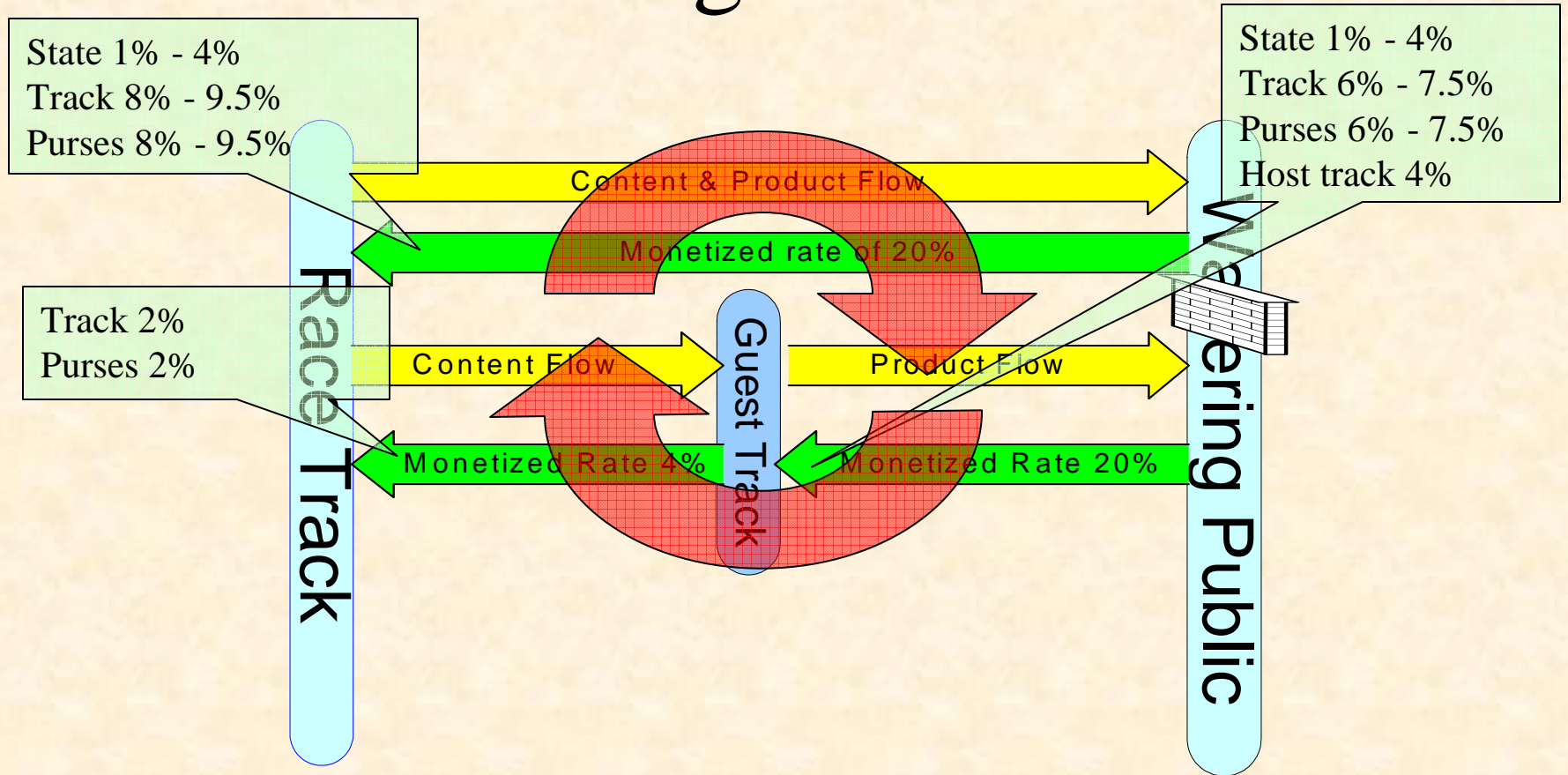


Simulcasting Economics

