



Leif Almgren

Sport statistics – 2016

Number of racecourses	Number of races			Number of starting horses		
	Trotting	Gallop/flat	Total	Trotting	Gallop/flat	Total
32 trot	8.850	627	9.477	12.815	1.181	13.996
4 gallop						

Total Betting figures 2016 (in SEK)

	Pari Mutuel betting turnover		Gross Gaming Revenue (GGR)	
	2015	2016	2015	2016
Off line	6.373	6.163	---	---
Online	6.162	7.114	---	---
Total	12.535	13.277 €1357,7m	3.820	4.086

International Racing and Betting in 2016

	Number of meetings	Turnover (Millions SEK)
Separate pools/Simulcast	9	6

Common pools	1.010	953
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Bet types

Bet name	% of betting income
V75	39 %
V86	7 %
V64	8 %
V65	1 %
V5	2,5 %
V4	5 %
V3	0,5 %
Double	13 %
Win/Show	12 %
Trifecta	3 %
Quinella	6 %
Exacta	0,5 %
Virtual Racing	1 %
Boost	1 %
Top 7	0,5 %

Taxes and Funding

	Amount in Millions SEK	% of turnover
Return to winning punters/customers	9.325	70%
Operating fees	882	6 %
Return to the horse racing industry	1.705	13 %
State taxes	1.490	11 %

Highlights in 2016

Products: A) V75 Boost- started in February, additional product to V75. Win on your ticket-ID up to 100 multiples of your V75-win. B) Top 7 – started in October, new product on Saturdays. First seven horses in one race.

Services: A) Winter Burst on V75 – one week of V75 around Christmas and New Year created huge interest and big turnover. B) New ATG Live app

Legal situation: Government study to be finished in 2017.