



Derby Wars

Using Contests to Grow New Fans

Mark Midland
mmidland@derbywars.com



Racing's Premier Contest Site

- Over 20,000 contests (13,000 in 2013)
- 220% growth in number of contests YOY
- Daily contests for cash, points and qualifying
- Several Game Types – Lockdown & Live Play





Why Contests?

- Fun & Easy
- Engagement
- Challenge & Passion





Wagering is Difficult

- Decisions: Track? Wager? Horses? How to Bet?

		WIN	PLC	SHW	DB	EXA	QU	TRI
		P3	SU	P4	WPS	WP	WS	PS







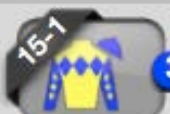











Beulah	<input type="text" value="3"/>	6
Finger Lakes	<input type="text" value="5"/>	OFF
Marseille Vivaux FRA	<input type="text" value="7"/>	OFF
Mountaineer	<input type="text" value="1"/>	7:00
Sunland Park	<input type="text" value="1"/>	25
Turf Paradise	<input type="text" value="1"/>	40
Charles Town	<input type="text" value="1'"/>	CAN
Fontwell UK	<input type="text" value="1'"/>	FIN
Parx	<input type="text" value="1'"/>	CAN

1	Lexington Park
2	Gannicus
3	Tapits Wildcat
4	Far Flung
5	Clever Concept
6	K Js Maddog
7	Red Charger
8	Cherokee Code

\$1 TRI	<input type="text" value="3, 4"/>
\$1 TRI	<input type="text" value="1, 3, 4, 5"/>
\$1 TRI	<input type="text" value="1, 2, 3, 4, 5, 10, 11"/>
Wager Total \$	<input type="text" value="30.00"/>

