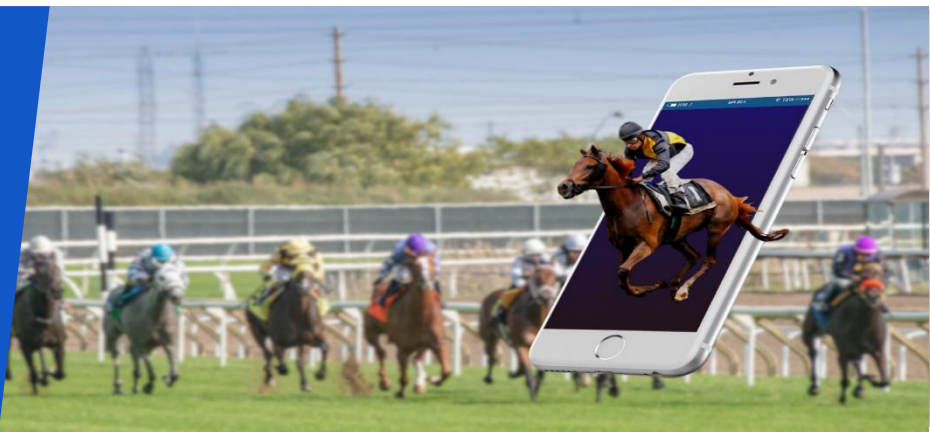**DIFFUSION DATA**
Data Distribution Framework

Racing Post Serves 700,000 Users & 54 Million Page Views Daily with Diffusion

How Racing Post uses Diffusion for flexible ease of scale and assured real-time delivery of betting prices for their customers.

RACING POST

Sector

iGaming

Key Figures

- 201-500 employees
- Founded 1986
- Avg. 13.5M monthly website visits
- Over 8 Jurisdictions
- Offer digital betting content

Company Profile

Racing Post is a leading British multimedia sports publisher and digital betting content provider, best known for its deep expertise in **horse racing**, **greyhound racing**, and **sports betting**. Originally launched as a print newspaper in 1986 by Sheikh Mohammed bin Rashid Al Maktoum, the company has evolved into a digital-first powerhouse serving both consumers and betting operators globally.
Racing Post has expanded beyond racing into football, golf, and other sports betting verticals. It continues to invest in data analytics, AI-powered tipping, and betting tools for both users and enterprise clients.
www.racingpost.com

Executive Summary

Racing Post relies on Diffusion™ to distribute real-time betting prices and power its chart-topping mobile applications. Using Diffusion in a hybrid private cloud configuration to match their business requirements allows the company flexible ease of scale and assured real-time delivery of betting prices. Using Diffusion allows Racing Post to…

Provide customers with the latest racing info and prices at zero latency

Be the number one sports app downloaded more than a million times

Support real-time mobile apps & provide a seamless customer experience

"A huge benefit of Diffusion is the efficient distribution of data to support real-time mobile apps and allow us to provide a seamless customer experience."

Ed Braidwood

IT Operations Manager

Challenge

Racing Post is the online home of the UK's number one horse racing daily newspaper. Its website, bookkeeper kiosks, and mobile apps have become the online destination of choice for horse racing enthusiasts looking for the latest information. When it came to moving data in real-time between these interfaces, the company's previous in-house legacy solution often resulted in forced bandwidth throttling whenever customer interaction levels spiked during major racing events, to preserve service. The main challenges were…

- In-house messaging system forced bandwidth throttling during high volume usage
- Meet customer demand for real-time data
- Limit impact on IT infrastructure cost and complexity

13.5M+	**$75M+**	**122,000+**	**1.2M+**
Monthly visits	Revenue	Daily mobile app visits	Monthly digital consumers

The Requirements

To meet its customers' demands for 'live' data performance without a huge impact on IT infrastructure cost and complexity, Racing Post needed an enterprise-class, intelligent event-data platform for its online services. Racing Post required data management, integration, and distribution solution that could flexibly scale to peak demand and reliably deliver real-time data to thousands of online and mobile customers.

"Our customers don't accept anything less than real-time, reliable access to the latest racing information and betting prices," explains Ed Braidwood, IT Operations Manager at Racing Post. "Previously during major events such as Cheltenham or the Grand National we had to limit performance - sometimes by up to 20 seconds at the busiest times to maintain online services."

The Solution

Racing Post found Diffusion at a perfect time, says Ed Braidwood. "Mobile apps were just starting to really take off and a huge benefit of Diffusion is the intelligent distribution of data to support real-time mobile apps and allow us to provide a seamless customer experience."

Using Diffusion, Racing Post now offers apps for iPhones, iPads, Android, and HTML5 – and the number of Racing Post's mobile users is growing rapidly. "It is definitely our most popular product," confirms Ed Braidwood. Since 2013, Racing Post has also benefited from the partnership between Push Technology and Telefónica, with the solution now hosted in the cloud: "It's simple, cost-effective, and we can easily triple our infrastructure for big events".

DIFFUSI⏻N

"Diffusion has a very powerful and diverse toolset for us, allowing us to provide our customers with additional value-added services such as in-race, live-text commentaries, analytical statistics, race status data as well as a fast results service."

Ed Braidwood
IT Operations Manager

Diffusion in a Nutshell

Distributes time-critical data feeds at speed, on a global scale, saving our customers time and money.

- **Patented Innovation:** Transforming data delivery with patented technology

- **Edge Optimised:** Empowering industries with real-time edge ready solutions

- **Feature-Rich Excellence:** Empowering powerful applications with a feature-rich platform

- **Cost Efficiency Without Compromise**: Save egress costs by up to 80%+ whilst improving application performance

- **Reduce time to market:** Drastic reduction in development, days instead of months

- **Scalability and Power:** High performance, reduced bandwidth by up to 90%+, and delivery of scalable, future proofed, solutions

- **Security**: Precise role-based access control and data filtering that enables hyper personalisation of data streams

Results and Future

Using Diffusion, Racing Post provides its customers with the latest racing information and prices at zero latency, while minimizing the volume of data it sends to its online customers - whether mobile, online, or accessing services via a Racing Post kiosk in a bookmaker's shop. The result is massive growth in Racing Post's online services, and its mobile solution is even more successful. Racing Post's free iPhone app became the number one sports application in the iTunes store shortly after it was launched in 2011, and it has since been downloaded more than a million times. During key events in the racing calendar, such as Cheltenham Festival week or the Aintree Grand National, Racing Post has over 700,000 unique user visits daily with as many as 122,000 concurrent users on its mobile app, and over 54 million page views.

Racing Post currently displays real-time price feeds from eleven bookmakers, with the ability to let customers click through directly to the bookmakers' websites. In addition to pricing and odds information, Diffusion also enables Racing Post to distribute a broad range of additional data. According to Ed Braidwood, "Diffusion has a very powerful and diverse toolset, allowing us to provide our customers with additional value-added services such as, pre-race live odds comparison across a range of leading bookmakers and in-race, live-text commentaries with race status and progression data and a fast results service. Diffusion can also generate triggers for Racing Post customers, letting them know when new website content - such as a live news ticker - is available."

DIFFUSI⏻N DATA
Data Distribution Framework

[Try Diffusion Cloud for free!](#)

About Us

DiffusionData are pioneers in the world of real-time data distribution. The company provides infrastructure software to customers that use fast-moving data streams. The software is delivered as a cloud, on-premise or hybrid solution to companies worldwide, in sectors such as financial services, iGaming, retail, transportation, health and digital media.