

# communicate

bringing betting to life

winter 2011/12



## Bennett brings it home for Scotbet

Betting industry's most coveted prize heads to the Scottish borders

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# I'm looking forward to Christmas even more than usual this year.



I always love Christmas, but I think this one's going to be particularly special. A time

to turn off the news, forget about the economy, quantitative easing (which I never did understand), the Arab spring and the wobbly Euro.

.....  
The silver lining in such a tumultuous year has got to be the fact that it focuses us all on what matters – friends, family and the simpler things in life; the essential ingredients for the perfect Christmas.

For many people, a final flutter is part of their Christmas tradition, made all the more enjoyable by being able to pop into their favourite bookies where everyone knows their name and feel like part of the family.

For some people it may be the only company they have over Christmas and an opportunity to while away some hours until normality returns in the New Year. That's the invaluable personal service shops such as yours provides – something that the internet can never replace.

Speaking of personal service, that's exactly what we aim to provide – now from our new home in Manchester (see page 8 for more details). And it's why we're so keen on meeting our customers at exhibitions and our regular Customer Forums.

There's no substitute to getting to know someone face-to-face, so whether you've met the team before or never quite got round to it, we'd love to see you in 2012.

In the meantime, on behalf of everyone at SIS, may I wish you a very Merry Christmas and a prosperous New Year.

*Helen*

Helen Scott  
Customer Relations Manager



Charlotte Bracken, our Customer Relations Coordinator donned her best frock and braved an afternoon of champagne and canapés to bring us the inside track on this year's most coveted prize – the Betting Shop Manager of the Year 2011.

.....



Andy Bennett with Gary Wiltshire and John Parrott

**“I only took a job in a shop originally as a stop-gap...!”  
says Betting Shop Manager  
of the Year 2011**

The Betting Shop Manager of the Year awards is one of the events of the year and with it, the accolade every manager aspires to win.

Hosted again at the spectacular Jumeriah Carlton Tower Hotel, I made my way to the champagne reception to meet our guests and could instantly feel the nervous excitement in the room.

The tension rose again as we made our way to the ballroom, where conversations buzzed noisily about who they thought would walk out the eventual winner.

The ceremony began with the master of ceremony Lee Mottershead introducing all eight finalists superbly as former world snooker champion John Parrott and racing pundit Gary Wiltshire presented each of them with a Racing Post framed commemorative front page.

The opening of the golden envelope brings the waiting to an end to unveil the winner. As his name is read out, 33 year old Andy Bennett is still seated momentarily, as his entire table erupts into a standing ovation around him.

Bennett wins a VIP trip to the Dubai World Cup staying in the Shangri-La Hotel, while his shop team were also celebrating as they receive an executive day out to Ascot races as guests in the SIS hospitality box.

Bennett, who had been planning to return to work in Scotland the next day took an extra day to enjoy his success, added: “The punters make it for me. It’s a family community with them and the staff. I only took a job in a shop originally as a stop-gap but now I can’t imagine doing anything different. Scotbet have been very good to work for.”

.....  
“It could have been any one of the eight of us. This has been an incredible process and it’s amazing to win it.”  
.....

Winner, Andy Bennett



Charlotte, Customer Relations Coordinator, flanked by Rachel O'Reilly, General Manager Ireland and Heidi Wiggins, Customer Relations Supervisor



Jack Davison

# Profile: Jack Davison, Director of Sports Data

With ten minutes to go, Liverpool are a goal down. The SIS service shows how many times they've come back from this position to win and the percentage chance of them doing so. It's clearly worth a bet.....

Welcome to Jack Davison's world, our new Director of Sports Data, whose job it is to make situations like this a reality by harnessing and using data more intelligently.

Davison joins Dominic Atkinson, Head of Business and Kevin Pick, Head of Data Products, who both joined us earlier this year, to lead the new unit.

Davison joins from the Press Association, where he spent nine years in a variety of commercial roles, before becoming Commercial Director of the sports division.

His experience covers licensing content, particularly data, across the digital, broadcast and betting sectors, as well as rights acquisition working closely with sports' governing bodies.

SIS became the exclusive distributor of football data from the major UK leagues at the start of last season and the new department will focus on adding to those rights and commercialising football, racing and other sports data and associated content.

Davison, who will report to Philip Siers, MD, LBO division, said: "I see my role as running a relatively new area for SIS where we're not particularly established and shaping it how I think it should develop. It's very exciting to be able to start with a blank piece of paper, but have the backing and support of a company like SIS."

