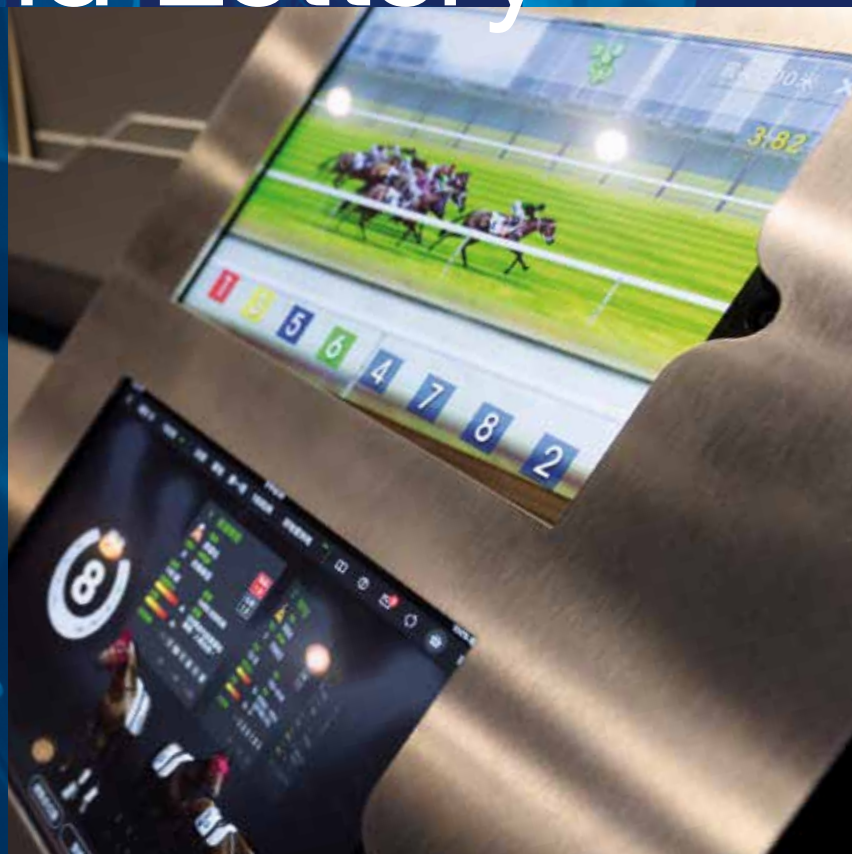


Wagering and Lottery





In recent years the Club has led other major jurisdictions with its innovative and customer-centric strategies. The objective has always been to ensure that the Club can continually meet the expectations of its million plus customers through the provision of responsible and world-class wagering services.

MEETING EXPECTATIONS

切合期望

近年，馬會憑藉不斷創新、以客為尊的策略，在世界馬壇穩佔前領位置。透過提供有節制及世界級博彩服務，馬會致力切合過百萬顧客的期望。

由下個馬季開始，馬會將增加五個週中夜賽賽馬日及八個越洋轉播賽日，此舉將有助打擊非法賭博，並確保所得投注收益繼續惠及整體社會。

六合彩惠澤社群四十年

適逢六合彩獎券慶祝四十週年，正好與大家回顧六合彩回饋社會的重要角色。

一九七五年，馬會獲政府委託代為經營獎券事務，以打擊當時香港十分猖獗的非法賭博活動如「字花」等，六合彩獎券遂於次年正式推出。

自此，六合彩為數以百萬計市民帶來希望，包括為政府庫房帶來三百九十億港元的博彩稅收，以及為獎券基金帶來二百一十億港元撥款。受惠的社福機構累計超過三百間，支持超過二萬個項目，涵蓋安老服務、

In this respect, the addition of five weeknight race meetings and eight simulcast days from next season will strengthen the Club's efforts to combat illegal gambling. They will also help ensure that any proceeds continue to benefit the community as a whole.

CELEBRATING 40 YEARS OF THE MARK SIX

The 40th anniversary of the Mark Six this year provided a timely reminder of these benefits.

It was back in 1975 that the Club was authorised by Government to organise a lottery to combat illegal lotteries such as the “Che Fa”, which were then rampant across Hong Kong. The Mark Six was launched the following year.

Since then the Mark Six has brought hope to millions of people and generated HK\$39 billion in Lottery Duty and HK\$21 billion in Lotteries Fund contributions. More than 20,000 projects involving over 300 organisations have been supported. Elderly services, rehabilitation facilities, family and child welfare, youth activities, and many more besides – all have benefited thanks to the Mark Six.

