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Horse Racing and Social Gaming –
The Untapped Potential

MODERATOR:
Vin Narayanan, Editor-in-Chief, Casino City

SPEAKERS:
Hai Ng, Partner, Neomancer LLC
Kevin Vonasek, Chief Product Officer, Sportech

Ms. Liz Bracken: Doug has talked to me a little bit since I've started about strategic planning, which is one of his classes, and opportunity and risk.

This first panel is going to be about opportunities in online gambling and online social gaming. Then, this afternoon, our moderators and speakers are gonna come back, some of them.

They're going to talk to you about the risks on online. Our moderator is an expert in online gambling, an industry expert. He is the editor-in-chief of Casino City. His name is Vin —

Mr. Vin Narayanan: Narayanan.

Ms. Liz Bracken: Narayanan. Not Rosie Napravnik, Vin Narayanan. I will turn it over to him, and we do have an extra speaker that wasn't in your program. Then, we'll introduce him to you as well. Thank you.

[Applause]

Mr. Vin Narayanan: Well, first, thank you. Well, first of all, thank you very much for having us here. We'd like to thank the Global Symposium on Racing for having us speak. It was very kind of them to invite us over. We're quite happy to be here.

This is the panel about social gaming and how we can figure out what to do with horse racing and get that involved in social gaming and really figure out how to tap

this particular market and this particular channel to do quite a few things. Before I introduce the panelists, I just wanna get an idea. How many people in here have a Facebook account? Show of hands. Alright. Almost everybody. Of that group, how many people play Candy Crush Saga? Come on. Don't lie. We know you play it. Alright. We've got a smaller group.

Alright. Now, of that group, how many of you play some sort of horse racing app on Facebook? We got two, three. Alright.

For the rest of you, that group that plays Candy Crush Saga, but doesn't play anything horse racing, can we get someone of you to the microphone and tell us why you don't play a horse racing app? Yay.

Ms. Sophia McKee: I have a Candy Crush problem, which honestly is probably the main reason I'm not playing a horse racing app as my time is monopolized by Candy Crush, but really for me from a marketing perspective is I don't personally find a need to play the app when I can play the real thing.

Mr. Vin Narayanan: There you go. That makes sense. Who here operates horse tracks?

Which one of your representing operators?

How many of you have Facebook pages? Alright. How many of you have Facebook pages that have more than 5,000 likes? One, two. Okay.

How many of you have Facebook pages more than 10,000 likes? We've got two.

How many of you have Facebook pages more than 100,000 likes? Nobody. This is why we're here. We are here to figure this out and help figure you out.

You're the horse racing experts. Not us. Just to give you a little background on myself, I am a horse racing fan. From grades one through six, I lived in Clifton Park, New York, which is just outside of Saratoga.

Without my parents' knowledge, I read and learned everything about the horse racing industry through the newspapers there, and I've been following the horse racing industry ever since. I covered horse racing for *USA Today* and *USAToday.com* for a few years.

I've been in and around horses for quite some time. I used to say I'm the only person under 40 that likes horse racing. That's no longer the case because I turned 40 last week, so I can't make that claim, but I do know a bit about horse racing from a player's standpoint and from a media standpoint.

 I understand the challenges facing the horse racing industry and then from a player's standpoint as well.

On my left is Hai Ng. He's a partner with Neomancer. Hai is a renaissance man of the gaming industry. He works in security. He consults with social gaming. He understands the social gaming sphere like no man out there. He understands the game mechanics. He understands how to get people engaged, but he also understands the marketing side of aspects and that sort of thing.

Then, on my right, I've got Kevin Vonasek, who is with Sportech via partnership with NYX Gaming. Did I get that right?

Mr. Kevin Vonasek: You did.

Mr. Vin Narayanan: Alright. He's the Chief Product Officer for their social gaming division. He comes from the online casino background and working social games with the online casinos.

He brings that expertise to the mix, and so between the three of us, and hopefully all of you cuz we wanna keep this interactive and lively, we'll try and figure out how we want — we'll try and figure out what needs to happen within this room.

You can walk out of this room feeling that you have a sense of, alright; we have some action steps that we can take moving forward besides calling one of us to help you. That's what we're trying to do here. Let's start out with some basics.

Candy Crush Saga, 148.2 million monthly active users, 54.27 million daily active users. That's a lot of users.

Derby Jackpot, which by the way I like, good site, their Facebook presence, 5,262 monthly users, 490 daily users.

DerbyFever.com, which is sort of like a Farmville for the horse racing industry, 247 monthly users, 68 daily users.

The Saratoga Facebook page for the racetrack, 3,306 likes on Facebook.

Keeneland has 164,979 likes. This was as of this morning.

You can see there's a gap, and there's room for potential to grow in this.

We gotta figure out how to — we've gotta figure out how we're gonna do this. Let's start with the very basics.

Mr. Hai Ng: Green button.

Mr. Vin Narayanan: I am hitting the green button.

Mr. Hai Ng: The big green button.

Mr. Vin Narayanan: The green button.

Male Voice: The one at the top.

Mr. Vin Narayanan: The one at the top. There we go.

Mr. Hai Ng: No, no, no. Here. This one.

Mr. Vin Narayanan: That one. There we go. Thank you.

Kevin Vonasek: The tech guy saves the day.

Mr. Vin Narayanan: Yes. Tech guy saves the day. Social gaming and horse racing. What is social gaming? Social gaming is simply put any game type that where playing with friends or exposing the game action to other people enhances the game product.

With Candy Crush Saga, it's simple. You've got leader boards, or you get friends that give you lives that can extend lives. You can ask friends to extend lives. That's social gaming, and there's all sorts of forms of social gaming.

Hai, you and I were talking about it earlier where the Derby Wars contest is actually social gaming. I mean you look at it as a contest. When Hai and I were sitting there looking at it, we saw social gaming.

Mr. Hai Ng: Right. Even if you take a step back, it's not technology. We've had social gaming for as long as we had games cuz you can't — unless you're playing solitaire, and even when you're playing solitaire, it's still social because you'll brag about it to the next guy, who is also playing solitaire.

Even if you're playing a game by yourself, if you're telling somebody about that game, that's a social game. It's nothing new. Facebook didn't invent it. Neither did Zynga, and neither did Candy Crush and all the other games from the company.

Mr. Vin Narayanan: Yeah. That's one of the keys to remember is when you're talking about social gaming, it's not platform. It really doesn't matter whether it's on the web or it's a mobile phone app or it's —

Mr. Hai Ng: Live.

