

SPORTS

Breeders' Cup, Aston Martin partner for livestream Jockey Cam

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Viewers will be able to watch the race in first-person and in real time. Image credit: Breeders' Cup

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The 2017 Breeders' Cup World Championship Nov. 3-4 will take viewers closer to the action with the first livestreamed, athlete-mounted camera worn during the equestrian race.

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In collaboration with British automaker Aston Martin, participants in the race will wear the Breeders' Cup Jockey Cam to give spectators a first-person view of the race as it unfolds in real time. This new venture shows how digital technology can innovate even the oldest and most traditional of sports.

A play on horsepower

Horse racing is one of the oldest sports that still remains a staple of affluent consumers' leisure lives.

At this year's Breeders' Cup, the company that produces the race, Equine Productions, brought on Aston Martin to create the Jockey Cam, a camera that will be mounted on a jockey's helmet during the race. The 2017 Breeders' Cup will take place Nov 3-4 at Del Mar, CA, near San Diego.

As they head around the track, viewers will be able to livestream a feed directly from the jockey's helmet, giving them an intense first-person view of the race as it unfolds.

Jockey Mike Smith, The Breeders' Cup all-time leader in wins, will wear the camera.

The images will be recorded in HD and livestreamed in 1080i to NBC Sports, the Breeders' Cup's Web site and social channels as well as through a brand new mobile application.

In addition to the Jockey Cam, the Breeders' Cup is using this year's race to promote the launch of its own fashion brand inspired by equestrian sports called Cheval, which will debut its first collection in time with the race.

Livestreaming

As traditional a sport as horseracing as, new digital tools have continuously been introduced to improve both the racing and viewing experiences.

In addition to the new Jockey Cam, other horseracing events have introduced similar new methods of viewing the race.

Swiss watchmaker Longines is reinforcing its dedication to equestrian sports through the launch of a mobile application that will dispense real-time data during equine events.

The Longines Horse Racing app will allow users of Apple iPads to watch equestrian sporting events as they happen through 3D renderings of the action occurring on the racetrack. Second-screen apps help brands extend real-time events to a greater audience and can demonstrate its commitment to the sport in question as well as its emphasis on innovation ([see story](#)).

Aston Martin's partnership with the event marks the latest in the line of luxury auto companies partnering with equestrian events.

For example, British automaker Land Rover appealed to fans and athletes gathering for the Rolex Kentucky Three-Day Event through experiences and awards.

The brand is returning as presenting sponsor of the Equestrian Events, Inc.-produced event for the eighth year in a row and is making its presence known through driving challenges, an experiential display and \$400,000 in prizes for winning riders. Luxury brands frequently make an appearance at equestrian events, which afford them an audience of affluent competitors and spectators ([see story](#)).

The Breeders' Cup Jockey Cam, powered by Aston Martin, is yet another example of auto manufacturers bringing their unique digital tools to the world of horseracing as well as serving as a good example of how these tools can change the way viewers watch those races.

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