

Churchill Downs

Catching Up With Our Customers, Online

Technology Panel

December 4, 2007

Vernon Niven

EVP Technology, Churchill Downs Inc.

President, TwinSpires.com

vernon.niven@twinspires.com



- Technology is changing customer behavior & expectations
- Churchill's Response (so far)
- Path Forward



- Entertainment Options continue to expand
 - » 10-20% of US adults watch “TV” on the internet
- In our industry, customer shift online is well underway
 - » Not as fast as retail, but...
 - » 12%+ of handle
 - » 70%+ of our customers use internet
 - » Mobile use is growing very quickly
- Multi-Channel *Expectation* (coming soon)
 - » Examples: Walmart.com, MLB.com
 - » Already There for Under-35s
 - » Starting Point: One account everywhere

Churchill's Response (so far)

- Offer Account Wagering (2007 priority)
 - » Derby Launch of TwinSpires
 - » \$80 million acquisition of BRIS/ATAB
 - » Consolidation of Sites (Nov 27)
- New IT Deal Structures (underway)
 - » Incentives for Performance & Innovation
 - » Treat IP As a Real Asset
- Broaden/Improve Digital Presence (started)
 - » Talent & Tools
 - » Open-Up Valuable Content: replays on YouTube
 - » Tag everything... and feed it
 - » Connect with younger players: NetVibes, PicksPal, TBA, more to come
- New Ways to Play (started)

twinspires
a churchill downs company

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\$100 sign-up bonus

benefits of joining | take a tour | join now FREE



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login my twinspires

Account # or username:

200000122

PIN or password:

forgot your login information?

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benefits of joining

take a tour

join now FREE

special offers

free pp's

refer a friend: get \$50

\$100 sign-up bonus

double tsc points

quick links

wager now

twin spires club

schedule

race replays

ezmoney

today's schedule

All time are Eastern

12:15 - Chester Downs (H)

12:25 - Calder (TO)

12:25 - Philadelphia Park

12:30 - Laurel Simulcast

1:00 - Charles Town



FREE PP's
Insider Picks & Power Plays
exclusively at TwinSpires.com!

promotion 1 of 8

highlights

Sunday, December 2

today's carryovers

Turfway Park	Pick 6	\$14,841.00
Fair Grounds	Pick 6	\$6,138.00
Woodbine	Pick 7	\$3,591.00
Los Alamitos	Pick 6	\$3,068.00
Hawthorne	Pick 9	\$2,905.00
Hawthorne	Pick 6	\$710.00
Zia Park	Pick 3	\$2.00

Today's Schedule

[See all carryovers](#)

news

[TwinSpires.com Refer-A-Friend \\$50 Bonus Promotion](#)

[EZmoney Deposit/Withdrawal Now Available](#)

[Refer-A-Friend Available Through the Odds & More!](#)

handicapping

Superior wagering tools

powered by bris

ultimate pp's

expert selections / analysis

free handicapping software

[Learn more](#)

powered by **brisnet.com**

wizard's picks

win with the wizard

what's new

Welcome BrisBET, TsnBET and WinTicket Players. TwinSpires.com is now your new home for online wagering.



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 welcome **vernon (200000122)** |
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 [schedule](#)

Track	Race	Post	MTP	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Hollywood	7	6:37	8	3	45	25	40	5	24	7	8	6	30	13	7/2
Golden Gate	6	6:20	0	14	19	---	35	8/5	7/2	10	4	4
Fair Grounds	10	5:48	0	5	99	1/2	99	35	35	50	14	50	---	9	8
...

