

賽馬賠率 QUINELLA ODDS 14.91

第3場

9	199	114	43	5	6	7	1	9	88	29	106	326	267	13	7.9	17	6
10	999	275	999	999	999	999	2	10	358	71	303	286	454	387	355	13	5.7
11	999	987	999	999	999	999	3	11	547	189	286	241	241	387	355	13	5.7
12	999	866	999	999	999	999	4	12	612	189	151	241	241	387	355	13	5.7
13	999	467	646	999	999	999	5	13	442	102	102	102	11	12	13	13	5.7
14	8	9	10	11	12	13	6	14	8	9	10	11	12	13	13	13	5.7





# betting

Innovation, added customer convenience and the export of the Club's world-class racing product were in the forefront of the Betting Division's achievements in 2004/2005. We expanded our information and betting channels to 3G phones and PDAs, and further upgraded our ever-popular Customer Input Terminals; we increased the flexibility of some racing and football bet types; and we introduced live, uninterrupted racing coverage at most Off-Course Betting Branches. During the year, racing fans in Malaysia, Australia and New Zealand were all given the opportunity to enjoy regular TV simulcasts of Hong Kong race meetings.

投注事務處今季的主要成就，包括推出多項創新服務、為顧客帶來更大方便，以及將本會的世界級賽馬產品推廣至海外。我們利用3G手機和電子手帳將資訊與投注渠道擴展，同時為廣受歡迎的投注寶進一步提升功能。我們加強了部分賽馬及足球博彩方式的靈活性，並安排在大部分場外投注處全程直播賽馬實況。此外，馬來西亞、澳洲和紐西蘭的賽馬觀眾，今年亦可經常欣賞香港賽事的電視現場轉播。

## 投注事務

No.	Horse	Win	PLA Range
1	NOBLE WIND	5.4	1.8-2.5
2	FORTUNE DANCER	6.6	2.0-2.7
3	JOY TRUMPS	16	4.9-7.4
4	MADE IN HONGKONG	4.7	1.7-2.1
5	MAXIMUM JOY	20	3.9-5.8
6	BOUNTIFUL	13	4.2-6.3
7	FLORAL DANCER	11	2.7-3.9
8	CUPID	12	3.2-4.7
9	SHOW BRAVELY	8.2	2.3-3.2
10	JUST IN TIME	80	13-19
11	STAR OF NORTHERN	16	4.1-6.1
12	TUSITALA	25	7.3-11
13	WE'RE BUDDIES	16	3.6-5.3
14	NOBLE ZOOM	46	10-15

is Now Available!

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## ○四年九月

### 場外投注處直播賽馬實況

由新馬季開始，大部分場外投注處均透過大型等離子電視屏幕，為顧客全程直播賽馬實況，同時顯示即時賠率及各種最新資訊。

為進一步改善場外投注處的賽馬資訊服務，馬會於十二月推出由中央控制的嶄新數碼廣播系統，不斷播映賽馬節目精華片段，以及每日更新的賽馬消息。

### 六合彩每週攪珠三次

在本馬季，馬會於沒有編排賽馬的週六或週日，加設六合彩攪珠，連同逢週二和週四舉行的例行攪珠，或部分於週五舉行的金多寶攪珠，平均每週舉行三次。在週末

# Sep 04

## Off-Course Betting Branches broadcast races live

From the start of the new season, customers were given the chance to watch live, uninterrupted racing coverage at most of the Off-Course Betting Branches (OCBBs), with live racing and real-time odds displayed on banks of plasma TV screens alongside regular racing bulletins. • As a further step in the Club's efforts to upgrade the flow of racing information at OCBBs, a new, centrally controlled digital broadcast system was launched in December to provide continuous racing programme highlights and daily racing updates.





Mark Six Christmas Snowball draw.  
六合彩聖誕金多寶攪珠迎佳節。

### Three Mark Six draws offered each week

Mark Six enthusiasts were promised an average of three draws a week throughout the 2004/2005 racing season, with additional draws being staged on either Saturdays or Sundays when no race meetings were scheduled. Regular draws have also continued each Tuesday and Thursday, with some Snowball draws staged on Fridays. The additional draws were well received by the public and contributed HK\$1,650 million and HK\$990 million to Lottery Duty and the Lotteries Fund respectively, a 12.6% increase over the 2003/2004 season.

### Winning chances trebled for Triple Trio Consolation

The new season also heralded a threefold increase in the number of opportunities to win the Triple Trio Consolation Dividend. Previously, customers had to select the first three horses in the first and second legs of the Triple Trio to win the Dividend; now they can select the first three horses in any two of the three legs. This means the number of winning combinations is tripled.

