



**BART BARDEN, US Exchange  
Director**

**BETFAIR US & TVG NETWORKS  
RTIP Symposium**

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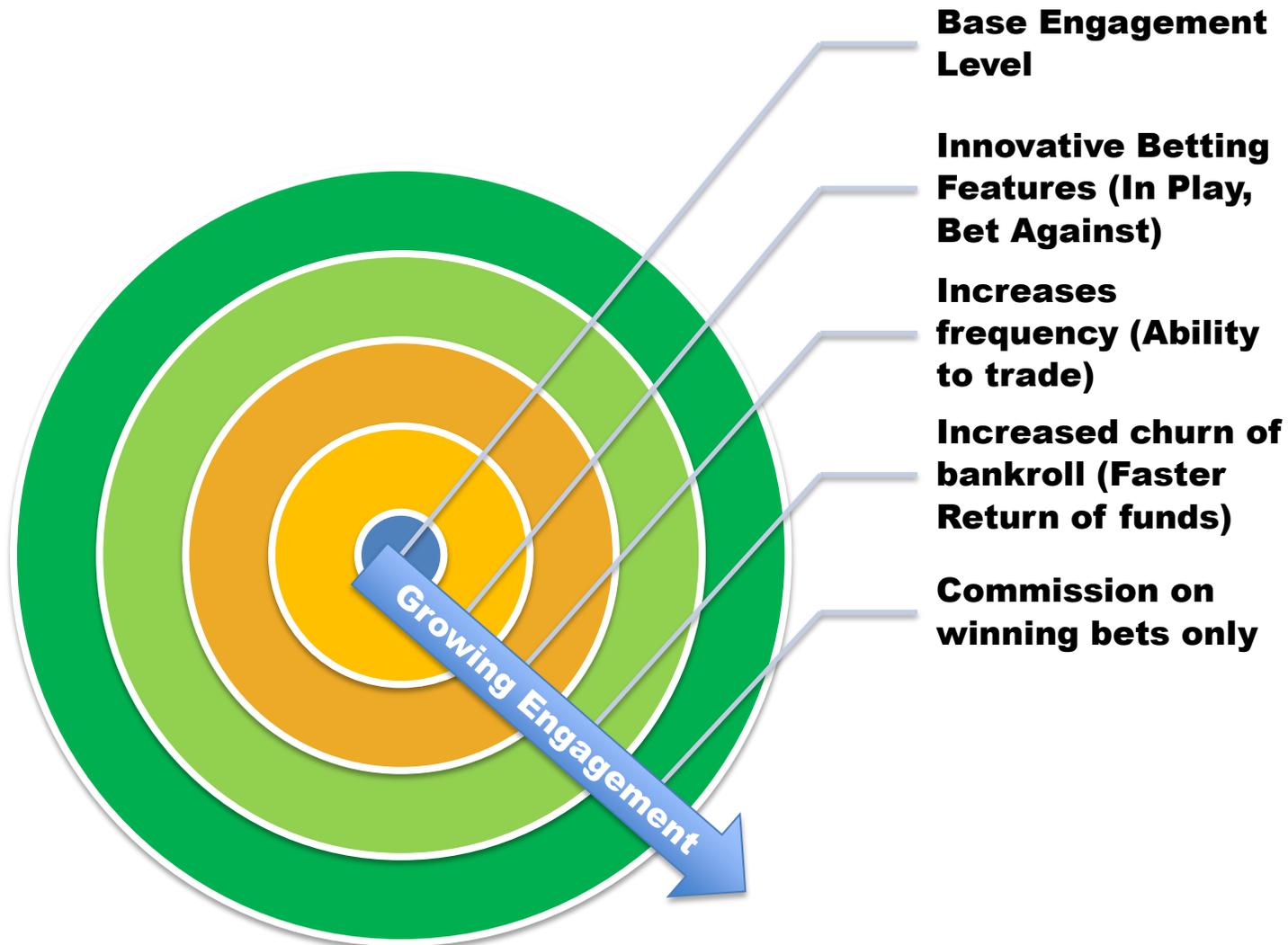
# Increased Churn is good!

*Exchange is built to do this for horse racing*

1. Bringing new money and new players to the sport by offering increased choice and value
2. Complementing existing tote with innovative product features

# Increasing Engagement

*Exchange Wagering has shown increased customer engagement levels across similar racing content*



# How does an Exchange bet work?

Customers match bets against each other



Wagering Interface

Selection

PnL

Odds

Stake

	Bet For	Bet Against
1 Always Satisfied Willie Martinez » \$210.00	22 \$9	25 \$4
2 Cotton Eye Gem Taylor B. Rice » -\$10.00	19.5 \$6	22 \$10
3 Smokinanddrinkin David Delgado » -\$10.00	7.8 \$62	8.4 \$5
4 Whistle Dixie Ronald Dale Allen, Jr. » -\$10.00	19 \$58	21 \$7
5 Lil D Huber Villa-Gomez » -\$10.00	28 \$13	36 \$6

# Engagement Improvement by the numbers

*Exchange customers index higher in key KPIs;  
November 2016 NJ Data*

PRODUCT	Monthly Bets Per Player	HANDLE GENERATED per \$100 Deposit	Avg. Player Days
4NJBETS	16	\$310	4.12
EXCHANGE	184	\$1300	6.56

# Track Example: Del Mar 2016

*The average Exchange customer can wager 66% longer (22 races) than the average Tote Player from the same \$100 deposit*

Del Mar 2016 Meet	Day 0	Nov 11 <sup>th</sup>	Nov 12 <sup>th</sup>	Nov 13 <sup>th</sup>	Nov 17 <sup>th</sup>	Nov 18 <sup>th</sup>
Races per Day	0	9	9	9	8	8
ADW	\$100	\$44.80	\$19.20	Out of Funds		
Ending Balance						
Exchange	\$100	\$64.80	\$52.00	\$39.20	\$23.20	Out of Funds
Ending Balance						Race 6

## Assumptions:

- Player bets \$20 per race—Win Bets only—Even money (2.0) odds
- Tote Take out is 16%
- Player wins 40% of their bets on ADW and 45% on Exchange



**THANK YOU**

**To discuss Betfair Exchange growth  
opportunities email [bart.barden@betfair.com](mailto:bart.barden@betfair.com)**