[Wager](#) |
 [Program](#) |
 [Pools](#) |
 [Tools](#) |
 [Results](#) |
 [Scratches](#) |
 [Weather](#) |
 [Exotics](#) |
 [Live Video](#) |
 [Modify Setup](#)

Hollywood Race 7 |
 5 1/2 Furlongs Dirt Purse \$23,000 Maiden Claiming \$50,000
 \$1 Exacta / \$2 Quinella / \$1 Trifecta / \$2 Parlay, \$1 Superfecta
 (10-cent Min.) / \$2 Double / \$1 Pick, Tvg \$300,000 Guaranteed \$1
 Pick 4 (races 7-8-9-10)

[wager](#)
 Hollywood

Minutes to post: **7** | Est. Post: **6:37 EST 12/2/2007** |
 [View PPs](#) |
 [Race 7](#) |
 [HOL Full Card](#) |
 [Change PP Preferences](#)

1	SUDOKU BUDDY (L) ML: 9/2 Current: 3	Gomez, G K 120 lbs. Tr: Sadler, John W	7	FOLLOWS NONE (L) ML: 12/1 Current: 7	Valdivia,jr, J 118 lbs. Tr: Solis, Walther
2	LATIN LOBO (*L) ML: 30/1 Current: 45	Quinonez, Alonso 120 lbs. Tr: Polanco, Marcelo	8	HOLD THIS (*L) ML: 8/1 Current: 8	Baze, T C 120 lbs. Tr: Dollase, Craig
3	INVESTIGATOR WUNNO (L) ML: 20/1 Current: 25	Espinoza, V 120 lbs. Tr: Mandella, Gary	9	OUTLAW JAMES (L) ML: 5/1 Current: 6	Flores, D R 120 lbs. Tr: O'neill, Doug
4	CUT (L) ML: 20/1 Current: 40	Puglisi, I L 120 lbs. Tr: Stutts, Charles R	10	TACTICAL TALENT (*L) ML: 15/1 Current: 30	Berrio, O A 120 lbs. Tr: Palma, Hector O
	EVIL LIGHTNING (L)	Potts, C L 118 lbs.		MEDIA MAN (L)	Talamo, Joseph 120 lbs.

Vernon's RSS Page (1039) Horse Racing and Breedin... Equibase Company LLC - ... twinspires Horse racing and handi... Horse Racing Forum - Pac... Horse racing news and h... Facebook | Home Digital World Sling Hooks ... Kentucky Derby Unive...

Back to my private page Choose from the widgets below to add to your private page Subscribe to this universe | Sign Out

KENTUCKY DERBY 133

Churchill Downs May 5, 2007

KENTUCKY DERBY KENTUCKY OAKS BRISNET.COM CDI RACETRACKS CDI

Derby News

The Kentucky Derby Lucky U game winner is ...
NBCSports.com staff report read more

Wagering and Attendance Results from Kentucky Derby 133
A near-record crowd, which included royal visitors, Her Majesty Queen Elizabeth II and His Royal...

Street Sense Rallies from 19th to Win Kentucky Derby 133
Street Sense, the 9-2 favorite, rallied from 19th under jockey Calvin Borel to pass the pacesetter...

Celebrities Center Down the First Ever Kentucky Derby Red Carpet
Attendees of high profile parties and galas got the opportunity to make a flashy entrance to...

next →

Derby Updates

Kentucky Derby 133 Post Race Quotes
LARRY JONES (trainer, Hard Spun, second) - "We couldn't be any happier. I run second in the..."

Nobiz Arrives; Teuflesberg Interest Sold
ANY GIVEN SATURDAY/CIRCULAR QUAY/COWTOWN CAT/SCAT DADDY/SAM P. read more

Nobiz Like Shobiz Arrives; No Weather Worries; Curlin Comparisons
ANY GIVEN SATURDAY/CIRCULAR QUAY/COWTOWN CAT/SCAT DADDY/SAM P. read more


Nafzger Full of Confidence Following Street Sense Breeze
With jockey Calvin Borel up, James Tafel's champion Street Sense put in his final pre-Kentucky...

next →

Derby Store

SHOP THE DERBY STORE FOR GREAT GIFT ITEMS


Gifts Under \$35
Gifts Under \$50
Gifts Under \$100



KENTUCKY DERBY

Photos de twinspiresdotcom

Add to my page



Kentucky Derby 133 - The Kentucky Derby Preps

Kentucky Derby 133
The 133rd running of the Kentucky Derby

The Derby Trial
The Kentucky Derby Trial

Lexington Derby
The Lexington Derby

Toyota Blue Grass
The most thrilling Kentucky Derby prep of the season was won by a nose. Dominican prevailed over...