Mr. Vin Narayanan: Live something that you're doing at the track. None of those matters. What matters is the social elements.

Now, Kevin, I mean you've been approaching this from the casino side. There are certain social elements to this that really make games work.

Mr. Kevin Vonasek: Yeah. I mean I think in our industry, and I'll admit right away I know very little about horse racing.

I am coming at this from the casino side and what we've done. Oh, sorry. And what we've done with social gaming and the relationship to real money and base gaming in our industry. We use the term social gaming. As you mentioned, it's a big word right now, and we actually basic — anything that's not real money gaming, this day we refer to as social gaming whether it's free to play, whether you're selling a currency in exchange for continued activity in the game, and whether your jurisdiction is something that you think would allow you to do that. That's what we call social gaming.

At the end of the day, it's you're leveraging the viral aspects of these games to be a marketing tool for you. That's how we leverage it in our industry.

Mr. Vin Narayanan: That brings it up to why is social gaming important. Well, it's about marketing. It's about decision-making. It's about engaging. It's about social currency. It's about publicity, and it's about comfort with the product. Those are the different things that you're looking at there. Hai, let's just work our way through it —

Mr. Hai Ng: Sure.

Mr. Vin Narayanan: — one at a time. When we talk about decision-making, and this is just an example, how are decisions made now?

Well, when we went to dinner last night, we got a recommendation from a friend. That helped.

Then, we went to Yelp, and then we went and saw whether we could do an open res, open table reservation. Then, when all else failed, we called them, but that was the decision-making tree in terms of the process right now. How was the decision — go ahead, Hai.

Mr. Hai Ng: But I think the key thing of that decision path, the item that probably gave the most value was when we spoke to Doug.

Mr. Vin Narayanan: Yeah.

Mr. Hai Ng: We gave him the name of the restaurant. He goes, "Oh, that's a great place." That sealed it. The rest of it was just going through the motions to make sure that they were open, make sure we could find it, make sure we went to the right place.

The word of mouth carried the highest bearing in marketing that particular property. I found it first by we saw it. I saw it on TV, but I've never been there, and you know TV could lie.

That is representative of just pure traditional marketing, whether it's an ad, whether it's whatever you do. There's always a grain of salt that a consumer is gonna say, "Well, it's an ad. They're definitely gonna say it's good."

But when it comes from a friend when it's a word of mouth, that has value.

Mr. Vin Narayanan: That's really what social gaming is all about. It's how do you build that word of mouth? How do you build that buzz? How do you get people to come to the track? I mean we're talking engagement away from the track is what we're talking about.

Mr. Hai Ng: One key thing if you wanna look at what has made it different, if we always had word of mouth and we always had those mechanisms, what has made it different? One thing that Facebook probably made a game changer is it's fast. It's immediate. There are a lot more people. You can reach out to a lot more people at the same time. If I post something now, I check in right now on Foursquare, which is a social media check-in app. Who's familiar with that app, Foursquare? Alright. Some of you. Basically, it's like the biggest breach of privacy if you're talking about cyber security.

Mr. Vin Narayanan: How many people can check in at a track from Foursquare? How many have enabled that?

Audience Member: We can check in on Yelp.

Mr. Vin Narayanan: You can check in on Yelp.

Mr. Hai Ng: Any track owners here that have done promotions on Foursquare?

No.

Well, from my personal experience, I'll tell you one thing. I've actually chosen one restaurant versus another because there's a promotion on Foursquare where I got a free appetizer, and they were all next to one another.

They both looked the same to me. I brought up my Foursquare app to check in at the one. I was about to go in, and I saw that there was a little ribbon on the side of the other one that said, "Special." I brought it up. It said, "Free appetizer for a check-in." I turned around.

Mr. Vin Narayanan: Yeah. Well, exactly. What we're talking about in terms of — there are two types of engagement you want.

You want engagement away from the track. You want engagement at the track. Why do you want engagement away from the track? Well, you want people to get comfortable with your product.

If you take a look at the online gaming world and you take a look at online poker, for example, one of the reasons online poker worked is they were able to use online poker to become comfortable with the product. Online poker drove business to the poker rooms, absolutely drove them.

If you start with Chris Moneymaker in 2003 and what he did when he won it and you take a look at the World Series of Poker participation numbers, you had 600, 800 people in the field. By 2006, that number was over 8,000.

What did online poker do? It got people comfortable with the product to the point where they were willing to go play live. Then, there were other aspects to it, which we'll get into in a moment, but that driving of comfort is a big deal.

If you're creating social games that can drive comfort with the product, that's huge. Listen to one of the sessions yesterday. One of the things that came up bright to me, and it was very interesting.

There was a question to the moderator talking about the contest. The moderator asked. Usually, the horse racing industry says, "We have to get them to the track to convert them into a customer." They asked the creator of Derby Wars. He says, "Do you find that's the case, or can you just convert them online?"

He's like, "No, we're converting them online. We don't have to get them to track to convert them into customers."

That's what you want social gaming to do for you. You wanna be able to create a product that — from a social gaming standpoint, you wanna be able to create a product that drives engagement with a track that can get those customers who aren't customers now.

You wanna be able to convert them into people who are coming to the track, and that's what engagement away from the track does.

Mr. Hai Ng: I think that's the key operative word here. It's new customers, people that are not customers now. They may not feel comfortable.

They may not have enough of a comfort level to walk into a track because they don't know what to expect.

They've heard stories, positive, negative, doesn't matter. They have concerns. That's what poker — that's what happened for poker.

Mr. Vin Narayanan: Yeah.

Mr. Hai Ng: People will play online, not because they couldn't play or they prefer to play online, but they didn't dare to sit down at a table to play with five other guys because they might actually get — people might get angry because they are waiting too long or don't know what the button is and place the wrong bet or do the wrong etiquette.

People are afraid of making mistakes, and they learn online. They boost their level of confidence. Now, they wanna play on the table. In fact, in the iGaming world,

there are hard statistics that have shown that online poker didn't cannibalize poker rooms. If anything, it actually brought poker rooms back.

Mr. Vin Narayanan: Yeah. There were poker rooms all over the country. It's weird cuz if you take a look at the poker industry, the poker industry ten years ago is where horse racing is to a certain degree now.

You had poker rooms closing all over the country. You closed. They weren't making any money for the casinos. Online poker happened. They started opening up the poker rooms.

In 2008 and in 2011 when the poker rooms got shut out of the U.S. market again, the casino started shutting down their poker rooms again because their feeder system had shut out.

