



THE UNIVERSITY OF ARIZONA
COLLEGE OF AGRICULTURE & LIFE SCIENCES

Race Track Industry Program

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ADWs and Simulcasting with Jen Perkins



Tucson, AZ – On Monday March 25, RTIP Alum, Jen Perkins, Senior Manager of eWagering at Penn National Gaming & Hollywood Casino returned to the RTIP in the role of a guest professor. In the Race Track Organization, Structure, and Financial Management class, she spoke to students at length about ADWs and simulcast operations.

Ms. Perkins focused on advance deposit wagering (ADW). A staple of the RTIP curriculum, Perkins brought a fresh take on the topic due in large part to her daily dealings with ADWs and simulcasting. While students gained a broad overview of the topic, Perkins focused much of her talk on licensing, marketing and some of the challenges facing ADWs;

specifically, the threat of substitutes in the current gaming environment.

Perkins returned the following week to discuss simulcasting, a topic akin to ADWs. She started with a historical overview and then broke down the seemingly complex process into manageable chunks. Perkins discussed contracts, approvals, and scheduling in addition to the financial settlement aspect of simulcasts. Much to the delight of the students, handicapping tournaments were also on the discussion list. Perkins broke down the different types of handicapping tourneys such as live bankroll, win/place, or optional races vs a set race card. To wrap up her time in class, Ms. Perkins discussed the rise of sports betting and the implications for the racing industry.

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Race Track Industry Program — The University of Arizona Race Track Industry Program offers a Bachelor's degree with an emphasis on the pari-mutuel racing industry and hosts the annual Global Symposium on Racing held every December in Tucson, Arizona.

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