



FAN ENGAGEMENT: GLOBAL BROADCASTING AND VIEWERSHIP

CASPER STYLSVIG

THE HONG KONG JOCKEY CLUB

10 FEB 2026



نادى سباقات الخيل
JOCKEY CLUB OF SAUDI ARABIA

CHANGING CONSUMER BEHAVIOUR & ADVANCED BROADCASTING PRESENT “NEW OPPORTUNITIES”

Shifts in fan

behaviour show people are seeking more immersive, interactive and emotional connections with sports and entertainment

Live event attendance continues to rise post-pandemic, reflecting consumers' renewed appetite for in-person experiences

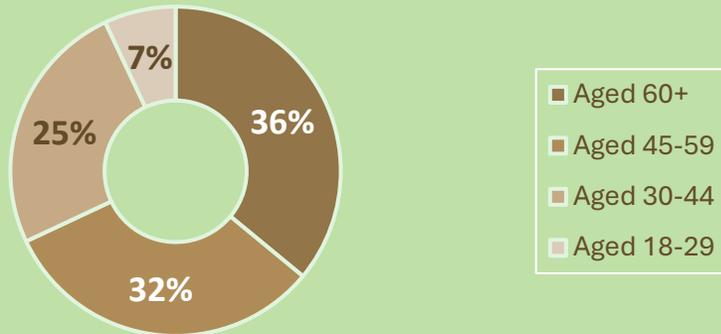
Advances in broadcast quality and digital platforms create stronger fan engagement, expanding audiences beyond physical venues

Enhanced viewing experiences (multi-camera angles, real-time data, interactive features) open up new marketing and sponsorship opportunities

CUSTOMER PROFILE OF HORSE RACING IN HK

AGE PROFILE

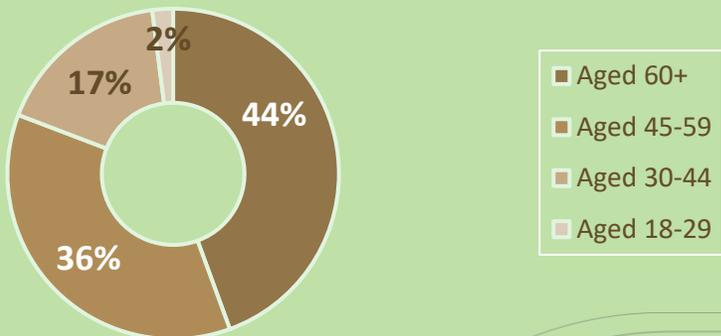
Age Distribution of 1 Million Active Horse Racing Customers



Ageing Customers

- **68% aged 45+**, in which **36% aged 60+**
- Average tenure of **17 years** for the 1 million active customer base

Racing Turnover Contribution by Age Groups



Turnover heavily rely on older customers

- **80% come from aged 45+**, in which **44% from aged 60+**

GENDER PROFILE



Male-dominated

- **72%** of overall active customer base
- **88%** of turnover





CHALLENGES FOR HORSE RACING IN HK

- **Heavily dependent on ageing fan base with pressing need for new audiences**
 - 80% of overall racing turnover is contributed by customers aged 45+
- **Intensifying competition for physical leisure time**
 - Post-COVID behavioral shifts have led more HK residents to travel outbound or visit the Mainland or Macau, reducing their availability and interest in local racing events
- **Escalating competition for digital attention**
 - The surge of streaming and OTT (over-the-top) content makes it harder to win the attention of younger, online-first viewers
- **The traditional fans' community have a strong focus on the racing technicalities instead of emotional appeals**



Becoming increasingly difficult to capture and retain audience attention for horse racing in HK, especially among digitally savvy younger viewers

WHAT TRULY MATTERS TO YOUNGER AUDIENCES IN SPORTS ENTERTAINMENT



**Emotional connection
through storytelling,
character-driven narratives
with authenticity**

**Interactivity
&
Participation**



WHAT FORMULA ONE (F1) TEACHES US



BUSINESS CHALLENGES FOR F1 BY 2017¹

(share similar challenges with Horse Racing)

- **Fanbase skewed older** and remained heavily concentrated in Europe
- **Motor racing's complexity and technical nature** blocked new or casual fans from engaging
- **Fans lacked strong emotion connection** to Drivers and Teams

- **Races could be hard to understand in real time** as cars spread across racetrack
- **Strategies are critical to the race** but invisible to audiences

Need to...

