

amalgamated racing limited



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Dear Customer

I am writing to you today to address the confusion and concern I am aware some of you might have with regard to the reception of data for TurfTV events ("RDD").

As part of its offering TurfTV provides a complete data service, covering all TurfTV events (UK horse racing, South African Horse racing and virtual events) via our data partner, PA-Sport.

However, end-user customers of TurfTV may receive TurfTV RDD via a number of different systems and methods, such as:

#### 1. **Alphameric / SiS Bureau Customers**

We know that many customers of TurfTV receive their Display and EPoS services via a bureau, in the main either through SIS or Alphameric. Because of this and to facilitate easy delivery of data to bureau customers we have offered both these key bureau providers a free licence to **access and use TurfTV RDD** for all their bureau services. While TurfTV will supply RDD to these bureaus, it is unable to do any more to ensure that bureau suppliers actually deliver TurfTV RDD as part of their service. *Unfortunately, there is no technical way for TurfTV to directly supply RDD to LBO display and EPoS systems in betting shops that are serviced by a bureau supplier.*

Since February 08 neither bureau provider has supplied any bureau customer with TurfTV RDD, a cause of great frustration and concern for all at TurfTV. Despite TurfTV offering long term and nil cost arrangements to the bureau suppliers both SiS and Alphameric bureaus continue to exclude the TurfTV RDD. TurfTV has discussed the above very fully with both bureau providers.

From our perspective:

**Alphameric** is able to implement a full service almost immediately, subject to a third party contractual agreement with SIS. Alphameric uses the SiS Raw Data Feed and wide area network as part of its bureau service. Alphameric's zoning technology will allow it to deliver TurfTV RDD only to those customers of its bureau services who require it.

TurfTV's RDD Licence to Alphameric will allow it to distribute TurfTV RDD to all its customers.

**SiS** is able to deliver a full data service to all of its customers. SiS currently charges a significant annual fee per LBO for data supply to small independent bookmakers. TurfTV's offer to SiS requires no additional expense for SiS, and if SiS agrees to deliver the Turf TV RDD, we would not expect its charges to customers to increase because of the TurfTV offer.

*Conclusion:*

TurfTV's RDD offer to SiS and Alphameric allows each to distribute the TurfTV RDD to their bureau customers as necessary. Neither organisation is restricted to supply only TurfTV subscribers or is obligated to include all TurfTV RDD. We are confident that TurfTV's approach has removed any operational barriers which may have prevented either organisation supplying TurfTV RDD to its bureau customers in the past. Our offer does not require any payment by SiS or Alphameric to TurfTV.

## **2. SiS Bet Settling Feed (BSF)**

There are a number of customers utilising the SiS BSF to populate data within Alphameric, ABETA and other manufacturers' EPoS (bet settling) equipment. Because of this TurfTV has also offered SiS a license to include TurfTV RDD in the BSF and any other feeds supplied directly to LBOs for use by independent bookmakers. If your system supplier has not been listed above, then please register advise us and we will add them to the suppliers list.

## **3. Customer Central Systems**

Those customers who operate their own central system to control Display or EPoS equipment in their LBOs should have everything they need to process TurfTV RDD data across the complete range of TurfTV events. Additionally, we offer test feeds and data specifications to the system suppliers of those customers who are interested in developing an interface to use TurfTV RDD with their own systems. .

### **The situation today**

Unfortunately, we have not been able to convince SiS to distribute TurfTV data to their bureau customers on the terms we have discussed. Alphameric has indicated that it will accept TurfTV's licence offer for TurfTV RDD but says it has to overcome SiS's contractual restrictions on the use of the SiS satellite network before launching a full service. TurfTV is not a system or bureau supplier but we believe we have done everything practically and commercially possible to get Turf TV RDD into the marketplace and to convince the two dominant bureau suppliers to provide TurfTV RDD which is needed by the majority of LBO operators who utilise a bureau service.

It is clearly a difficult situation at this time but TurfTV is determined to continue its mission of introducing new and innovative products while establishing a fresh competitive and open environment.

We have left our offer open to SIS and Alphameric but we are continuing to look at ways we can provide TurfTV RDD to the customers that are currently denied the competitive advantage it brings. We will be improving our events data web site (<http://eventsdata.turfTV.co.uk>) and are looking at direct data feeds into LBOs which independent developers will be able to exploit.

Please be assured TurfTV will do everything it can to empower independent bookmakers to take advantage of the full range of TurfTV products.

We will keep you posted of progress.

Yours sincerely

**Philip Siers**

Executive Director

Amalgamated Racing Limited.