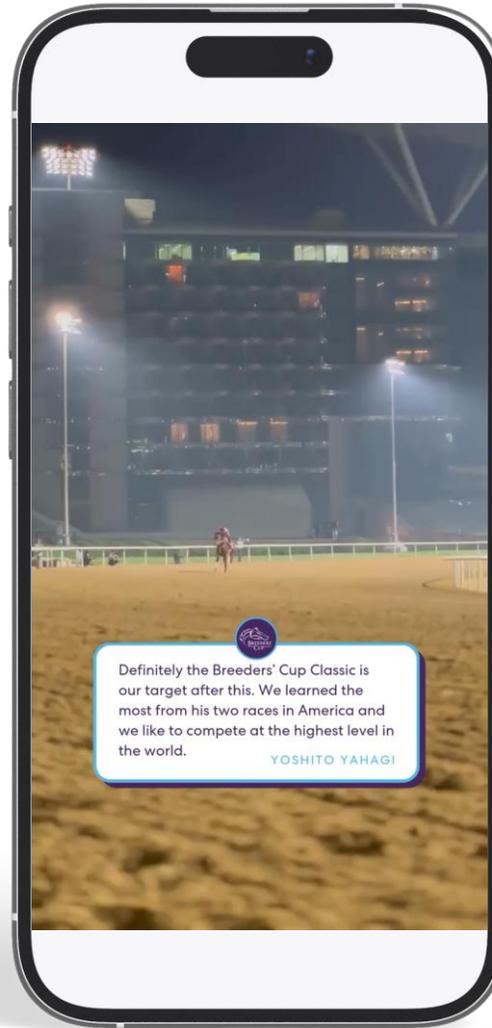
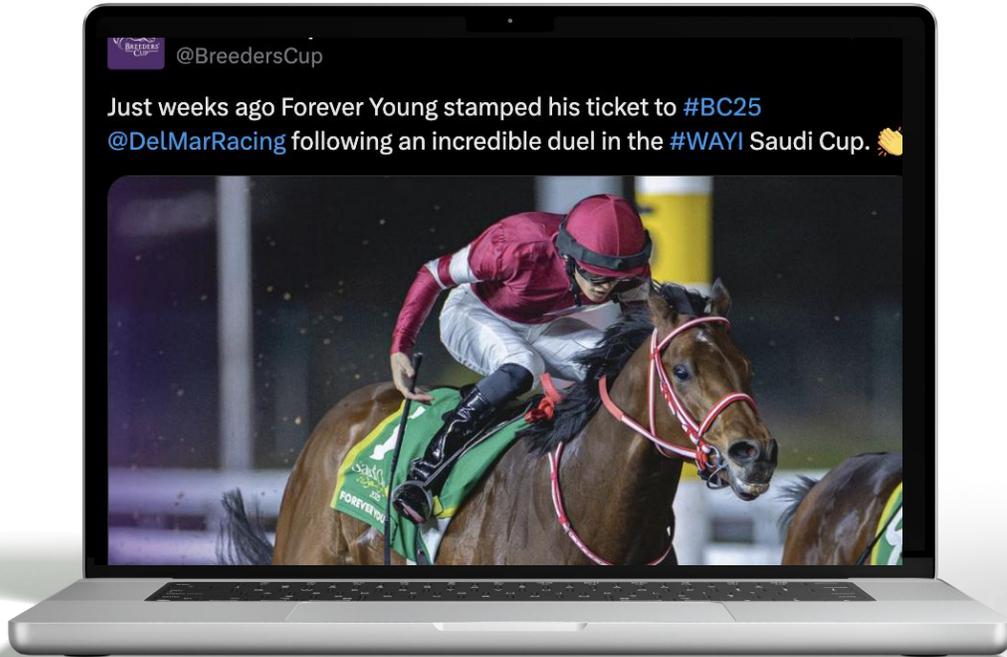


# GLOBAL INTEREST





# FAN ENGAGEMENT





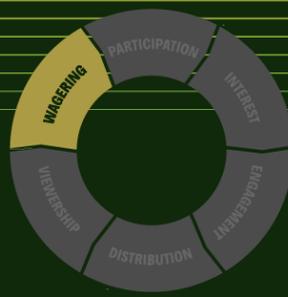
**500k** Viewership increase in Japan

## GLOBAL DISTRIBUTION & VIEWERSHIP



Abema<sup>TV</sup>





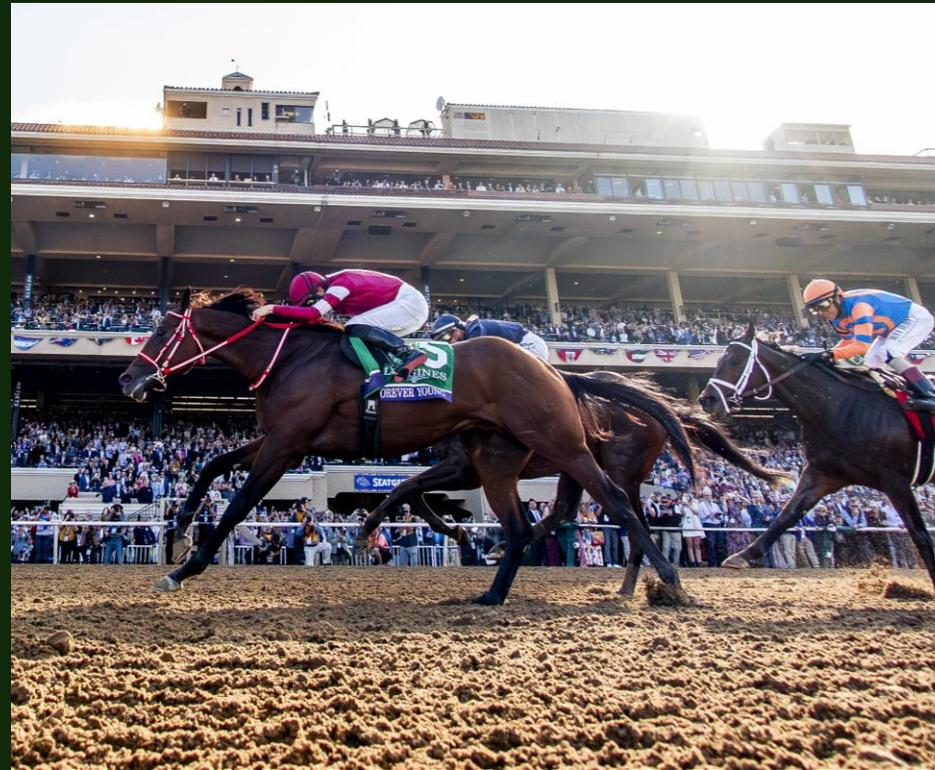
## GLOBAL WAGERING

**15%**

Increase in Classic wagering from Japan

**23%**

Increase in average wagering per race from Japan





# GLOBAL PARTICIPATION



**The Saudi Cup** @TheSaudiCup · 4h  
 Welcome back to Riyadh, FOREVER YOUNG! 🇲🇸 🇸🇦

The reigning #TheSaudiCup champion has landed safely in Saudi Arabia ahead of his historic title defense on Feb 14... 🏆

#フォーエバーヤング #サウジカップ

0:02

9 783 3K 72K



IT ALL  
STARTS  
WITH THE  
HORSE

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THANK YOU



نادي سباقات الخيل  
JOCKEY CLUB OF SAUDI ARABIA