

## WHY BET WITH TIMEFORM?

**1**

Timeform has over sixty years of experience in understanding and assessing races. The highly-skilled members of the Timeform team use this accumulated experience to ensure that the information found in Timeform products and services helps to bring profitable betting within the reach of anybody with experience and good judgement prepared to spend the time necessary to analyse each day's racing.

Clearly, not everybody who enjoys a bet has the time, the inclination or the necessary skill to make full use of the Timeform publications. However, following the Jury requires no more effort or commitment than making either a daily telephone call or a visit to our website.

By choosing to become a subscriber to the Jury you can be sure that you will have years of experience and integrity on your side. We look forward to welcoming you as a member.

## THE SERVICES

**2**

Timeform first launched a telephone service in 1969, and we know of no comparable service that can offer the reassurance of over 45 years unceasing commitment to its customers. It's no surprise to find that many members have been with us for years.

Over time the Timeform telephone services have been adapted to appeal to different customer groups and in response to changes in market conditions, such as bookmakers pricing up more morning markets and the emergence of betting exchanges.

In 2008 we launched the Timeform Jury. There are two different Jury services to choose from. The selections are the same on both services, so there is never a danger that the two will be contradictory.

### Join the Jury if...

- ▶ You want value bet selections almost every day.
- ▶ You want an explanation of the reasoning behind the bet.
- ▶ You want TV Focus selections included free of charge.

### Choose Jury Daily if...

- ▶ You want to sample what's on offer before you subscribe to the full monthly service.
- ▶ You want to be selective about the days when you receive the bets.
- ▶ You want to access bets online only.

*"The Jury's philosophy is that the best value bets can be found anywhere, any day."*

## THE SELECTION PROCESS

**3**

The only way to make a profit in the long run is to find winners whose odds are longer than they are entitled to be. In other words, to find 'value' bets.

The Timeform Jury aims to share the expertise of the whole Timeform editorial team, recommending bets at value prices with good winning chances.

No other service can draw on such a depth of knowledge across all codes and levels of British and Irish racing. Timeform's team of expert race readers and handicappers analyse every race run in Britain and Ireland and this breadth of coverage is reflected in the bets from the Timeform Jury.

Every race, every day, is scrutinised by the team utilising the full range of Timeform information. Horses with winning chances are identified as part of the process and an informed judgement made as to which ones are over/under-priced.

The most common Timeform Jury recommendations are win and each-way selections.

Proper use of Timeform involves giving weight to a wide range of factors, among them the distance and going, how much improvement individual runners might find, the likely pace, the form of the trainers involved and, crucially, the betting market.

The bets given by the Timeform Jury might not be immediately inferred from our published products. For example, a horse with something to find on Timeform ratings but proven under the prevailing conditions and thought likely to improve might be worth consideration, depending on the price.

The Timeform Jury meticulously assesses every meeting, which enables it to recommend bets on most days. Occasionally, after weighing up all the evidence, its verdict may be that there is no value bet to be found.

## THE STAKES

## 4

The bets recommended by the Timeform Jury service are made using a scale of 0.5 points to 5 points. The advised stake reflects the discrepancy between the horse's perceived chance and its price, while also taking into account the overall shape and competitiveness of the race.

Members can readily match the stakes to their normal level of betting. If your maximum bet is, say, £100, it will equate to £20 per point on a maximum 5-point bet, so you should have £20 on a 1-point bet, £80 on a 4-point bet and so on. 1-point and 2-point bets are most common, and bets of more than 3 points are very rare.

It is recommended that members operate a separate 'betting bank'. Our suggestion is that, for both Jury and Jury Daily, a bank equivalent to 200 points should offer a very high level of security.

## OBTAINING THE BETS—JURY

**5**

Subscriptions to the Jury are for a fixed period of time and must cover a minimum of one calendar month. The same fixed membership cost applies irrespective of how many days you actually ring. Members are given an ordinary rate number to call and are then asked to input a PIN to gain access to the message.

The bets are available via a recorded telephone message from 9.30 a.m. This time has been specifically chosen to maximise the opportunities across the whole betting market as by this point each day the vast majority of bookmakers have issued prices for the whole day's racing.

### **The message takes the format:**

*"There is one selection today – at Ascot in the 4.05, 2 pts win no. 9 Montaser, available at a general price of 9/4, including with Ladbrokes, Hills and Corals.*

*We think Montaser's true price should be more like 13/8 for a number of reasons. Firstly, as a 3-y-o in a staying handicap he receives what is widely agreed to be a generous weight-for-age allowance, he's got scope for further improvement stepping up to two miles for the first time, this isn't an especially strong handicap for the money, anyway, and the form of his win at Haydock last time has not only proved solid but showed he's fully equipped to cope with very firm ground, too. All in all, he looks to have everything bang in his favour to follow up that Haydock success off an 8 lb higher mark."*

To get the most out of the Timeform Jury selections, we strongly recommend that members have accounts with all leading bookmakers and a betting exchange.

## OBTAINING THE BETS—JURY DAILY

**6**

Jury Daily is available as a paid-for feature at timeform.com from the same time the telephone message is released at 9.30am.

The cost is simply deducted from your timeform.com account balance. On the rare days when the sole bet is subsequently announced as a non-runner the credit is returned to your account by the end of the next working day.

The bets on Jury Daily are the same as those given to telephone subscribers, the differences being that the bets are given without explanation and TV Focus selections are not included as part of Jury Daily.

## OBTAINING THE BETS—TV FOCUS

The Jury is selective in its betting for the reasons previously explained. However we understand that some customers also enjoy simply 'having an interest' in the biggest races.

As its name implies, TV Focus gives you selections for the main races any day there is live horseracing on ITV or ITV4. It is available as a paid-for feature at timeform.com from 8.00pm the evening before racing.

On the days TV Focus is in operation the selections are incorporated, at no extra cost, into the normal Jury message at 9.30am on the day of racing.

## TERMS & CONDITIONS

## 7

Whether you are a current or prospective member of the Timeform Jury services, it is important that you are aware of the following terms and conditions. Making a call to the service or buying one of the website articles is use of that service and deemed acceptance of these terms.

### Terms of Use

Membership of and/or receipt of any information that forms part of the Timeform information service (including the Jury and Jury Daily) is provided under strict Terms of Use. Information is provided on the express understanding that it is for the customer's personal use and not for disclosure or resale to any third party. It is a condition of these terms that information must not be disclosed to others or reproduced or published in any form without Timeform's prior written permission. Timeform owns or has rights to all such information. We reserve the right to initiate legal proceedings against any person breaching these Terms of Use or inducing others to breach these Terms of Use. Use of any Timeform information service shall be deemed acceptance of the Terms of Use for that service.

## SUBSCRIPTIONS

**8**

Charges for the Jury relate to a specific period of time, agreed and identified within the offer to join. Timeform regrets that misunderstandings concerning the duration of a subscription cannot be rectified once a PIN number has been issued.

The same charges will apply, regardless of the number of days on which bets are recommended or of the number of days the member calls. Unless stated in the terms of a specific offer, membership of the service will be considered to have begun at the time of placing your order. No refunds will be available on the unused part of any subscription.

Charges for Jury Daily and/or TV Focus are as advertised on the website at the time of purchase and, unless expressly stated otherwise, relate to a single specific article.

More details about the Terms of Use are available by clicking the link below:

[www.timeform.com/horse-racing/about/terms-of-use](http://www.timeform.com/horse-racing/about/terms-of-use)