# What's up with Wagering

This is a challenging/changing time for the US racing market

- Turnover/Handle is not increasing
- ADW account wagering is developing
- Sports betting is coming Positive/Negative?
- How do we attract new and/or younger players

# Change and competition

Other markets such as UK and Australia went through this period of change

- Better user experience
- Increased marketing
- More engaging products
- Resulted in significant uplift in retail turnover

## Example of recent innovative products

## Products

- Bet Boost
- Odds Boost
- Fold
- Double Down
- Flexi Betting
- Cash out

## Promotions

- Money back
- Two winners
- Double odds
- No lose Saturday
- Lead and get beat
- Boosted odds

## Sports Betting – If or When

Negatives for racing

Positives for racing

- Punter focus to sports
- Global Bookmakers
- Better technology
- Access to vision

- Brand new audience
- Increased marketing
- More points of contact
- Increase handle

## New customers – How to attract

- ADW Account betting
- Better experience for the punter
- Make it easier to understand racing
- More personalized and targeted to the punter
- Mobile betting has exploded in both the Australian and UK markets

# World Series of Horse Racing

**TOURNAMENT BETTING** 





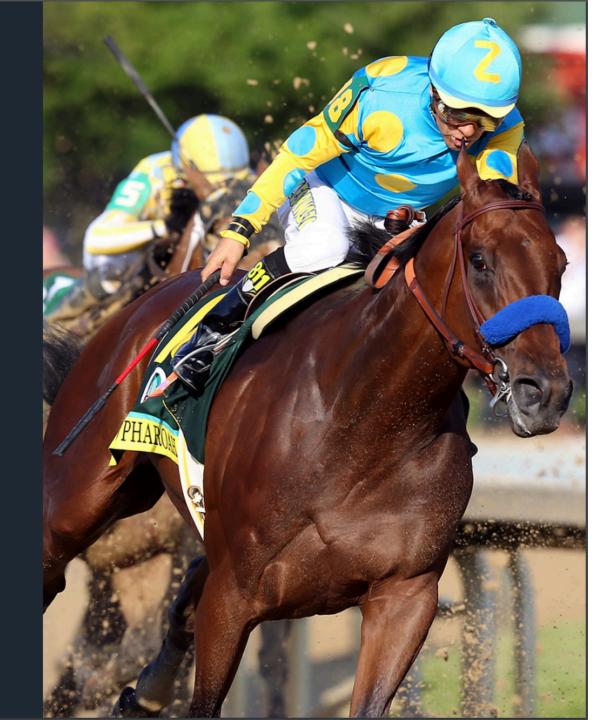
## **The Concept**

To build to the world's richest racing 'handicapping' tournament by 2019 through international lead-in-feeds in the UK, USA and Australia.



These would culminate in one grand finale event to be held at Churchill Downs during the 2018 Kentucky Derby, in association with Twinspires.





## **Example Lead-In Flow Chart**





## How it will Work



#### **The Grand Final**

Three live venues around the globe; the UK, USA and Australia.

The Main venue would be Churchill Downs in Kentucky, with satellite venues at the Gold Coast in Australia and Newmarket in the UK.

Players would get expenses paid trips to the venues.

The buy-in includes betting on the Saturday and Sunday of the Kentucky Derby Weekend and the Saturday meetings at the Gold Coast and the Guineas meeting at Newmarket in the UK.



#### **Buy-in**

Valued at \$10,000 per player (either straight cash buy in or qualified) From this:

- \$2,500 goes in to the prize pool
- \$7,500 is used for real money betting



## **Races Flow**

Based off this year's start times for Kentucky

#### **Kentucky Derby**



#### **Gold Coast**



#### Newmarket







#### **Meeting One**

FRIDAY MAY 4th 10:30am Kentucky Friday Last race 8:00pm



#### **Meeting Two**

FRIDAY MAY 4th 10:00pm Gold Coast Last race 2:30am



#### **Meeting Three**

SATURDAY MAY 5th 8:00am Newmarket Last race 12:00pm



#### **Meeting Four**

**SATURDAY MAY 5th** 10:30am *Kentucky Derby Day* Last race 8:00pm