## Off-duty

**There are many ways to describe Jack; couch potato has clearly never been one of them. Jack played semi-professional rugby for a number of years, only hanging up his boots last year.**

**Before joining SIS Jack took part in the Celtic Crow Challenge, although he's quick to say that he 'only' helped row across the Irish Sea (as opposed to the 333 kilometre cycle he'd just completed), helping to raise £45,000 for charity in the process. It was the first time he'd rowed.**

## Fact file

**Date of birth:** 23 May 1976 (35)

**Born:** Kingston Upon Thames

**Studied:** Oxford Brookes  
(Politics and Publishing)

**Lives:** Wimbledon, Southfields

**Family:** Amber 3, Rose, 1

### CV:

Reed Business Information  
2000 - 2002

Press Association  
2002 - 2011

*(most recently Commercial  
Director of Sport Division)*

# £150,000 inter-track live on SIS

## Top prize fund backed with advertising campaign



Greyhound racing is to receive another boost with the announcement of a new inter-track competition, to be screened by SIS into betting shops – the BAGS Track Championship.

Following the launch of the BAGS/SIS 500 series and extra racing on Sunday evenings, the new championship is aimed at raising dog racing's profile during the winter and

provide a new opportunity for LBOs.

Thanks to new revenue streams from UK greyhound racing being enjoyed in Europe and beyond, BAGS has been able to put forward a prize fund totalling £150,000 as well as run a series of adverts in the Racing Post to promote the series.

The championship is being run on regional lines – North, South and Midlands - with each of the 17 BAGS tracks hosting a qualifier. Each regional competition will consist of six different races, with each track in the North and Midlands regions supplying one runner per race. In the South region, the host track will be asked to supply two runners in each race.

Racing began on Friday 11 November. The top two teams from each of the three regions

BAGS Track  
Championship races  
during December:

**Crayford**  
Thursday 1 December

**Newcastle**  
Saturday 3 December

**Perry Barr**  
Tuesday 6 December

**Nottingham**  
Friday 9 December

**Poole**  
Saturday 10 December

go through to the BAGS Track Championship finals at Monmore Green on December 23. See panel for remaining races of 2011.

First signs are extremely promising, according to Tom Kelly, Chairman of BAGS: "The level of interest since we announced the new championship has been very high. As a not-for-profit organisation, sponsoring events in this way is a departure for us, but we think it's great use of the new income we're generating that will benefit the industry, the punter and the bookmaker. We look forward to the final on 23 December."

The new championship has been well advertised and independents have been sent posters to help its promotion, so plaster those walls!

## Greyhound TV reaches for the Sky

Greyhound TV (GTV) is now available on Sky and Freesat.



GTV, which begins on 9 December on Sky channel 231 and Freesat channel 402, harnesses SIS's expertise in infrastructure and uplinks to get the channel up and running. The channel brings together six of the main greyhound tracks shown daily on SIS' betting shop channels.

The tracks are Newcastle, Sunderland, Monmore, Crayford, Romford and Hove. Coverage will be on Thursday, Friday and

Saturday evenings from 19:30 to 22:45, offering top quality greyhound racing.

Kevan Moretti, Executive Producer, Racing Post TV said: "This is a substantial step further forward for the greyhound industry. We are delighted to partner with SIS, who have worked with us all the way to find the best technical solution for the distribution of pictures from the tracks.

"The use of fibre-optic distribution propels

the technical solution to the leading edge in terms of technology and cost effectiveness. We anticipate growing interest in the syndication of the programme for other channels and on the internet we shall be working together closely with SIS to promote the programme both domestically and overseas."

SIS will also supply all race-day information with production supplied by Assent Media.

## SISsoccer+ reaches fiftieth match

Since kicking off on SIS+ in September, SISsoccer+ has broadcast over 50 games which have included fixtures from the Bundesliga, Blue Square Premier, some International and Euro Qualifier matches and other selected overseas games.

SIS introduced the service to enhance the football coverage in betting shops offering additional betting opportunities with on screen graphics, including all the key statistics, squads and head-to-heads promoting the current on-screen match.

With continued feedback we will look to improve the service further, wherever possible. Let us know what you think of the SISsoccer+ service by logging on to [www.sis.tv](http://www.sis.tv) and commenting on the 'SISsoccer+ puts live football into shops' story on the industry news page or email [info@sis.tv](mailto:info@sis.tv)

## Optical illusion

Following the announcement that SIS was undertaking a project that would see fibre optics installed at all BAGS greyhound tracks, a number of customers have called in to find out if and when this will be completed at all UK racecourses.

We are delighted to announce that Arena Leisure Plc's tracks will be the first SIS-aligned racecourses to follow in the wake of this upgrade, following the completion of its greyhound track project.

The current project is in full swing with several dog tracks being installed and currently going through a meticulous testing process before completion, which is expected to be early in the New Year'.

It is hoped that all other SIS-aligned racecourses will follow Arena's commitment to the project later in the year.



## Cricket 'at credibility crossroad'...

Bookmakers across the country are counting on the International Cricket Council's (ICC) to deliver on its promise to clean up the sport, following the conviction of three of Pakistan's former cricketing superstars for match fixing.

High profile cricketers, meanwhile, such as England Test captain, Andrew Strauss, have cast doubt on the ICC's promises, calling its anti-corruption unit a 'toothless tiger', saying: "The unit hasn't got the resources. They can't do sting operations like the News of the World, they can't infiltrate these betting networks."

