



41ST ASIAN RACING CONFERENCE
RIYADH 2026

BROADENING RACING'S FAN BASE: COMPETING FOR TIME & RELEVANCE

TERECINA KWONG
THE HONG KONG JOCKEY CLUB

11/02/2026



نادي سباقات الخيل
JOCKEY CLUB OF SAUDI ARABIA

**GOOD
AFTERNOON**



OUR SHARED CHALLENGE



Competing For Time, Relevance & Trust



2:20 mins

Daily Avg.
Time Spent on
Social Media



6-7

Avg. no. of Social
Media Platforms
Used Each Month



75%

Usage amongst Gen Z
in Hong Kong.

*300M Monthly
Users in China*



Creating Reasons to Engage

Reducing Friction

Making racing easier to understand, and easier to enter



Increasing Pull

Creating experiences that feel worth spending time with, and worth sharing



The image shows two women in elegant, light-colored dresses and large, decorative hats standing in a virtual environment. They are smiling and looking towards a large screen that displays a horse racing scene. The woman on the right is pointing towards the screen. The background is a vibrant, colorful display of a horse and jockey racing on a track, with a bright, glowing atmosphere. The overall scene is set in a modern, high-tech virtual space with a dark floor and a ceiling with recessed lights.

MAKING RACEDAY A DESTINATION



RACE 1 PARADISE



RACE 1 PARADISE



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Champions Connection

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Champions Connection

DIGITAL AS AN EXPERIENCE LAYER

ENHANCING LIVE

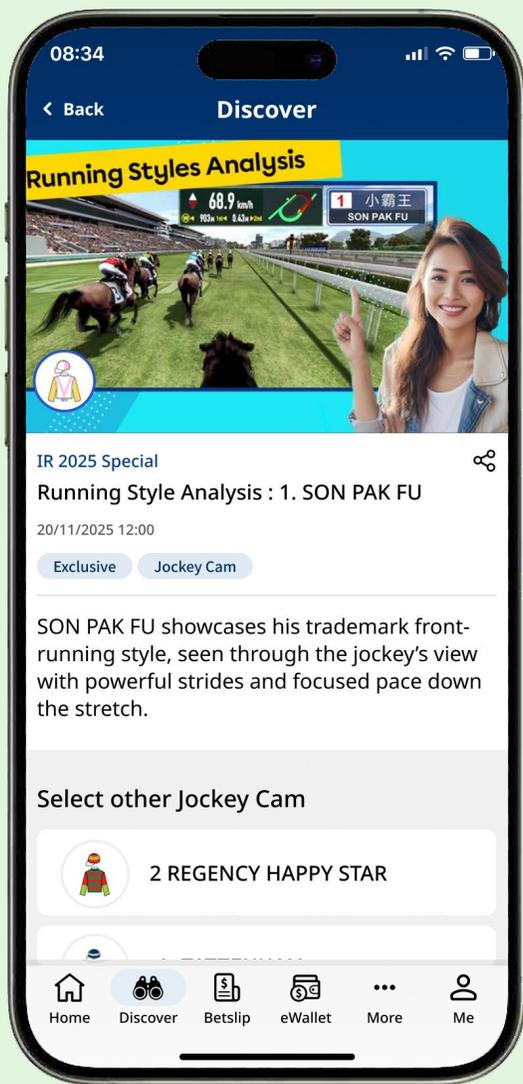
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ENABLING SIMPLICITY

|

ADDING DEPTH





Racing Data Analytic tool Jockey Cam

Jockey Cam to explain horse running styles in a gamified and engaging way.



Enhance post-race study in Race Replay by introducing Jockey Cam mode, allowing customers to switch different jockey cam for deeper analysis.



