
WHY BET WITH TIMEFORM?

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 publications like Timeform Race Cards, the weekly Timeform Black Book and Timeform Perspective — the Timeform form-book — 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, subscribing to the Jury requires no effort or commitment other than making a telephone call.

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

Timeform first launched a telephone service in 1969, and we know of no comparable service that can offer the reassurance of around 40 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 (except as described below), 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 array of bet types to maximise opportunities, including win, place, each-way, lay, and ante-post bets.
- ▶ You want an explanation of the reasoning behind the bet.

Choose Jury Daily if...

- ▶ You want to sample what's on offer before you subscribe to the full monthly service
- ▶ You want to pick the days when you call as you can't find the time every day.
- ▶ You want to bet win and each-way only (ante-post, place and lay bets are not given on Jury Daily).

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

THE SELECTION PROCESS

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. This is a unique feature and gives the Jury a crucial advantage over other tipping services.

Every race, every day, is scrutinised by the team utilising the full range of Timeform publications. 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 Timeform Jury recommendations include win, place, each-way and lay bets, although win and each-way selections are most common. All ante-post races are scrutinised in the lead up to each big meeting and bets advised on the Jury line as opportunities arise. The sole intention is to maximise profit, so the method chosen, be it to back or lay, aims to make the most of an identified opportunity.

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 the printed publications. 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, but 'no bet' days are unusual.

THE STAKES

The bets recommended by the Timeform Jury service are made using a scale of 1-5 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.

It is recommended that members operate a separate 'betting bank'. Our suggestion is that, for both Jury and Jury Daily, this bank is equivalent to 200 points.

OBTAINING THE BETS

JURY

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 approximately noon each day during British Summer Time and from approximately 11.00 a.m. for the rest of the year. 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, and the exchange markets typically have more depth.

The message takes the format:

"Today's verdict is – At Haydock in the 1.25, ZERO TOLERANCE 3 points to win, available at 4/1 with Ladbrokes and Coral and at Newmarket in the 4.55, TIME CONTROL lay to lose 4pts up to 2.5 on Betfair.

We think Zero Tolerance is value at 4/1 because he has proven he handles the prevailing testing ground, having recorded five previous wins on ground described as soft or heavy. He is second top-rated on the evidence of his recent second at the Curragh, which has proved solid form as the fourth and fifth won next time out and his main market rivals this afternoon, Decameron and Yamal, are yet to prove their effectiveness on ground softer than good. Also in Yamal's case, the handicap rise for his recent Goodwood win gives him plenty to do on ratings. Etc..."

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

JURY DAILY

Subscriptions to Jury Daily are for a number of days. Members are given an ex-directory telephone number to ring. Upon calling Jury Daily, you will be asked to enter your Timeform Customer Number and a PIN code*. On your first call you must use the PIN provided by Timeform to access the service. Subsequently you will be able to change the PIN to one of your choice.

Once your PIN has been verified, and providing you have credit remaining in your account, you will hear a menu presenting various options, one of which will enable you to hear today's bets. Bets will be given in the following format.

"At Haydock, in the 1.25 race, No. 5 ZERO TOLERANCE, 3 points win."

After the bet has been played, one day will automatically be deducted from your account balance.

Having listened to the bet, you will then be able to replay the message should you have misheard any important detail.

Using your telephone, you will also be able to check how many days you have left or change your secret PIN. If you need to order more days, simply call the Timeform subscriptions team or visit timeform.com/shop.

You may take your days as and when you wish but unused days will expire one year from the original date of purchase. There is no charge on 'no-bet' days, when the only selection is a non-runner, or if the meeting is subsequently abandoned. The opening times each day are from noon until 2.00 p.m. during British Summer Time, and from 11.00 a.m. until 1.00 p.m. for the rest of the year.

* To use Jury Daily, you must have a touch-tone phone.

TERMS & CONDITIONS

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 either service will be 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

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 relate to a specific number of days, which may be taken at any time on days of the member's choosing (no charge is made for 'no bet' days). *Unused days will, however, expire one year after the date of purchase of a subscription.*

More details about the Terms of Use are available at www.timeform.com/terms.asp.