There's a reason why you want to be in front of these customers. These are where your customers are right now. This is where your next generation of customers right now are, and social gaming gets at them. Kevin, you wanted to —

Mr. Kevin Vonasek: Yeah. I can give you some data on that, some recent data, and I don't know — I'm gonna assume that the relationship between a social casino player and a real money consumer wager on —

Mr. Vin Narayanan: Sure.

Mr. Kevin Vonasek: It's gonna be similar to a horse track situation.

SuperData released a report a few months ago, and their statistic was that 83 percent of social casino players, who were surveyed, had frequented a casino in the last year.

I've been in conferences where other companies, CEO of PurePlay, which is another big poker and slots online site. His number was between 70 and 75 percent of his players had been to a casino within the last year.

The CEO of Swingo, which is a bingo slots derivative game at a conference said that his number was 40 percent. Whatever number you believe between 40 and 80, there's a significant crossover that one in every two or more people who are playing these games are actually going to the property.

In our industry, outside of recent changes in New Jersey, that's the only place you could have an online interaction with a social. We can't do real-money gaming yet.

Obviously, those are changing throughout the states, but this content is relevant and will get people to your property.

I'll talk a little bit later about which of those people within that group that you wanna actually wanna focus your marketing on.

Mr. Vin Narayanan: What we're gonna do at the end of the session is with your help. We're gonna try and create a campaign that's gonna get people involved, and we're gonna need your help in that. Just hang with us briefly while we get there.

You've got engagement away from the track.

We'll get to engagement at the track in a moment. There's the concept of social currency.

Yesterday, in one of the sessions, we had someone get up and say, "Alright. What happens if we get a Triple Crown winner? What happens next?" Everyone was like, "Well, they'll get more races on TV." Getting more races on TV is good. That raises awareness, but how do we convert those customers?

How do we take advantage of the added attention to the industry if you get a Triple Crown winner?

There didn't seem to be a consensus. We asked half a dozen people. We're like, "Well, we don't know what to do next. We just want the Triple Crown winner."

What I'm saying here right now is, "Start the ground work now." Start figuring out these social games now. Figure out the game mechanics.

Figure out how you can engage these people cuz if you get — if you have a Triple Crown winner and you can't take all of that added attention and turn them into added people playing your game online, added people wagering, added more people coming to the track and really take advantage of the winner, then that great Triple Crown boost, that great boost that you get from the Triple Crown and all that added attention that you get, it's not gonna help.

Mr. Hai Ng: I think in the previous session you heard about tactical analysis of any situation for a disastrous situation. In marketing, it doesn't have to be a disaster, but marketing is a war that you're fighting.

If you have a plan in place, the one thing you can't control is when some of these events will come up like when a Triple Crown winner will come up. It could happen, but when it does happen, do you know what to do?

Do you have a plan that's ready to roll, or are you gonna hold an emergency meeting with your ad agency and your marketing agency to then figure out what are you gonna do?

Mr. Vin Narayanan: Hai and I were kicking around possible ideas for — alright. What sort of off-track engagement can you get to do some — get to work with some people?

One of the ideas we came up with was the concept in how you mentioned Saga was actually doing something like this.

Mr. Hai Ng: Yeah.

Mr. Vin Narayanan: Yeah. They were doing something, but the concept of, alright, you take a horse. You figure out, alright, how are we gonna breed this horse? Alright. Now, we gotta check in and feed it, and then we gotta make sure that someone's racing it and someone's training it.

I've got a colleague. Whenever he borrows his daughter's tablet to go overseas for a conference under strict controls, he's gotta feed those virtual plants that she's growing.

That's what you want. You want people who say, "Yeah. I'm feeding my horse every day cuz that horse is at some point going to race on this virtual app," because now you're buying in. Now, people are buying in. Alright. Now, they're feeding the horse every day, and they're building the barn. They're looking for capital, and they're trying to find a horse trainer. You build all that into a game.

Mr. Hai Ng: Well, during the keynote yesterday, I assume that most of you were at the keynote yesterday. What Christopher Kay said, one of the things he said was that fractional ownership of horses. That's one way of starting to get people interested in the sport and in coming, and that it's one of the few franchised sports in the country where you can actually own a team cuz there's no chance that most of us won't be able to buy a hockey team or a baseball team or even minor leagues.

Mr. Vin Narayanan: Well, not yet.

Mr. Hai Ng: Yeah. Okay. Alright, but you could fractionally own a horse. Why start there? Why not move the bar even further back and attract a larger audience by allowing them to own a fantasy horse, a virtual horse where they can now learn about the sport, fall in love with the animal?

I know all of you probably agree that for somebody who has never seen a horse before, they don't know what they're missing.

When the first time they actually walk on to a stable or go to a track and see the animal up close, you fall in love.

That's the beginning of the relationship that you will have with that customer.

Mr. Vin Narayanan: Let's say you have an existing relationship with a customer, and you wanna go in. It was a great idea talking about the jockeys making the stars. I think that came from Trakus. Yeah. It was a fantastic idea.

Let's just say you start a fantasy league with jockeys. Instead of drafting horses, you're drafting jockeys because jockey results. You can track them. You've got the numbers. You know how much money they win, they lose, and you start a fantasy league with the jockeys. You get that running.

Now, you've got them engaged at the track, but you also have them engaged away from the track. You have them following the results all the time. It's like fantasy football or fantasy basketball.

I mean — I'm in four fantasy football leagues. I'm in three fantasy basketball, two leagues in — two fantasy hockey leagues.

I used to write a fantasy hockey sports column. Alright. I don't have time for this. Yet, I do it. I spend hours losing sleep doing it.

You've got an engaged audience in horse racing. You've got a passionate audience. This is one way to keep them engaged away from the track and build on that customer relationship.

Now, Kevin, I know that — I mean you guys use social gaming to keep customers engaged away from the casino as well.

Mr. Kevin Vonasek: Yeah. I mean and I think you also have to be careful about — I'll answer that, but you also have to be careful about how you sign those games cuz at the end of the day, the whole purpose of the game is to extend your brand and get someone to your casino, so just going out and building.

I'm actually not suggesting that a track should go out and build their own game. I wanna grab someone else who's got something and allows you to put your brand on it and grow it, but at the end of the day, if you do put a social game out there, you're competing in a pretty noisy space, right?

I mean the Zyngas of the world, the Double Down's, the Big Fish's, the Candy Crush's, et cetera. They've got huge sophisticated marketing teams that are out there.

They're actually looking for a different customer than you're looking for. Their business is to actually generate money from the player online, right?

