

Fantasy Games

Opportunities for Racing

John J. Ford
BAM Software and Services
2012 Global Symposium on Racing & Gaming
The Games People Play
December 4, 2012



John J. Ford

Attorney

General Counsel and VP, Ladbroke Racing

Consultant/Attorney

CEO, BAM Software

BAM Software and Services LLC

Formed 2007

Created Independent Platform for Account Based Games

Launched BetAmerica.com in 2008 with Lien Games Racing

Added Additional ADWs for horses and greyhounds

Created Kiosks to increase number of betting locations in U.S.

Launched First Fantasy Football Games in 2010

Expanded Fantasy Games Offerings in 2012



What are Fantasy Games?

In Sports, picking players, not teams.

Create your “Fantasy Team”, picking different players from different teams.

As the game plays, your players earn points for performing – passing and running yardage, homeruns, blocked shots.

Traditional – season long fantasy sports leagues.

Growing Opportunity in Daily/Weekly games.



Who is the Fantasy Games Consumer?

35+ Million strong today, just on fantasy sports.

3 out of 4 play against people they know – very social game.

Average Household Income of \$92,750

78% own their own home

Average age is 41.4 years old (51 for racing)

Sports fans twice as likely to bet on racing

Today, \$1.9 Billion spent per year on Fantasy Sports



Is this Legal?

Dependant on state law, like racing.

Clearly exempted under Federal 2006 UIGEA, like racing.

Under UIGEA, certain requirements must be met for a fantasy or simulation sports game or educational game or contest:

1. Prize set in advance and not dependant on number of players or fees paid.
2. Winning outcomes reflect knowledge and skill of consumers.
3. Winners determined predominantly by accumulated statistical results of performance of individuals in real world events.
4. While mostly focused on sports, Pop Culture Fantasy Games also possible.

How can this help racing?

Great demographic for racing.

Marketing tool to bring new younger demographic to the track.

- Attract them to racetrack/OTB
- Retain them longer as games are played
- Keep them returning for future games

Additional money making opportunity.

- Free play, with promotional prizes.
- Offered with entry fees, with cash prizes, with hold for the operator.

Create Horse Racing Fantasy Games





NFL ELECTION MLB NBA NHL

DEPOSIT

REFER A FRIEND

HELP



John Ford - Gmail

Balance: \$26.00



OFFERED	SUBMITTED	LIVE	COMPLETE		
Contest Name	Type	Entry Amt.	Users	Prize	Start Time
Total Blocks	Sun & Mon - 3TEs	\$1	4/5	\$4.5	12/02/2012 10:00
Bad Coffee	Sun & Mon - QB, RB, WR	\$1	1/10	\$9	12/02/2012 10:00
8 City Brawl	Sunday games - QB, RB, WR	\$5	0/2	\$9	12/02/2012 10:00
Breaking Dragnet	Sun & Mon - 3TEs	\$1	0/5	\$4.5	12/02/2012 10:00
Buddy Dragons	1PM ET games - QB, RB, WR - top 2 paid	\$5	0/5	\$22.5	12/02/2012 10:00
Long Junior	1PM ET games - 3QBs	\$1	0/2	\$1.8	12/02/2012 10:00
Smashed Trail	Sun & Mon - 3QBs	\$20	0/2	\$36	12/02/2012 10:00
Smashed Train	Sun & Mon - 3QBs	\$5	0/2	\$9	12/02/2012 10:00
Spill Train	Sun & Mon - QB, RB, WR	\$1	0/10	\$9	12/02/2012 10:00

myself [03:30pm]: he has 62 and I have 48 so long as they score 55 or less, I think I win that game

pete k [04:30pm]: great minds think alike, i need Eli to tear it up

myself [05:16pm]: I don't think I need Eli to tear it up though?

pete k [05:19pm]: haha no you want Eli to have a very modes game

pete k [05:20pm]: like he's done for the last 3 weeks, i'm hoping that bye helped

myself [05:32pm]: I suspect I will have a good game, just hope not too good. :)

myself [05:32pm]: Actually, I am seeing I need him to produce at least 8 points in another game for me.

pete k [05:44pm]: i'm in a

Type message here

Friday, November 30, 12



NFL
ELECTION
MLB
NBA
NHL

DEPOSIT
REFER A FRIEND
HELP



John Ford - Gmail

Balance: \$19.00

Total Blocks

Spot is locked.

Vernon Davis
36.86
SF @ STL

Dallas Clark
16.99
TAM @ DEN

Jermaine Gresham
35.84
CIN @ SD

STARTS IN: **1** : **15** : **05** : **30**

DAYS HOURS MIN. SEC.

SALARY REMAINING: \$0.31

AVG. REMAINING PER PLAYER: \$0.00

CLEAR ALL
IMPORT
ENTER TIEBREAKER **55.56**
SUBMIT

TE	TE	TE				
	Brandon Myers	OAK vs CLE	\$33.49	\$32.07	12.01	ADD +
	Owen Daniels	HOU @ TEN	\$33.05	\$31.91	13.85	ADD +
		SD vs CIN	\$31.56	\$34.06	9.28	ADD +
	Greg Olsen	CAR @ KC	\$31.42	\$31.04	11.26	ADD +

myself [03:30pm]: he has 62 and I have 48 so long as they score 55 or less, I think I win that game

pete k [04:30pm]: great minds think alike, i need Eli to tear it up

myself [05:16pm]: I don't think I need Eli to tear it up though?

pete k [05:19pm]: haha no you want Eli to have a very modest game

pete k [05:20pm]: like he's done for the last 3 weeks, i'm hoping that bye helped

myself [05:32pm]: I suspect h will have a good game, just hope not too good. :)

myself [05:32pm]: Actually, I am seeing I need him to produce at least 8 points in another game for me.

pete k [05:44pm]: i'm in a

Type message here

Thu Nov 29 2012

Back - Daniels is probable for Sunday's game against Tennessee

Friday, November 30, 12

COPYRIGHT © 2012 BAM SOFTWARE AND SERVICES INC.