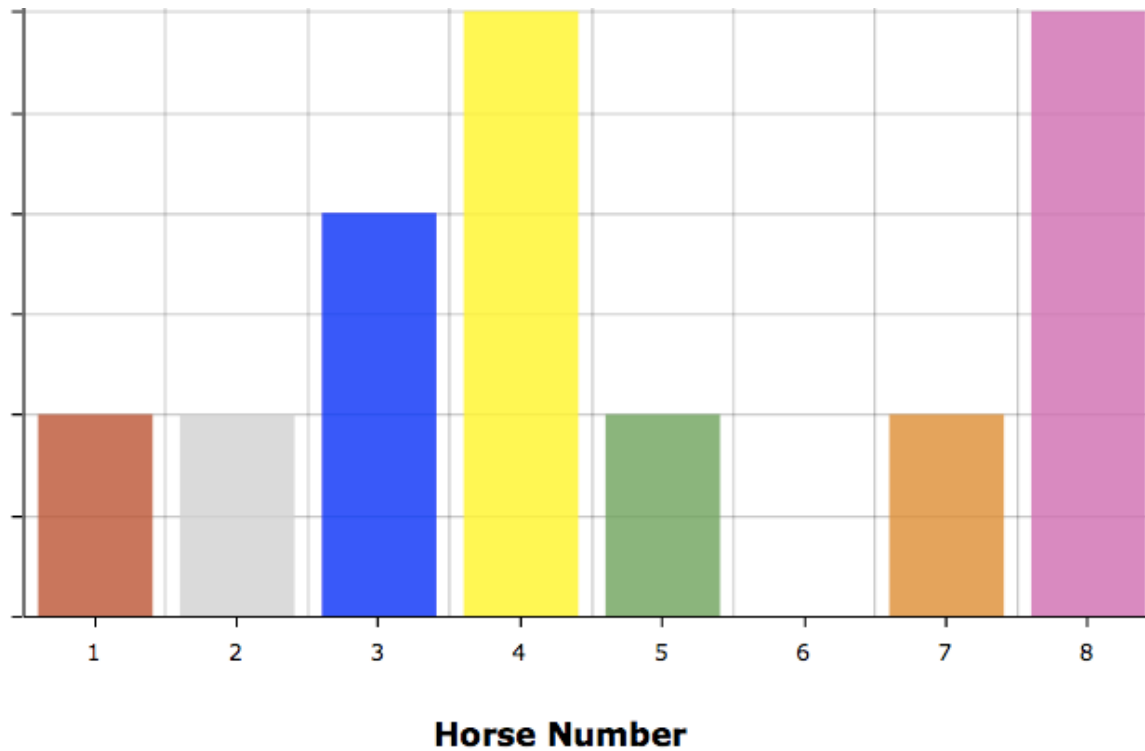


Contests are Easy – Pick A Horse

 1	 Warrior Up  Mallory Strandberg	
 2	 Socialsaul  Cornelio Velasquez	<input checked="" type="checkbox"/> Primary
 3	 Meeker Avenue  Manuel Franco	
 4	 Sound Of Drums  Jose Ortiz	
 5	 Tug Of War  Charles Lopez	<input checked="" type="checkbox"/> Alternate
 6	 Smokin Candy  Michael Luzzi	

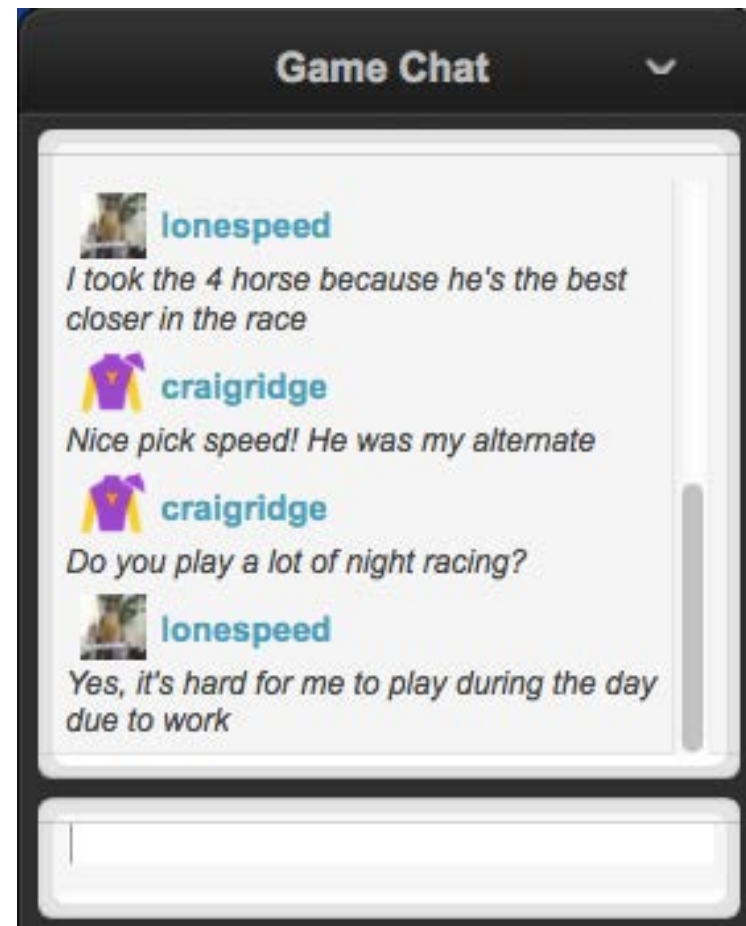
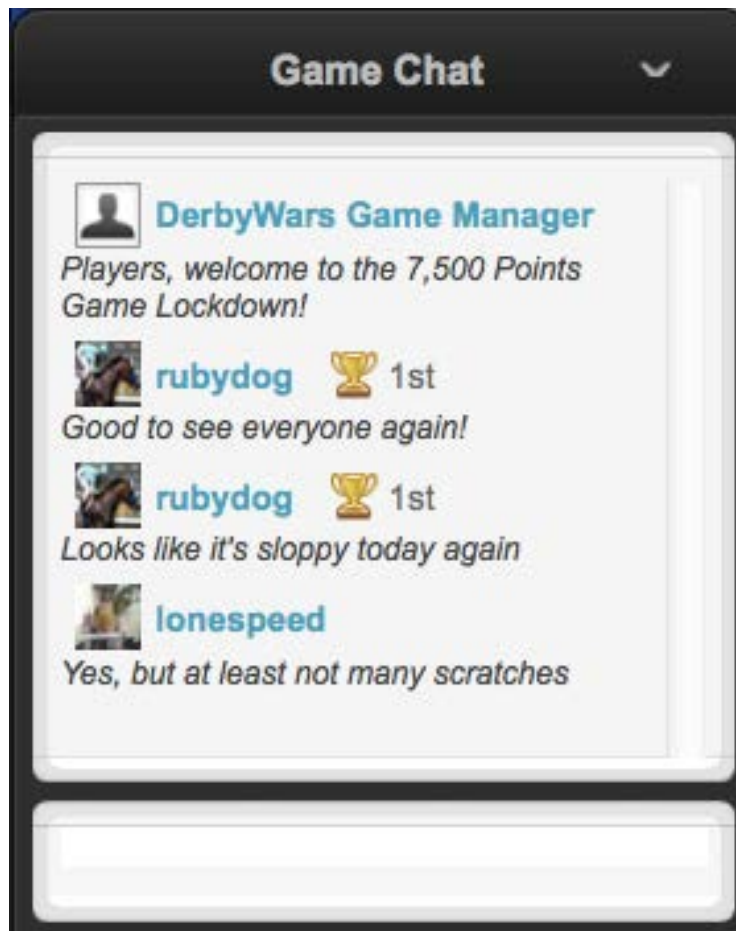


