



From the Rail

What's in the Works from The Jockey Club

3,000+

data requests received following Equibase's free data launch — from startups, researchers, and innovators across the sport



We believe the next great innovations in handicapping, wagering, fan engagement, and horse health are going to come from outside the traditional industry walls — and our job is to invite those innovators in, not keep them out.

Thoroughbred Data Hub: Fueling the Next Generation of Racing Innovation

Building on the momentum of Equibase's 2024 [free data release](#) — which drew more than 3,000 participants, from startups to researchers — The Jockey Club and Equibase are launching the Thoroughbred Data Hub, a new platform to expand access to Thoroughbred racing and pedigree data and accelerate innovation across the sport.

The Innovation Incubator

In tandem, we are also debuting an Innovation Incubator within the Thoroughbred Data Hub. Here is what it will do:

- Real-time API access to racing and pedigree data — giving developers and startups the live data infrastructure they need to build transformative products.
- A formal Request for Proposals (RFP) process — inviting startups to pitch technology-enabled solutions to the sport's most pressing challenges. We want to hear from builders and support their efforts by providing industry connections, consulting support, and data to power their ideas.
- Discounted data pricing for qualifying startups — so that early-stage companies can access the inputs they need to generate revenue and grow, without the economics of data being a barrier from day one.

The premise is straightforward: broader data access, at lower cost, for the people most likely to build something meaningful with it. That means developers, entrepreneurs, digital creators, and sports betting influencers — the visionaries who can help modernize racing and bring it to more and more new audiences. Supporting the initiative is The Jockey Club Steward Vinnie Viola, an international leader in data-driven business.

"We're aggressively tapping into the enormous potential that horse racing data can unlock for the sport," Viola said. "By opening our data and partnering with innovators, we can accelerate new ideas, attract new fans, and help position the sport for the future."

The intersection of sports and data is exploding worldwide. This initiative will create opportunities for entrepreneurs, developers, owners, breeders, and content creators to build new technologies and fan experiences.

Interested in getting involved? Reach out to the Innovation Hub team at innovationhub@jockeyclub.com.

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The Lakehouse: Connecting the Sport's Data

Simultaneously, we have been deepening our conversations with racetracks across the country — listening to what their biggest operational challenges are. What we have heard consistently is that access to good data, in one centralized place, and the ability to share it intelligently across venues, remains one of the most significant friction points in the sport.

In response, we are exploring the development of a Lakehouse architecture — a shared data infrastructure that would allow individual tracks to better manage and leverage their own data, while also enabling the kind of cross-track benchmarking that could transform how the industry understands itself and plans for growth.

EQUIBASE Advances Data Innovation Across Thoroughbred Racing

As the industry's official database of racing information since 1991, Equibase Company continues to improve and evolve, recognizing the importance of competing with the fast-growing market of sports wagering data.

Like other major league sports, Equibase provides base information such as charts, results, entries, and pocket past performances at no cost, while giving the industry a centralized way to manage and monetize increasingly valuable data assets.

In fact, all sports rely on commercial control of data. For example, in any U.S. major sport, a box score cannot legally be scraped to power a betting or fantasy product without a license. Firms such as Genius Sports and Sportradar have secured exclusive feeds — paying more than \$100 million annually for NFL, NBA, and other data — and through Equibase, racing already has a framework to retain control of its own data assets. As such, Equibase has an aggressive agenda of improvement:



Modernizing Data Collection
Equibase is using technology to improve efficiency, accuracy, and fan engagement across its operations. Its remote chartcalling center, launched just over a year ago, now supports 17 tracks across 20 meets, improving staffing efficiency, reducing travel costs, supporting workforce development, and strengthening

Round Table Conference

The 2026 conference is scheduled for August 6 at the Saratoga Springs City Center from 10 a.m. until noon. [Click here to RSVP.](#)

It will also be livestreamed at jockeyclub.com.

This year's conference will cover much of what's in this newsletter, Thoroughbred traceability, foal crop trends, and other topics central to what's happening in Thoroughbred breeding and racing.



