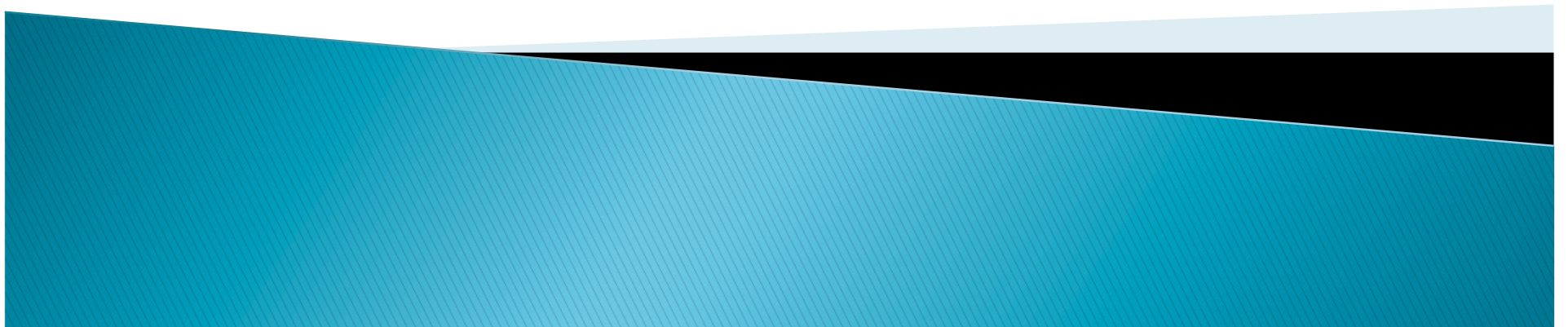


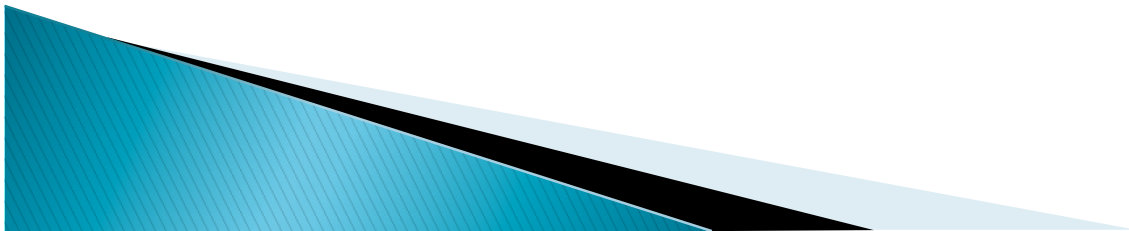
HRTV[®]

Always Running



HRTV Basics

- ▶ Launched in 2002 as a linear television network
- ▶ Designed to not just show the races, but to also tell the stories behind them
- ▶ 18 million homes presently receive 24-hour HRTV programming
- ▶ 27 million homes have access to 24-hour HRTV programming
- ▶ Approximately 45 million homes receive some HRTV programming through syndication



Looking to the Internet

- ▶ There are 200 million high speed data (HSD) households in the world.
- ▶ Top 5 countries:
 - United States – 80 million
 - Japan – 30 million
 - France – 17 million
 - South Korea – 16 million
 - Canada – 9 million
- ▶ Nearly every major sport has now launched on the Internet as part of its media distribution strategy



What Drives Our Online Strategy

Live Content

- ▶ The Internet is an additional distribution channel to serve viewers who don't presently have access to HRTV
- ▶ Even viewers who do have access can now enjoy HRTV at the office or on the road
- ▶ HRTV.com is a hedge against online migration of viewers

