



Haydock Park Racecourse

The Racing Connection – Jockey Cam Live at Betfair Chase Day

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RACING POST



Objectives



Enhancing Viewer Experience: The JockeyCam provides a unique, immersive perspective from the jockey's point of view, allowing spectators to experience the race as if they were riding the horse themselves. This adds excitement and a new dimension to watching the race.

Engagement and Entertainment: By displaying this dynamic footage, we wanted the event to be more engaging for the audience. It captures the thrill, speed, and challenges the jockeys face, hopefully making the race more captivating and entertaining for viewers.

Education and Insight: The footage can offer educational insights into the strategies, decision-making processes, and skills involved in race riding. Helping the audience appreciate the complexities of horse racing beyond what is visible from a distance and differing camera view.

Promoting the Sport: High-quality footage can be used to market and promote horse racing to those who might class themselves as a 'day out'. It helps showcase the sport's intensity and excitement, potentially attracting new fans.

Enhanced Storytelling: The JockeyCam footage tells a more compelling story of the race, highlighting key moments from the jockey's perspective that might not be as clear from standard camera angles.

Differentiation of the Event: this was the first time that this had ever been offered for British Jumps Racing. Offering unique camera angles and innovative viewing experiences sets the event apart from others, providing a competitive edge and enhancing the overall value of the event for attendees.

Delivery

As part of our groundbreaking efforts, we successfully secured special permissions and a license from the British Horseracing Authority (BHA) to introduce a historic first in British jump racing: live JockeyCam footage shown during a race.

The implementation was not without challenges. Due to safety concerns, we were required to avoid broadcasting live images of horses going over fences to prevent the risk of showing a fall. To navigate this, we stationed a dedicated team member from JockeyCam in the Racetech truck to manually control the JockeyCam feed, ensuring compliance with all safety regulations.

On race day, we strategically displayed the live JockeyCam footage in the bottom left corner of the big screen and on televisions throughout the venue. This allowed spectators to experience the race from an unprecedented perspective, enhancing their engagement while maintaining the highest safety standards.



Results



We successfully broadcasted live JockeyCam footage for all seven races, capturing some truly spectacular finishes. The footage also included the unique perspective of jockeys returning to the winner's enclosure, which added an extra layer of excitement for viewers.

The response was overwhelmingly positive, with enthusiastic feedback from both spectators and racing professionals. Following the event, we held a debriefing with the British Horseracing Authority (BHA), who expressed their delight with the innovation and its impact on the sport.

This achievement was the result of a remarkable collaboration between our team, the BHA, Racetech, and the jockeys, who fully supported and embraced the project. The feedback confirms that we successfully met and exceeded all our objectives, making this a landmark moment in British jump racing. We knew it must have done well, when Ascot also used this concept for one of their Christmas raceday's .

The feedback that we also had from the jockeys on the day was great and they were really keen to do more of this as they agree it lead to

One race that truly demonstrated the exceptional value of our footage for customers was Race 1, featuring Making Headway. Throughout the home straight, Making Headway was just inches behind the leading horse Kamsinas, staying right on his haunches. The jockey cam provided an immersive, up-close perspective that vividly captured the intense battle for the lead. While Making Headway didn't quite overtake, the jockey cam footage, displayed alongside the traditional race coverage, heightened the drama and excitement of the race. The crowd's animated reactions reflected how this unique angle brought them even closer to the action.

Supporting Information (max 1 slide)

The following Jockeys had the headcam on;

Race 1 - Henry Brooke - Making headway – Placed 2nd

Race 2 -Danny Macmenamin - Pay the Piper- PU

Race 3 – Craig Nichol – Fingals Hill 7th Place

Race 4 – Sam Coltherd – Scipion - 5th Place

Race 5 – Connor Brace – Crambo -3rd Place

Race 6 Betfair Chase – Daryl Jacob – Bravemans Game – 2nd Place – Grade 1 Race

Race 7 – Sam Twiston-Davies – Credo – 2nd Place

Video of Making Headway * Please excuse some bad language at times