

Industry Profiles

Speaker:

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Industry Profile & Regulations



Aki AKITANI

Chief of Sales Promotion Team

JRA Corporation Strategy Planning Department



60-years means a lot to Japanese

干支					
1 甲子	2 乙丑	3 丙寅	4 丁卯	5 戊辰	6 己巳
7 庚午	8 辛未	9 壬申	10 癸酉	11 甲戌	12 乙亥
13 丙子	14 丁丑	15 戊寅	16 己卯	17 庚辰	18 辛巳
19 壬午	20 癸未	21 甲申	22 乙酉	23 丙戌	24 丁亥
25 戊子	26 己丑	27 庚寅	28 辛卯	29 壬辰	30 癸巳
31 甲午	32 乙未	33 丙申	34 丁酉	35 戊戌	36 己亥
37 庚子	38 辛丑	39 壬寅	40 癸卯	41 甲辰	42 乙巳
43 丙午	44 丁未	45 戊申	46 己酉	47 庚戌	48 辛亥
49 壬子	50 癸丑	51 甲寅	52 乙卯	53 丙辰	54 丁巳
55 戊午	56 己未	57 庚申	58 辛酉	59 壬戌	60 癸亥
十干・十二支					





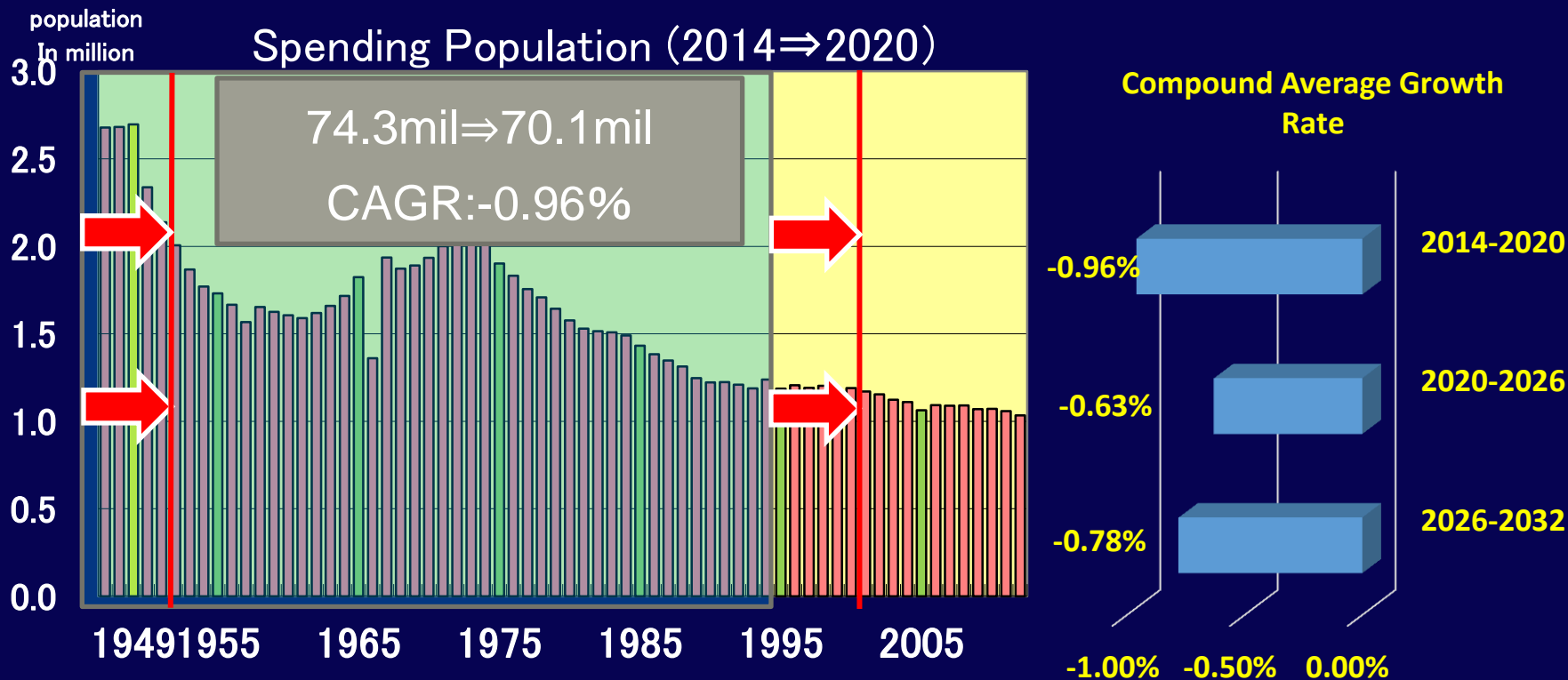
JRA 60th Anniversary



Back to basics=Customers have Priority

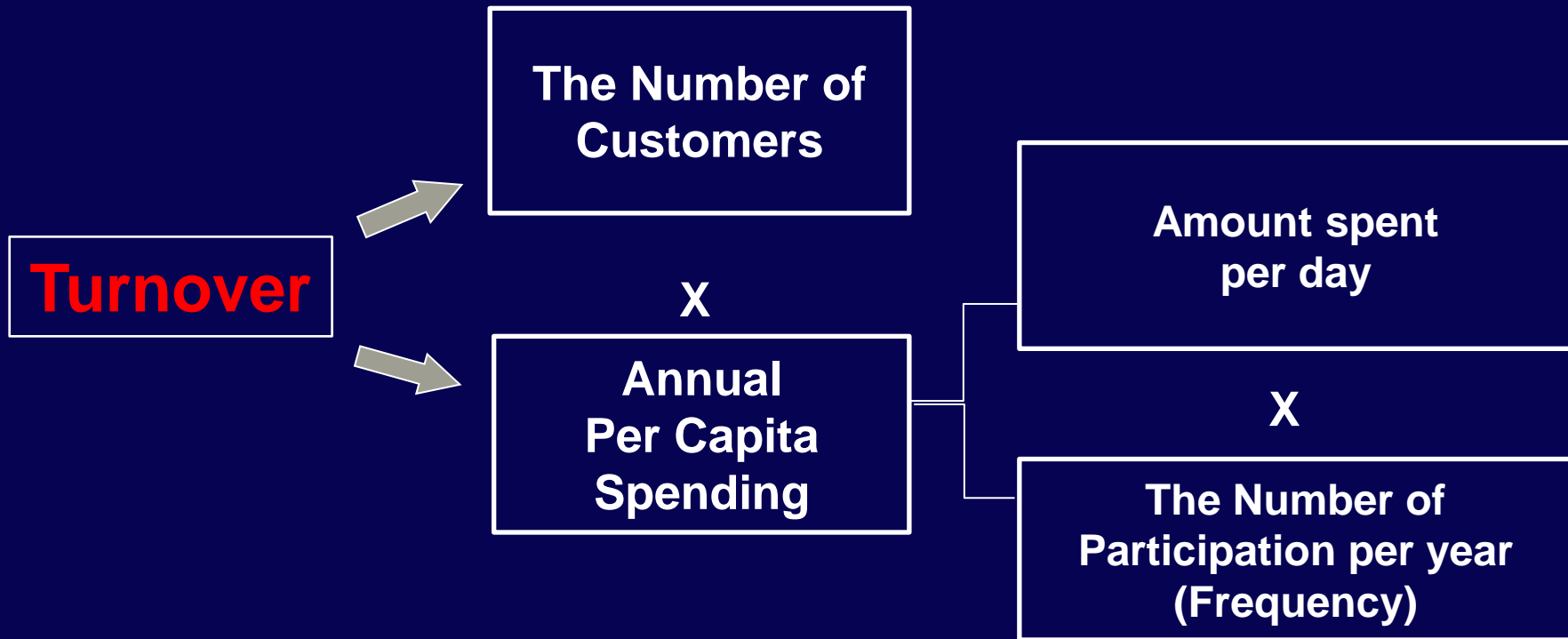


Spending population (20-65 y) reduce by 4.2 million in 6 years Decrease in next 6 years will be the biggest





What is turnover?