Nearly HK\$265.7 million in Triple Trio Consolation Dividends was paid during the season, with an average payout of over HK\$53,000 for a HK\$10 unit.

### Club betting chief elected Chairman of Asia Pacific Lottery Association

Henry Chan, the Club's Executive Director, Betting, was elected Chairman of the Asia Pacific Lottery Association (APLA) at its Executive Committee Meeting in Perth, Australia. The APLA is one of five regional associations of the World Lottery Association (WLA). It represents 18 lottery organisers from nine countries in the region with combined annual revenues in excess of US\$21 billion. One of the APLA's key roles is to unify members' actions in the fight against illegal and unauthorised gambling.



增設攪珠的安排，深受市民歡迎，亦分別為獎券博彩稅及獎券基金帶來十六億五千萬港元及九億九千萬港元收益，與上季相比，增加了百分之十二點六。

### 三T安慰獎中獎機會增加三倍

由新馬季開始，三T安慰獎的中獎機會比以前高出三倍。顧客以往必須選中三T首兩關的前三名馬匹，方可獲得安慰獎，但現在只需選中任何兩關的前三名馬匹即可。換言之，中獎組合的數目增加了三倍。

季內，三T安慰獎的派彩總額接近二億六千五百七十萬港元，每十元一注的平均派彩超過五萬三千港元。

### 馬會投注事務執行總監當選亞太彩票協會主席

馬會投注事務執行總監陳承楷，於二〇〇四年九月在澳洲柏斯出席亞太彩票協會執行委員會會議時，獲選出任該會主席。亞太彩票協會是世界彩票協會轄下五個地區協會之一，成員包括來自九個亞太區國家的十八家彩票經營機構；這些機構每年的營業額合共超逾二百一十億美元。亞太彩票協會的其中一項主要目標，是團結所有會員，合力對抗非法及未獲授權的賭博活動。



As the Executive Director of Betting, Henry Chan heads the Betting Division, responsible for the development of the Club's three core products: horseracing and football betting and the Mark Six lottery.

投注事務執行總監陳承楷，負責領導投注事務處發展馬會三大投注產品：賽馬及足球博彩和六合彩獎券。



### 香港賽事越洋轉播至海外

為了將本地的世界級賽馬產品推廣至海外，馬會與海外多間獲授權的博彩業經營機構達成協議，將香港賽事轉播至多個地區，並由當地經營者設獨立彩池受注。由季初開始，每次週末賽事已轉播至紐西蘭，而週三賽事則轉播至馬來西亞。在美國，馬會亦將賽事轉播權授予更多博彩業經營者。



Special offers for Beer Garden customers.

啤酒園推出顧客優惠。

### 跑馬地馬場啤酒園

啤酒園於季初開設後，很快便已大受歡迎，成為本地馬迷及海外遊客的賽馬日場畔熱點。顧客光臨啤酒園，不但可以現場感受賽馬的緊張氣氛，更可在輕鬆的環境中與三五知己共聚，一起享受賽馬的樂趣。為滿足顧客的需要，馬場服務大使會穿梭啤酒園內，為顧客提供協助。此外，該處亦播放賽事評述。

## ○四年十二月

### 投注寶推出最新型號

有線手提投注工具投注寶，自十年前面世以來，一直深受馬迷歡迎。馬會於十二月推出第八代投注寶，加設多項創新功能。顧客可於儲入注項的同時，交替轉換不同畫面，以查閱最新的賽事及投注資訊。銀灰色流線型設計的第八代投注寶，機身輕巧，設有輕觸式屏幕及內置計算機，並具備夜光及電池量顯示功能。

## ○五年一月

### 場外投注處直播足球賽事

為了向顧客提供更豐富的球賽資訊，以及締造別具氣氛的觀賽環境，馬會安排在場外投注處直播精選足球賽事。這項服務深受球迷歡迎，對於沒有訂用收費電視的顧客尤其吸引。

我們更在擁有世界一流設施的沙田馬場新馬匹亮相圈內舉辦「睇波派對」，透過彩色電視大屏幕現場直播球賽實況，讓六百五十多名球迷歡度了一個晚上。

### Hong Kong races simulcast to overseas jurisdictions

Committed to exporting its world-class racing product, the Club enters into simulcast contracts with authorised wagering operators, which set up separate pools at their respective jurisdictions. During the 2004/2005 season, the Club started regular simulcasts of weekend race meetings to New Zealand and midweek meetings to Malaysia. Coverage was also expanded in the United States to include home wagering operators.

