

The Survival of a Niche Sports Game Genre

An Ouroboros of Thoroughbred Race Horse Popularity and Video Game Sales



Horse Racing's Reputation

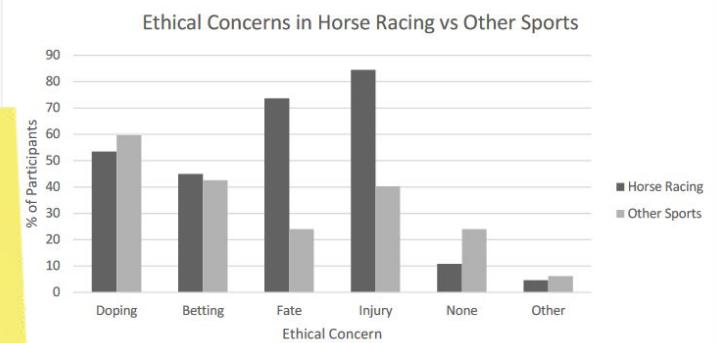


shutterstock

"They've been there their entire lives," said Bill Ziemer, someone who frequented the now defunct thoroughbred racetrack in Arlington Heights, IL

Now, though, in a baffling case that has shaken the American racing industry, cocaine has been found in the urine samples of some California race horses.

New York Times, 1996



Patterson and Dodge, 2021

Meanwhile: the Second Horse Racing Boom



Oguri Cap's hero's journey causes a massive demographic shift in Japanese horse racing fans

The Undying Power of Famicom

Released: 1983
Sold: 61.91 million units

The international equivalent, the NES, rescued the US video game market from its crash



The Power Glove. You plug it in like any joystick. But the similarity stops there.

Because now you don't just guide the action. You are the action.

3-D sensors track the position of your hand, giving you free-flowing, instant response. A complete connection. Intense. And powerful.

Plus, the Power Glove has a unique, programmable keypad that gives you amazing new ways to play almost any 3-D video game. All your joystick games become different. More exciting. And with games specifically designed for the Power Glove, you'll be blown into another dimension.

So look for the Power Glove when it hits stores this Fall. Once you put it on, everything else becomes child's play.

POWER GLOVE TM and © 1990 Nintendo Co., Ltd.