Total Blocks

LOCK YOUR SPOT?

RULES | OPPONENTS | PRIZE POOL

Vernon Davis (Tight End)

SF

SALARY: \$ 36.86

GAME: SF @ STL

Avg Per Game: 10.34

FPs Last Game: 0.00

Salary Last Game: \$ 40.24

ADD +

Season Stats

Receiving			Rushing		Passing			Games played	Fumbles lost
Receptions	Touchdowns	Yards	Touchdowns	Yards	Touchdowns	Interceptions	Yards		
35	5	487	0	0	0	0	0	11	0

Player News

Vernon Davis: Alex Smith should be starting
Monday, November 26, 2012
Although Jim Harbaugh made the correct on-field decision to bench Smith for Colin Kaepernick, one of the risks he ran was creating a locker-room divide. "It's difficult, but I think Alex is still the man," said Davis. "In my heart I strongly believe that and you'll know next week. ... I'm sure Alex is still our guy." Kaepernick is still expected to start in Week 13 at St. Louis.

Vernon Davis held without a catch

Friday, November 30, 12



NFL

ELECTION

MLB

NBA

NHL

DEPOSIT

REFER A FRIEND

HELP



John Ford - Gmail

Balance: \$19.00

Jumpman Out

GAME COMPLETE

RULES | OPPONENTS | PRIZE POOL



Rank: #1
gmailjohn

SCORE: 87.56



Rank: #4
brandyfe

SCORE: 45.00

Cam Newton (QB) CAR vs TAM
40 RuYd, 1 PaTD, 252 PaYd

18.08

Robert Griffin III (QB) WAS vs PHI
84 RuYd, 4 PaTD, 200 PaYd

32.40

Matt Schaub (QB) HOU vs JAX
5 PaTD, 527 PaYd, 2 PaInt

37.08

TIEBREAKER: 31

Tom Brady (QB) NE vs IND
3 PaTD, 331 PaYd

25.24

Peyton Manning (QB) DEN vs SD
3 PaTD, 270 PaYd, 1 PaInt

20.80

Blaine Gabbert (QB) JAX @ HOU
1 FL, 24 PaYd

-1.04

TIEBREAKER: 6

myself [03:30pm]: he has 62 and I have 48 so long as they score 55 or less, I think I win that game

pete k [04:30pm]: great mind: think alike, i need Eli to tear it up

myself [05:16pm]: I don't think I need Eli to tear it up though?

pete k [05:19pm]: haha no you want Eli to have a very modest game

pete k [05:20pm]: like he's done for the last 3 weeks, i'm hoping that bye helped

myself [05:32pm]: I suspect will have a good game, just hope not too good. :)



NFL

ELECTION

MLB

NBA

NHL

DEPOSIT

REFER A FRIEND

HELP



John Ford - Gmail

Balance: \$25.00

Win the Election!

GAME COMPLETE

RULES | OPPONENTS | PRIZE POOL



Rank: #443556
gmailjohn

SCORE: 35.00

Mitt Romney (US) Republican
413141499 Contrib. \$, 48.1 Vote

Maggie Hassan (NH) Democratic
3 Pts, 930000 Contrib. \$, 54.6 Vote

Jay Inslee (WA) Democratic
3 Pts, 11451945.91 Contrib. \$, 5:

Mark Takano (CA D41) Democratic
5 Pts, 1238651 Contrib. \$, 56.4 Vote

Tim Bishop (NY D1) Democratic
5 Pts, 2461632 Contrib. \$, 52.2 Vote

Jim Renacci (OH D16) Republican
5 Pts, 2923543 Contrib. \$, 52.2 Vote

Angus King (ME) Independent
7 Pts, 2155667 Contrib. \$, 53.1 Vote

Scott Brown (MA) Republican
24432597 Contrib. \$, 46.3 Vote %

myself [03:30pm]: he has 62 and I have 48 so long as they score 55 or less, I think I win that game

pete k [04:30pm]: great minds think alike, i need Eli to tear it up

myself [05:16pm]: I don't think I need Eli to tear it up though?

pete k [05:19pm]: haha no you want Eli to have a very modest game

pete k [05:20pm]: like he's done for the last 3 weeks, i'm hoping that bye helped

myself [05:32pm]: I suspect he will have a good game, just hope not too good. :)

myself [05:32pm]: Actually, I am seeing I need him to produce at least 8 points in another game for me.

pete k [05:44pm]: i'm in a

Friday, November 30, 12

Future of Fantasy Games?

Expansion of fantasy sports, as substitute for sports betting.

Creation of “fantasy” racing games.

Expansion into other live events – Emmy’s for TV, Oscar’s for movies

Almost any live event.

Why not have racing involved?



Thank You

Demonstrations at Booths 5 & 6.

BAM Fantasy Games Offered FREE to racetracks.

John J Ford
BAM Software and Services LLC
San Francisco, California
925.942.9000
www.bamsas.com
john@bamsas.com

