

# Symposium on racing & gaming

## Are We Dealing with Racing Technology or a Race with Technology?

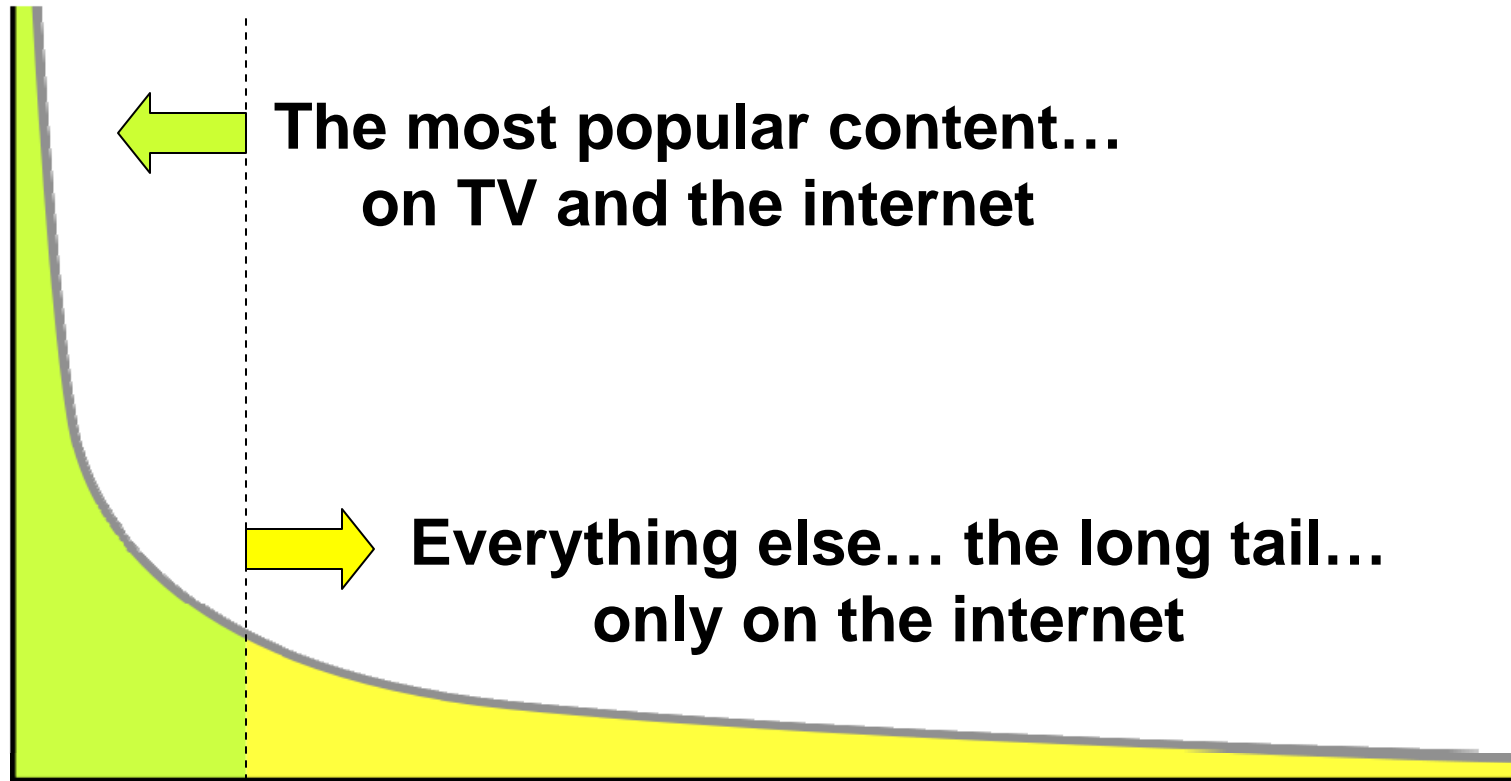
December 9, 2009

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# The Long Tail

play  
to win



Every event can be shown on the internet



## The Long Tail

play  
to win

- The biggest racing events are on TV
- ADWs stream every race from every track around the nation and the world\*
- In HD when available