### Beer Garden at Happy Valley Racecourse

Launched at the beginning of the racing season, the Beer Garden has quickly become a trackside hotspot for locals and tourists alike, providing added raceday excitement and an incomparable environment for social relaxation and fun. To cater for customer needs, Customer Relations Ambassadors offer assistance and race commentaries are broadcast at the Garden.



The Beer Garden, located in front of the public grandstand right against the outside rail of the track, is a fashionable spot for racing fans. 位於馬場跑道欄畔的啤酒園，自從季初開設之後，很快便成為城中時尚一族的熱門聚集點。

## Dec 04

### Latest CIT model launched

The Club launched the eighth version of its very popular wired, handheld Customer Input Terminal (CIT), introduced a decade ago. The innovative CIT-8 lets customers shift between screens to access the latest racing and betting information while placing bets. With its silver-grey, streamlined design, CIT-8 is slim, lightweight and equipped with a clear touch-screen, calculator, backlight and battery level display.



# Jan 05

## Live football matches at OCBBs

To provide customers with better information support and create an entertaining football environment, live telecasts of selected football matches were introduced to the OCBBs. The service was warmly welcomed, especially by those who have no access to pay television services.

Taking advantage of the new Parade Ring at Sha Tin Racecourse, a football party was organised in this world-class facility where over 650 fans enjoyed a fun-filled evening with the latest football excitement relayed live on the Diamond Vision screen.

## New bet type for horse racing and football

To offer customers more choices and flexibility in All Up betting, a new format – Cross Pool All Up – was offered for both horse racing and football betting.

## One-way Betting from Macau on Hong Kong horse races

Macau residents were given the opportunity to bet on Hong Kong horse races after agreement to provide this new, one-way betting facility was reached between the Hong Kong and Macau SAR Governments, the Club and Macau Horse Racing Company Limited. The new arrangement exemplifies the Club's efforts to export its world-class racing product and generate new revenue streams for the Hong Kong SAR Government.



Football fans gather to watch Liverpool play Manchester United in English Premier League. 球迷正觀賞英格蘭超級聯賽利物浦大戰曼聯。

## 賽馬及足智彩推出新博彩方式

賽馬及足球博彩均推出新的「混合過關」方式，讓顧客在進行過關投注時享有更多選擇，可以更靈活地自由配套過關組合。

## 澳門市民可單邊投注香港賽馬

香港與澳門兩地特區政府，以及香港賽馬會與澳門賽馬有限公司，共同達成協議，准許澳門居民單邊投注香港賽馬。這項新安排足以證明香港賽馬會致力向外推廣其世界級賽馬產品，並銳意為香港特區政府開闢新的稅收來源。



Dr Stanley Ho (right), Chairman of Macau Horse Racing Company Limited, and Ronald Arculli (left), Chairman of The Hong Kong Jockey Club, congratulate each other after signing an agreement for Macau to conduct one-way betting from Macau on Hong Kong horse races. 澳門賽馬有限公司主席何鴻燊博士(右)與香港賽馬會主席夏佳理(左)在簽訂有關澳門單邊投注香港賽馬的協議後互相祝賀。

#### 投注處入口豎立紙板保安員

馬會提倡有節制博彩，向以負責任的態度，配合社會的需要，為市民提供博彩服務，並積極推行多項有效措施，防止未成年人士參與賭博。

為了加強信息，以預防未成年人士參與賭博，馬會在全港一百一十六間場外投注處的入口，豎立真人大小的紙板保安員，警惕未滿十八歲人士不得進入投注處。

### ○五年二月

#### 全新智易表加強內容

馬會網站所提供的智易表，特別為生活繁忙、無暇研究賽馬資料的人士而設，是一項全面的賽事分析工具。經全面改革的智易表，版面設計創新，內容更為豐富。除注入了互動元素，讓顧客可將資料排序外，更提供簡淺易明的分析，而且增設了圖表和動畫，為顧客帶來極大的樂趣和方便。