Get them to buy that virtual feed or that virtual saddle or the faster horse or the better jockey, whatever it is. That's how they're monetizing. They don't have a land-based property that they care about.

Their goal is to get that person in, put friction points up between that person and monetizing, opening up their wallet. If that person doesn't convert, ultimately, they want them off the server cuz they're just taking up a resource. They're taking up a seat.

Your situation is totally different. You're a land-based casino using this as a marketing CRM tool and a new player acquisition tool.

You don't want those friction points because what our data has actually shown is that the person who opens up their wallet and pays in the social game is actually less likely than the free player to have visited a casino in the last year.

In the Swingo example, he had 40 percent and 10 percent. Well, only 10 percent are the paying players. That's because those players are motivated by something different. They want the journey of the game.

If you're playing Candy Crush, you wanna get up to level 300-something and show your friend that you're ahead of them. That's a totally different motivating factor than the person who wants to place a bet on a slot machine or a table or a poker game.

When you do, whether you build it or align yourself with a partner to build the game, make sure that you're focusing on friction points that are viral. Instead of opening up your wallet, make it so that you are —

Mr. Vin Narayanan: Yeah. You have to understand the strategy.

You're solving a marketing problem here.

You're not solving a revenue problem here.

You're trying to get people engaged. You're trying to convert customers.

That's what you're trying to do.

When you go through the game mechanics, what do we have there?

Ms. Sandra Childress: One of the students in the program. Facebook and Breeders' Cup have run, and it still says beta for at least two years.

Breeders' Cup Blazing Silks sim game, where I have my own stable, and I've been competing with it for over two years.

Have I put any money into it? Maybe $20.00 over two years, but I'm also — I'm not your actual targeted audience.

My friends, who have never owned a horse, even a pony, have played this game.

Because of it, they have gone to the track.

Mr. Hai Ng: Brilliant. Exactly.

Mr. Vin Narayanan: That's exactly what we're talking about. That's the perfect case in point. You're engaging the customer off the track to get them to the track.

Mr. Hai Ng: The question for them is why is it still in beta, and why are they marketing it? Why aren't more of us playing it, whether you're in the industry or not?

Mr. Vin Narayanan: Yeah. We're talking about marketing problems here. Then, it comes down to social marketing. Sorry.

How do you get that game? That's a perfect example.

How do you get that game out there?

Well, it starts at the track, but you also have to do it online. You gotta do it in both places.

At the track, everyone needs to know about that game, but you wanna know out on Facebook. Everyone needs to know about it, too. You need to be posting screen grabs of the game. You need to be posting pictures of the game.

You have to be encouraging those friends to share and share with each other. The likes aren't enough, and Hai, that's one of the things you wanted to talk about.

Mr. Hai Ng: Yeah. Likes is just — likes actually — anybody who has used Facebook marketing or talked to somebody who has done Facebook marketing, hopefully, they have talked to you about a phenomenon known as a newsfeed optimization.

What newsfeed optimization is to Facebook is SEO or what's called —

Mr. Vin Narayanan: What?

Mr. Hai Ng: Search engine optimization.

Mr. Vin Narayanan: Search engine optimization.

Mr. Hai Ng: Sorry. Brain kinda went on pause. For regular websites.

You know your Google placement, your top ten in Google, your top ten on Bing. Facebook has a similar system.

What determines what appears on your newsfeed has an algorithm behind it. You could be — you could have liked 100 pages, and you have maybe 1,000 friends.

Facebook is not gonna feed you posts from all of them. If you're a track and you have a Facebook page and say you have 10,000 users, if you put update up there,

status update, a wall with a picture hopefully cuz posts without pictures don't do much.

Mr. Vin Narayanan: Yeah. Hai just touched upon one of the things. If you're looking to build your Facebook presence and you should be because this is the fastest way to spread words out there, for God's sakes, takes pictures.

You have horse racing is one of the most visually beautiful sports out there. You have all sorts of photos you can take.

I mean jockeys getting ready to go to the post.

You get horses in the barn.

You get shots at the racetrack.

Mr. Hai Ng: Or even the attendees. I mean the video that was shown earlier, although in context it was about an earthquake, but the costume contest or the best-dressed woman and the best-dressed man. That's interesting stuff. Much better than a bunch of words.

Mr. Vin Narayanan: Yeah. Put that stuff up there because you wanna know what. It works.

I went to Michigan State. Michigan State is going to the Rose Bowl. Yay.

More importantly, over the weekend, I didn't get a chance to watch the Big Ten championship game, except for the fourth quarter, but I was monitoring it on Facebook and liking stuff and seeing the pictures.

The photos were fantastic.

They're better than any newspaper put out there.

They're better than any blogger put out there because the Michigan State University's football program had access to the cameras and access to the field and the positions to take spectacular photos.

As a result, I was engaged with my alma mater.

Mr. Hai Ng: Yeah, but going back to what you were asking, yeah, likes. Likes and optimization is almost the lowest rank. You can get 50 likes. That's like alright, but if you get one share or a comment, that's more points in the system.

If you have a post that has a lot of shares, it's gone viral. You can have a post with 1,000 likes, but no shares. It's all organic because it's from your group of people, and a lot of posts that you put up, any posts that you put up would probably only reach anything between 15 to 25 percent of your like base.

If you use a nice round number and say you have 100 fans, you make a post. You'll be lucky if 30 of them actually see it. The other 70 people didn't even know you made that post.

Until you start either paying Facebook to promote your post or if the people who are seeing it start liking it, it's actually gonna dwindle.

If you're a track and your season has ended and you decided, well, season has ended, I've got nothing to say. I'm not gonna post for six months. That's actually very bad cuz what happens there is all your fans have a potential turning into what we call zombies.

The next time you post, they're never even gonna see it. Maybe five percent of them are gonna see it because Facebook has determined that you've gone dormant for one reason or another, and your fans may not be that interested in hearing about you anymore.

Facebook did them a favor and just took you off.

Mr. Vin Narayanan: You also lose social currency, which is important. You want people to be talking about horse racing all the time. That's how you get new tracks. That's how you get people to the track.

You get them talking about it and playing it all the time. That's where social gaming comes in.

There's a slow season. There's down time in horse racing. How do you fill that down time?

You fill it with social gaming.

You give them an activity that keeps them engaged with the sport.

Mr. Kevin Vonasek: I'll give you an example. In our industry, it's all about the players' club, the loyalty, the CRM relationship, right?

They're trying to get that player on account with you, so you can track their play, et cetera. I'm assume it's similar in this business. You've got the people that you wanna come to your track. What we actually do is we use this — and it's content.

