

New Harness Racing FanZone mobile app available

Tuesday, June 09, 2015 - from Converseon

New York, NY --- The Harness Racing Social Media Initiative today announced the development, launch and availability of a new, feature-rich mobile "Harness Racing FanZone" application for Apple (iOS) devices, including iPhone and iPad. It is available free at Apple's iTunes Store for immediate download at <https://www.apple.com/itunes/>.

The launch of the application is an important milestone for the marketing of the sport and designed to provide the most robust, immersive experience for harness racing enthusiasts who are increasingly engaging with the sport through mobile devices. Nearly two-thirds of Americans are now smartphone owners, and for many these devices are a key entry point to the online world. There are currently more than 800 million users of iOS devices globally.

An android version of the app is expected to be available later this summer.

With the launch, harness racing now joins other professional sports, including MLB, NHL, PGA and others with official mobile applications for iOS devices. It also serves as a critical companion to the www.harnessracingfanzone.com website and other related marketing activity.

Key features include:

- Real time integration with Facebook and Twitter
- Newsfeeds from key media partners
- Photos and videos
- Geo location tabs that show distance, direction and maps to key racetracks

Additional content will be added over time to include more news links, ownership acquisition information and key promotions.

Expanding harness racing's digital footprint, audience and engagement through content and mobile strategies is a key focus of this year's social media marketing initiative, along with owner acquisition and Over-the-Top (OTT) video distribution strategies, which are also underway.