Arkansas Derby
Curlin destroys the Arkansas Derby field by a record breaking 10 1/2-lengths, stamping himself as...

next →

Kentucky Derby 133 - The Kentucky Derby Trail

Queen Elizabeth II Motorcade
The Queen Elizabeth II Motorcade arriving at Churchill Downs

Pre Derby Update
Jessica Pacheco updates you on the latest news before all horses call to post in the Kentucky Derby...

Red Carpet Interviews
More celebrities on the Red Carpet at Kentucky Derby 133

Gene Simmons on the Derby
Gene Simmons gives his comments about the Kentucky Derby

next →

Maps Search

East Coast Derby Blogs

Awesome
Street Sense looked awesome this week. He trained awesomely. He won awesomely. read more

The Queen is Here!
So I passed a metal detector and went up to the sixth floor balcony next to the press box, above...

Chasing the Pick 4
Here's my ticket for the \$1 million guaranteed Derby Day Pick 4: Race 7 - The La Troienne read more

next →

West Coast Derby Blogs

Take 19 -- The Ol' Swan Song
So it is now Derby morning and I'm going to do this blog thing one more time. I'll go down on...

Dan's Top Ten
For what it is or isn't worth, here's my Top Ten list of contenders for Kentucky Derby 133, or my...

Take 18 -- Alive and Well in Derbyland
Yup, made it to Derbyland. Been on the run ever since. read more

next →

International Derby Blogs

GO STREET SENSE GO !!!
As far as the weather goes, the rain has stopped for a few hours and with no more moisture, I am...

YES !!!
The most worrying part of the draw process is behind us now and Street Sense will get a much better...

Saying No to \$17 Million !!
If what is reported in the New York Times is accurate, then I'm not sure which is more crazy...an...

next →

Mid-West Derby Blogs

Training for the media Derby week
With all the media that arrives at Churchill Downs to cover the pre Derby activities of the...

Understanding the Bluegrass Stakes; don't over analyze it.
Now that the dust has settled over the outcome of Saturday's Bluegrass Stakes, can any sense (no...

A Tale Of Two Works
While Churchill Downs could not be described as being overrun with early-arriving contenders for...

next →

South Derby Blogs



Churchill Downs
Old Man Buck, Absolutely Cindy Win Overights
Wicked Style Out; Mojica Transported to Hospital
Ashbrook Farm's Wicked Style, winner of the Lane's End Breeders' Futurity (Grade I) at Keeneland in...
Voy Por Uno Mas Wires Field in Wednesday Feature
Moises Yanez and the Hernandez Racing Club's Voy Por Uno Mas went to the front at the break under...

Arlington Park
Meier One of Five Woolf Award Finalists
Longtime Arlington-based rider Randall Meier is part of an elite group of five finalists named for...
Jockey Randall Meier Earns 4,000th Victory
Jockey Randall Meier became the 53rd rider to win 4,000 races when he guided Rat Pack's Officer...
Karlsson Notches First Career Win
Apprentice jockey Inez Karlsson scored her first victory when she guided Team Block's Death Valley...

Calder Race Course
Trujillo to Hospital After Spill on Sunday
Jockey Elvis Trujillo was taken to Memorial Regional Hospital in Hollywood, Fla., after falling from...
Florida Million Nominations
Live Oak Plantation's 9-year-old Revved Up, Lewis Pell and Michael Eigner's 3-year-old...
Signs of Season in 'Festival' Nominations
Nominations to six of the eight stakes events worth a total \$1.6 million to be run on Calder's...

Fair Grounds Race Course
Euroears Wins Third Straight Sunday
Euroears made the pace throughout and held on late to win the featured \$41,000 allowance grass...
Diamondaire Wins Friday FG Feature
Padua Stables' Diamondaire withstood a brief challenge from favored Sweetness 'N Light in upper...
Gone Overboard Wins Thursday FG Feature
John Chandler's Gone Overboard prompted the pace of Lemony Cricket, took command at the furlong...