First ADW to stream HD signals

play  
to win

## Churchill Downs, Spring 2009





First ADW to stream HD signals

play  
to win

## Keeneland, Fall 2009





First ADW to stream HD signals

play  
to win

Fair Grounds, Fall 2009



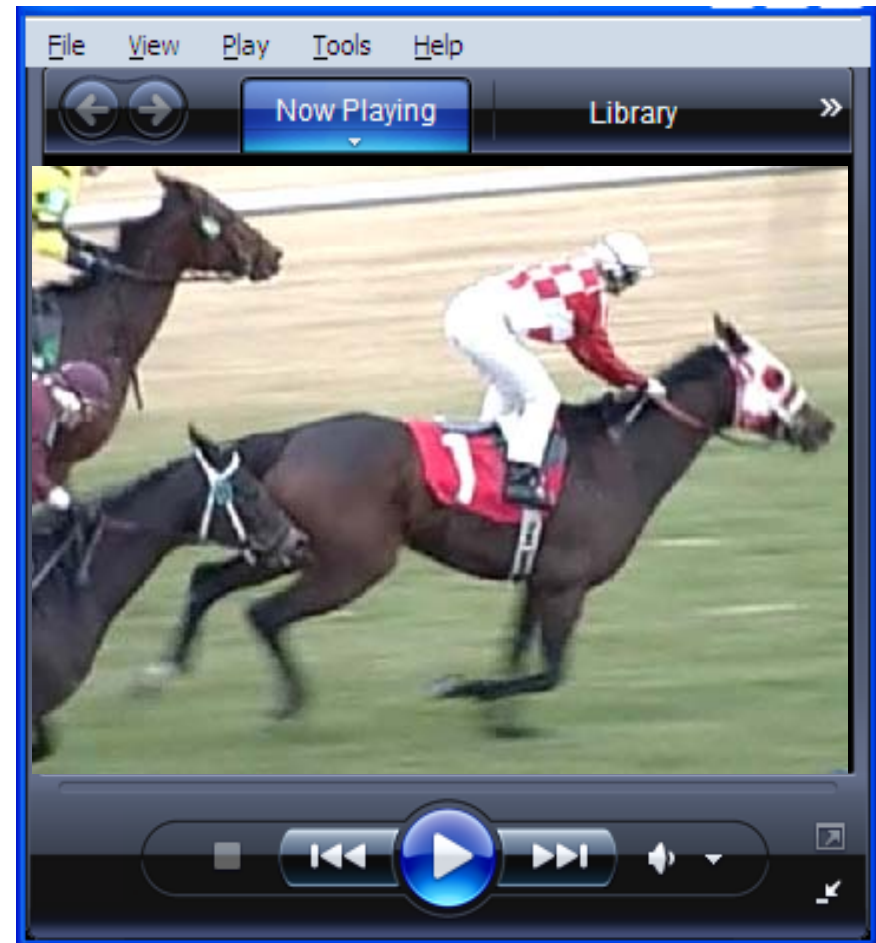
And more tracks to come next year



# ADW experience, circa 2007

play  
to win

- Disjoint user experience
- Handicap on one website
- Wager on another
- Watch the race in a standalone player





# The Desired Experience

play  
to win

Handicap, wager and watch in a single, integrated user interface ...

The screenshot displays the TwinSpire TV website interface. At the top left is the 'twinspires tv' logo with 'beta' and 'video' icons. A 'featured video' section highlights 'Under the Radar' with Dan Illman. The main content area shows a live race at Churchill Downs, Race #1, with a video player and timing information (12:47:48, 04-25-2009). A table of race results is visible on the right, listing horses like Real Triton, On My Dime, Silver Grits, My Little Connor, Six Shots, and Scorpion Go North with their respective ML and Odds. Below the main video are four smaller live video feeds for other tracks: Tampa Bay Downs, Freehold, Philadelphia, and Calder. The bottom right section shows 'Up Next' races for various tracks, including Churchill Downs - Race 1, Hoosier Park - Race 1, Philadelphia - Race 2, and Tampa Bay Downs - Race 2.