The last topic, we were talking more about awareness, but let's talk about using the game to actually get someone and how you do it to get them to your property.

What we do in the casino industry is the casino will send out to their loyalty database, and they will invite them to play the online social game. We're extending the brand beyond the walls of the casino.

We're engaging the customer because they can't always be at your horse track.

They have families. They have jobs. They have things that they wanna do. They're on the go, right? You want them still touching your brand when they're not physically there.

They play the game online, and as they're playing, they accrue some type of, well, let's just call it a virtual currency, a virtual online loyalty currency.

With that, they can then convert that into a real world value. I've played the game. I played it for an hour. I earned something. I can now buy a two-for-one steak, a 50 percent off of a hotel, a free slot credit, whatever it is, a real world value.

They go to the casino to redeem that, but in order to redeem that, they must join the players' club account. You're keeping your existing place of people engaged with your brand, and those people who have come across your game through your marketing efforts online are now becoming customers because they now need to become an account with you in order to redeem that value that they gave them.

I will definitely say that there is a perceived difference between winning something in a social game or getting a direct mail piece that says, "Okay. I have a 50 percent off of a hotel room."

I have a friend. She lived in San Francisco, and she played — MGM is doing a version of this right now. They call it "My Vegas," and you can play online. She won two free nights at Circus Circus Hotel midweek.

Probably cost them $25.00 or something, right?

She was so excited.

She called me up. I won free hotel rooms.

She bought a plane ticket and flew to Las Vegas and went to that casino because she won it. She earned it. She was a big player.

It was this totally different experience than if they had just sent her an email that said, "Hey, Tuesday, Wednesday, free nights at Circus Circus."

That's the positive brand experience that you're engaging with your player, and it really can affect behavior.

Mr. Vin Narayanan: It absolutely can if you take a look at what some poker sites are doing with social gaming.

If you're playing on their mobile site, for example, and you win a hand with ace, king, you unlock something.

Unlocking a reward is standard social gaming mechanism.

A lot of games, you go up five levels, you unlock a special power. Well, in this case, you unlocked a reward of some sort. They gave you five free dollars.

Mr. Hai Ng: Remember don't make it too much of a commodity either.

People wanna feel special. People wanna feel that they're different. They're a winner. They wanna identify with a winner.

If you're giving away something, take a tip from Apple, Samsung, and all those guys. Don't put out all your stock on day one. Hold some of it back.

Get a line because then you create a sense of envy among that winner's friends because, wow, they have now won something special.

Mr. Vin Narayanan: You get that fact that they won broadcast out to everyone, but then, you have other levels.

If you play 15 levels of the game or you make it X number of days into the game, you have now — you've unlocked something else.

That something else might be great seats at the track or it might be dinner at the track, or whatever it is that you want to get the customer to get to the track, but you use that reward system and use that game as a mechanism to unlock rewards, unlock prizes, and get them to the track.

It's a fantastic marketing tool to use for that, but on top of that, they are now engaged with your brand.

They are now engaged with you throughout the season, beyond the season, and during the off season when they're not at the track. It's really good.

Mr. Kevin Vonasek: We always advise you're really defending your brand. You're defending your turf, right? If I can't be — and I don't know. In casinos, there's often many in the same part.

At a horse track, you might be a little more spread out, but ultimately, if there's a decision between going to your track or someone else's track, when I'm not at your track, but I'm engaging with your brand and I earn something of value, you're increasing the switching cost, so that when I can go to the track, I'm gonna go to yours instead of your competitor's.

That's how we advise.

Mr. Hai Ng: If they can play over simulcast anyway, wouldn't you prefer that they be playing simulcast in your track than going to the other track?

Mr. Vin Narayanan: You've got that, but that leads us to engagement at the track.

Engagement at the track is important too because — you do that through social gaming, and you can do that through social gaming, but when you have them engaged off the track, you also have them engaged on the track.

One of the interesting things that Chris Kay said yesterday was he was talking about making a better experience for people going to the track, a better at the track experience. You wanna know what.

That's something that he isn't just thinking about.

The NFL is thinking about that. One of their key pushes right now is they're trying to figure out how to make their in-stadium experience better because right now sitting at home and watching football on TV is way better than going to the stadium to do it, and I love going to football stadiums to watch games.

Given the choice, and especially cuz my Giants are terrible, I would rather stay at home right now and watch a football game than go to the stadium.

Mr. Kevin Vonasek: I just emailed out. I'm here, and I can't go to any of my Patriots playoff games. I just emailed it to all my friends. Nobody wants to go actually.

Mr. Vin Narayanan: Yeah. Nobody wants to go.

Mr. Kevin Vonasek: It's too cold and it's nice inside.

Mr. Vin Narayanan: It's too cold. It's miserable. They just changed the rules that they're showing unlimited replays on the TV right now.

Why?

Because at home, you have got unlimited replays. You can see it on the big screen.

You got stadiums that are putting in nice high definition video boards in there.

Why? Because that's what the people have at home.

Mr. Hai Ng: Somebody we were talking to yesterday said, "Basically, there's commentary at home. The toilets are cleaner, and the beer is cheaper."

Mr. Vin Narayanan: That's exactly what it is, and so now, you're like, "Alright. When we go to the track, how do we keep them engaged at the track?"

I love the track. I love spending time at the track. Let me tell you what.

It is a slow-paced day at the track. It is a different day, but if you have items to keep them engaged during — throughout the day, it speeds up the day. It keeps it more interesting.

 I'll give you an example from baseball.

My friends have an annual gambling baseball day where we go to the game, and we drink a beer and we clean out the beer cup. We each put a dollar in the cup, and whoever is holding the cup, if that person makes an out, the cup gets passed down. If that person gets a hit, I get the money in the cup. Everyone else puts a dollar in, and the game starts over again.

Then, we throw in things like if the batter strikes out and you're holding the cup, you have to put another dollar in.

If the batter hits a homerun, everyone owes you an extra dollar.

You wanna know what. The game goes a lot faster cuz you've got action on every batter. The game goes a lot faster that way.

Well, it's a similar thing in horse racing. Alright. Let's just say you walk into the track. First of all, you shouldn't have to pick anything up. Anything that comes in should — anything you need should be on one of these, a phone, or one of these, a tablet.

Mr. Kevin Vonasek: Yeah. When we say social, it should be on your website, in Facebook, and mobile. It should be all of those. Yeah.

Mr. Vin Narayanan: And mobile. It should be all of those places. Everything you need is right there.