Many will be hoping that the convictions will draw a line under a scandal that has taken more than a year to resolve, following the now infamous fourth test at Lord's, and that the process of rebuilding confidence can now begin.

Speaking after the trial, Sally Walsh of the Crown Prosecution Service (CPS) told the BBC that the players had 'brought shame on the cricketing world' and 'jeopardised the faith and admiration of cricket fans'.

Following the verdicts, ICC Chief Executive, Haroon Lorgat, issued a statement saying: "We hope that this verdict is seen as a further warning to any individual who might, for whatever reason, be tempted to engage in corrupt activity within our sport."

He added that the ICC had a zero-tolerance attitude towards corruption and would ensure that any suggestion of corrupt activity within cricket was 'comprehensively investigated and, where appropriate, robustly prosecuted'.

The former head of the ICC's Anti-Corruption Unit, Lord Paul Condon, told BBC Radio Five Live that he felt that the Pakistani cricketers deserved their prison sentences and that cricket, once again, was at a 'credibility crossroad'. He added that the ICC should take tough action against national cricketing boards that don't do enough to prevent corruption and in extreme cases, they should exclude teams from world cricket.

### ...while Tendulkar makes history

Indian batsman, Sachin Tendulkar has made Test history by becoming the first player to score 15,000 runs in Test match cricket. The historic feat was achieved when Tendulkar reached 28 not out on day three of the first Test against the West Indies in Delhi.

He also holds the title of leading run-scorer on one day internationals, together with the record for the number of international centuries scored. Tendulkar is currently seeking a record 100th international century, but has been stuck on 99 tons since March.

### Tendulkar's career Test averages

**Matches** - 181

**Runs** - 15,005

**Highest score** - 248

**Batting average** - 56.25

**Centuries** - 51

**Wickets** - 45

**Bowling average** - 53.68

# Customer forum focus: Leicester

The most recent customer forum saw the team travel to Leicester racecourse to discuss various aspects of the SIS service, as well as a lively discussion of wider industry issues, with a group of Midlands-based independent customers.

As always, there was plenty to talk about, but our forums aren't just talking shops – so here are a couple of actions points we took away from the day:

- **Bookmakers are looking for an earlier start time for horse racing in the summer months - with customers in the shops over lunch time, it's a wasted opportunity.**

We have been in contact with Racing For Change on this point. They agree and will continue to raise this as an item for discussion at the appropriate meetings in order to hopefully make this change happen.

- **Integration of the SISdata365 feed with third party suppliers.**

We are continuing to liaise with third party suppliers and continue our discussions on the development of their systems to support and embrace SISdata365, to help all of our customers.

If you have any feedback on the above or any of our services, please email us at [info@sis.tv](mailto:info@sis.tv)

We're delighted to confirm our customer forum dates for the coming year. See page 16 for more details and email us as soon as possible to reserve a place at your preferred venue. We look forward to seeing you there.



## User Group keeps SIS on track

SIS could never be accused of being out of touch with its racing roots, and the latest User Group Meeting was held, appropriately enough, at Wolverhampton Racecourse.

The gathering, which attracted a diverse selection of customers, from one-shop independents to medium and large estates, proved again how you can't beat finding out directly from customers.

The meeting was chaired by Brent Dolan, Commercial Director, and twelve other attendees took part to discuss the success of a range of services, including

our Sunday Evening Service, Early Morning Product, BAGS coverage, the Virtual Betting Channel, SIS Sports news, SISsoccer+ and more.

Feedback on the services was generally very positive, and the required actions highlighted at the end of the meeting included investigating the inclusion of USA racing content, further enhancing picture and sound quality (including presenting multiple races using 'picture in picture' viewing rather than split screen), more diverse, in-depth commentary during races and a possible 9.30am mid-week start for FACTS.

Watch this space for news of any upcoming adjustments to the SIS channels. If you have any feedback of your own we'd love to hear from you.

[info@sis.tv](mailto:info@sis.tv)

# Sunday evening service - "There if you need it"

Sunday evening services has always been a case of 'when', not 'if'. And after many years, we have yielded to the inevitable – and customer requests – to provide a service on Sunday evenings.

Fiercely defended by many bookmakers, Sunday evenings have, until recently, been a sanctuary in an increasingly 24/7 week.

Unfortunately, as the majors increasingly open on Sunday evenings, so the calls from independents asking us to provide the same service hours has grown louder.

As Nigel Boardman, National Sales Manager, it's not a step we've taken lightly: "We can quite understand some bookmakers' reluctance and we share their concerns, but in such a competitive industry, if the shop around the corner opens on Sunday evenings, there's pressure on you to follow suit. But our message is simply that it's there if you need it."

For David Pluck (North West) Ltd, it's worked very well, however, as Frank Seymour, Managing Director, comments: "We are very pleased with the Sunday later opening trial and have to say overall it has been successful for us."