Pg#	Horse	ML	Odds
1	Real Triton	15/1	16
2	On My Dime	7/5	3/5
3	Silver Grits	15/1	12
4	My Little Connor	3/1	9/2
5	Six Shots	2/1	3
6	Scorpion Go North	6/1	16





# The Desired Experience

play  
to win

... on three screens

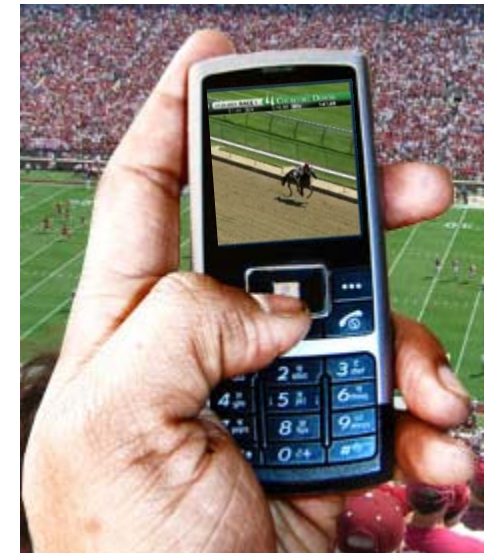


TV



PC

Mobile





# TwinSpireTV

play to win

Live Racing | Race Replays | Channels

NOW PLAYING Fair Grounds : Dec 03 : 1

Fair Grounds Race # 1

Dirt 6f 3,4&5yo MD 15000 \$15,000 7 MTP

Program Stats Results Wager

Basic View Handicapping View Pools & Exotics

Pg#	Horse	ML	Odds
1	Tiger Strike	3/1	5 5/2
2	Beau D	20/1	30 50
3	Warrior Ace	3/1	3 7/2
4	Deceptive Ruler	9/2	5 9
5	Joe's Witness	5/1	4 9
6	Dalainey's Friend	5/2	2 7/2
7	Slammin Beautiful	15/1	9 50
8	For You Too	30/1	45 50

Exacta / Trifecta / \$0. Daily Double / Pick 3 (races 1-2-3)

1

2

3

4

Up Next Filter All Tracks

TRACK \*All Eastern MTP

Monticello Raceway OFF

Aqueduct - Race 4 0

Flamboro Downs - Race 3

Hawthorne Laurel Park Aqueduct Calder



# Handicapping data

play to win

Live Racing | Race Replays | Channels

NOW PLAYING

Fair Grounds : Dec 03 : 1

**TURF Off** TRACK Fast 4 MTR 1 **FAIR GROUNDS**

TRAINER WIN %	\$2 Exacta	\$8472
STARTS WIN%	8&	&8
1 4 0%	1 5 599 241	
2 0 0%	2 38 876 999	
3 1 0%	3 3 518 350	
4 29 6%	4 5 634 494	
5 18 5%	5 9-2 633 438	
6 18 11%	6 8-5 599 253	
7 7 14%	7 10 601 422	
8 2 0%	8 48 - -	

Fair Grounds Race # 1

Dirt 6f 3,4&5yo MD 15000 \$15,000 **6 MTP**

Program Stats Results Wager

Basic View **Handicapping View** Pools & Exotics

Top 3 Picks Class Speed Pace

6-1-3 6-1-3 1-6-5 3-4-5

Pg#	Horse	Odds
1	Tiger Strike	5 5/2
2	Beau D	35 50
3	Warrior Ace	3 7/2
4	Deceptive R...	5 9
5	Joe's Witness	9/2 9
6	Dalainey's Fr... ✓	8/5 7/2
7	Slammin Bea...	10 50
8	For You Too	45 50

Exacta / Trifecta / \$0.10 Superfecta Daily Double / Pick 3 (races 1-2-3)