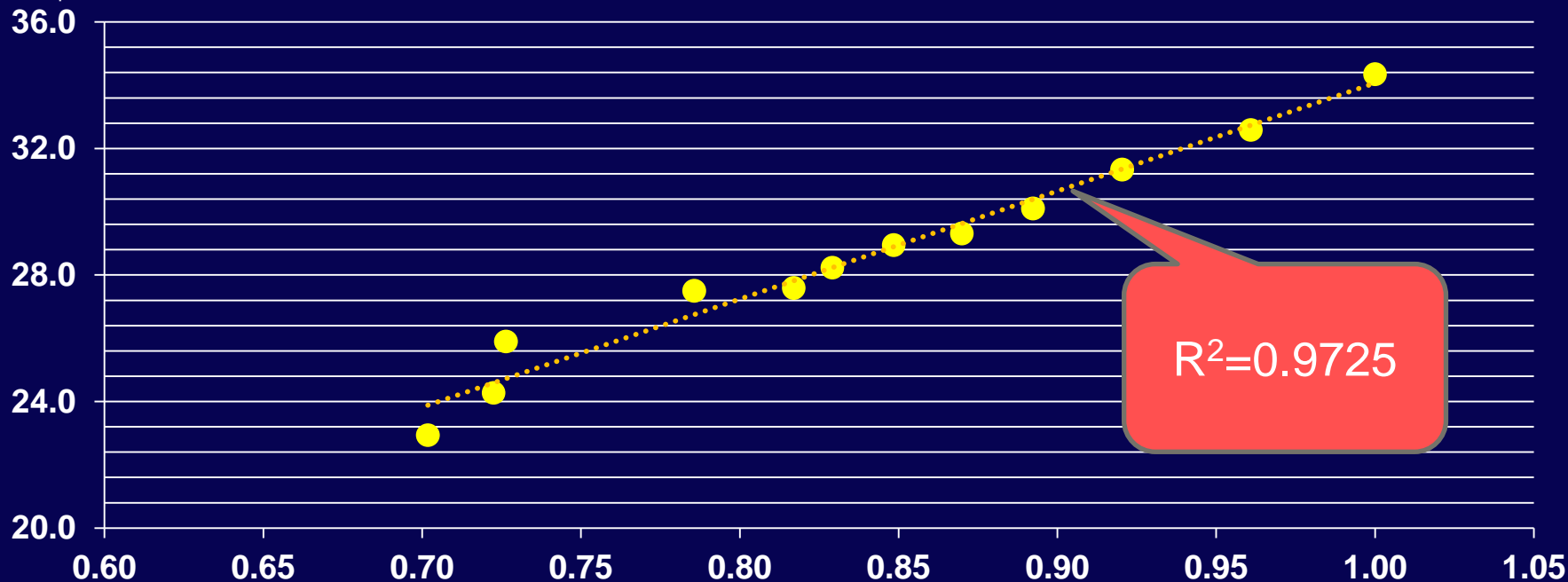




Correlation is quite clear

Turnover
US\$ in Billion

Turnover & Index (Income + Population) (2000-2011)



Index=Household Income & Spending Population



What is turnover?

Spending
Population

Turnover

Household
Income

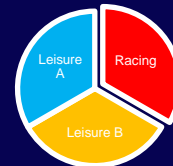
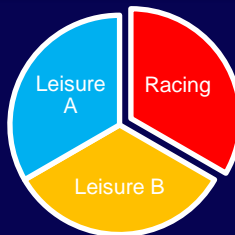
The Number of
Customers