Louisville, KY
Sunday 30°
Monday 29°/39°
Tuesday 38°/47°
Wednesday 23°/41°
10 Day Weather Forecast
Powered by: The Weather Channel

Chicago, IL
Sunday 23°
Monday 26°/30°
Tuesday 28°/36°
Wednesday 17°/29°
10 Day Weather Forecast
Powered by: The Weather Channel

Miami, FL
Sunday 67°
Monday 63°/84°
Tuesday 57°/76°
Wednesday 62°/77°
10 Day Weather Forecast
Powered by: The Weather Channel

New Orleans, LA
Sunday 60°
Monday 42°/63°
Tuesday 48°/63°
Wednesday 49°/71°
10 Day Weather Forecast
Powered by: The Weather Channel

MySpace - Churchill Downs

Paddock Cam

MySpace - Arlington Park

Maps Search
What? Where? Search
Google Maps Yahoo Maps Live Maps
Map Satellite Hybrid

MySpace - Calder Race Course

Paddock Cam

MySpace - Fair Grounds

Paddock Cam

Maps Search
What? Where? Search
Google Maps Yahoo Maps Live Maps
Map Satellite Hybrid

Maps Search
What? Where? Search
Google Maps Yahoo Maps Live Maps
Map Satellite Hybrid

Transferring data from kh0.google.com...
People Count: 313,435 Rank: #5,711

- Shift from cost containment to *managing innovation*
- Fewer, larger, more-important projects (vs. tweaks)
- Re-focus IT Organization
 - » Centralize sourcing
 - » Investment Discipline
 - » Accountability to Business Units (tracks, ADW)
 - » Statements of Work (SOWs)
 - » Service Level Agreements (SLAs)
- Re-jigger skills
- More Outsourcing
 - » Help Desk
 - » Desktop computing
 - » Offshore development

Path Forward: "Follow The Leader"

- Online / Social Gaming
 - » Sit-and-Go Tournaments
 - » Contests with "Brag Boards"
 - » Player Pools
 - » Chat & IM
- Personalized Entertainment
 - » Conditional Wagering
 - » Screeners & Alerts
 - » Mobile
- Internet Video
 - » Bandwidth/Signal Quality
 - » Interactive Features
 - » User-Generated Content
- Multi-Channel Service Model
 - » One Account Everywhere
 - » Web-Optimized Service

Examples to Borrow From

Online Poker
PicksPal.com
BRISBet/Winticket

Fantasy Leagues
PTC
eTrade
MyYahoo

MLB.com
ESPN360.com
YouTube.com

BestBuy.com



-
- “One Brand... One Account... One Experience... Not Matter How or Where You Play”
 - Reduce Service Cost (per \$ *Revenue*)
 - » Borrow lessons from Retail
 - » Direct online channels can deliver more value at less cost
 - » Rely more on customer-owned infrastructure
 - » OnTrack/OTB: continue move to cashless; add ADW
 - Improve CDI’s ability innovate quickly, across all channels (with partners)
 - » Silicon Valley: R&D and Marketing center (new)
 - » Lexington: Online Service Center (new)
 - » New Deal Structures
 - Practical Hurdles:
 - » 3 tote providers
 - » 1980’s & 1990’s IT
 - » Industry IT skills
 - » Vendor/Partner Incentives

Shop by Lifestyle

Just starting out with digital photos or have you mastered megapixels? Whatever your level of knowledge and skill, choose a lifestyle below that suits your digital camera savvy and get the camera that's right for you.



Get Me Started

It's easy to start taking digital photos. Let us help you find the perfect camera for the exciting world of digital photography.



Take Me to the Next Level

Upgrade to a better digital camera with our ideal selection that offers you better performance, improved quality photos and longer battery life.



Help Me Capture the Action

Get close, sharp action shots with long zooms and image stabilization. Find the perfect digital camera for sports and outdoors photos right here.



Out on the Town

Sleek and stylish, you're on the go. So set the trend with a compact digital camera that goes everywhere you do.



Give Me Total Control

Get the professional features and results you crave with our selection of high-performance digital cameras. Express your creativity with advanced features, manual controls and interchangeable lenses.

