

***Racing Must Adapt to
the New Realities of the
Marketplace***

Materials for the Fourth Racing Congress
HTA / TRA / USTA

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Issues

- Distribution
- Pricing
- Content

Places to Bet in N. America:

Horses: 1,027

Places to Bet in N. America:

Casinos etc: 1,378

Horses: 1,027

Places to Bet in N. America:

Slots / VLTs: 19,695

Casinos etc: 1,378

Horses: 1,027

Places to Bet in N. America:

Lottery Tickets: 214,284

Slots / VLTs: 19,695

Casinos etc: 1,378

Horses: 1,027

“Price” of a bet (house edge):

Blackjack/Craps: $\sim 1\%$

“Price” of a bet (house edge):

Blackjack/Craps: $\sim 1\%$

Slots/VLTs: $\sim 7\%$

“Price” of a bet (house edge):

Blackjack/Craps: ~ 1%

Slots/VLTs: ~ 7%

Instant Ticket (MA): 24%

“Price” of a bet (house edge):

Blackjack/Craps: ~ 1%

Slots/VLTs: ~ 7%

Instant Ticket (MA): 24%

Exacta at Suffolk Downs: 26%

“Content” Issues

- Is our TV “gripping”??
(Poker: not just the railcam)
- Diversity of Products
 - Casinos: cards, dice, wheels, slots
 - Lotteries: instants, megabuck lottos, fast-action keno, **even racing games**
- More “Betttable” races

Thank You

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