

# The Survival of a Niche Sports Game Genre



An Ouroboros of Thoroughbred Race Horse  
Popularity and Video Game Sales

# Horse Racing's Reputation

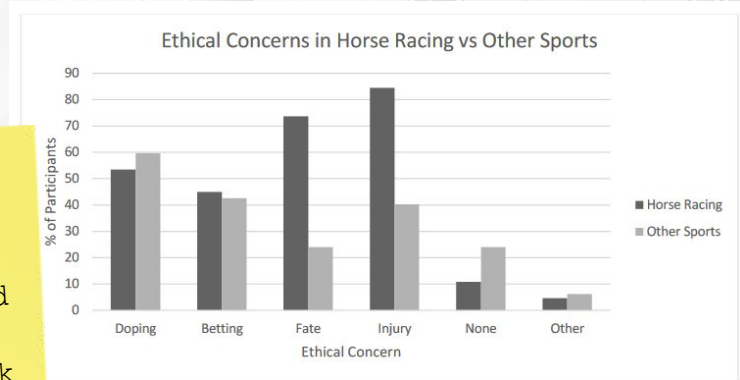


shutterstock

"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. It's a complete connection. Intense. And powerful.

Plus, the Power Glove has a unique programmable keypad that gives you amazing new ways to play almost every Nintendo® 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™**

**Nintendo**



# Normalization = Appeasement



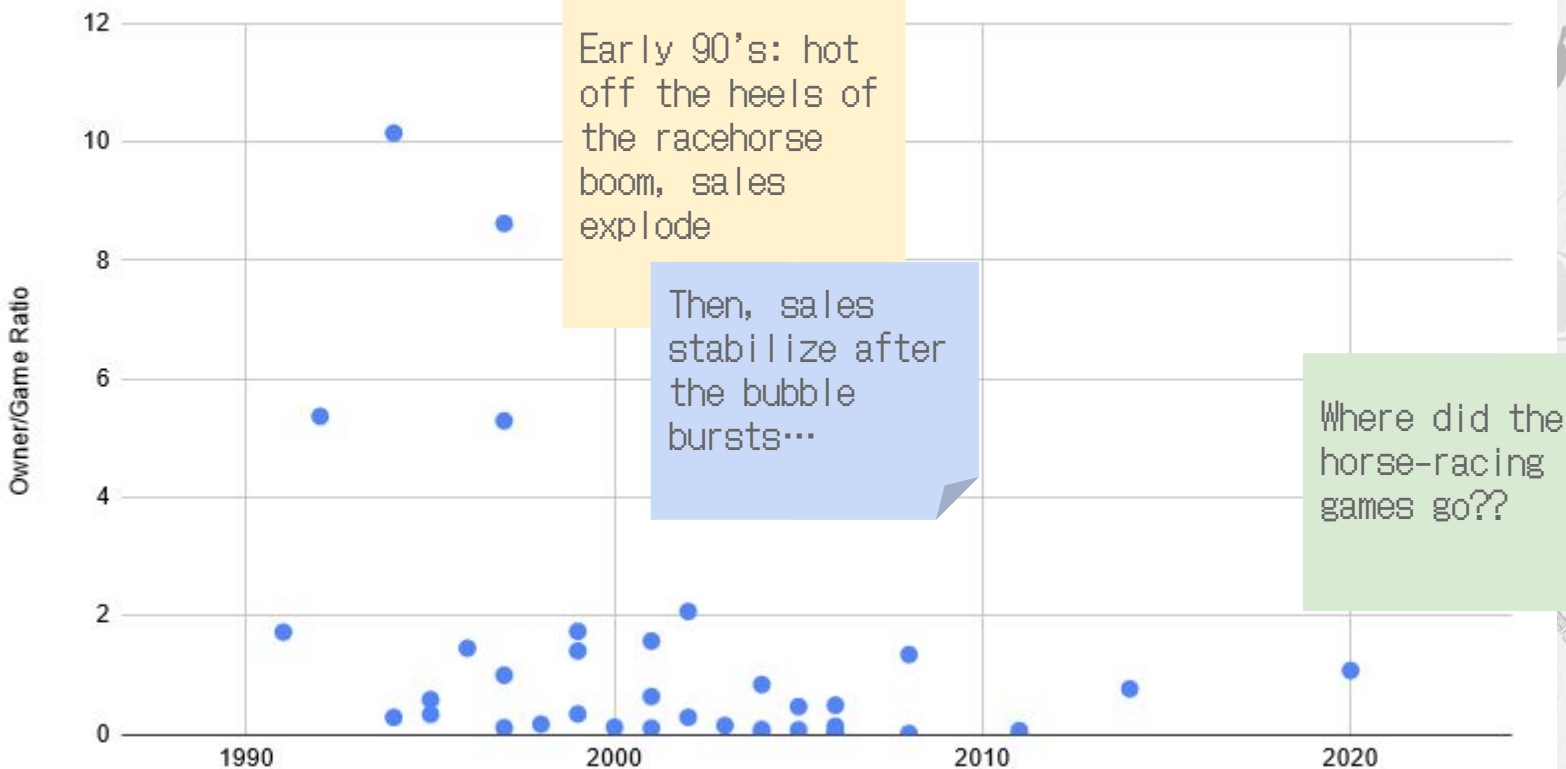
This is the highest quality image of this box that exists

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)