X

Annual
Per Capita
Spending

Amount spent
per day

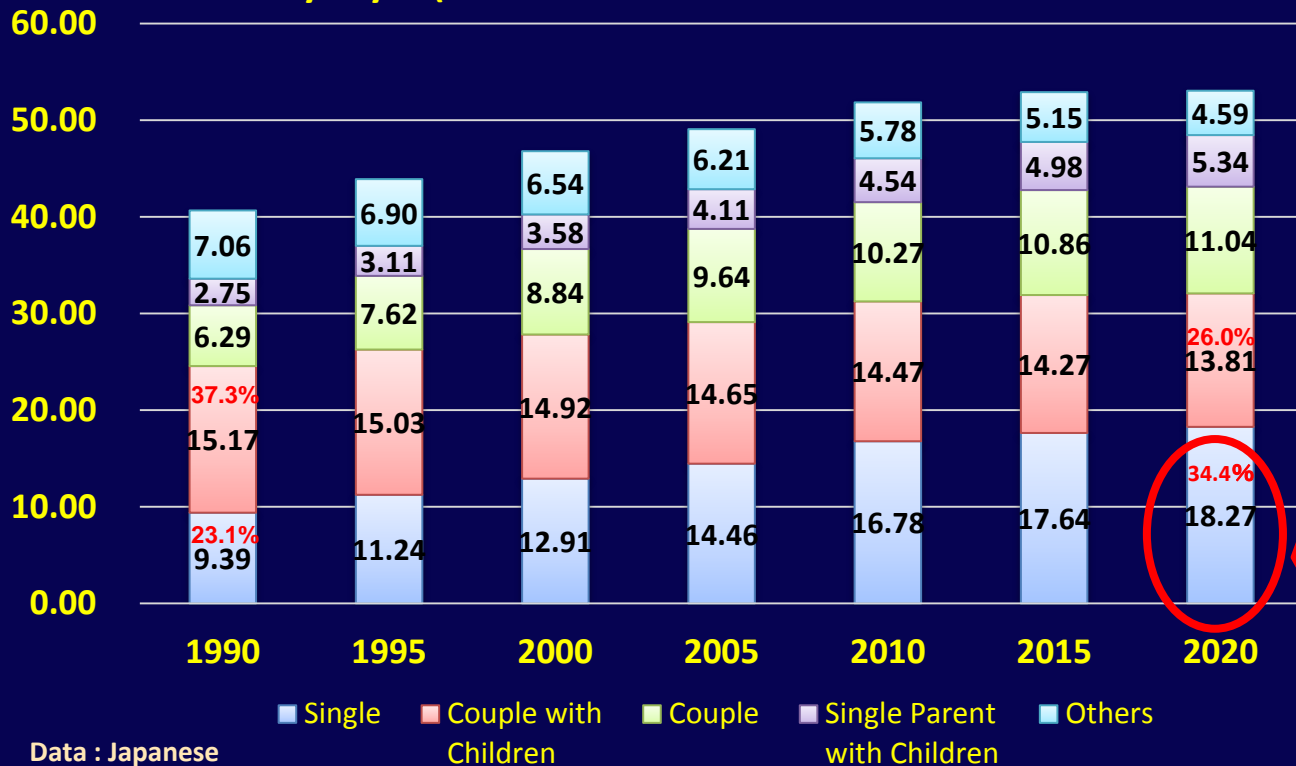
The Number of
Participation per year
(Frequency)





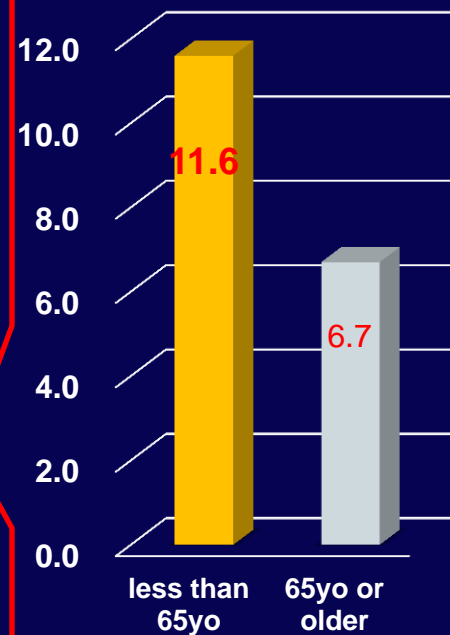
Single Households will exceed one thirds of the total

Family Style (the number of Households: in million)