"There have been many changes to trading times these last couple of years and you have to run them for a reasonable period of time to gain customer confidence. We have progressed through that confidence barrier now."



# An exciting new home for SIS Customer Services

After many happy years in Milton Keynes a number of SIS teams, including Customer Relations, have relocated to a new home in Manchester.

The move is part of SIS and SIS LIVE's wider relocation to MediaCityUK, the new media 'hub' that's being created in Salford. It is where many of our broadcasting clients are setting up their new HQs, so it makes sense for us to be there too.

Commenting on the relocation, Helen Scott, Customer Relations Manager, said, "It's an exciting time for SIS, although unfortunately

not everyone in the team has been able to make the move. However, they're doing a fantastic job keeping everything ticking along while the new team members get up to speed."

SIS has confirmed that by the end of 2012 it will have moved out of its Corsham Street office, where SIS began. Our new production facilities in Salford will become available for fitting out towards the end of this year with services transferring during 2012.

**So that you can easily contact SIS through all stages of our relocation, the main contact number will remain unchanged: (01908) 865 865. All correspondence should be sent to SIS, 2nd Floor, The Pie Factory, MediaCityUK, Salford, M50 2PF [www.mediacityuk.com](http://www.mediacityuk.com)**

M6-bound

## Departments

- Customer Relations
- IT
- Finance
- Human Resources

## MediaCityUK

- Located at Salford Quays, on the banks of Manchester's historic ship canal
- Boasts an amazing new studio complex, with seven HD studios and two sound studios
- Offers the largest HD facilities in Europe
- Is also the new home of the BBC, ITV, Coronation Street and the University of Salford
- Includes a hotel and luxury apartments with breathtaking views over the Quays
- Features a spectacular five-acre piazza with its very own tram stop!

# Dundalk meetings unlock later finish for Irish shops

Irish bookmakers can now open after 6:30pm during the winter, thanks to a successful campaign by SIS and the IBA to secure additional evening fixtures at Dundalk racecourse.

Dundalk's additional fixtures were needed, because it is Ireland's only floodlit racecourse and betting rules in Ireland stipulate that for shops to open after 6.30pm, an Irish horse fixture must be taking place that same evening.

Thanks to the 14 extra fixtures recently added at Dundalk for this season, Irish bookmakers can open longer and, as a bonus, show racing from Wolverhampton.

Brent Dolan, Commercial Director at SIS commented: "In these tough times it's particularly good news to have resolved this anomaly so that Irish bookmakers can keep their doors open on more nights than before."





# Betting shops wake up to Singapore racing

## SIS broadcasting horseracing from the Far East

Proving that modern horseracing is a truly international sport, SIS has sealed a deal with the Singapore Turf Club (STC), to offer top quality thoroughbred racing.

The coverage is currently only available to the largest bookmakers with their own racing channels, but SIS is actively considering whether there is sufficient demand to be able to provide these top quality races to independents too.

The three-year deal will bring the events to betting shops on Friday and Sunday mornings, with races including the Singapore Airlines International Cup in May, a meeting which SIS has covered for the past four years. Punters will also be able to see the

KrisFlyer Sprint, which runs on the same day. George Irvine, Managing Director, Production and Data SIS said: "Singapore racing is pure quality. Fans will be familiar with their feature races, as well as horses like Endless Hall, Grandera, Jay Peg, Rocket Man, Sacred Kingdom and Takeover Target, who are all illustrious winners.

"We're watching the take-up of racing from Singapore very closely and would be very interested to hear what independents think to the possibility of having it too."

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## SIS gets into the Swing in Dubai

SIS brings exclusive live Dubai racing to LBOs and digital bookmakers this winter

Having provided live broadcasts from Dubai thoroughbred horse racing for the past eight years, SIS has not only secured an agreement to bring the meetings to betting shops until the end of March 2012, but for the first time will beam the pictures to digital bookmakers too.

This means that, exclusively via SIS, online and remote gaming operations can also enjoy live access.

Betting shops will take the 'Dubai Swing' service via the SIS FACTS channel, while operators worldwide can make the most of a streaming service for their website and mobile outlets, available only through SIS. This also allows online bookmakers to offer bets on the live streams.

Customers are offered pre-race and race-day data from all 32 fixtures scheduled over the winter – including the most prestigious meeting of all, the Dubai World Cup day.

Philip Siers, Managing Director of SIS's LBO Division, said: "Racing from Dubai is a first class product with World Cup day the richest meeting in the world. Races from Dubai have always been popular with our retail customers and we were keen to secure it exclusively for them once again.

"Providing it for the online market is a new initiative for us, but we were keen to respond to the demand from digital bookmakers."





# Social media's a real Tweet

## Are you on Twitter and LinkedIn? So are we!

Although we'll always be at the end of the phone if you need us, more and more of our customers are using social media, such as Twitter and LinkedIn, so it makes sense for us to be able to communicate with you via these channels too.