Mr. Kevin Vonasek: One account.

Mr. Vin Narayanan: Right there, and I'll say this. It's not expensive to do this cuz you've got companies out there right now.

We walked up and down the hallways that have developed the guts of this for you. You just need to put a nice wrapper around it.

You've got companies out there that have said, "Here's how you wager mobilely." Within your app and you're keeping people engaged that can bet right off the app.

You've got people out there who have put this together who have feeds coming in from the different tracks and the different horses, and they understand what's going on.

Equibase has the data.

Put all that together in an app thing.

Get the Trakus data in there, so after the race is over, everyone can look at their tablet or their phone and say, "Oh, my goodness. This is how this race played out," because you wanna know what.

After the race is done, you get into arguments over what exactly happened, which horse checked into what.

You've really gotta be paying attention to that stuff. You don't see that many replays at the track.

You gotta be paying attention, but if you can see the Trakus replay on your tablet or on your phone, now you're talking. You build that engagement into it.

Now, they're paying attention to things between races, and you get the advanced metrics in front of them. You give them a way to stay engaged with the race after it's happened and then looking forward, moving forward, but if you put that together in a nice package, now you have them engaged at the track.

You can do games that go along with it. I mean there are all sorts of places, Hai, that do scavenger hunts at their properties.

You go to a restaurant, and you unlock something there. You place three bets. You place a bet on the first, the third, and the fifth. Well, that just unlocked a prize for them.

Now, you've got them to stay through the fifth race because they had to place some bet through the first, third, and the fifth race just to unlock whatever that prize is.

The prize doesn't have to be that much. I was at the Gold Coast Casino. What was it? A couple months ago, I was at the Gold Coast Casino. There were 500 people there waiting for a drawing. Alright.

The prizes were gas money, and maybe an iPad was one prize. The grand prize was a car. No one ever wins the car, but these were $50.00 prizes, $75.00 prizes that they were giving away.

In the grand scheme of things, it wasn't a lot of money, but people played the entire day for a shot at winning these prizes.

Not only did they play the entire day, they all lined up waiting for the announcement. There was excitement about it, and that's a way to generate buzz through social gaming at the track.

Mr. Hai Ng: Remember if you ever think about costs. The other side to think about it, "Well, how much will it cost you if you didn't do it?"

You always consider how much it's gonna cost for you to do something, but how much would it actually cost you if you just sat down and not do it and your competition, inside or outside your industry, does it and captures those eyeballs?

That's a cost that often isn't calculated.

Mr. Kevin Vonasek: Yeah. I think the popular term now is the gamification, right? I mean that's the big term we're using right now, and so why — I'm a big March Madness college basketball fan.

Why has that become so popular?

Why has the NCAA really done well in it?

It's because there's a game associated with it. There's the tournament bracket, right? I mean everyone's played in their annual tournament bracket, and usually the person who picks the teams based on color ends up winning or something silly, as opposed to us who like to think we know what we're doing.

It's because there's this fun element, and it gets people watching the content, watching the game who wouldn't normally watch that game, right, because they go, "Oh, I've got this team in my bracket."

Social gaming is really we're just talking about the gamification of taking your content and finding a way to make some sort of fun competition amongst their friends, so that they're then interested in your content and eventually will come to your property.

As you're talking engagement at the track, and I'll admit this is not an area I have any expertise in, but I went — I've been to a track a couple times.

I'm not sitting there studying or doing anything.

I pick a horse based on the name, and then I sit there and I watch it. Then, there's a bunch of downtime.

It's like, "Alright. I guess I'm gonna go home or whatever."

If there was something there that maybe I had done outside of the property and was playing a game and then could continue that on property, especially now with the mobile device, you know I'm on property.

You know I'm there because geo location.

Maybe you'll get me to stick around to three or four more races that I wouldn't have normally done.

Mr. Hai Ng: One thing is don't be afraid to look outside your industry to find solutions.

The problem that you have may not be as unique as you think it would be.

You may have to be a little more creative and a little more flexible in how you're thinking and how you perceive a problem, but some other industry may have solved it.

A developer that's outside your industry may have a great idea, a fresh idea for your industry that somebody within your industry has lost sight of.

Don't be afraid to leverage your advantage.

If you're a track owner, you have certain advantages that nobody else can provide for an on-track experience.

A simple prize that could be extremely priceless could be a chance to be at the winner's circle, just an invitation to go down there and for your face potential to be on the big screen like the way baseball does it for football — or football does it. They'll highlight an audience member, put it on the big screen, and give them a prize or something.

Again, it's an ego-boosting thing for your customer.

It's something that's unique. Bring in games, especially if you're attracting a younger audience that likes to play games, electronic games, and things like that that is analogous to the activity.

There are several horse-racing simulators that are pretty cool, fun to play with that you could bring in, so they can kill time between foodie restaurants.

We heard Christopher Kay's talk about food truck gatherings and things like that.

I know AT&T Field in San Francisco. They have a great clubhouse that had great food.

In between, you get bored at the game, you're going up there, great food and still impeccable view of the stadium.

Mr. Vin Narayanan: I mean that's the thing. A lot of tracks have great amenities, and some don't.

There's one in Boston that I used to frequent that was lousy, so I stopped going because it just wasn't a good race experience for me. I didn't enjoy the race cuz I didn't enjoy the track itself. There was nothing to bring me back there. I went twice during five years.

That's awful because I should be — I'm the type of customer that should be going to the track regularly, but I didn't do it because the at-the-track experience just wasn't there.

This is a question of figuring out what the at-the-track experience should be in terms of social gaming.

How do you want customers to interact with you from a social standpoint while you're at the track?

How do you want that word to spread?

Let's see if we can take a stab at that figuring out. I mean let's try and create a game and just rough it out. It really doesn't matter, but let's try and rough out a game of what — or what an app.

We'll try an app, what an app would look like that would keep people interested at the track.

Mr. Hai Ng: Or even beyond an app. Think campaign.

Mr. Vin Narayanan: Yeah.

Mr. Hai Ng: When Kevin said gamification, life is a game. If you turn the entire experience into a game where people can score points for just being there, score more points for getting a hot dog, scoring a point for putting a bet down, trying a more complicated bet, if you start educating them through the process, that's a game.

What becomes experience — what turns experience into a game is somebody keeps score, and that's what you do.

You keep score.

You give them medals.

Vin might have progressed to doing a trifecta bet. Now, it's like, "Ooh, now, I gotta learn how to do that, so I can get that batch cuz he's got one."