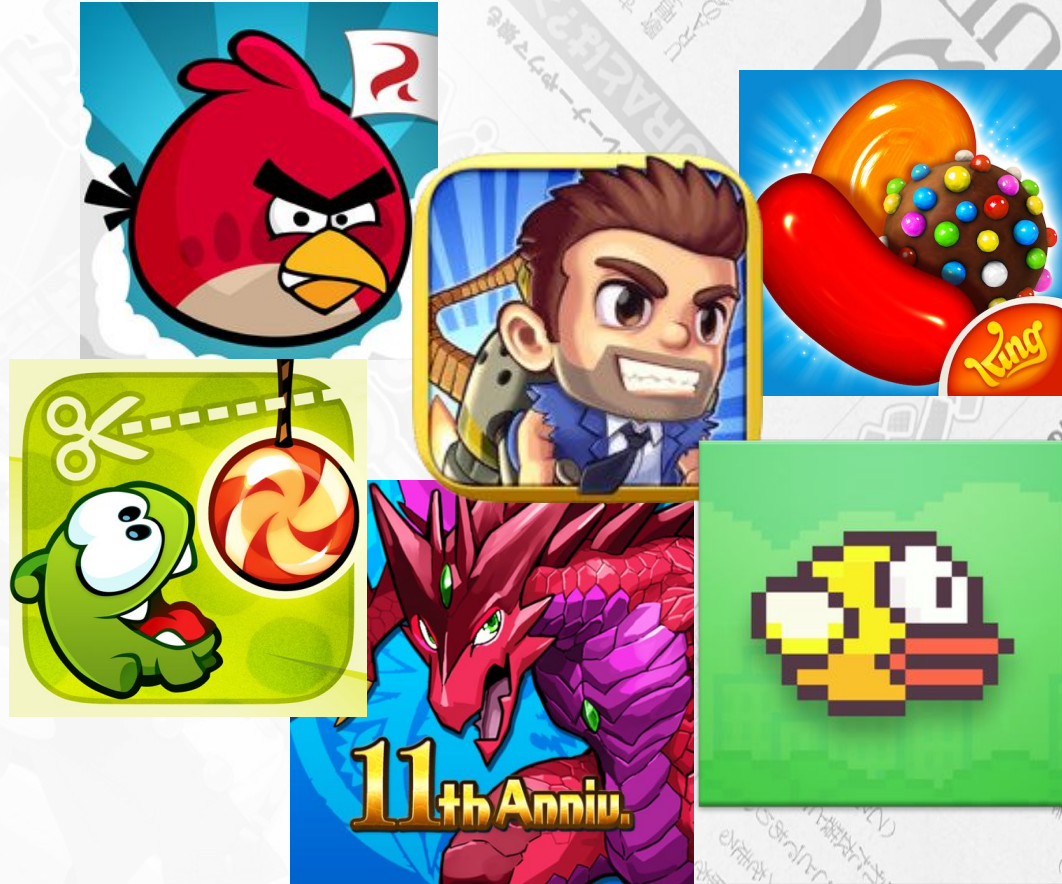




# The Video Game Industry Shifts



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





# Racecourse professionals advocate for the horse girl game's recognition



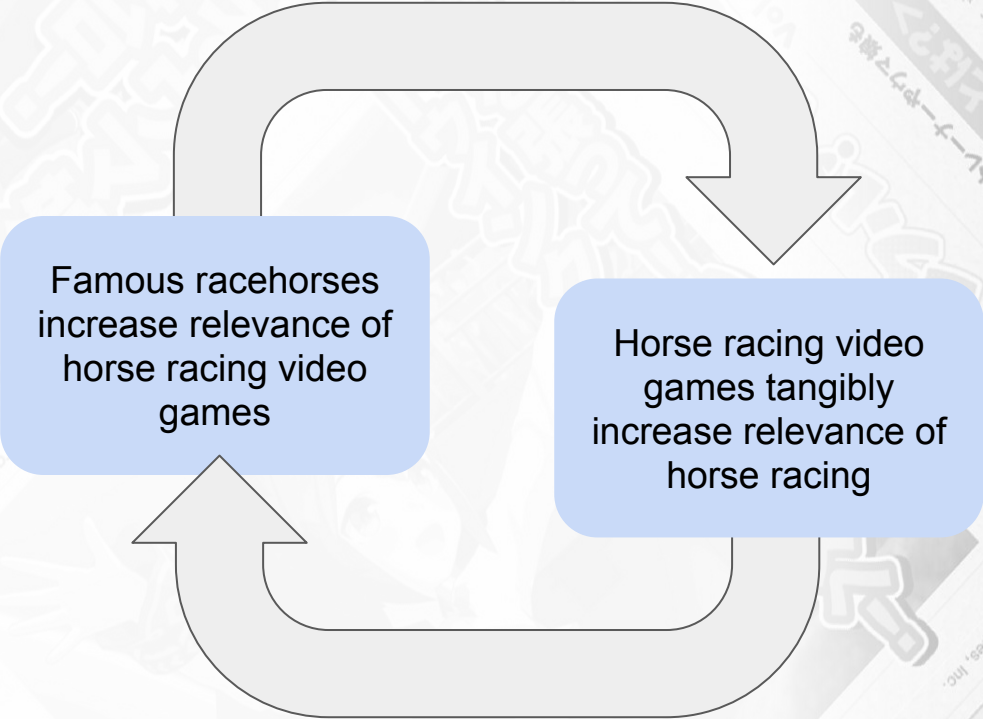
"Now I have my kids' friends asking me about what horses I read in the past and their victories"

Words from Yutaka Take, Japan's most decorated Jockey

"It definitely deserves a culture award!!"



Netkeiba, japan's largest horse racing publisher



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graph TD; A[Famous racehorses increase relevance of horse racing video games] --> B[Horse racing video games tangibly increase relevance of horse racing]; B --> A;
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Famous racehorses  
increase relevance of  
horse racing video  
games

Horse racing video  
games tangibly  
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horse racing





Thank You