RACE 1 7 Gelded

JESSICA'S PICKS RACE 1 3 3-1 4 5-1 5 9-2

Up Next Filter All Tracks

TRACK \*All times Eastern **MTP**

Aqueduct - Race 4 OFF

Monticello Raceway - Race 5 OFF

Flamboro Downs - Race 4 2

Hawthorne Laurel Park Aqueduct Calder

**twinspires™**  
a churchill downs company

Handicapping data provided by Brisnet

11



# Handicapping video

play  
to win

**Video Guide** ✕

Live Racing **Race Replays** Channels \*All times Eastern

by Track by Date **by Horse**

Track **Fair Grounds** Race **1** Horse **1 Tiger Strike**

Camera Angle:  Full View  Head-on

	DATE	TRACK	DISTANCE		RACETYPE	PP	FINISH
	05Jun09	CD	6f	FT	Md30000	1	5 9 3/4
	01May09	EVD	1m	FM	MdSpWt	9	4 4 1/2
	22Feb09	FG	About 1210...	FM	MdSpWt	2	2 1/2
	06Feb09	FG	6f	FT	Md30000	7	6 6 3/4
	15Jan09	FG	About 1210...	FM	MdSpWt	8	4 6

Watch video to  
handicap the  
races

is : Feb 22, 2009 : 5

CAMERA ANGLE  Full View  Head-on

**RACE 5**

**TO RACE 5 Unofficial**

**4**  
**2**

Digital archive of  
race replays



# Race and Track Stats

play  
to win

Live Racing | Race Replays | Channels
NOW PLAYING  
Fair Grounds : Dec 03 : 1

**brisnet.com**  
COMPUTER PICKS

TOP 3  
6 1 3

CLASS  
6 1 3

SPEED  
1 6 5

PACE  
3 4 5

TURF Off TRACK Fast 7 MTR 1 FAIR GROUNDS

\$2 Exacta \$6167

1	5	32	39
2	45	251	416
3	3	26	22
4	5	27	54
5	9-2	36	80
6	9-5	-	-
7	8	90	106
8	55	191	587

Thursday, December 03, 2009

**MAIDEN CLAIMING**  
\$15,000  
6 Furlongs  
MAIDENS

RACE 5 NO CHANGES

JESSICA PACHECO'S PICKS RACE 1 3 3-1 4 5-1 5 9-2

Fair Grounds Race # 1

Dirt 6f 3,4&5yo MD 15000 \$15,000 8 MTP

Program Stats Results Wager

Race Summary  Track Bias  Race Info

**Race Summary** Avg Distance/Surface PACE-SPEED

Pg#	Horse	E1	E2 / Late	Spd
1	Tiger Strike	79	81 / 92	82
3	Warrior Ace	89	92 / 76	76
4	Deceptive Ruler	91	91 / 72	72
5	Joe's Witness	82	82 / 81	71
2	Beau D	69	61 / 73	50
7	Slammin Beautiful	0	0 / 0	0
8	For You Too	0	0 / 0	0
6	Delainey's Friend	0	0 / 0	0

Up Next Filter All Tracks

TRACK \*All times Eastern MTP

Freehold - Race 5 OFF

Monticello Raceway - Race 5 OFF

Aqueduct - Race 4 0



# Place a wager...

play to win

Live Racing | Race Replays | Channels **NOW PLAYING**  
**Fair Grounds : Dec 03 : 1**

**FAIR GROUNDS**  
 TURF Off TRACK Fast 10MTR 1  
 \$2 Exacta \$5237  
 1 TIGER STRIKE 6-1

POWER RATINGS		7& 87	
1	107.83	1	6 77 79
2	90.20	2	45 479 999
3	112.56	3	3 114 84
4	103.32	4	5 113 103
5	105.78	5	9-2 85 79
6	115.56	6	9-5 105 81
7	FTS	7	7 - -
8	FTS	8	55 388 528

**RACE 8 4 JR.**  
 JESSICA PACHECO'S PICKS RACE 1 3 3-1 4 5-1 5 9-2

Wager Type: **Exacta** Amt: **\$5**

Box
  Key
  Key Box

Pg#	1	2	Horse	ML	Odds
1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Tiger Strike	3/1	6
2	<input type="checkbox"/>	<input type="checkbox"/>	Beau D	20/1	45
3	<input type="checkbox"/>	<input type="checkbox"/>	Warrior Ace	3/1	3
4	<input type="checkbox"/>	<input type="checkbox"/>	Deceptive Ruler	9/2	5
5	<input type="checkbox"/>	<input type="checkbox"/>	Joe's Witness	5/1	9/2
6	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Dalainey's Friend	5/2	9/5
7	<input type="checkbox"/>	<input type="checkbox"/>	Slammin Beautiful	15/1	7
8	<input type="checkbox"/>	<input type="checkbox"/>	For You Too	30/1	50
	<input type="checkbox"/>	<input type="checkbox"/>	ALL		