UK Econ Games

As we look to create new fans and think about new ways to utilize data, Equibase was the data sponsor for the 2026 Econ Games competition at the University of Kentucky. The event drew participation from 29 universities with 240 students and 40 faculty members, with Berea College delivering the winning presentation. Key themes from the student projects included GPS data visualization, large language models, fantasy games, and the predictive power of GPS data versus traditional handicapping metrics—signaling strong academic interest in the future applications of racing data analytics.

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data quality through multi-person oversight. Equibase's latest RTK GPS hardware is also now deployed at 17 tracks, improving accuracy as the company continues evaluating alternative providers to deliver best-in-class positioning solutions. Demand for GPS data revenue also continues to grow, with a significant share now coming from outside the United States; most notably, Bet365 is the latest major bookmaker to offer in-running odds powered by Equibase GPS data.

Platform Improvements

The modernization of [Equibase.com](https://www.equibase.com) has moved into active production at beta.equibase.com, featuring redesigned profile pages for horses, trainers, and jockeys, an enhanced search experience, and additional tools in development, including searchable condition book data and improved results pages, alongside the company's transition to modern cloud infrastructure.

Sovereignty (KY) 3 v RATING 103

Entered: 11/10/25 AQU R9 MSW

BREED	COLOR	SEX	FOALED	AGE	SIRE	DAM (BY)
Thoroughbred	Bay	Colt	Feb-22, 2022	3 yrs	Into Mischief	Crowned, by Bernardini

JOCKEY CURRENT ENTRY	TRAINER CURRENT ENTRY	OWNER CURRENT ENTRY	BREEDER
Junior Alvarado	William I. Mott	Godolphin, LLC, Eclipse Thoroughbred Partners, Bridlewood Farm, Don Alberto Stable, LaPenta, Robert V., Elayne Stables Five, Magnier, Mrs. John Tabor, Michael B. and Smith, Derrick	Godolphin

BUYER / CONSIGNOR (MOST RECENT): Sold to Eclipse Thoroughbred Partners. Consigned by Denali Stud

BEST RACING CLASS ACHIEVED: Multiple Graded Stakes Winner

2025 STARTS	2025 EARNINGS	E+ SPEED (LAST)	CAREER STARTS	CAREER EARNINGS
6	\$5,692,020	103	9	\$5,835,300

FIRSTS	5	HIGHEST ESF	113	FIRSTS	6
SECONDS	1	AVERAGE ESF	107	SECONDS	2
THIRDS	0			THIRDS	0

\$ PER START	\$948,670	\$ PER START	\$648,367
WIN %	83.33%	WIN %	66.66%

*All statistics on this page include results from all countries as available within the Equibase database.

STATISTICS ENTRIES RESULTS PERFORMANCE / WORKOUTS ACHIEVEMENTS PEDIGREE & PROGENY HISTORY INSIGHTS STORIES

Equibase Ratings System

The Equibase Ratings System continues to gain traction, with 10 tracks now carding ratings handicap races and nearly 50 races run to date. The team is refining the algorithm and working with racing offices and horsemen to create more opportunities to run, improve field size, and provide an alternative to claiming races that can help keep horses with their connections longer.

Equigraph

Equibase worked with Stable Analytics on the recent AAEP biometric study, with the Equigraph product expected to reach the market in summer 2026. The wearable technology could support digital workout timing and create a movement fingerprint for each horse to improve safety.



NTRA PAC

Horse PAC[®], the federal political action committee (PAC) of the National Thoroughbred Racing Association, was created to support federal elected officials who are interested in issues that affect pari-mutuel horse racing. As a multi-issue, bi-partisan PAC, the Horse PAC provides strategic backing to federal political candidates in support of issues important to the equine industry.

For more information, visit ntra.com.



WAGER Act

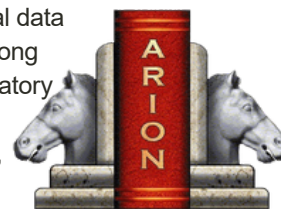
The Jockey Club supports and lobbies for passage of the WAGER Act to restore the 100% deduction for wagering losses against gambling winnings for tax purposes. This legislation is critical for the future of horse racing because it restores full deductibility of wagering losses against winnings — reversing a recent federal tax change that many believe unfairly penalizes horseplayers. Restoring the 100% deduction protects customers, strengthens racing's economic ecosystem, and keeps the sport competitive with other entertainment industries.