Continuous Racecourse
Digital Experience Enhancement

Racecourse On-day Itinerary Planning

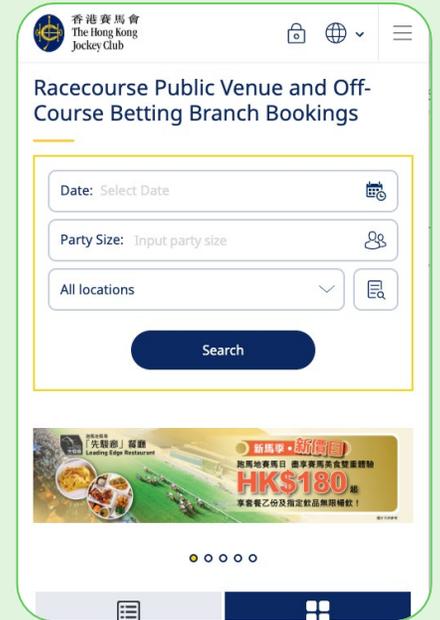
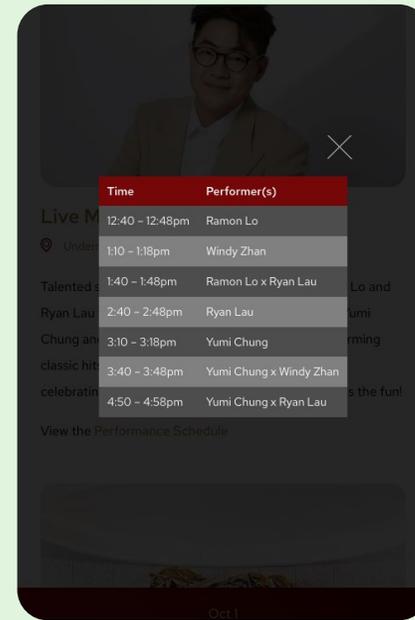
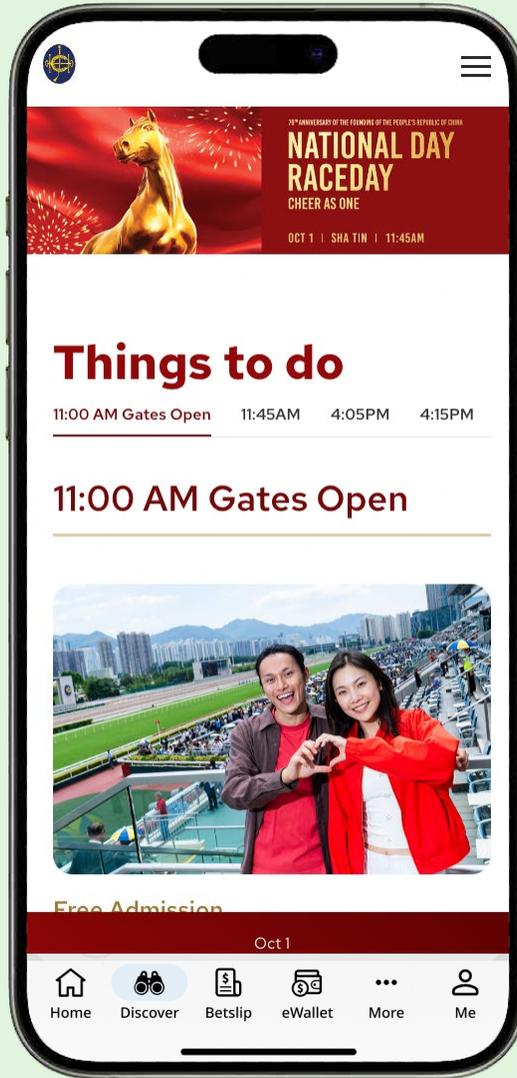
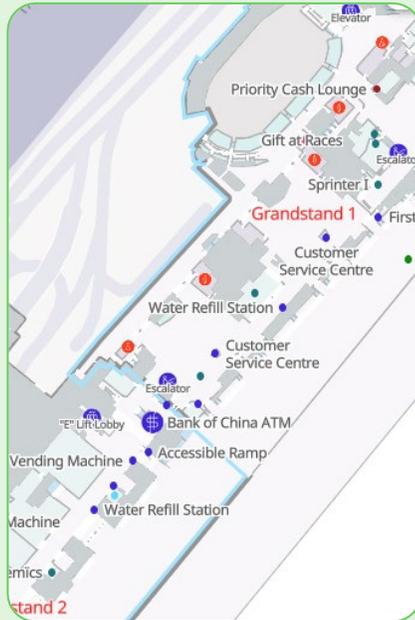
11:45AM



Opening Ceremony

Parade Ring – Sha Tin

The opening ceremony will provide racegoers with a rich sensory experience. Renowned tenor Zhang Yingxi will return to Sha Tin Racecourse to celebrate the PRC's 76th Anniversary by leading the singing of the national anthem. Also, dance group from Cheungdu HOMIES will perform Opera face-changing merging with street dance to showcase Chinese traditional art, offering a fantastical visual experience.



ONE EXPERIENCE MANY WAYS IN

EXPERIENCE FIRST | DIGITALLY ENHANCED | SOCIALLY VALUABLE



RACINGS INNOVATION OPPORTUNITY





THANK YOU



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