



## **SIS reaches agreement to add premium horse racing content from Italy**

### **Market-leading international offering enhanced with action from six tracks**

**Monday, 13<sup>th</sup> February 2023** - SIS (Sports Information Services), the leading multi-channel supplier of 24/7 live betting services, has agreed a deal to enhance its international content offering by adding flat race meetings from Italy, including high-quality Group and Listed racing.

With action taking place three times a week, the 1,435 races available annually will be a key addition to SIS' output. It further serves to increase betting opportunities for operators, with the racing complementing evening fixtures from the UK and Ireland in the summer months.

The action will feature Italian racing from the IRw consortium of leading tracks (Merano, Pisa, Roma, Treviso, and Varese) and Agnano racetrack, in partnership with the Italian betting and broadcasting provider Media System Technologies (MST).

The addition of this content furthers SIS' focus on providing the most extensive array of round-the-clock betting opportunities while delivering an increased volume of events for operators that significantly raise revenues.

SIS' 24/7 Live Betting Channels, which provide over 68,000 live racing events every year, are delivered as an end-to-end solution, including live streamed pictures, data, and on-screen graphics with betting triggers, in addition to an extensive range of markets and prices to provide seamless betting experiences.

**Conall McSorley, Head of International Horse Racing at SIS**, said: "The addition of high-class Italian content further emphasises our focus to bring operators and their customers the widest range of betting opportunities from around the world 24/7, 365 days a year.

"Italian racing is on an upward trajectory, and with quality racing on the track, we are sure that both operators and bettors will respond positively to this addition to our content offering."

**Michele Rosi, Head of Operation & Business Development at MST**, said: "SIS is renowned for providing the best racing action from all over the world, and it's fantastic to sign this deal that establishes the Italian racetrack offer represented by MST within that portfolio and brings our racing product to a significantly wider audience.

"This deal will be integral in achieving our goal of promoting Italian Flat horse racing content worldwide and providing customers with attractive betting opportunities."

**Elio Pautasso, IRw President**, said: “We are pleased to be in partnership with MST and SIS. This agreement will guarantee a worldwide audience for the Italian flat racing content represented by IRw, ensuring a high-quality racing offer for the SIS network.”

**ENDS**

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**About SIS**

SIS (Sports Information Services) has been at the forefront of live pictures and data delivery to the global betting industry for over 35 years. SIS has a rich heritage in creating and distributing betting events for horse and greyhound racing, as well as esports and live numbers draws.

SIS is the leading supplier of high-quality 24/7 live betting content and services, delivering a range of round-the-clock services to retail and online operators globally, 365 days a year. To complement the offering of over 73,000 annual horse and greyhound racing events, SIS provides a flexible SIS Trading Services solution, including a fully outsourced managed trading service.

In addition to racing, SIS offers over 180,000 esports events a year through our market-leading Competitive Gaming product, all underpinned with the highest integrity (ESIC Gold Standards) and provides over 200,000 Live Numbers draws annually.

For more information about SIS, please visit [www.sis.tv](http://www.sis.tv).

**About MST**

MST is an Italian B2B gaming provider highly specialized in providing platforms and services for the collection of betting and online gaming, focused on horse racing betting.

Based on proprietary platform HTS - Horse Transaction System, both for Italian and international retail and online operators, MST has developed a turnkey solution to collect HR fixed odds betting, including: BAS; trading & risk management; races schedule, live content (“MST International Channel”), data; shop solution.

Moreover, MST is the main broadcaster for the international distribution of Italian horse racing, via “MST – IROP” channel.

**About IRw**

IRw is a consortium responsible for a range of international media rights management businesses involving the following main Italian trot and flat racecourses (shareholders): Turin, Varese, Merano, Treviso, Trieste, Ferrara, Bologna, Cesena, Pisa, Rome.