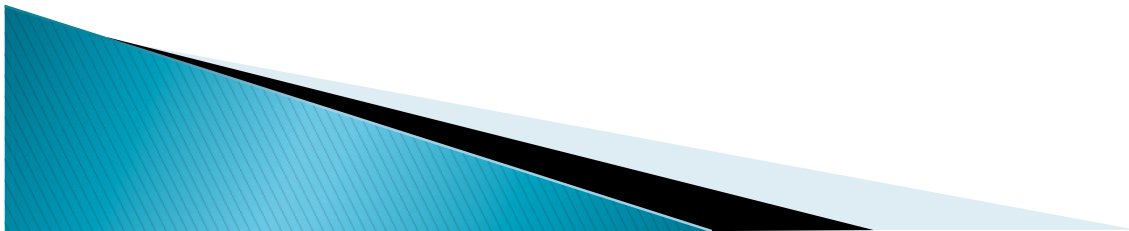
On Demand Content

- ▶ Viewers can watch what they want, when they want it
- ▶ HRTV.com is an outlet for content that can't be televised



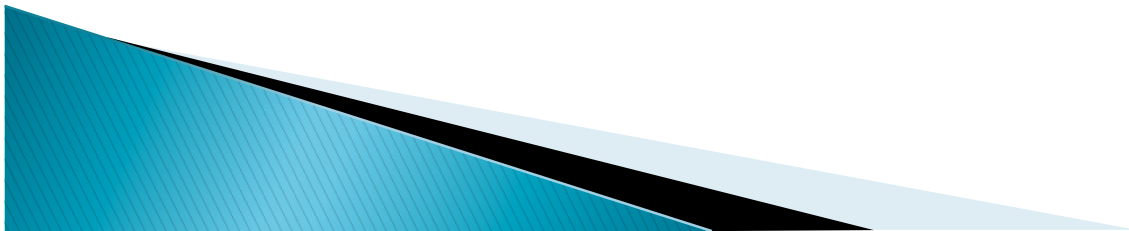
HRTV.com

- ▶ An enhanced broadband platform launched in October, 2009
- ▶ Features a 24 hour live stream of the HRTV television feed
- ▶ Features 12 unique channels of on-demand content, including:
 - HRTV Rewind
 - Inside Information
 - HRTV Extra (web only content)



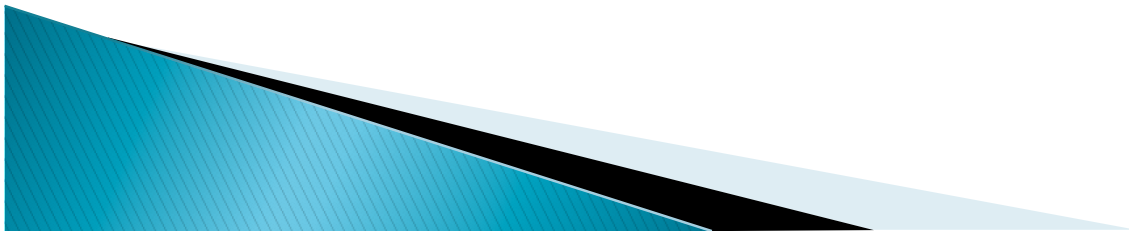
HRTV.com

- ▶ Available on a subscription basis only (currently blocked in bookmaking jurisdictions)
- ▶ Powered by NeuLion (the streaming provider to the NHL, NFL, PBR, and many NCAA schools and conferences)
- ▶ A live demo of HRTV.com is available at the HRTV Booth in the Symposium exhibit area.



Initial Impressions

- ▶ The site has been very well received, with a mix of both new and existing viewers
- ▶ The viewership detail has provided interesting insight into what content is the most popular among viewers
- ▶ The economic model for HRTV.com is modest, but the platform has tremendous potential as a promotional tool for the sport of horse racing



Opportunities for the Industry

- ▶ HRTV.com is up and running with a growing subscriber base
- ▶ The cost of uploading on-demand content is minimal
- ▶ HRTV would welcome the opportunity to help promote more racetracks through the on-demand feature of HRTV.com
- ▶ Desirable programming includes:
 - Race replay shows
 - Handicapping shows
 - Horse, owner, trainer and jockey profiles
 - Behind the scenes footage



Conclusion

- ▶ The cable television and sport media industries are still trying to figure out exactly how to utilize the Internet
- ▶ HRTV.com is sure to adapt and evolve as technology and viewer habits continue to evolve
- ▶ Although we don't know exactly what HRTV.com will look like in two years, we are certain it will be an important media outlet for the racing industry