Normalization = Appeasement

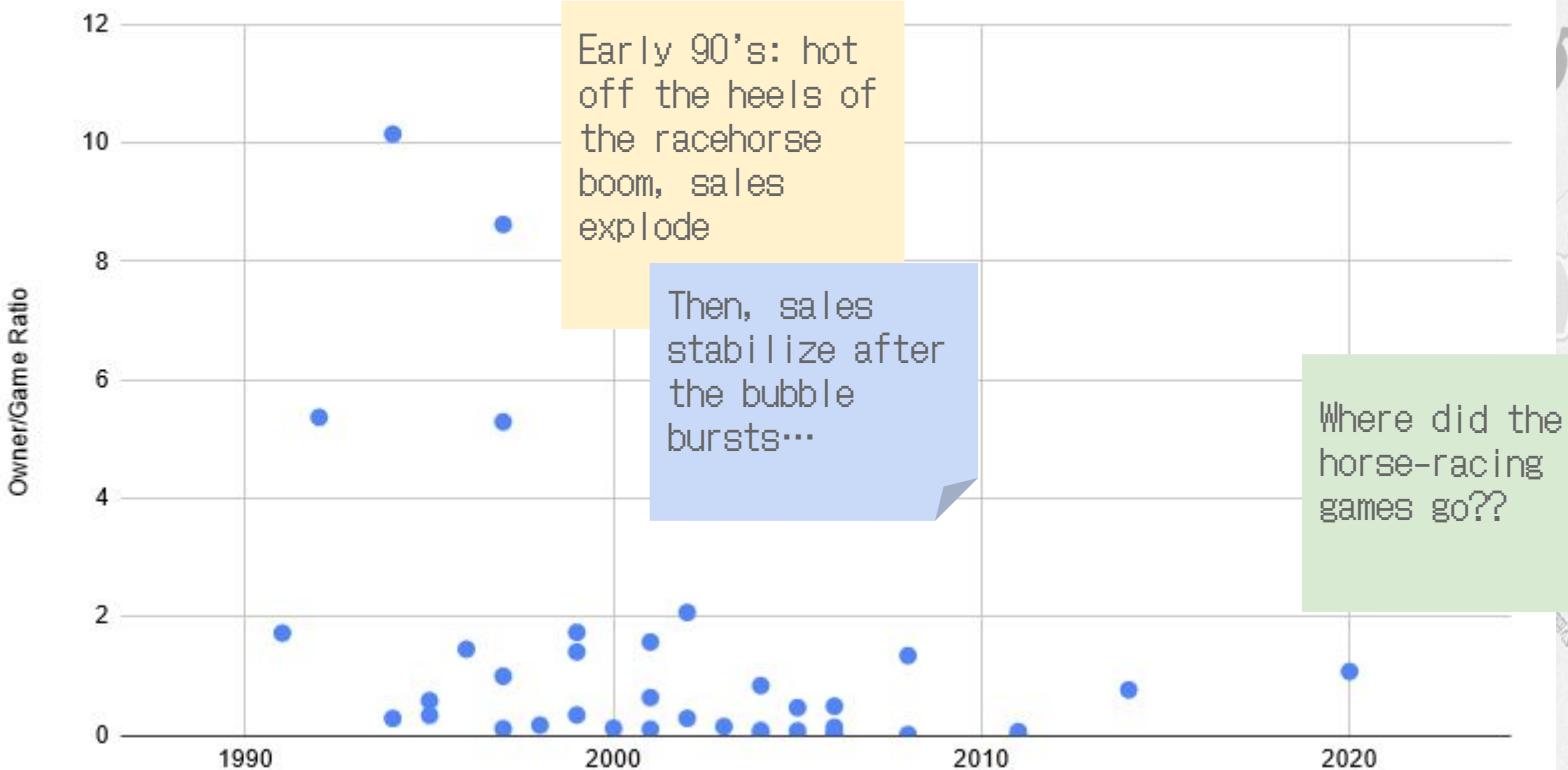


- Coinciding with the second horse-racing boom, the first horse racing simulation game for famicom releases in 1991

- It's a success and spawns a decades-long running franchise

Correlation of Horse Popularity with Game Sales

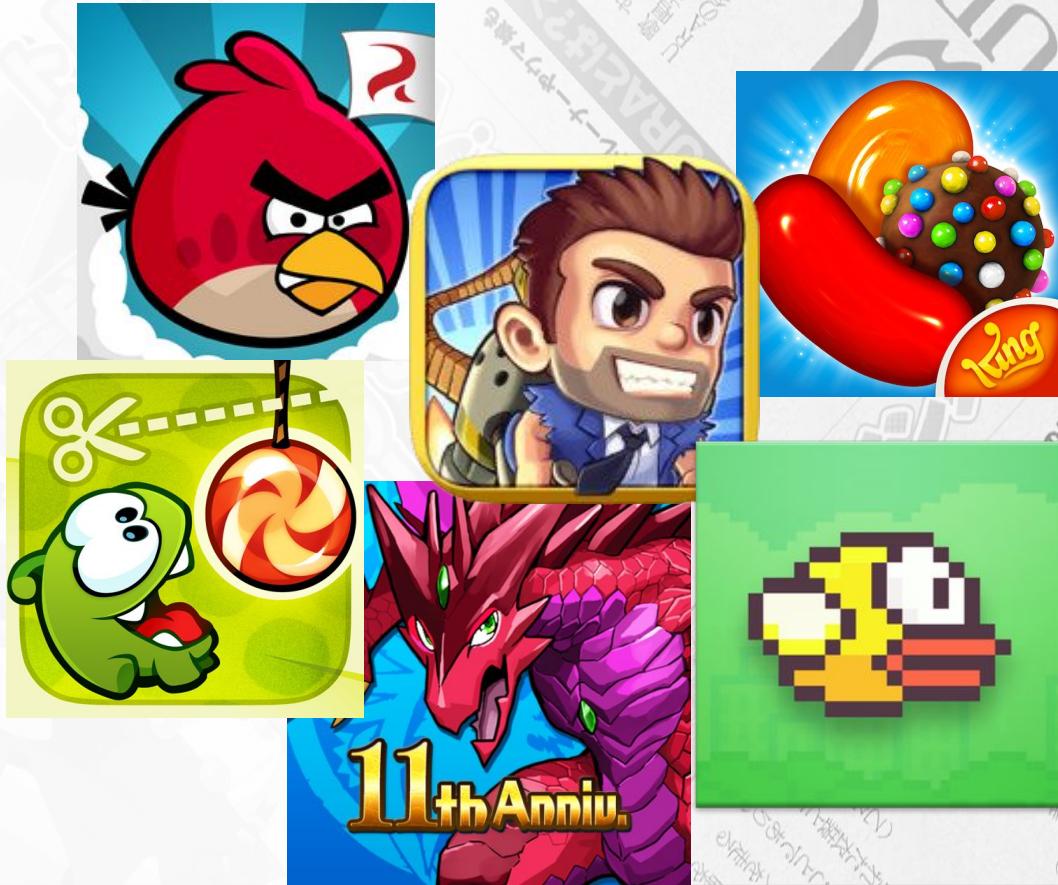
Units Sold wrt Install Base (excluding Winning Post)



The Video Game Industry Shifts



The iPhone is announced in 2007
(photo 2010)



2021: The Third Horse Racing Boom and a Bizarre Culprit



Uma Musume Pretty Derby: A Game Where Historical Racehorses Are Human

As of May 2024,
the game
generated 2.4
billion JPY in
revenue, or over
15 million US
dollars



Franchise spins out into films, comics, and more games



Game revitalizes Japanese horse racing industry a third time



Drastic shift in advertising strategy to appeal to families and zoomers

G1 races hit record attendance numbers



11.12 SUN

エリザベス女王杯

Racecourse professionals advocate for the horse girl game's recognition



“Now I have my kids' friends asking me about what horses I read in the past and their victories”

Words from Yutaka Take, Japan's most decorated Jockey

“It definitely deserves a culture award!!”



Netkeiba, japan's largest horse racing publisher

Famous racehorses increase relevance of horse racing video games

Horse racing video games tangibly increase relevance of horse racing



Thank You