New Markets for North American Racing and Breeding Data

Consistent with the strategy to broaden the market for North American Thoroughbred data, The Jockey Club Information Systems struck a landmark arrangement to license North American racing and pedigree data to Arion Pedigrees 2025 Limited (Arion). Arion is a New Zealand based information technology company principally serving breeders, pedigree professionals, and sales companies in the southern hemisphere.

“Expanding the influence of the North American Thoroughbred around the globe begins with extending the availability of North American breeding and racing data into new markets,” Matt Iuliano, president, TJC Innovations, said.

“Historically, our international data relationships have been among stud books and racing regulatory authorities to support their efforts to service customers, in addition to a handful of larger commercial organizations for internal decision support. We anticipate our arrangement with Arion will open doors to showcase the North American Thoroughbred more robustly to these distant markets and will also provide opportunities toward the development of new and novel data products, built with the latest technologies.”



State Breeder Workshops

With the continued decline of the foal crop, the board of stewards directed staff to examine efforts to incentivize and spur foal production.

In December 2024, The Jockey Club announced the Mare Incentive Program, which waives registration fees for certain foals of mares that meet criteria defined by The Jockey Club.

Each December, The Jockey Club provides a list of the mares identified in the Mare Incentive Program through Interactive Registration (IR). The list is available for the 2025 (foals of 2026) and the 2026 (foals of 2027) breeding seasons. Of the eligible mares for the 2025 breeding season, 250 are reported to have been bred and 64 of these mares have a Live Foal Report on file for the 2026 foaling season with 79% of those mares being covered by stallions standing outside of Kentucky.



To build on these efforts, The Jockey Club and Thoroughbred Owners and Breeders Association hosted a regional breeder organizations workshop at Churchill Downs in November to identify best practices and areas of growth for the industry. More than 60 leaders from 23 organizations attended.

A briefing that provided a summary of each program was distributed at the meeting and posted online [here](#).

One area of particular interest at the workshop was Virginia's and Maryland's efforts to better coordinate and provide additional opportunities for horses bred in those states by combining some restricted stakes races.

To assist organizations in identifying partners for the potential to combine programs, with the help of Equibase, The Jockey Club created a [horse movement tool](#) to determine directional horse movement between tracks.

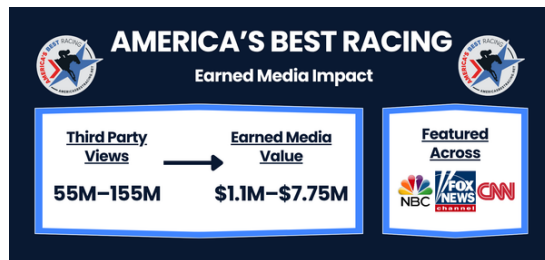
Furthermore, The Jockey Club is creating a position provisionally titled director of State Bred Program Development. The position will oversee our strategies to grow the regional Thoroughbred breeding markets. Duties and responsibilities for the position are being drafted, and we expect to begin a national search in June 2026. In addition, another workshop is being planned for November 2026. For more information, email [Meredith Helm](#), director of Human Resources, The Jockey Club.

National Marketing: Building the Next Generation of Racing Fans

The core challenge is straightforward: Thoroughbred racing has struggled to generate and sustain mainstream cultural relevance. America's Best Racing, funded by The Jockey Club, has driven racing's sole efforts to engage with new fans and bettors for more than a decade. While ABR reached more than a billion people last year, the industry is still faced with the realities of declining wagering and new horse ownership. Churn among new owners remains stubbornly high. And the 25-to-45-year-old audience — that loves to gamble, loves experiences, and is actively looking for communities to belong to — has not yet been given a compelling reason to turn awareness (fueled by ABR) into action. We believe that can change.

Our national marketing effort is focused squarely on that 25-to-45 demographic, which is already predisposed toward the things racing offers: the thrill, the social energy, the narrative depth of sport. They want experiences that feel authentic, communal, and worth their attention.

