

**European
Pari
Mutuel
Association**

World Trotting Conference

Oslo

18 May 2009



European Key figures

€ 30 billion for the total betting activity on horseracing:

€ 14 billion collected by EPMA Members:

▪ **€ 11 billion returned to the winning bettors**

▪ **€ 1.5 billion returned to the horse sector**

- **20 million bettors**
- **100 000 horse owners**
- **40 000 breeders**
- **200 000 people directly employed**
- **500 racecourses**
- **80 000 horse races**
- **110 000 different racehorses involved**





Political context

- **EU Commission - Internal Market position** - Acting on the legal side by asking 10 Member States (at least!) to open their market on sport betting
- **Council of the European Union** (Member States representatives) have launched a working group on gambling and fiscal issues – A progress report adopted on 1st December – A common definition of legal and illegal gambling soon? Towards a coherent control?
- **European Parliament** – A report on online gambling with a debate on integrity during the autumn 2008 with a clear vote on 10 March 2009 in favour of the right of Member States to determine the legal framework and for the sport federations to be entitled for a fair return.
- **States** – 1/3 are reforming their national legislation – Germany, Malta, UK and Italy are the latest legal development, France, Finland, Belgium debating in Parliament, Sweden, Denmark are announcing a reform – diversity of situation and diverging objectives...

A fragmented environment and a different approach according to each jurisdiction :

- UK and its mutual recognition system, Italy with its licensing model, France with a measured opening restricted to online,...

The Association

Who we are:

- Non for profit association based in Brussels (Belgium)
- Created in June 2007
- Membership: European Pari Mutuel Operators directly contributing to Racing
- 10 countries represented : Austria, Finland, France, Germany, Republic of Ireland, Italy, Norway, Sweden, Switzerland, UK
- 12 Members
- € 14 billion of bets collected by EPMA Members in 2008
 - **€1,5 billion went back to racing and horse industry**

The Association

Our Mission:

- **Promote Pari Mutuel betting** on horseracing and its business model
- **Position** the Association on future **legislation** (sports, gaming, online commerce)
- **Facilitate the exchange of best practices and information** between the members (common pooling, harmonisation of horse racing rules, publishing statistics...)



Promote Pari Mutuel betting on horseracing and its business model

- > Lobbying in Brussels and in various European jurisdictions
- > EPMA **White Paper dissemination** – How the Pari Mutuel works, its benefits and the impact of funding for Racing:

Our position:

- **Right for Member States to define a national betting legal framework**
- **Recognising the right of sport event organisers to get a fair return**
- **Promoting the sport by preserving integrity**
- **Implementing obligatory responsible gaming rules**
- **Coordination of Member States to control illegal betting activities**

EPMA Conference on 22 January 2009

The Pari Mutuel model for the funding of racing and sport The model for Horseracing – could it be a model for other Sports?

- ✓ 100 participants
- ✓ High-level speakers
- ✓ Involvement of Members of the European Parliament and Sport Federations
- ✓ Funding – an essential part of the system was perfectly explained
- ✓ Linked to the debate on sport integrity to attract a large audience
- ✓ Good Timing :
 - ✓ French presidency report,
 - ✓ European Parliament own initiative report,
 - ✓ EU Commission funding of sports tender

www.epma-conference.net

EPMA
PARI MUTUEL EUROPE
CONFERENCE

The Pari Mutuel model for the funding of racing and sport

22 January 2009
Renaissance Hotel
Brussels

Speakers | Programme | Documents | Register | Access

Next Conference on 22 January 2009
The Pari Mutuel model for the funding of racing and sport

**The model for Horseracing:
Could it be a model for other Sports ?**

European Pari Mutuel Association wants to demonstrate that **Pari Mutuel system** is fully developed and perfectly adapted to horseracing and also of **great interest to other sport competitions**. EPMA is inviting Pari Mutuel operators offering betting products on sport to illustrate that they are guided by the same objectives: long-term funding and integrity.

The European institutions and the Member States are discussing the issue of gambling and are studying the possible options to set up. The beginning of 2009 is the right time to question officials and decision makers on future implementations and to exchange on best practices.

»» To Conference Programme

Speakers

 **Christel Schaldenose**
Member of the European Parliament
Rapporteur on the Integrity of Online Gambling

Programme

- Morning session
Horseracing and Sport betting – the funding mechanisms in place
- Afternoon session

Useful

Register with our online form

Internet | Mode protégé

Facilitate the exchange of best practices and information

⇒ **Launch 3 Working Groups:** IT issues, Communication strategy , Marketing

- **Exchange of best practices** to bring a real benefit for each operator and to facilitate setting up of common projects
- **Implementation of common projects** and strategies (commingling, common responsible gaming charter...)

⇒ **EPMA/IFHA Round Table on Commingling** – October 2008

- 50 representatives from 21 countries – a real interest.
- Main conclusions:
 - Global Commingling progress is complex and slow. New Bilateral or cross border agreements are showing a more natural way to develop international commingling
 - Media (TV, Horseracing Information) are key to the success of international betting activities

Next Round Table on 2nd October 2009

Next steps

Ongoing EPMA economic and social impact study to be presented in July 2009

- ⇒ One step further from EPMA White Paper – more figures on the importance and benefits of racing
- ⇒ Suggest relevant indicators
- ⇒ Provide input for the debate on gambling between European Member States (Meetings forecasted by the future Swedish Presidency)

Active support to the Conference on the Horse Industry in Uppsala – 29/30 October 2009

Co-organiser of the Racing Business Round Table in Paris – 2 October 2009

Thank You

EPMA contact in Brussels

Florence.Gras@parimutuel-europe.org

www.parimutuel-europe.org