It was therefore no surprise that March's anniversary draw saw an unprecedented response. With the largest ever Snowball of HK\$75 million and the First Division Prize Fund estimated to

reach HK\$100 million, people queued around the block at Club retail branches to buy tickets. In the event total turnover set a new record of HK\$446 million and five lucky people went away with first division prizes worth HK\$27 million each.

RECORD FOOTBALL PERFORMANCE

A further testament to the success of the Club's efforts to direct customer demand to regulated and responsible channels was the record football betting turnover of HK\$86.8 billion achieved this year, which



The Mark Six 40th anniversary draw saw a huge turnout at retail branches (opposite page). Popular former host Kenneth Ng, alias “Uncle Winter”, returned for the special anniversary broadcast (above). 大批市民湧往投注站，購買六合彩四十週年攪珠獎券（對頁）；六合彩之父「冬叔」夏春秋出山，主持此次特別攪珠直播（上）。

復康設施、家庭及兒童福利，以至青少年活動等，林林總總，惠及全港市民。

因此，市民對三月舉行的四十週年攪珠活動反應空前熱烈，實不足為奇。該期攪珠有七千五百萬港元金多寶，預計頭獎基金可達一億港元，市民在投注處前大排長龍購買彩票。投注額達四億四千六百萬港元，創下歷年新高，頭獎由五位幸運兒瓜分，每注派二千七百萬港元。

足智彩投注額創新高

足智彩投注額今年再創新高，達八百六十八億港元，為政府帶來破紀錄的五十九億五千萬港元博彩稅收，進一步印證馬會成功把市民的博彩需求帶回合法及有節制博彩渠道。

投注額得以再創新高，主要由於電視直播的聯賽及盃賽有所增加，如U23亞洲盃，

以及深受顧客歡迎的美洲國家盃和2016歐洲國家盃初賽階段。

透過「HKJC TV」手機應用程式提供的免費足球直播及即時分析，不斷豐富顧客體驗，亦是推高足智彩投注額的重要因素之一。

豐富數碼體驗

越來越多顧客透過數碼技術體驗賽馬及投注活動，而善用數碼技術確實是馬會業務的主要推動力。因此，馬會持續提升數碼資訊及娛樂產品，同時致力把握新科技帶來的機遇。

上季推出的「HKJC TV」手機應用程式，是提供足球資訊及賽事直播的流動平台，今季更加入賽馬直播、所有預錄節目，以及六合彩攪珠直播，一站式為顧客提供馬會博彩娛樂資訊。

「Racing Touch」賽馬及投注應用程式已推出新版，涵蓋iPad與Android平台，提供全部賽馬投注種類、快捷鍵功能及馬匹有趣資訊，一應俱全。

同時，深受顧客歡迎的「速勢能量」加強版已經推出。系統增加更多功能，並在評估中引進額外考慮因素，對馬匹表現及賽事形勢作出更深入而透澈的分析。

作為WeChat首批利用「WeChat Pay」提供服務的合作夥伴之一，馬會透過「WeChat Pay」推出全新的手機預訂馬場門票服務。顧客也可利用「WeChat Pay」網上預訂馬場公眾餐廳。

展望未來，馬會正積極探索虛擬實境技術能帶來的無限可能，包括讓參加跑馬地Digital Night派對的馬迷戴上最新的虛擬實境眼鏡，參觀馬場不同角落、感受騎馬出賽的滋味，全方位享受賽馬體驗。

in turn delivered a record HK\$5.95 billion in betting duty to Government.

Essential to this performance was enhanced coverage of leagues and tournaments, for example the U23 Asian Cup, and strong customer interest in the Copa America Centenario and the early stages of Euro 2016.

Ongoing enrichment of customers' live and digital football experience via the HKJC TV App, which offers free football live streaming and live analytics, was also an important factor.

ENRICHING THE DIGITAL EXPERIENCE

Customers increasingly seek to engage with racing and wagering through digital technology. Indeed it is a major driver of the Club's business. With this in mind the Club continues to enhance its digital information and entertainment offerings, while also seeking to leverage the opportunities new technologies are opening up.

The HKJC TV App, launched last season as a mobile platform to provide football information and live games, was this season extended to include live racing and all pre-recorded programmes, as well as live Mark Six lottery draws. It is now a one-stop shop for all HKJC programming.

The Racing Touch horse racing and betting application was enhanced, with new versions released on iPad and Android platforms, offering a complete set of racing bet types, quick-key functions and racing trivia.