We believe that with the right product, the right storytelling, and the right distribution, we can win that audience long term. The national marketing program is how we intend to do it.



This year's Derby season gave us a useful benchmark. ABR's campaign generated more than 150 million video views across social platforms, nearly double last year's record of 76 million. Total engagements surpassed 10.7 million. These numbers are not just a marketing success — they are evidence that the audience exists and is reachable.

We have spent the last three months engaging with various global marketing agencies to scope out potential solutions to help us frame the national marketing campaign, and will be meeting with industry stakeholders to encourage further collaboration.

Key Insight

Owners who enter the sport with multiple horses from the outset show significantly higher retention. This is one of the most actionable insights we have surfaced — and it is already informing how we think about onboarding and structuring new ownership experiences.



This spring, ABR relaunched OwnerView at ownerviewracing.com, a platform built specifically to guide new fans into racehorse ownership. Rather than leaving prospective owners to find their own way, the site walks them through fractional ownership, syndicate structures, and partnership options that make a stake in a Thoroughbred more attainable than most fans realize. Developed in partnership with TOBA, it is designed to meet fans at the moment of curiosity and show them a clear path into the sport. Converting fan interest into ownership participation is not simple. But having the right tool at the right moment is how you start.

We will be sharing more of these insights at the Round Table — including what else we are learning about what keeps owners engaged and what drives them away. We want that conversation to be a genuine exchange, not a presentation.

Taking Care of Our Horses

The Jockey Club supports numerous initiatives related to traceability, aftercare coordination, and Thoroughbred sporthorse engagement.

The Traceability Initiative is well underway, and we are encouraging everyone who owns, leases, or boards a Thoroughbred to take the Thoroughbred traceability survey. We will work with the University of Kentucky to analyze survey data and present findings at the Round Table Conference in August.

Additional traceability-related efforts include distribution of free microchip scanners and the recently launched ID My Thoroughbred app, which supports horse identification and data collection across the lifecycle of a Thoroughbred.

In addition, several enhancements are coming to the Thoroughbred Incentive Program (T.I.P.) in 2026 to expand opportunities and incentives for Thoroughbreds in second careers:

- Addition of a \$5,000 Thoroughbred Hunter Classic and a \$5,000 Thoroughbred Jumper Classic during the 2026 T.I.P. Championships.
- Increased prize money for Thoroughbreds at the 2026 U.S. Eventing Association (USEA) American Eventing Championships.
- Introduction of USEA high point awards for the Three-Day Classic Series.
- Sponsorship of the High Point Junior Rider Award for the \$25,000 Upperville Thoroughbred Hunter Derby.
- Launch of “preview” classes at the 2026 T.I.P. Championships in anticipation of the 2027 Thoroughbred Premier Show Series.
- Expansion of program reach through the allocation of awards to more than 1,600 shows across 43 states and five provinces.

These efforts reflect continued progress in strengthening aftercare infrastructure, improving traceability, and expanding opportunities for Thoroughbreds beyond racing.



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SAFE Act



The Jockey Club has long supported the SAFE Act, legislation that would permanently ban horse slaughter in the United States and end the export of horses for slaughter abroad.

This is a moment to celebrate how far we have come and to finish the work together. Passing the SAFE Act will honor the horses who define our sport and strengthen the foundation for racing's future.

- Everett R. Dobson

[Click here to contact your Senator to cosponsor the SAFE Act.](#)



Entering its 15th year, TAA has contributed \$35 million in grants toward retraining, rehoming, or providing sanctuary services for nearly 20,000 Thoroughbreds at 87 organizations. TAA strategies for 2026 include the following:

- Expand the aftercare network to include racetrack placement programs, sporthorse trainers, and resellers through partnerships and certifications.
- Implement a system for collecting and analyzing data from accredited organizations and other Thoroughbred transition partners to improve data-driven decision making and traceability and to make information available about Thoroughbreds post-racing.
- Expand communication, customer service, and education efforts around responsible aftercare and the Thoroughbred as a sporthorse.