The Internet Can:

Address A
Customer's
Personal Needs

Multi-Channel Service Model

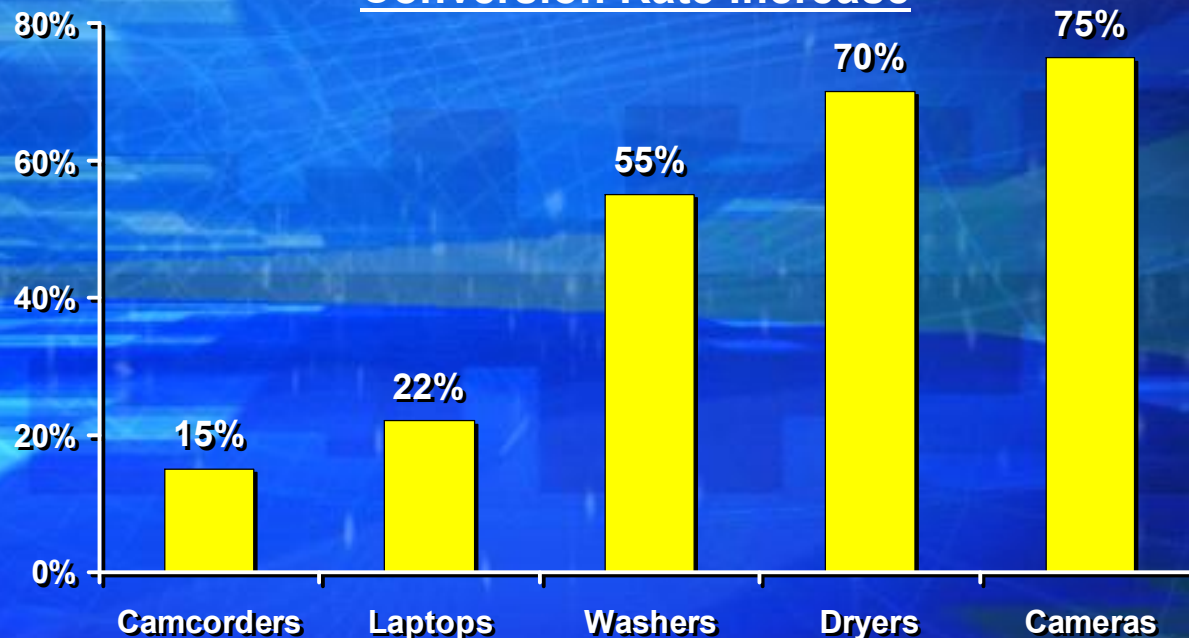
Best Buy Example

The Internet Can

Simplify
Complexity
&
Drive Growth

Online Shopping Assistants

Conversion Rate Increase



Check back soon for additional Shopping Assistants! ([Bookmark this page.](#))

Multi-Channel Service Model

Best Buy Example



CHURCHILL DOWNS
INCORPORATED

The Internet Can:
Give 'em
A Reason
To Visit
Your Facility

The screenshot displays the Best Buy website's homepage during an in-store sale. At the top, there are navigation links for 'WEEKLY AD', 'STORE LOCATOR', 'HELP', 'RESEARCH CENTER', and 'CONTACT US'. A search bar is set to 'Entire Site'. Below the search bar are category buttons: 'COMPUTERS', 'MUSIC, MOVIES & GAMES', 'ELECTRONICS', 'CAMERAS & CAMCORDERS', 'HOME APPLIANCES', 'PHONES & COMMUNICATIONS', and 'OFFICE PRODUCTS'. A large yellow 'BEST BUY' logo is in the top right corner. The main content area features a blue banner for an 'IN-STORE SALE' with the text 'HUGE IN-STORE SALE' and 'In-store only, January 13-15. Quantities are limited.' Below this, there are six promotional tiles for discounts: 10% OFF, 15% OFF, 20% OFF, 25% OFF, 50% OFF, and Other Savings Events. Each tile lists specific product categories and includes a 'See the details.' link. On the right side, there is a 'Welcome' section with links to 'create an account' or 'Sign in.', a 'Your Cart' section showing '0 items' and a '\$0.00' subtotal, and a 'Your Account' section with links for 'Best Buy Credit', 'Order Status', 'Wish List', and 'Gift Cards'. At the bottom right, there is a 'NO INTEREST FINANCING' banner and a '\$30,000 SHOPPING SPREE' banner.

