

Going *mobile*



“\$10 Billion in North American wagers
via mobile gaming platforms by 2015”

- Juniper Research, August 2010

“\$45 Billion in North American wagers
via mobile gaming platforms by 2017”

- Juniper Research, July 2012

Cyber Monday Sales (mobile)

“...nearly \$2 billion in online transactions, with mobile transactions accounting for **22%**. That is a **100%** increase in mobile transactions from 2011”

- IBM, 11/27/12









Mobile Wagering

- A financial transaction



Successful Mobile Wagering

- A financial transaction with a trusted source, every time



Mobile Leaders



A Mobile Motto

- Understand that the next mobile transaction (wager, ticketing, retail) always will be the most important one





The consumer is...

- ...as smart as they've ever been
- ...eager for information
- ...expecting premium service
- ...as valuable as ever

Should I Go Mobile?

- Know your patrons
- Know your facility
- Ask yourself what you want:
 - More bets?
 - Higher average wager?
 - Build and connect with fans?
 - Increase sponsor/media revenue?



Del Mar reason for going mobile

- Guest service
- Reduce shut outs at the windows
- Keep pace with patron behaviors
- Reinforce our brand as an innovator



Tradition meets Technology



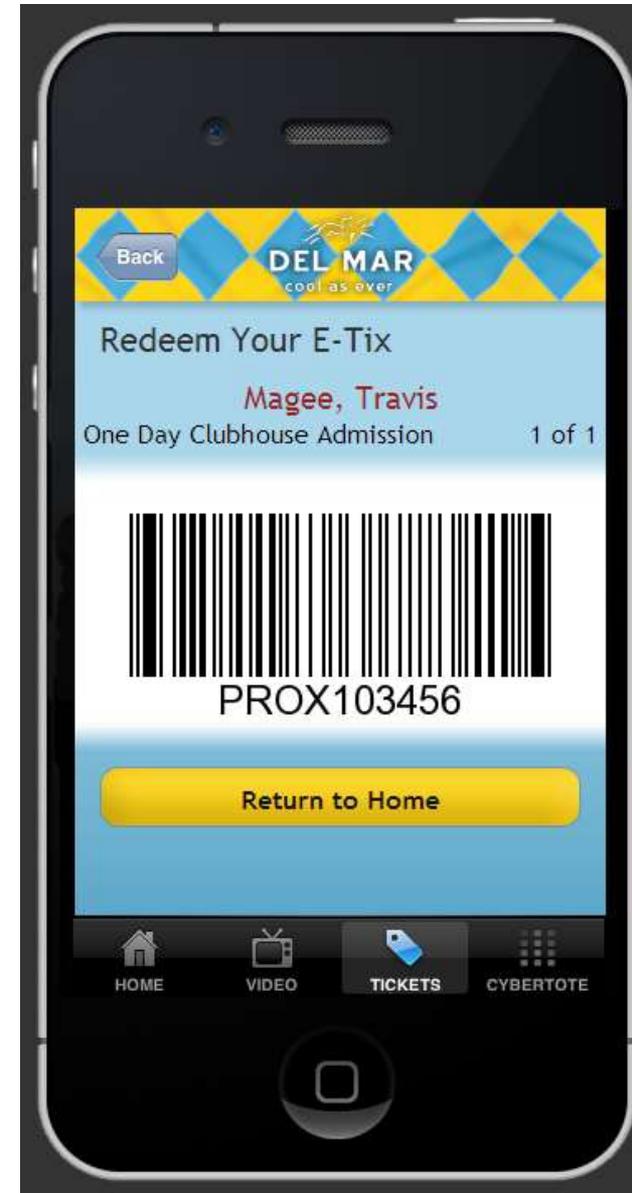


Understanding the Process

- More than developing an App
- Realize your resources
 - Infrastructure
- Know your development partners
 - IT, Tote, Agencies
- Educate your frontline employees
 - Guest services, sign-up staff, pari-mutuels

Mobile Trends

- Wagering
- Effective messaging
- E-ticketing



Next Moves

- Take inventory
- Research “successful mobile” venues
- Scale your plan/growth
- Focus on the fans every step of the way
- Align yourself with trusted and smart sources