Then see who others picked





Learn & Engage with Other Passionate Fans





DERBY WARS

See how others won

flying g racing

	Race	Horse	#	Prize
1	MNR - 4	Rat Snazzy	8	-
2	MNR - 5	One Pretty Cat	5	-
3	MNR - 6	Imperial Pride	3	\$10.60
4	MNR - 7	French Dawn	9	-
5	MNR - 8	Dehere On Tour	5	\$5.00
6	MNR - 9	Clara Lives Strong	4	\$19.80
7	MNR - 10	Sharp Pick	10	\$12.60
Total				\$48.00

Leaderboard

1	flying g ra.. (2)	\$48.00
2	youunique (1)	\$42.00
3	muttdog88 (1)	\$36.40
4	lionidze (1)	\$32.00
5	postpicker (1)	\$28.60
6	scooze (1)	\$25.80
7	vitesse (1)	\$21.00
8	flying g ra.. (1)	\$18.00
9	firlong (1)	\$12.60
10	icelam33 (1)	\$12.20

View All



More Engagement with Racing

- 60-second signup
- Play a free game
- Developing new fans
- Players are following racing more days/week
- Challenge & Passion

Leaderboard		
1		guggie (1) \$0.00
1		flying g ra.. (1) \$0.00
1		equinometry (1) \$0.00
1		allin (1) \$0.00
1		taytay (1) \$0.00
1		chestnut (1) \$0.00
1		Sophia (1) \$0.00
1		WhiskyQuick (1) \$0.00
1		scooze (1) \$0.00
1		woodysteva (1) \$0.00

View All



Huge Growth & Investment in Fantasy Sports

- DraftKings - \$24m Series C (Nov. 2013)
- FanDuel - \$11m from Comcast/NBC (Jan. 2013)
- Top Line Game Labs - \$25m from Cantor (July 2013)
- DraftStreet - \$2.6m angel round (Feb. 2012)

Contests are an opportunity to grow our sport!



Based in Louisville, KY

- Part of the HorseRacingNation team
- Stop by and visit!
- markmidland@gmail.com

