

Norsk Rikstoto Launches National Racetrack Betting Network

THE CHALLENGE

Norsk Rikstoto, the foundation that administers racetrack betting in Norway, was searching for a more efficient and cost effective solution for delivering betting solutions to its customers.

Traditionally, Rikstoto printed a daily racing form, which provided information on racetrack odds, statistics on individual horses, and race day and location information. The printing costs and distribution logistics limited Rikstoto's ability to expand their marketplace.

The most significant issue was the timely delivery of betting information to the many outlets located around the country. The process relied on outlet managers to manually display the correct betting information at the right time and replacing it when new information became available. Delivering the correct betting information at the right time became the key issue to ensuring every customer was provided the same level of service.



THE SOLUTION



Rikstoto, in conjunction with Scala Nordic, Sony PSE, ELO, LG and HP has implemented a Digital Marketplace Channel of 1300 kiosks for its commission agents located in 90 gas stations and more than 1000 small local stores throughout Norway. The ad-based channel was launched to market Rikstoto's betting solutions. The channel airs betting information and promotions for 25 races per day, brand advertisements and news with 80 betting pools, each having its unique betting information.

Each kiosk is composed of 4 screens: 1-32" screen, 1-19" screen display brand ads, promotions, and racetrack information; 2-19" touch screens provide an interactive betting solution for the betting public. The network is an IP infrastructure with content hosted by Rikstoto.

Rikstoto's decision to go ahead with the Digital Marketplace Channel in all of its 1300 commission agents was based on a successful pilot involving 13 agents. The implementation of all 1300 kiosks was completed in March 2008.

THE BENEFIT

Rikstoto benefits from the Digital Marketplace Channel in many ways: reduction in expenses associated with printing and distribution of their racing form; delivery of centrally-managed, real-time betting information for racing venues throughout Norway; use of technology to present a modern appearance to attract additional customers; and creation of a revenue stream from brand ad sales on the Digital Marketplace Channel.

“The move from a printed solution to a digital solution ensures our customers will have rich, correct and timely information wherever they are around the country,” says Arnfinn Lindstad, Project Manager. “As a bonus our Digital Marketplace Channel provides a modern and very positive environmental benefit.”