Earlier this year, we re-launched our website. Now let's take a look at what we're doing on Twitter and LinkedIn, and through our new email newsletter and blog.

### Twitter

We're now using Twitter to share our latest news and broadcast schedule information with you – fast.

We're planning to tweet news stories or alerts about new products, services and developments.



### What is Twitter?

- Twitter is a micro-blogging service
- Messages posted on Twitter are called 'tweets'
- Tweets are limited to 140 characters

**Our name on Twitter is @SISpicdata**

### LinkedIn

We're also building our presence on LinkedIn, to be able to share information on products and job vacancies more easily.



### What is LinkedIn?

- LinkedIn is a business networking site, dubbed 'Facebook for professionals'
- It has quickly become a popular means of finding out about people and companies

To find us on LinkedIn, choose 'companies' from next to the search field and look for **Satellite Information Services**

### Regular e-newsletter and SIS Blog

We'll be communicating with you via a weekly email newsletter and we're also launching a blog, called, surprisingly, SISBlog.

Here we'll provide more background and context around particular developments. For example, ahead of the launch of the next BAGS/SIS 500 Series, SISBlog will give you more of an insight into the racing and why it's important to the greyhound and betting industries.

Helen Scott, Customer Relations Manager, explained: "It's vitally important to us to let

our customers know what we're doing. Social networks such as Facebook, Twitter and LinkedIn were once seen as a fad – now they're becoming the norm.

"It's not a case of one method of communication being better than another – we just want to engage with people in the way that suits them best. All of these things – from the website to Twitter to Communicate – complement each other."

**Will you be following us via social media? Send us a tweet, follow us on LinkedIn or just send a good, old-fashioned (!) email to [info@sis.tv](mailto:info@sis.tv).**

### Top Tweepers

We've got some way to go to beat....

**Wayne Rooney (@WayneRooney)**  
– 2 million followers

**Clare Balding (@ClareBalding1)**  
– 93,000

**Tony McCoy (@AP\_McCoy)**  
– 77,000

**BHA (@BritishRacing)**  
– 6,800

**John McCricker (@JohnMcCricker)**  
– 520

### Tweet facts

Think Twitter is a fad?  
Think again:

**Tweets per day in 2007 (year of launch): 5,000**

**Tweets per day in 2011: 230 million**

**Most tweets per second: 6,939 (New Year's Day, Japan)**

100 million active Twitter users worldwide

1.6 billion tweet searches per day

**Estimated value: \$8 billion**

# SIS offers a little help with Pudsey's first hurdle



## Down Royal raises nearly £4,500 for BBC Children In Need

When the BBC needed footage of Pudsey bear's maiden hurdle race at Down Royal racecourse on 5 November, they knew exactly who to call.

SIS had the rights to the race, which was part of the Down Royal's annual Festival of Racing, but was more than happy to provide the coverage for free to the BBC for such a deserving cause.

Despite the name of the race, Pudsey didn't actually saddle up. Instead, the famous mascot and his six minders worked the 7,000-strong crowd, taking advantage of the unseasonably mild weather and great atmosphere to relieve many spectators of their loose change.

As well as tin-rattling duties, BBC Children In Need took full advantage of Down Royal's offer to present to its corporate sponsors, have its message splashed on 70 screens around the site and run a very successful auction on the day.

Commenting on the day, Paddy Sloan (above, left), National Head, BBC Children In Need (Northern Ireland) said: "This was Pudsey's first ever hurdle and we're

delighted to have raised so much money. Robert McCarthy, the commentator, who helped raise money for BBC Children in Need when we first began, was also superb in helping drum up enthusiasm.

"It was also very generous of SIS to step in to help the TV production team, who I know appreciated being able to use footage of the race."

**The race, which was won by Benny's Fagartha at 5-1, was broadcast across Northern Ireland as part of its BBC Children In Need highlights show on Saturday 19 November.**

<http://www.downroyal.com/>  
<http://www.bbc.co.uk/pudsey/>

# Grand day's golf raises lots for Leukaemia

## Independents join majors for a round, in a great cause



SIS's Brent Dolan, who thinks he knows one end of a golf club from the other, invited three independents for a round of golf in September to help raise money for a superb cause.

Brent's guests, Peter Martinelli, of College Racing, Trevor Newman, of Oddsit Bookmakers and Perry Jobling, of Blenheim Racing, put old rivalries aside to accept an invitation from Ladbrokes' Duncan Holland to a round at Garon's Golf Club in Southend.

Fourteen years ago, Ladbrokes' store manager Duncan Holland, sadly lost his 12 year-old daughter Gemma to Leukaemia.

Since then he has raised a remarkable £125,000 for leukaemia and lymphoma research, with £3,800 coming from this day alone.

Plans are already underway for another event next year, to which Duncan warmly invites all independents: "I'd just like to thank everyone involved in the event, whether you helped, played or sponsored part of it. Thirteen teams took part, including SIS, and I hope to see them again next year – with even more independents."

