



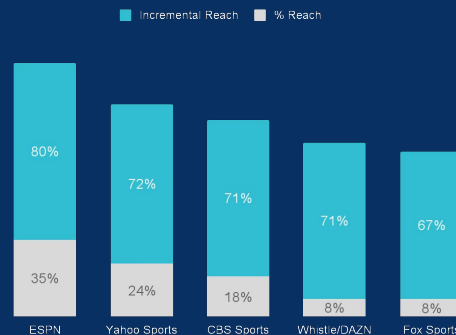
HORSE RACING

SARATOGA

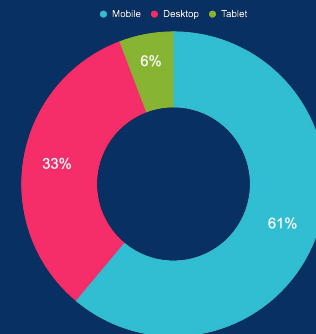
Reach
8.3m
Horse Racing
users

**WE KNOW THE
HORSE RACING
CATEGORY**

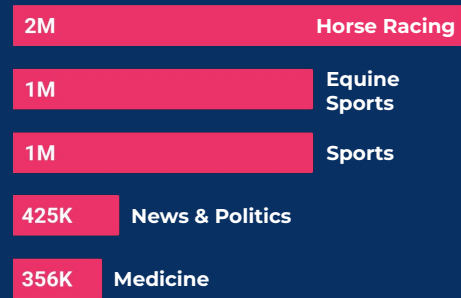
Incremental Sports reach



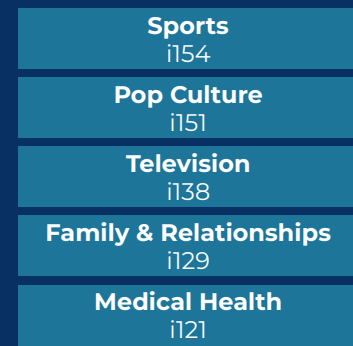
Device usage



Top five key moment categories



Highest indexing behaviours



Horse Racing

Nearly **40%** of annual page views and unique users occur during the Triple Crown season.

The **Kentucky Derby** dominates with **>7x** higher page views and unique users.

Audience levels remain elevated before dipping and rising again to a **fourfold** lift on **Saratoga Saturday**.

Elite races across Triple Crown season drive audience growth