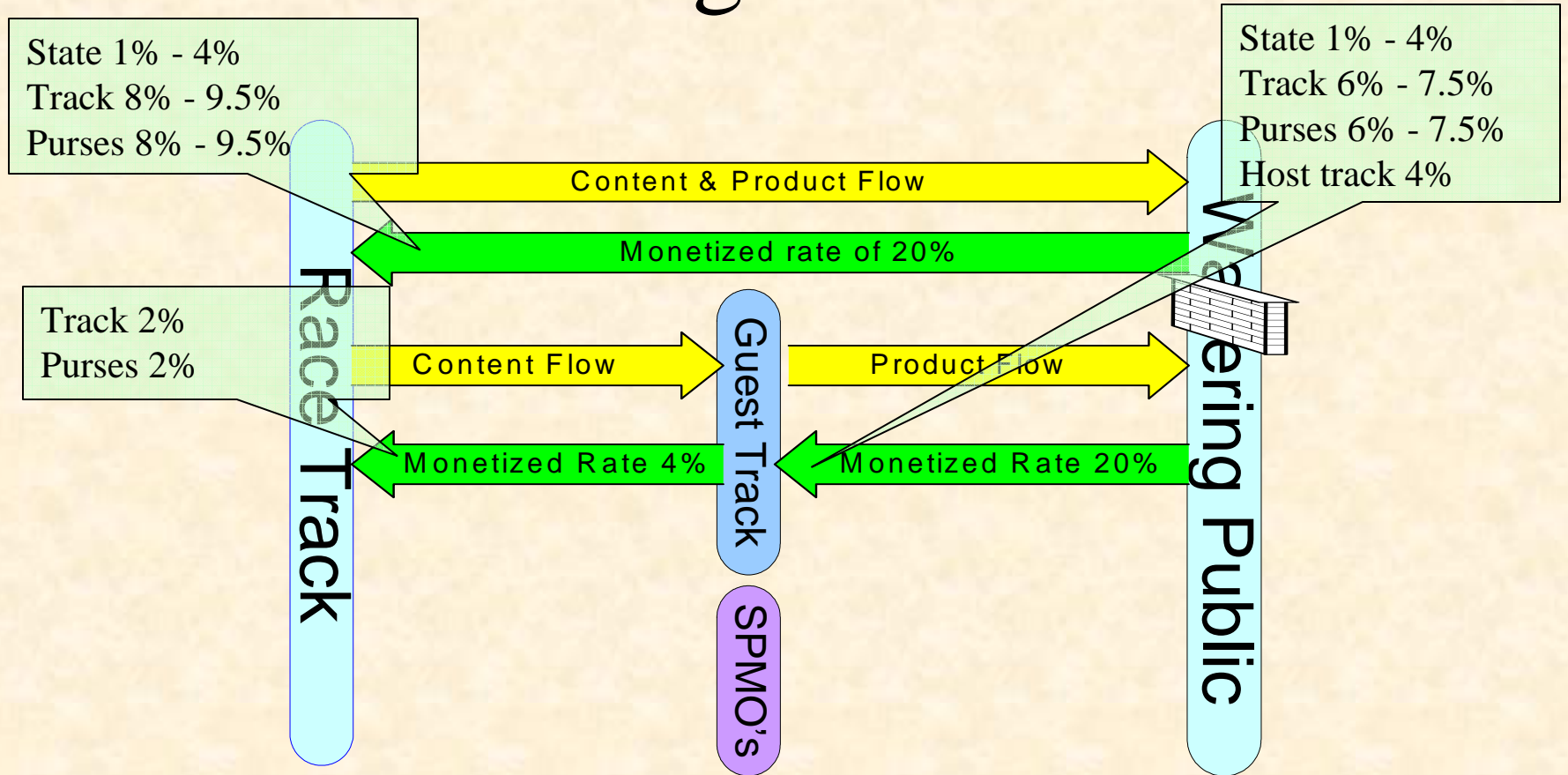
Steve Barham, Associate Coordinator, RTIP