WEEKLY AD STORE LOCATOR HELP RESEARCH CENTER CONTACT US

Thousands of Possibilities | GET YOURS

SEARCH Entire Site FOR GO

COMPUTERS MUSIC, MOVIES & GAMES ELECTRONICS CAMERAS & CAMCORDERS HOME APPLIANCES PHONES & COMMUNICATIONS OFFICE PRODUCTS

IN-STORE SALE

HUGE IN-STORE SALE

In-store only, January 13-15.
Quantities are limited.

Select an offer below to view and print an in-store coupon.
Offers may not be available in every store.

10% OFF

- All Receivers
- Select TVs
- Select Home Theater Systems
- Select Digital Cameras
- Magnavox Progressive-Scan DVD Player
- Sony MiniDV Handycam Camcorder

See the details.

15% OFF

- All Portable CD Players
- All MiniDisc Players
- Select DVD Players
- Select Printers

See the details.

20% OFF

- Select Speakers
- Select Camcorders
- Samsung Progressive-Scan DVD Player
- Yamaha 6.1-Channel Home Theater Speaker System

See the details.

25% OFF

- Kenneth Cole Camcorder Case

See the details.

50% OFF

- KLH 13" TV/DVD Player Combo
- Select CompactFlash Memory Flash

See the details.

Other Savings Events

- Computers Savings
- Open-Box Event

See the details.

Welcome.
Please [create an account](#) or [Sign in](#).

Your Cart
Contains **0** items
Subtotal: **\$0.00**
[View Cart](#) | [Checkout](#)

Your Account
[Best Buy Credit](#)
[Order Status](#)
[Wish List](#)
[Gift Cards](#)

NO INTEREST FINANCING
Apply and Buy Today

\$30,000 SHOPPING SPREE
ON BESTBUY.COM

See the details.

- IP Video
 - » rising cost of “TV” vs. Nielsens < 1.0
 - » Quality & Cost Improving Rapidly
 - » Advances are being funded by others
- Mobile Gaming
 - » 2-minute product is perfect fit
 - » Increase churn, reduce lines
 - » Infrastructure is just about there
 - » Younger Customers
- Real Time Race Tracking (RTLS)
 - » Signal Differentiation
 - » Proposition Wagering...?
 - » New Handicapping Information...?

Potential Partners

Sling Media

Verizon, AT&T, Comcast, et al

Microsoft, Move Networks

Joost + others

Phantom Fiber

Scigames

United Tote

Amtote

Autochart/Equibase

Trackus

In-house (e.g., UWB)

Work Completed

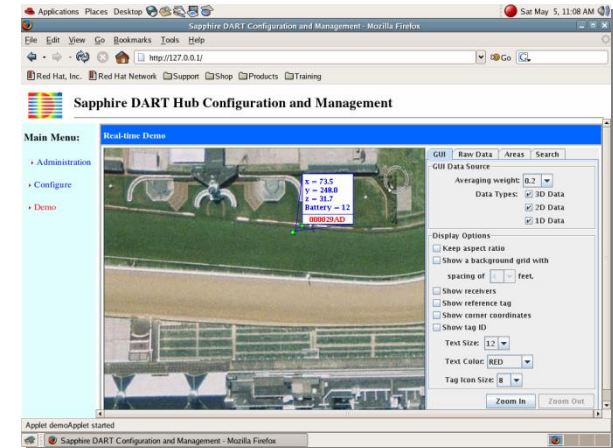
- Criteria: cost, accuracy, reliability, data ownership
- Best-Fit Solution: Ultra Wide Band (UWB)
- Testing
 - KY Derby: RF interference
 - CDRT: accuracy, reliability, live racing
 - Arlington: live racing

Results (So Far)

- Accurate & Precise @15fps
- Portable & Wireless (share eqpt, no fiber runs)

Next Steps

- Increase Tag Power to reduce # of receivers
- Productize Software layer (presentation and utilities)
- More testing & tweaking



800 W El Camino Real
Mountain View CA





- Customer Expectations & Options Are Increasing due to IT
- CDI Is Investing To Meet These Challenges
- CDI is committed to working with our industry



Thank you!

vernon.niven@twinspires.com