Mr. Vin Narayanan: Then, it's like give them rewards first tweeting something out and saying, "I'm here."

You put an award on Foursquare for checking in.

These are the types of things that spread the word, but I'm just curious from your standpoint. I mean anyone —

Mr. Hai Ng: Questions, ideas.

Mr. Vin Narayanan: Yeah. Well, questions or ideas. Let's start. Anyone have ideas for a concept that will work in terms of at-the-track engagement that you'd like to build out?

We could see whether maybe we can start flushing it out.

Mr. Hai Ng: There you go.

Mr. Vin Narayanan: We've got two. Why don't we start over here?

Mr. Carson Bird: Alright. I'm a student here. Earlier, we were discussing whether we wanna just get new players, their foot in the door, get them to the track the first time, whether that's enough.

I think that we need to go above that.

I think there's a huge intimidation factor of these new players placing a bet. For example, any time I bring any of my friends, whether they're my age or older, for example, my stepfather, I have to hold their hand in the betting window and essentially go place the bet for them.

Mr. Vin Narayanan: Yep.

Mr. Carson Bird: We were talking about the My Vegas app. You have different levels where you can — for example, you spin this game 100 times.

You're up to the next level. An idea that we could do with that is say level one could just be place two show bets, and you see your little character go up.

Say at the betting window, "Two dollars to show under A6 on number five."

That would make them more comfortable with all the different bets we have to offer, as well as establish a comfort level of how to actually go up to the window and place the bet because that's really something that people are so scared of.

Mr. Hai Ng: That's a great point, and why don't we take it one step higher?

Set aside one window that is specific for people who are placing bets.

They are coming in as your virtual members.

Put somebody there.

Put your best-experienced guy there that has the best social communicating skills. He's not intimidating or she's not intimidating.

Help the person through the bet and work through that process.

Mr. Vin Narayanan: But I also like that as an off-track engagement idea where in the app, you're having them go do it.

Then, the fact that they've gone and they've placed the bet and they learn the lingo to do it, that's what happened in online poker.

People learned what a small blind was and what a big blind was.

No one knew what a small blind was and a big blind was until they started playing. You show up, and all of a sudden, you start learning how to do it.

When I started betting, it took a lot of guts for me to go up and do a win place and show bet or do a trifecta box or an exacta box.

Now, I can talk about, and I know what I'm doing cuz I've been doing it for years, but when I first started figuring it out, I was figuring it out on my own.

Figuring it out on your own at the track isn't the easiest experience at the whirl.

That's why you're 100 percent right. An app before you get to the track where that allows you to figure out that betting thing in a non-threatening way. It works.

There's a reason why casinos have these, and I hate them cuz I'm a blackjack player, but they've got these electronic blackjack games with the big video walls and the virtual dealer, who is waving their arms around and that sort of thing.

The reason they do it is a lot of players are intimidated by the act of placing a bet at a blackjack table and screwing up the game. I think that's a fantastic idea.

Mr. Hai Ng: A little asterisk here to bat is make it less intimidating, but don't dumb it down, because your customers will feel insulted if you try to dumb it down for them because part of it is they wanna feel that they've become an expert.

They wanna learn the jargon.

They wanna speak the talk.

Don't change the language just for them. Use the language. Teach them the language.

Mr. Vin Narayanan: Integrating that into a social game of some sort before — that they can play before they get to the track is fantastic.

Mr. Hai Ng: See I just became mayor of this conference because I just checked in.

[Chuckles]

Mr. Vin Narayanan: Alright. We've got a question over here. Thank you.

Audience Member: You had mentioned about going outside of the industry, and I had an experience this summer that speaks to that that I had taken my granddaughter to colonial Williamsburg.

For a history buff, that's an exciting place to be, but if you're not a history buff, it can be not so exciting.

They have a game that you play on your cell phone that you can register for when you check in. It's called Riv Quest and basically the goal is to uncover all of these clues and engage in certain activities throughout the day to uncover clues and identify the spymaster.

Again, what it does is it brings you to various locations throughout the facility in order to gather these clues. Then, when you solve the mystery, your prize is awarded at 4:30, so it keeps you there all day.

Mr. Vin Narayanan: It's a great game concept, and what you're talking about are actually classic social game mechanics.

If you take a look at the best social games out there right now, they use these types of mechanics.

They wanna keep you, the time on device.

They wanna keep you playing, the scavenger hunt concept that you talked about to keep you interactive, the whole thing.

I mean these are classic game mechanics that you can do onsite to really raise the level of the engagement of the customers. Go ahead. Fine.

Mr. Hai Ng: Beer pong is not popular by mistake.

Mr. Vin Narayanan: That's over here.

Ms. Sophia McKee: First off, I wanna thank you guys very much for stimulating the conversation.

I think it's been very helpful for all of us, and since this is an area to share ideas, if you've been to symposium in the past, you may have come across Rob Earl and the 123Racing.

We were able to implement 123Racing at Emerald Downs last year, and previously when I was at Monmouth Park, we also had a free online game similar to what we're talking about.

It was a very easy way for fans to get involved online for free play.

The ones that played it online, and we had about 3,000, then were also able to play the exact same that onsite with live money.

It was a really good way to bridge that gap and give them the introduction on an easy level, but not dumbed down. We were still providing Brisnet PPs and tools that they could use, but then also to give them that opportunity to use the same format on track.

I would certainly encourage other people here to maybe take a look at that because it is already built, and I'd be happy to share our experience both here and at Monmouth, but it's something that talks to what they're speaking about, but again —

Mr. Hai Ng: What's the name of the program?

Ms. Sophia McKee: It's 123Racing, is the company, and they've been here at symposium a couple times, but really their main basis was around free play online game.

Then, they're hoping to diversity it into expanding the wagering.

Mr. Vin Narayanan: You just said something to me that was really interesting is don't underestimate the value of free play.

Mr. Kevin Vonasek: Oh, totally.

Mr. Vin Narayanan: Yeah.

Do not underestimate the value of free play, and thank you for that.

Free play is fantastic. What free play does is it gets people engaged. It gets people playing the product. It gets people participating in the product. It gets them comfortable with the product, and it keeps them coming back and keeps them wanting to play more.

If you take a look at a company like we'll go to Poker Stars or Full Tilt back when they were big in the U.S., they had millions and millions of players playing free play every day.

They had so many more free play players than they did real money players.

Mr. Kevin Vonasek: 80 percent.

Mr. Vin Narayanan: Yeah, 80 percent.

80 percent was free play, and why was it free play?