新一代顧客資訊及投注系統

今年，全新的顧客資訊及投注綜合系統有進一步的發展。新系統將更快及更靈活地回應顧客需求，並加強馬會打擊非法賭博的能力。

年內，馬會開展了全新客戶關係管理系統的設計工作，旨在全方位整合馬會的客戶關係管理資源，讓顧客與馬會有更連貫的互動，最終達到提升客戶體驗的目標。

沙田通訊及科技中心

馬會系統的開發工作大部分在全新的沙田通訊及科技中心進行，中心於二〇一五年八月開幕，作為馬會資訊科技部門及投注渠道的樞紐，有望加強核心職能部門之間的協同效應。

沙田通訊及科技中心亦為沙田電話投注中心提供全新的辦公室，配備頂尖的通訊科技，「啞鈴」型佈局方便工作站之間的溝

通，符合人體工學設計，於高峰時段為多達一千名員工締造舒適的工作環境。

新大樓另一個受惠部門是馬會的廣播團隊，中心現備有綜合廣播中心，內設三個電視錄影室及全套後期製作設施。考慮到廣播時段大幅增加，廣播中心的成立有助馬會照顧不同類別的本地觀眾及日益增多海外觀眾的需要。

投注處新形象

繼上季度六間新裝投注處投入服務之後，今季度再推出十二間全新面貌的投注處。新設計旨在迎合客戶日益多樣化的需要，尤其是對互動及數碼服務的要求。

全部一百零二間場外投注處的主要特色是設有「友心站」社區服務櫃台，以加強投注處與社區的友好睦鄰關係。投注處現已配備自動心臟復甦機及提供免費無線上網、手提電話充電和雨傘外借服務。

SpeedPRO, a significantly upgraded version of the hugely popular SpeedPower was launched. Offering enhanced functionality and taking account of additional factors, it provides further insight into horse performance and race analysis.

A new pre-purchase racecourse admission service was introduced utilising WeChat Pay. Customers can also use it to make online reservations in public racecourse restaurants. The Club is one of the first partners of WeChat to introduce services on WeChat Pay.

Looking ahead, the Club is exploring the exciting possibilities of Virtual Reality. Using the latest VR technology, fans at Digital Night parties at Happy Valley this season were able to visit locations around the racecourse and get a jockey's eye view of a race, giving them a totally immersive experience of the racing action.

NEXT GENERATION CUSTOMER INFORMATION AND WAGERING SYSTEM

This year saw further progress on a new integrated customer information and wagering system. The system will provide much greater speed and flexibility in responding to customer demand as well as improving the Club's ability to combat illegal betting operators.

Work also started this year on a new customer relationship management (CRM) system. The aim is to fully integrate the Club's CRM capabilities to



Trying out the latest Virtual Reality technology (above). The HKJC TV App provides a one-stop service for racing, football and the Mark six (right). 體驗全新虛擬實境技術 (上)。「HKJC TV App」提供一站式賽馬、足球及六合彩服務 (右)。





it allows for much greater synergy between these core functions.

SCTC also provides a brand new home for Sha Tin Telebet, featuring the latest communications technology, a new “dumbbell” layout to facilitate communication between workstations, and ergonomically designed seating for the 1,000 operators who work there during peak hours.

Another beneficiary is the Club’s broadcasting team, which now has a fully integrated broadcast centre, with three studios and full post-production facilities. Given the substantial increase in broadcast hours, with viewers across a wide range of customer segments, and a growing audience overseas, this represents a significant step-up in the Club’s ability to reach out both at home and abroad.

RETAIL REVITALISATION

This season saw the launch of 12 new-look retail branches, adding to the six rolled out last season. The branches have been designed to cater to the increasingly differentiated needs of customers, in particular for interactive and digital services.

A key feature of all 102 branches is a dedicated “Caring Hearts” community service counter, part of a major effort to enhance the role of branches as good neighbours in their community. Branches are now equipped with automated external defibrillators (AEDs) and provide free Wi-Fi, mobile device charging and umbrella lending services.

provide a single view of customers across all their touch points, with the ultimate objective of improving the customer journey and experience.

SHA TIN COMMUNICATIONS AND TECHNOLOGY CENTRE

Much of the development work for the Club’s systems is taking place at the new Sha Tin Communications and Technology Centre (SCTC) which opened in August 2015. An integrated hub for the Club’s IT departments and betting channels,



The Club’s new state-of-the-art broadcasting studio. 馬會全新廣播工作室設備先進。