#### 全球首項3G流動賽馬視像直播服務

全球首項3G流動賽馬視像直播服務已於二月推出。客戶可透過3G手機享用這項創新的一站式服務，欣賞賽馬直播，同時亦可投注賽馬及足球賽事。

### ○五年三月

#### 馬會資訊站播放球賽片段

隨著足智彩推出日本足球聯賽接受投注，馬會資訊站製作的節目亦加插了有關賽事的精華片段，在各場外投注處播映，讓顧客感受賽事的緊張氣氛，以及加深了解各球隊的實力。

### ○五年四月

#### 雙邊投注優惠

馬會推出雙邊投注優惠計劃，雙邊投注顧客領取「優惠通行證」後，只需儲齊指定印章，即可於馬季餘下的賽馬日享受特別優惠，包括免費入場，以及享用投注及餐飲設施。不久之前，馬會已開始為雙邊投注人士提供連串優惠，包括免費在沙田馬場泊車、參加由馬評家主持的「致勝論壇」，以及美食券回贈等。

#### Life-sized cut-out guards deter underage gambling

A team of life-sized, cut-out security guards went into action at the entrance of each of the Club's 116 OCBBs, to reinforce the message that persons under 18 are strictly forbidden from entering the premises.

The Club has a long-standing commitment to socially responsible betting and has proactively implemented a number of effective measures to prevent underage gambling.

## Feb 05

#### Enhanced Easy Form gives more racing information

Easy Form, the comprehensive race analysis tool offered on the Club's web site, was revamped with richer content and design. Developed for those with limited time to study racing information, the enhanced Easy Form features interactive elements that allow the sorting of information; an easy-to-read analysis tool; and charts and animation for fun and easy reference.



#### World's first 3G live horse racing video service

February saw the introduction of the world's first 3G live horse racing video service. Customers of the service can enjoy one-stop live race broadcasts and also place bets on horse racing and football via their 3G handsets.

Racing programme hosts introduce the live racing video service.  
賽馬節目主持人介紹賽馬視像直播服務。

## Mar 05

#### Channel JC broadcasts at OCBBs

Following the introduction of Japanese J-League matches to the Club's betting services, match highlights were added to the Channel JC programme produced for OCBBs. These video clips help customers experience the special atmosphere of the Japanese game and give them a more solid understanding of the football clubs' form.

## Apr 05

#### Passport offers incentives to cross-bettors

The Club introduced a cross-betting incentive programme, enabling regular cross-bettors to collect "passport" stamps to earn special benefits during the rest of the season, including free admission to the racecourses and various betting and dining facilities. The programme closely followed an earlier series of benefits offered to cross-bettors such as free parking at Sha Tin Racecourse, Tipster Forums hosted by racing commentators and complimentary food and beverage coupons.

**Football fans raised the roof** The new Parade Ring at Sha Tin Racecourse was able to show that its attractions are not limited to horse racing, when over 700 football fans cheered Newcastle and Manchester United in a live telecast of their English FA Cup semi-final clash. • The Club's football entertainment service reached new heights when weekly match highlights of the Brazilian First Division were made available on the football betting web site and added to the daily Channel JC programme.



**Club launches PDA betting service** The Club launched its Personal Digital Assistant (PDA) betting service, which allows customers to place football bets or buy Mark Six entries directly via a wireless, web-enabled PDA. The Club's PDA football information channel also provides free-of-charge football betting information including match schedules, real-time odds, results and dividends. • Wireless PDAs are becoming increasingly popular and horse racing fans can already access real-time racing information through the PDA Channel Mobile Online Version, available at any time from the Club's web site.



#### 足球娛樂服務創新領域

四月十七日，七百多名球迷齊集於沙田馬場的馬匹亮相圈，觀賞現場直播英格蘭足總盃準決賽紐卡素對曼聯的賽事，同時為各自所支持的球隊打氣。這足以證明，新亮相圈不但深受馬迷歡迎，對球迷亦別具吸引力。

此外，足智彩網站及各場外投注處的馬會資訊站，均增播巴西甲組聯賽的每週精華片段，使足球娛樂服務創新領域。

#### 馬會推出 PDA 投注服務

馬會推出電子手帳 (PDA) 投注服務，讓顧客可以透過 PDA 無線上網，投注足球賽事及購買六合彩。此外，以資訊為主的足智彩 PDA 頻道，亦免費提供賽程表、即時賠率、賽果及派彩等足球資訊。

備有無線上網功能的電子手帳愈來愈備受歡迎。馬迷可透過馬會的 PDA 頻道流動上網版，隨時隨地瀏覽馬會網站 PDA 頻道的即時賽馬資訊。

#### ○五年五月

##### 週日及週三賽事轉播至澳洲

由五月起，馬會將所有週日及週三賽事轉播至澳洲，進一步將業務拓展至海外。

## May 05

#### Sunday and Wednesday meetings simulcast to Australia

The start of May saw further progress in the Club's drive to expand the business overseas, with regular simulcasts of all Sunday and Wednesday meetings to Australia.