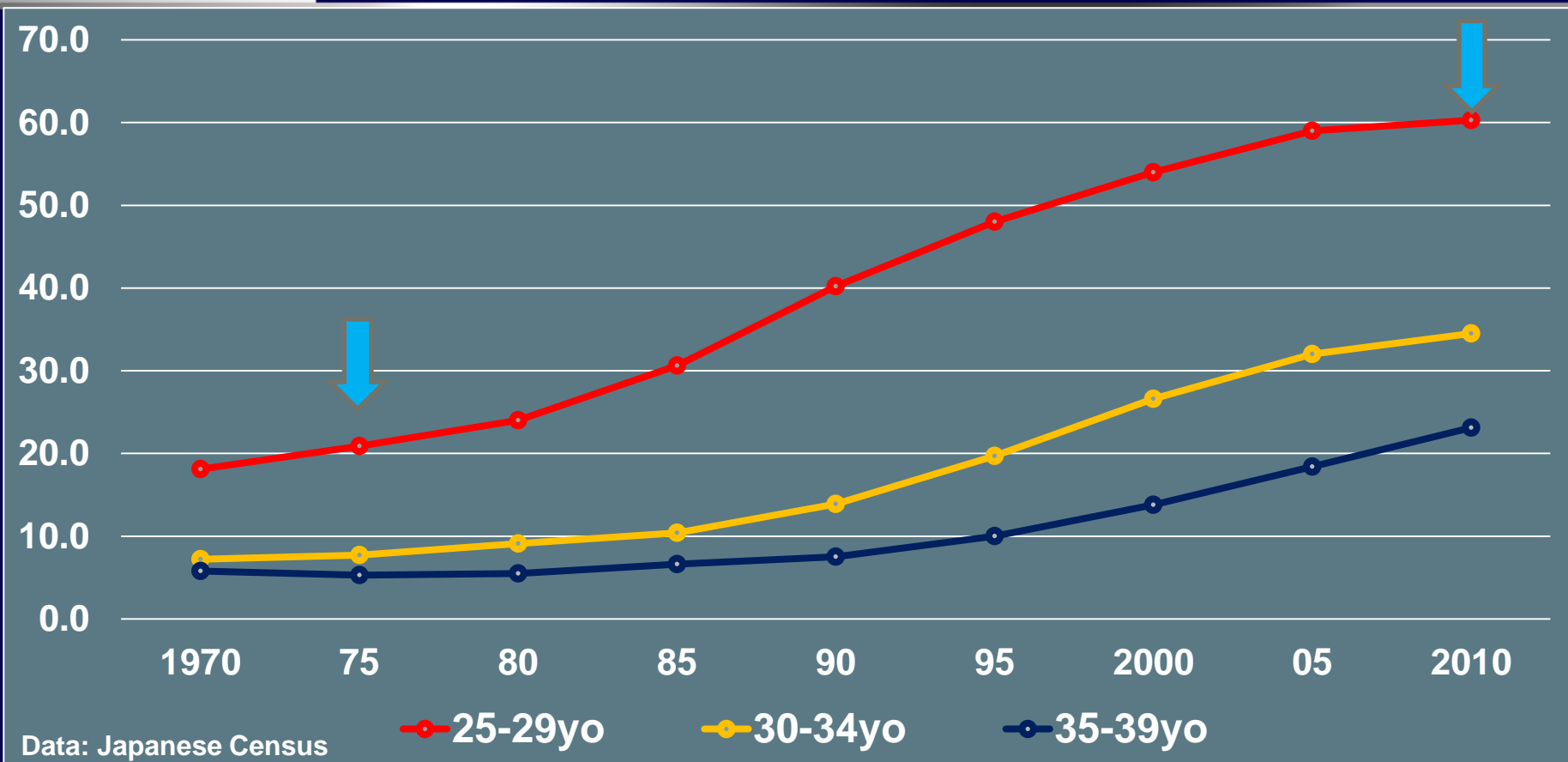
Data : Japanese Government

Singles of less than 65yo will be 11.6 million in 2020



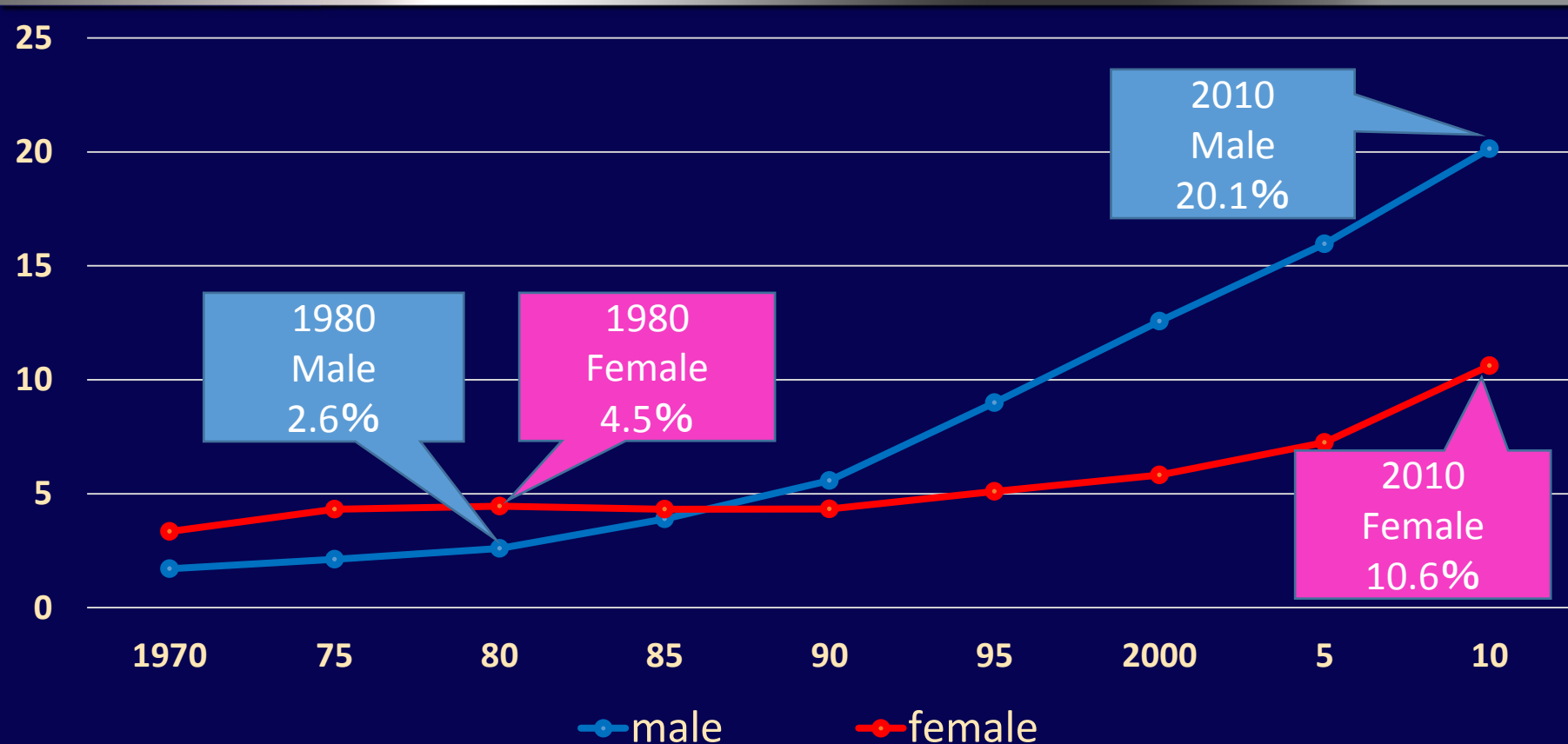


Ratios of female staying single in upper 20's and 30's





Ratios of 'Never Married' until 50 years old





UMAJO Project

Whats?

UMAJO?

競馬を新たな趣味にしよう!
新しいことへのチャレンジを恐れず、様々なことに
興味を持ち、楽しい気持ちを追い求めている。
毎日の生活にワクワクを! キラキラと輝く出会いを!
明るく積極的でチャレンジング!
大人の趣味「競馬」をたしなむ、
そんな女性がUMAJOです♥

JRA女性職員もUMAJOの一員♥
そんな私たちが競馬場の楽しみ方を
ナビゲートします!

※JRA女性職員から選抜された本年度メンバー

馬

UMA

Horse

女

JO

Ladies



UMAJO SPOT Tokyo Racecourse





UMAJO TERRACE Tokyo Racecourse





Promotional Signage at Shinjuku Station 80th anniversary of the Japan Derby





Derby Promotional Event in Tokyo





The Japan Derby

Number of Attendance
139,806 (+21.1%)

Betting amount on Tokyo Races
363 million US\$ (+5.2%)

Number of Individual Participants
290 Million Customers (+5.7%)





Catastrophe in March 11th 2011

**Added
Values**

Pray for Japan

Today the earthquake
8.9s r. hit the east...

Hundreds of people are
missing and injured...

Keep hopping...

日本
の
た
め
に
祈
る



Horseracing Law

1. Organizing race meetings
2. Registration of owners, horses and racing colors
3. Licensing trainers and jockeys
4. Necessary activities for sound developments of horseracing



Public Viewing International Event

The Prix de l'Arc de Triomphe day
24:20 midnight in Tokyo





Percentage of Winning Allocation

Types	Win	Place	Bracket Quinella	Quinella	Quinella Place	Exacta	Trio	Trifecta	WIN5 (vertical)
Current	80.0%	80.0%	75.0%	75.0%	75.0%	75.0%	75.0%	75.0%	75.0%
From 7th June	80.0%	80.0%	77.5%	77.5%	77.5%	75.0%	75.0%	72.5%	70.0%