

Dear Eurosire Subscriber

In recent years almost everyone involved or interested in the racing and bloodstock industry, from the breeder, trainer, sales company executive, member of the media to the punter has turned to statistics for help in making decisions. Quite simply, statistics are now an integral part of the overall picture.

National, provincial and trade newspapers and magazines publish them daily, weekly, monthly and annually. If there was no demand for them, publishers would not give them the space which they do.

As far as thoroughbred stallions are concerned, most publications in the bloodstock industry, either constrained by space considerations or because of lack of imagination or inability to paint the overall picture, offer only the most basic statistics.

Eurosire Publications Ltd has set out to rectify this situation, with the publication of its "Yellow Book", a monthly statistical digest, covering Flat racing throughout Europe and Scandinavia and, occasionally, other countries, such as the United Arab Emirates.

Eurosire offers everyone in the industry a much more in-depth view of the thoroughbred stallion market. The statistics, which range from the basic to the uniquely fascinating and which cover all Flat racing, not only in the five main European racing countries, England, France, Ireland, Germany and Italy, but also Norway, Sweden, Austria, Holland, Switzerland and others, will prove not only invaluable but also highly thought-provoking. It will therefore be an especially useful tool for anyone attending bloodstock sales and also for the racing enthusiast and punter.

Each main country has its own section of prize money based lists, rather than all races being thrown in together under the "Europe" heading, so owners, trainers, breeders, the media and the betting public in all countries will be able to see their own local picture, as well as the overall view.

The "Yellow Book" is published within a week or so after the end of the previous month, thus offering readers an invaluable up-to-date stallion reference.

In addition to the statistics, which are compiled by the stallion statistics specialists, Hyperion Promotions Ltd, the digest also contains abbreviated black-type race results from the previous month, as well as brief editorial notes on the progress or otherwise of both new and established stallions.

The "Yellow Book" will continue to develop and change as each month comes around, offering new and fascinating information to its readers.

Not suffering from the "ivory tower" syndrome, we at Eurosire Publications invite all readers to offer their opinions on the digest's content by submitting letters or emails to the addresses given below.

The first edition of the "Yellow Book" covers flat racing throughout January of the current year - some readers may be surprised at just how much flat racing there has been in Europe, not only on artificial surfaces but also on turf!

The Editor

A NOTE ON STATISTICAL CONTENT

The aim of EUROSIRE is to bring together in one publication statistics which are informative, accessible and up-to-date.

General sire lists and 2YO sires' lists for Britain/Ireland, France, Germany and Italy are published monthly.

Statistics based on percentages will include all runners from at least ten countries and will be refined by age group and Pattern/Listed status.

Other statistics, such as North American based sires in Europe and sires of colts/fillies, will appear on a less frequent basis.

EUROSIRE will continue to be improved and developed with data used to demonstrate developing trends in, for example, percentages of winners to foals, progeny median earnings, average winning distances and ground preferences.

This year Eurosire will be available online to all subscribers at www.eurosire.com. The members' area will include all the main tables featured in the printed version and will be regularly updated throughout the year to give subscribers the most up-to-date stallion information available to breeders.

Additional data, which does not appear in the printed version, will be added at key points during the racing and bloodstock year e.g. prior to major sales, after big race meetings.