Cuz people liked going, and never mind the fact that they didn't wanna have to wager, but these were people that were learning.

These were people that were getting engaged with poker for the first time and learning their way through the system.

They figured if they convert, and what conversions off the free play were one, two percent?

Mr. Kevin Vonasek: Yeah. Yeah.

Mr. Vin Narayanan: It wasn't a huge conversion rate, but they figured if they could convert one, two percent of the 50, 60 million that they had over the course of several years playing free play, they were gonna be doing alright.

When you think about horse racing, some of the factors that were brought up, either the intimidation and the unfamiliarity and just the problems people might have in terms of gaining access to and getting to it.

Free play is a great way to bridge that gap.

Mr. Kevin Vonasek: That's the only reason I ever walked in and played poker in a real casino was because I played online first, and it was safe.

It told me the rules.

It told me what to do.

I wouldn't be embarrassed, and so I think, today, if you're a horse track that's in a legislation that's either allowing gaming or considering allowing gaming, you should definitely be adding social casino now, and if you're, at the same time, using this horse-type content to do it *for* — it's marketing dollars are shifting from traditional.

You've got your direct mail.

You've got your radio.

You've got your newspaper, et cetera. I mean I haven't read a newspaper.

Mr. Vin Narayanan: We've got one more question here, and I just wanna get that.

Before I get to that, I just wanna point out something that Kevin touched on really important.

Look at marketing spent.

Where are the papers and the TV stations that you wanna advertise on? They're not there anymore.

Where you can market is online, and you can reach new customers online.

When you're marketing them online, you're actually getting better information off of them than you would off of the land and print-based customers.

Audience Member: I have both a Facebook page. I've got about 150,000 likes. It's equine related, and I have a commercial website. Maybe you could speak to the importance of the Facebook analytics. I've had to adjust a number of times to my audience.

I've got most of my hits are coming from females, 30 to 50 age range. It's important to pay attention to that.

Not only have daily activity and then to get them to migrate over to the commercial site.

You've gotta give them a reason to jump over then, but the analytics.

I got to about 3,000. I was stuck, and I couldn't figure out why.

When I changed it to my audience and targeted who they were and what they were liking, it just exploded.

And it's free.

Mr. Hai Ng: And it's free.

Exactly.

There are actually tools that you can get to augment.

If you've used Facebook before and you have a company page that's not personal, what he was talking about actually is something that Facebook calls insights. It gives you a whole bunch of statistics.

There are actually third-party companies out there that provide additional tools for you to be able to see deeper because of the way Facebook targets.

You can actually do a trial and error.

You can put on an ad with a yellow picture. Didn't work. Try pink. Try blue, and just deploy the one that works.

In general, as we wrap this up, social marketing, social media, social games, it's no different from any other marketing activity you talk about in general, but the key thing you have to remember in social is this.

Talk with your customer.

Don't talk to your customer.

Mr. Kevin Vonasek: Yeah. Be interactive. It's more interactive.

Mr. Hai Ng: Yeah. Be interactive. Don't talk to them. Talk with them.

Have a conversation with them because that's what makes it social.

If you wanna just talk to them, take an ad out. That's fine, but you don't get the value. In order to get the value, you have to do that.

Crowds attract crowds, so try to bring in as many people as you can.

Work with some social media agencies that can help you bolster your initial group. Think of the last time you went and tried to try.

Say you're in a strange town, and you're walking down Main Street. You're looking for a restaurant. If you look in the window and you see nobody there, what's the chances you're gonna walk in there versus looking in a window and seeing it bustling with life?

It's the same thing with your Facebook page. If somebody comes in and there's 30 likes, the chances of that person clicking the like is a lot lower than somebody coming in and seeing a million likes.

Mr. Kevin Vonasek: This is a long-term investment. This is not, oh, do a promotion online. Do a promotion.

Put up all the game, and then run it for a couple weeks.

I mean this is the medium now exists. The medium now exists.

At one point, there was no television or radio, what not. Now, it exists, and you continue to advertise.

Don't just dabble. Make a commitment to this as one of your marketing channels because actually you might be surprised. 45 to 65-year-old people with an income of $100,000.00 or more have — I think 50 to 60 percent have smart phone. I mean this isn't just kids anymore.

Mr. Hai Ng: And they're on Facebook.

Mr. Kevin Vonasek: Yeah. This is your new channel to directly communicate with a player and a game is a much more positive brand experience than in advertisement.

Mr. Vin Narayanan: Then, we're out of time here.

I'm just gonna leave you with a final thought.

The final thing I put up in the Power Point is this is a social campaign. Alright. Kevin, you mentioned this.

This isn't just create a game and hope for the best. This is a social campaign. You have to pay attention to every facet of it. You have to pay attention to the marketing of it. You have to pay attention to the game mechanics. You have to pay attention to the rewards you're giving. You have to pay attention to the game you create itself. You have to pay attention to how that translates into their track experience.

You have to concentrate on improving the track experience. You take all that stuff together, and now you're cooking, but this is a campaign. This isn't just a one-step solution.

Mr. Hai Ng: No illusions. Going viral, this whole term of going viral is not as easy as you think it is.

If I challenged you now to get a cold in 24 hours, I bet you none of you could do it. Even if you go to somebody that you know is sick and you say, "Look. Dude, sneeze at me." It's not that easy.

 Think of a social campaign as if you had something and you needed to give it to as many people as possible. You had one sneeze. Where would you sneeze? You have to think about it. It's no different with social campaigns going viral. The fact that it went viral, we hear about. We hear about the successes.

We hear about Candy Crush, but for every Candy Crush, there's probably 10,000 of our developers out there that didn't even get one download after they put the game out.

There is effort in there, and there are people that can do it better than others, but experience doesn't say much as well.

Unfortunately, in the social marketing world as it stands today, Zynga was toppled by King. If you ask Zynga, they probably have a lot of reasons why they think they got toppled by King with Candy Crush, but probably all of them are just guesses. If anybody comes to you right now and they tell you, "I can make a social game number one," they're probably trying to sell you a bridge.

Mr. Vin Narayanan: Alright. With that, I think it's time for lunch. Oh, we got one more.

Audience Member: Actually, I just wanted to — I was sorry to interrupt. If I could just say anyone doing the mentor lunch, if you could head down there, the students are waiting, but continue as long as you want.

Mr. Hai Ng: We're done. We'll be around during lunch, so if you wanna talk to us, feel free.

Mr. Kevin Vonasek: Yeah. I'm hear all week, too. Yeah.

Mr. Hai Ng: We're here all week.