One such independent, Peter Martinelli commented: "The day was just about having some fun for a good cause. With my handicap, it certainly wasn't serious golf! Thanks to Brent, Trevor and Perry for being such great company and congratulations to Duncan for such a feat. I look forward to using the Ladbrokes' vouchers I won on the night!"

[www.gemmaandmatthew.webs.com](http://www.gemmaandmatthew.webs.com)

## Winners

**WARNING: Pridmores' alert!!**

**Contractors/suppliers**  
O'Sullivan's Shopfitters

**Colin Ryan Memorial Bookmaker Shield**  
Pridmores

**Individual Winner**  
Tim Dennis (Pridmores)

**Longest drive**  
Tim Dennis (Pridmores)

**Nearest the pin**  
Dennis Sayers, (Pridmores)

# Samvo set to start a revolution

Unencumbered by British betting traditions, this Asian-born bookmaker is looking to start a revolution. *Communicate* found Samvo's nearest betting café and pulled up a chair with David Webb, Retail Development Manager, to find out more.

Interview by Charlotte Bracken

## With nearly 25 years under your belt, what is it that keeps you in the industry?

Apart from my love of sports and the betting side of things, it's the customers - they are extremely interesting people. Our two shops, Camden and Hammersmith, have two completely different sets of customers, but both contain very good characters, which makes for a fascinating working environment.

## Why did you join Samvo Group?

They approached me with a prospect to lead their new retail project that would offer the LBO customer something different to the conventional betting shop.

This appealed as it was an opportunity to break the mould and find new ways to the regimented style of older shops I had worked with in the past. It's been extremely rewarding to provide something that offers a more stylish and contemporary look to betting.

## Samvo Group is an internationally widespread business, how do you feel this benefits you as a business breaking into the LBO sector?

Samvo is extremely technology driven and this offers potentially a whole new range of products to customers, as we look to excite the market and innovate in this area.

## How did Samvo decide on the two locations for its betting shops?

They were picked carefully for their interesting surrounding areas and high daily footfall; they also have the long-term potential that should offer us a return on our investment.

## How did you find the installation process?

There were one or two small issues, but overall the installations went well.

## What was the most enjoyable aspect?

It was the shop fit - from receiving the renders from EQ Design & Build, through the build and then seeing the final finished shop, it was a really enjoyable process. Even with the late nights and early mornings!

## What was the worst moment?

My only frustration was the time it has taken overall from start to finish.

## You had a hectic grand opening for both shops in the same day, how was it?

It went really well we had about 40 to 50 customers at both sites. Hayley Turner and John McCririck were our guests for the day and they were both fantastic. Hayley was great with the customers and has since put a video of the opening on her website and put some really nice things on Twitter. I found it really rewarding as John praised the shops for being innovative and futuristic, which will make the majors review and improve what they offer to customers.

## What advice would you offer to people looking to open a new shop?

Be prepared to invest heavily! It's extremely difficult for the independent bookmaker as it's a very competitive market place, so you have to come in with a high quality offering to compete.

## What do you feel Samvo offers to the LBO customer that is different?

Firstly style and secondly that we are always looking to improve our offering to customers. At the moment we are using our expertise in Asian Handicaps to offer our own prices.

We are also looking to introduce our own info terminals, which will include tutorials, video and posters to help educate customers on these markets and increase their popularity.

## What are Samvo's plans short and long term?

In the short term we will be concentrating on getting our new Charing Cross site completed, this will be a concept shop with a sporting lounge on the basement level which will possibly include self service terminals for in-running betting, the shop at street level, with a VIP lounge on the first floor.

In the long term we will continually look for sites that meet our criteria in other diverse areas, which might include stadiums, train stations, motorway services or other sports arenas to help us meet our target of 10 sites in two years.



Samvo, Camden - David Webb, Retail Development Manager

## What do you envisage 2012 will hold?

We envisage having some very well established shops in London as well as more cafes in competitive locations across the UK and hope that our brand begins to be recognised across the country. There is also some potential to increase brand awareness with a high profile sponsorship deal.

## What challenges do you see Samvo having to overcome?

Becoming known countrywide will be a challenge, as with most things people can be cautious when something is new. It's extremely competitive in this industry where there are widely spread, very established businesses whose name everyone knows.

## What was the thinking behind having so many products installed and what do you hope they will offer your new customers?

Customers demand a lot from a betting shop now and they want to be entertained from 8am till 10pm, so you have to have a diverse range of products available. We have all the services so whatever type of customer is in the shop their desired type of product will be available, whether it's UK horse racing or the next live game on Sky Sports.

## The new Virtual Betting Channel is one of the services in your shops, what do you feel are the benefits of this product?

It has over 190 quality events per day, which interest the customer. The onscreen graphics are excellent and different events benefit the overall service.

## What's the most popular event?

Football - by far.

## Samvo has an online service which originally began as a telephone bookmaking operation, but has grown into the online sportsbook. How do you see this working with the shops?

