Global Wagering from the U.S. Perspective

Presented by:
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Goals for International Simulcasting

• Export our product to new markets = new revenue
• Import new product into our markets = new revenue
• Reciprocity is key
Factors for Success - Import

- Time zone
- Affinity of U.S. customers for product
- Pool size – commingled/separate
- Data
- Field size
- Reciprocity
Current Monarch Imports

- Latin America – Argentina, Chile, Uruguay, Mexico
- France
- UK
- Australia
- New Zealand
- South Africa
- Hong Kong
- Dubai
- Japan
## How Content Measures Up

<table>
<thead>
<tr>
<th>Content</th>
<th>Time Zone</th>
<th>U.S. Affinity</th>
<th>Pool Size</th>
<th>Data</th>
<th>Field Size</th>
<th>Reciprocity</th>
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Method of Import

• Stand-alone signal (Hong Kong, PMU, Australia)
  – Pros: Can take an entire card, can negotiate track specific agreements
  – Cons: It can be difficult to convince simulcast locations to add another signal

• Piggy-back signal (Latin America)
  – Pros: Simulcast locations already receive the main signal so get the piggy-back signal with no additional hassle or expense
  – Cons: The signal contains a mixture of multiple racetracks, data must be integrated
Import Handle

Monarch Handle on International Imports

- Australia
- Latin America
- UK
- South Africa
- France
- Dubai
- New Zealand
- Hong Kong
- Japan
Factors for Success - Export

- Time zone
- Size of market
- Ability to commingle
- Affinity of local customers for U.S. racing
- Reliable distribution partners
Post Times Around the World

- Los Angeles: 3:18 p.m.
- Baltimore: 6:18 p.m.
- Lima: 6:18 p.m.
- Buenos Aires: 8:18 p.m.
- London: 11:18 p.m.
- Paris: 12:18 a.m.
- Auckland (NZ): 12:18 p.m. (Sunday)
- Sydney: 10:18 a.m. (Sunday)
Export to Latin America

- Panama, Uruguay, Venezuela, Peru and others
- Time zone works well, particularly for West Coast
- Mature racing markets
- Successful conversion to commingled wagering
- Local customers know our product
- Local racetracks have been good partners
- Annual handle over $25 million a year on Monarch
Challenges in the Global Market

- Technology integration
- Piracy
- “Closed” markets
- Transfer of funds
- Intricacies of international taxation
What Can U.S. Racetracks Do

- Import – work to introduce international simulcast product to your customers
- Export – U.S. product is more desirable if we all work together
Contact Us

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