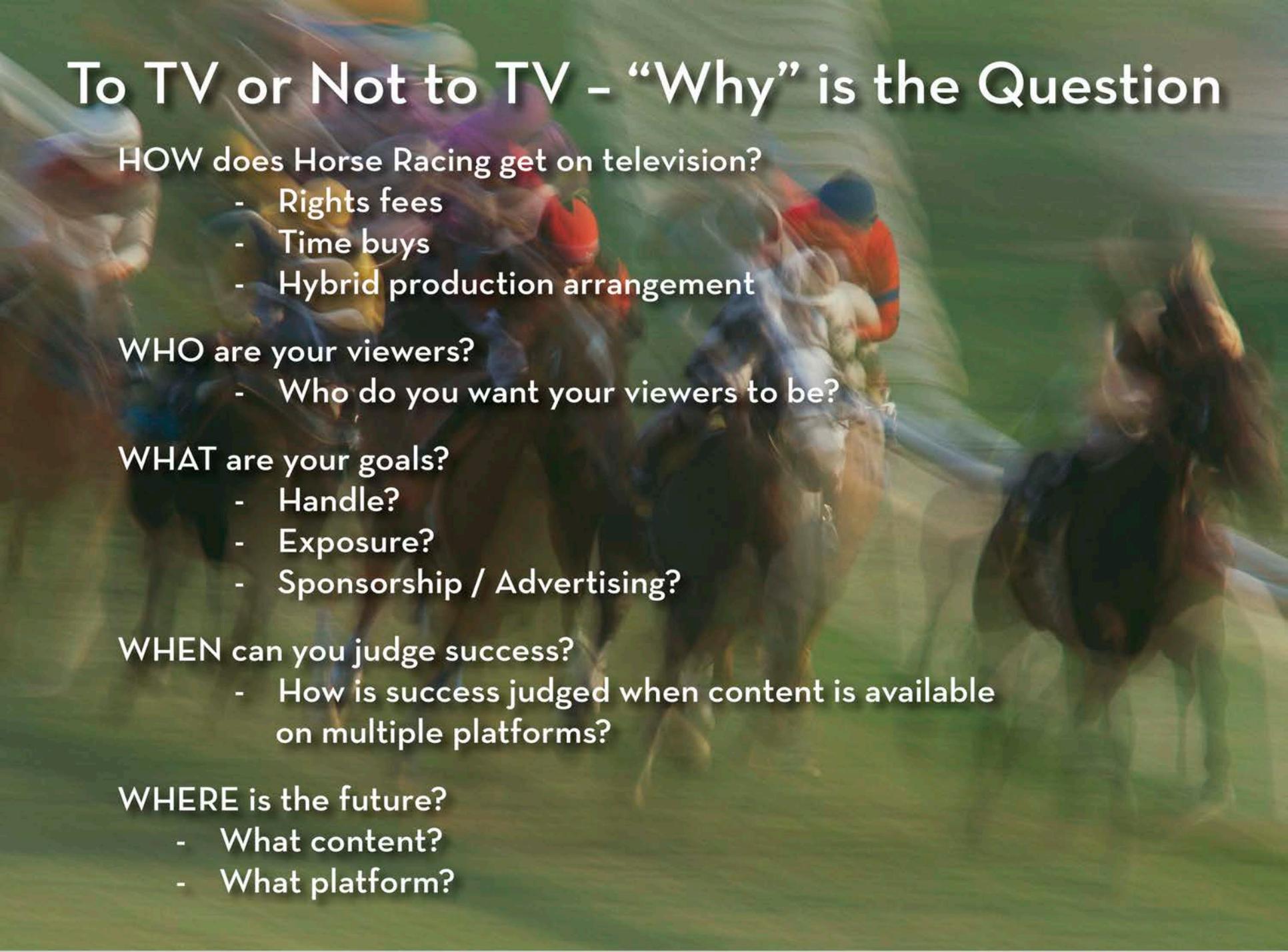


# To TV or Not to TV – “Why” is the Question



HOW does Horse Racing get on television?

- Rights fees
- Time buys
- Hybrid production arrangement

WHO are your viewers?

- Who do you want your viewers to be?

WHAT are your goals?

- Handle?
- Exposure?
- Sponsorship / Advertising?

WHEN can you judge success?

- How is success judged when content is available on multiple platforms?

WHERE is the future?

- What content?
- What platform?