It captures the entire UK market and will offer opportunities to offer cross promotions and selling from one to the other.

# Continuing controversy over BHA's whip rules

New rules to regulate the use of the whip in British horseracing have been amended for the second time since being introduced in September.

This second clarification adds further to bookmakers' frustration at the ongoing saga and desire to ensure that the public is reassured that racing is not only exciting, but humane.

Speaking to the BBC, Paul Roy, chairman of the BHA, insisted the whip rules are necessary to improve horse racing in the long term:

"The sport as a whole now needs to co-operate to make the new rules work, and move forward to achieve what we all want to see – a firm but fair set of rules that promote competitive racing, and safeguard welfare and the reputation of British Racing."

The new rules limit the use of the whip to seven hits in a flat race and eight over jumps. Many jockeys expressed concern that harsh penalties would damage the sport. Several high profile riders threatened to strike.

In an article on The Telegraph's website, champion jump jockey Tony McCoy expressed concern that the penalties are still harsh, but welcomed the latest adjustments to the rules:

"The new amendments to the whip rule are an improvement and I appreciate that the British Horseracing Authority has eased the penalties a little."

## Latest adjustments to the new whip rules\*

1. For one hit over the permitted eight (seven on the flat) jockeys will now get a two-day suspension rather than five
2. For two hits over they will get a five-day suspension instead of seven
3. For three hits over they will get seven-day suspension instead of nine.
- 4 A second offence will incur double the penalty – so four, 10 and 14 day suspensions respectively
5. Stewards can now use an element of discretion on a case by case basis

\*Correct as at 10 November 2011



# Down the Bookies

## New book marks bookmakers' first fifty years

Having worked in the betting industry all his life, John Samuels, now Case Manager at IBAS (Independent Betting Adjudication Service), has written the book on bookmakers. Literally!

'Down The Bookies' charts the fifty year history of betting shops, and details the ups and downs of the industry, including the dawn of the TV broadcast – and yes, SIS gets a mention!

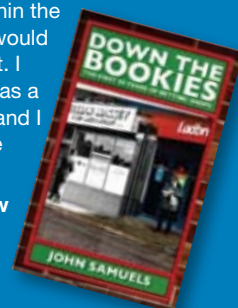
The book discusses not only triumphs but also controversy, from the glory days of the seven winners ridden by Frankie Dettori in one day at Ascot, to the impact of the foot and mouth crisis, illegal gambling, race fixing and betting coups.

John says of the fifty year journey: "If just a few of the above pivotal type incidents and issues had occurred at any other industry one wonders how they would have been handled or dealt with. But bookmakers are a resilient group and despite adversity are able to turn most negatives into a positive, and ride out any storm."

Thankfully for SIS the industry remains as strong as ever, and John's book has proved a fitting tribute to its half-century.

"I realised that this 50 year anniversary was soon to be upon the industry," he said, "and wondered if anyone within the betting shop fraternity would be making an event of it. I considered that there was a great story here to tell, and I set about telling it in the book."

**John's book is out now – keep your eyes peeled for SIS!**



# Quality over quantity at this year's BOS fair

## BOS trade show at Wolverhampton fairs well despite economic gloom

BOS magazine's third Bookmakers' Trade Fair was at Wolverhampton Racecourse on October 6 and we were there to support and meet as many of our customers as possible.

It was also the location for our third SIS User Group meeting (see page 7) and an opportunity for us to try out our new stand-designers, Qdos, who will be producing our ICE exhibition (with a lot to live up to as we won 'best stand' last year!)

Since its launch in 2009, the trade fair has become a firm favourite with exhibitors and independent bookmakers.

This year saw more stands and the halls opened up to become a larger, friendlier space, with an internet café and bar.

The day culminated in Twilight Racing, the race card being totally sold to exhibitors,

followed by a dinner where they could entertain customers.

Speaking about attendance, Mary Pitt, Editor of BOS magazine, said:

"We recognised that visitor numbers were slightly down on last year, but business was still brisk and there was definitely a buzz about the place."

The fourth BOS trade fair has been booked at the same venue, Wolverhampton Racecourse, for Thursday 4 October 2012.

**If you attended BOS this year, did you think that numbers were down and if so, did it make a significant difference to what you got out of the fair? Drop us a line and let us know.**

### SIS BOS winners



#### Spot the ball

David Cox, Mark Jarvis Ltd, presented by Nigel Boardman, National Sales Manager.



#### Tipster competition

Terry Crehan, Betterbet TC Ltd, presented by Brent Dolan, Commercial Director.

## Join us at the ICE 2012 exhibition Tuesday 24 to Thursday 26 January 2012

VISIT US  
ON STAND  
4540



Okay, so it may not send shivers down your spine like a small child on Christmas Eve, but the ICE totally gaming show in London's Earls Court is still pretty exciting in our book!

The monster show offers visitors a chance to meet a vast range of companies with products and services spanning every sector of our industry.