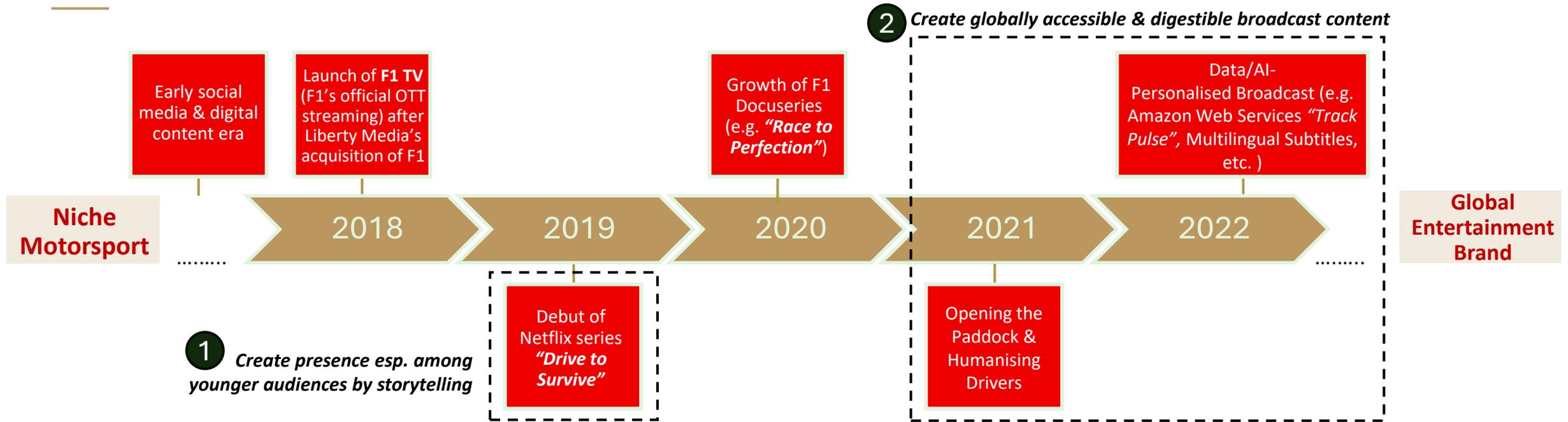
1 *Create presence among younger audiences by storytelling*

2 *Create globally accessible & digestible broadcast content*

¹ In 2017, Liberty Media acquired F1 and since then launched transformative initiatives that have driven significant growth in the sport's popularity



F1's SUCCESSFUL TRANSFORMATION JOURNEY: FROM NICHE MOTORSPORT TO A GLOBAL ENTERTAINMENT BRAND



As a result...

<p>12% CAGR in fanbase, from 2018 to end of 2025</p> <p>43% Of fan base is under 35, up from 30% in 2018</p>	<p>1.3x Increase in Race Viewership on ESPN from 2018 to 2025 (554k to 1.3M)</p> <p>86% Of all fans watches 16 or more races per season (24 races in 2025 season)</p>
--	---





IN CONCLUSION: CHALLENGES OF HORSE RACING IN HK

- **Becoming increasingly difficult to capture and retain audience attention for horse racing in HK, especially among digitally savvy younger viewers**



WHAT CAN WE LEARN FROM F1

- **Attract new audiences via accessible, storytelling and digestible racing broadcast content**
- **Build emotional connectivity and (younger) fan long-term engagement with curated entertainment-led experiences**

HAPPY WEDNESDAY: HKJC'S FIRST MOVE TOWARD WINNING NEXT GENERATION OF FANS WITH CURATED ENTERTAINMENT EXPERIENCES



Tells stories of horse racing, builds emotional connectivity and engage next gen of fans via “5 building blocks”:

Reframing Midweek: “Wednesday Is The New Friday”



- Repositions Wednesday as a social destination night
- Priming racing as part of younger audiences' lifestyle

Themed Nights & Live Entertainment (e.g. Neon Nights, Winter Wonderland...)



- Makes racing approachable through fun and shared experiences

Strategic Lifestyle Partnerships



- Offers unique food, drink, and co-branded experiences (e.g., Aperol, Moët)
- Extends HKJC's reach into lifestyle

New Public Venues



- Blends racing discovery with stylish social settings, panoramic race viewing, and live-music experiences

Interactive Engagement



- Transforms spectators into active participants and co-creators



MOVING FORWARD...

“

How can we reimagine our racing broadcast to help global audiences connect emotionally with our horses, jockeys and racing stories?

“

How can we build a season-long fan journey beyond race days that keep audiences engaged?

“

What would a next-gen entertainment-led racing ecosystem look like for fans worldwide?

“

What would it take for HKJC to evolve into a global sports and entertainment brand, leveraging its heritage in racing?





THANK YOU



نادي سباقات الخيل
JOCKEY CLUB OF SAUDI ARABIA