**\$5 Exacta** **\$5.00**  
 6 WT 1 **Next >>**

Manage Account Recall Today's Bets

Up Next Filter **All Tracks**

Hawthorne | Laurel Park | Aqueduct | Calder



# Watch the race...

play  
to win

Live Racing | Race Replays | Channels

NOW PLAYING

Fair Grounds : Dec 03 : 1

Fair Grounds Race # 1

Dirt 6f 3,4&5yo MD 15000 \$15,000 0 MTP

Program Stats Results Wager

Basic View Handicapping View Pools & Exotics

Top 3 Picks	Class	Speed	Pace
6-1-3	6-1-3	1-6-5	3-4-5

Pg#	Horse	Odds
1	Tiger Strike	3 5/2
2	Beau D	60 50
3	Warrior Ace	5/2 7/2
4	Deceptive R...	9/2 9
5	Joe's Witness	8 9
6	Dalainey's Fr... ✓	9/5 7/2
7	Slammin Bea...	21 50
8	For You Too	80 50

Exacta / Trifecta / \$0.10 Superfecta Daily Double / Pick 3 (races 1-2-3)

Hawthorne

Laurel Park

Aqueduct

Calder

Up Next Filter All Tracks

TRACK \*All times Eastern MTP

Woodbine T-bred - Race 3 0

Fair Grounds - Race 1 0

Finger Lakes - Race 5 2



# And check results

play to win

Live Racing | Race Replays | Channels

NOW PLAYING  
Fair Grounds : Dec 03 : 2

TURF Off TRACK Fast 20MTR 2 FAIR GROUNDS  
TIME 1:12.09 RACE 1

ODDS PROGRESSION

M/L	OPEN
1	2
2	8
3	15
4	8
5	7-2
6	3
7	10
8	20

1	3-5
2	8
3	29
4	11
5	2
6	19
7	13
8	50

Horse	11.80	4.60	3.60
4 Deceptive Ruler			
1 Tiger Strike	3.80	2.60	
3 Warrior Ace		2.80	

\$2 Exa 4-1 59.80  
\$2 Tri 4-1-3 172.40  
\$1 Tri 4-1-3 86.20  
\$0.10 Super 4-1-3-6 20.28

RACE 9 10 FG 1/2 mile ft. 51.0 bg  
RACE 1 4 \$11.80 \$4.60 \$3.60 1 \$3.80 \$2.60 3 \$2.80

Fair Grounds Race # 2  
Dirt 1m40y 3yo+ F&M CLM 5000B \$12,000 20 MTP

Program Stats Results Wager

Race # 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9  
Dirt 6f 3,4&5yo MD 15000 \$15,000

Pg#	Horse	WIN	PLACE	SHOW
4	Deceptive Ruler	11.80	4.60	3.60
1	Tiger Strike		3.80	2.60
3	Warrior Ace			2.80

\$1.00 Exacta 4-1 29.90  
\$1.00 Trifecta 4-1-3 86.20  
\$.10 Superfecta 4-1-3-6 20.28

Up Next Filter All Tracks  
TRACK \*All times Eastern MTP  
Freehold - Race 6 OFF  
Woodbine T-bred - Race 3 OFF  
Laurel Park - Race 4 OFF

Hawthorne Laurel Park Aqueduct Calder





## On Demand Video

play  
to win

- TwinSpires provides original and partner content, available anytime, on-demand
- Original programming produced by TwinSpires
- Partner content from
  - TV networks
  - Industry publications
  - Race tracks



# Weekend Preview

play  
to win

Many channels  
of on-demand  
video

Video Guide

Live Racing | Race Replays | Channels

\*All times Eastern

CHANNELS

- ALL (103)
- ▶ TwinSpireTV (40)
- ▶ Weekend Preview (41)
- ▶ Bloodhorse (16)
- ▶ HRTV (18)
- ▶ Jockeys (17)
- ▶ Kentucky Derby (1)
- ▶ DRF BC Analysis (0)
- ▶ DRF (6)