For NCLGS 2007 Summer Meeting

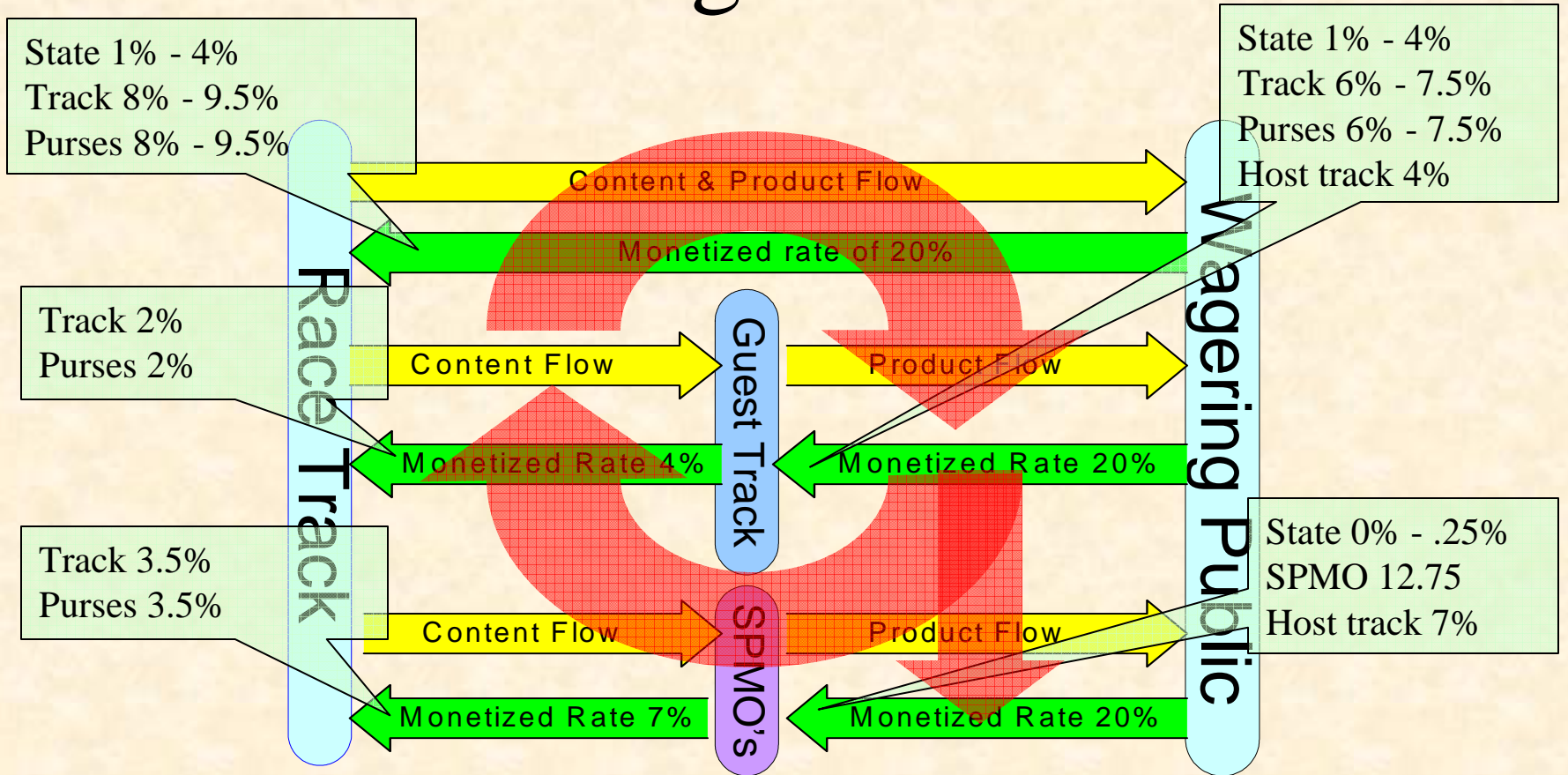
Monetizing the Product



Monetizing the Product



Monetizing the Product



Some Observations

- Not all handle is equal as far as monetization
- Initially (prior to SPMO's) host track market areas were somewhat protected
- SPMOs reached into Host and Guest track market areas.
- SPMO activity has changed at least some 9.5% monetized handle to 3.5% monetized handle.

Some Observations

- Moving a dollar from SPMO to Host track is a 271% increase in revenue from that dollar.
- There is some “leakage” of industry revenue as a result of SPMO’s lower monetization rate.
- Question is, is there enough added host track revenue from lower monetized handle to offset the total industry leakage?