As well as showcasing our SIS FACTS and SIS+, there will be another opportunity to see our Virtual Betting Channel (VBC), which debuted at ICE in 2011.

VBC has had a great first year, with new content including Cycling, Speedway, Mini Spin and SIS Lotto, in addition to the more established horse and greyhound racing. VBC has even more new content to come as Bet6 Bingo will be arriving soon.

But most importantly, we're delighted that it's earning its keep with our customers. As Heather Glenn, Head of Retail Operations at Boylesports' bookmakers, who have adopted it in virtually every shop: "The virtual

betting channel is attracting a new younger audience".

For UK and Irish independents the middle day of the show - Wednesday 25 January - will be the day to attend, as our Regional Sales Managers Tracey Watkins and Charlie Crawley will be available for our UK customers, while Rachel O'Reilly, General Manager of SIS Ireland will be on hand to discuss and answer any questions.

#### Unwind Wednesday!

We will also be hosting an evening at Miss Qs ideally located just a short walk from Earls Court, for our customers to unwind after the hustle and bustle of the show on the Wednesday. If you'd like to join us, simply email [sisevents@sis.tv](mailto:sisevents@sis.tv) to reserve your place now.

Jack Davison, Director of Data and his team, Kevin Pick and Dominic Atkinson will be on hand to offer details on current and potential data products for both the LBO and online markets. It's an exciting time for the new data team with the progressively advancing development in technology, making this area of the business one to watch.

We'll see you there.

### VISIT US AND WIN!

Visit our stand to be in with an opportunity to win two tickets to next year's Community Shield.

# Service details for Christmas and New Year 2011/2012

Date	Early Morning Product (08:00 – 10:00)	SIS FACTS	SIS+	Virtual Betting Channel
Thursday 22 December	Yes	10:00 – 21:30	12:00 – 18:30	08:00 – 22:00
Friday 23 December	Yes	10:00 – 21:30	No service unless there is live football, when programming runs from 12:00 – 21:30	08:00 – 22:00
Saturday 24 December	Yes	10:00 – 17:00	No service unless there is a live football in which case programming will run 12:00 – 17:00	08:00 – 17:00
Christmas Day	No Service			
Boxing Day	No	10:00 – 17:00	12:00 – 16:30	10:00 – 17:00
Tuesday 27 December	No	10:00 – 21:30	12:00 – 21:30	08:00 – 22:00
Wednesday 28 December	Yes	10:00 – 21:30	12:00 – 18:30	08:00 – 22:00
Thursday 29 December	Yes	10:00 – 21:30	12:00 – 18:30	08:00 – 22:00
Friday 30 December	Yes	10:00 – 21:30	12:00 – 18:30	08:00 – 22:00
New Year's Eve	Yes	10:00 – 17:00	12:00 – 17:00	08:00 – 17:00
New Year's Day	No	10:00 – 18:00	12:00 – 18:00	10:00 – 18:00
Monday 2 January	No	10:00 – 21:30	12:00 – 21:30	08:00 – 22:00
Tuesday 3 January	Yes	10:00 – 21:30	12:00 – 18:30	08:00 – 22:00

Please note that these times are subject to change.

# Dates for your diary

Due to the continued popularity of our customer forums we will again be hosting another five across the country during 2012. We look forward to seeing you at one of them!

Where	Region	When
Doncaster	North	Wednesday 22 February
Lingfield Park	South	Wednesday 28 March
Hamilton	Scotland	Wednesday 13 June
Brighton	South	Monday 17 September
Towcester	Midlands	Thursday 8 November

Contact [sisevents@sis.tv](mailto:sisevents@sis.tv) to reserve your place now.

After the triumph of other events we hosted over 2011 we are looking to organise some other sporting events during next year. To find out when and where please visit the SIS Events page on our website at [www.sis.tv](http://www.sis.tv).

#### Other 2012 industry events

**The Lesters**  
Thursday 5 Apr,  
Hilton Metropole,  
Birmingham

**Betview Awards**  
Tuesday 1 May,  
Grosvenor House  
Hotel, London

**BOS Trade Fair**  
Thursday 4 Oct,  
Ringside Suite,  
Wolverhampton  
racecourse

**ICE Exhibition**  
24-26 Jan,  
Earl's Court,  
London

## Times of Christmas numbers draws

We're pleased to be able to confirm the times when the Irish Lotto and 49's numbers games will be drawn this Christmas for what could be punters' final flutter of the year – and first of 2012.



Watch out for reminders on iSIS and TDC, as well as 49's advertising on Christmas shop posters.

#### Irish Lotto

##### No change

The Irish Lotto draws will take place as normal on the evenings of Saturday 24 and Saturday 31 December.

#### 49's

##### Earlier time

The 49s teatime draws will be at 4:10pm on the following days in December and January:  
Christmas Eve, Saturday 24 December  
Boxing Day, Monday 26 December  
New Year's Eve, Saturday 31 December  
New Year's Day, Sunday 1 January