11/25/09

Live Racing | Race Replays | Channels

NOW PLAYING  
Weekend Preview for 10/29

POOL

VE YEARS

Jill Byrne

TwinSpire  
original  
programming



# NHC Coverage

play  
to win



TwinSpires.com  
provided video  
coverage of the NHC  
from Las Vegas





# HRTV

play  
to win

**Video Guide** [Close]

Live Racing | Race Replays | **Channels** \*All times Eastern

CHANNELS

- ALL (103)**
- ▶ TwinspiresTV (40)
- ▶ Weekend Preview (41)
- ▶ Bloodhorse (16)
- ▶ HRTV (18)
- ▶ Jockeys (17)
- ▶ Kentucky Derby (1)
- ▶ DRF BC Analysis (0)
- ▶ DRF (6)

11/25/09

Live Racing | Race Replays | **Channels** NOW PLAYING  
HRTV's "Rewind"

**HRTV**

**Sunday, November 15th**

**Partner content  
from TV  
networks**



# Animal Planet

play  
to win

**Video Guide** [Close]

Live Racing | Race Replays | **Channels** \*All times Eastern

CHANNELS

- ALL (103)**
- ▶ TwinspiresTV (40)
- ▶ Weekend Preview (41)
- ▶ Bloodhorse (16)
- ▶ HRTV (18)
- ▶ Jockeys (17)
- ▶ Kentucky Derby (1)
- ▶ DRF BC Analysis (0)
- ▶ DRF (6)

11/25/09

Live Racing | Race Replays | Channels **NOW PLAYING Jockeys (Animal Planet)**

Partner content  
from TV  
networks



# BloodHorse

play  
to win

**Video Guide** [Close]

Live Racing | Race Replays | **Channels** \*All times Eastern

CHANNELS

- ALL (103)**
- ▶ TwinspiresTV (40)
- ▶ Weekend Preview (41)
- ▶ Bloodhorse (16)
- ▶ HRTV (18)
- ▶ Jockeys (17)
- ▶ Kentucky Derby (1)
- ▶ DRF BC Analysis (0)
- ▶ DRF (6)

11/25/09

Live Racing | Race Replays | **Channels** NOW PLAYING **That Handicapping Show**

Tom LaMarra Jason Shandler James Scully

Partner content  
from industry  
publications



# Daily Racing Form

play  
to win



TwinSpires.com presents  
Daily Racing Form's Brederers' Cup

## PRE-RACE SHOW

Steven Crist

Brederers' Cup Classic  
5 Million

please select a video ▾

- ▶ Fri, 11/06 : BC Marathon
- ▶ Fri, 11/06 : BC Juvenile Fillies Turf
- ▶ Fri, 11/06 : BC Juvenile Fillies
- ▶ Fri, 11/06 : BC Filly and Mare Turf
- ▶ Fri, 11/06 : BC Filly and Mare Sprint
- ▶ Fri, 11/06 : BC Ladies' Classic
- ▶ Sat, 11/07 : BC Juvenile Turf
- ▶ Sat, 11/07 : BC Turf Sprint
- ▶ Sat, 11/07 : BC Sprint
- ▶ Sat, 11/07 : BC Juvenile
- ▶ Sat, 11/07 : BC Mile
- ▶ Sat, 11/07 : BC Dirt Mile
- ▶ Sat, 11/07 : BC Turf
- ▶ Sat, 11/07 : BC Classic

Race by race analysis of all Brederers' Cup races (Friday and Saturday) featuring expert handicappers Steve Crist and Mike Watchmaker of the Daily Racing Form.



# Business Models

play  
to win

- Ad Supported
  - Pay as you go
  - Subscriptions
- 
- TwinSpires.com provides unlimited, free video to wagering customers

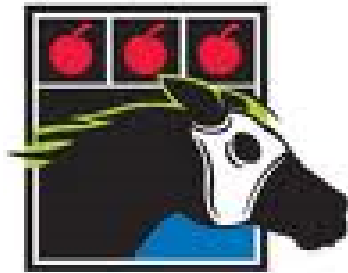




## Summary

play  
to win

- The consumption of internet video is exploding
- TwinSpires.com, and other ADWs, are investing in product innovation and content partnerships to provide engaging video on the internet



# Symposium on racing & gaming

Thank you

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