

# **Tote Issues – An International Perspective**

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**December 2006**



# The Ashes!

# Tabcorp Overview

Enterprise value = \$11.0b



## Casinos

- Three properties in Queensland at Brisbane, the Gold Coast and Townsville.
- One property in NSW – Sydney
- 386 tables
- 4,595 EGMS
- 1,399 hotel rooms
- Over 50,000 visitors per day



## Gaming

13,614 slots in 264 venues across Victoria  
1.14m occasional and regular players  
Keno terminals in 2,099 venues in Queensland, Victoria & NSW



## Wagering

Totalisator and fixed odds betting in 588 retail outlets in Victoria, and 2,117 in NSW  
On-course, internet and phone  
700,000 regular retail customers, 350,000 account holders



## Media

Sky Channel in more than 5,000 commercial outlets and over 1.5m Australian homes  
2KY radio broadcasts around 100 race meetings per week

# Wagering - Tabcorp



- Victoria
- Total Vic Sales \$A3.6b
- Highly regulated.
- Pari-mutuel racing and sport
- Fixed Odds sport and racing.
- Virtual Racing
- 55,000 races per year.
- Win, Place, Quinella, Doubles, Duet, Exacta, Trifecta, First 4 and Mystery 6
- Co-mingles pools from WA, ACT and Tasmania



- New South Wales
- Total NSW Sales \$A5.0b
- Highly regulated
- Pari-mutuel racing and sport
- Fixed Odds sport and racing
- 55,000 races per year.
- Win, Place, Quinella, Doubles, Exacta, Trifecta, and First 4.
- Thoroughbred, harness and greyhound racing



- Fixed odds betting on sport and racing available through TABs.
- Established 1996.
- NSW and Vic turnover \$A570m
- Tabcorp is agent for all TABs in Australia



- Broadcasts racing and sports into commercial outlets
- Broadcasts racing into homes.
- Radio station in NSW
- 55,000 races per year
- Holds international racing rights for most of Australia
- 20 years



- Trackside is a virtual racing product.
- The product is available in Victoria.
- Sold internationally.
- Compliments live racing.



# Wagering - Tabcorp

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## Wagering Distribution Channels

VICTORIA	As at June 2006
<b>Retail</b>	
Agencies	102 outlets
Licensed Venues	486 outlets
<b>TOTAL</b>	<b>588 outlets</b>
<b>Account Sales</b>	
Operator	120 seats
Touch tone/Speech recognition	680 lines
Internet	<a href="http://www.tab.com.au">www.tab.com.au</a>
<b>On Course</b>	
TAB Meetings	1,855
Non TAB Meetings	53
Racecourses	98

NEW SOUTH WALES	As at June 2006
<b>Retail</b>	
Agencies	304 outlets
Licensed Venues	1,847 outlets
<b>TOTAL</b>	<b>2,151 outlets</b>
<b>Account Sales</b>	
Operator	480 seats
Touch tone/Speech recognition	1,035 lines
Internet	<a href="http://www.tab.com.au">www.tab.com.au</a>
<b>On Course</b>	
TAB Meetings	1,762
Non TAB Meetings	644
Racecourses	170

# Spring Carnival & Melbourne Cup Statistics

- 5.68 million calls during Spring Racing Carnival.
- Over 550,000 people visited the TAB website on Melbourne Cup day.
- 13.7 million pages viewed on Melbourne Cup day.
- 29 million individual transactions on Melbourne Cup day.
- 30,000 bets processed per minute at peak.

# Tote Issues

\* \* \* \* \*

- Keeping a good relationship with the Racing Industry.
- Focus on the customer and understanding just who they are and what they want.
- Focus on marketing campaigns that capture the mainstream once again.
- Developing our Distribution Channels
- Introducing new betting product.
- Introducing new Racing Product - International.

# Keeping a good relationship with the Racing Industry.

\* \* \* \* \*

## Tabcorp has key relationships with the NSW and Victorian Racing Industry

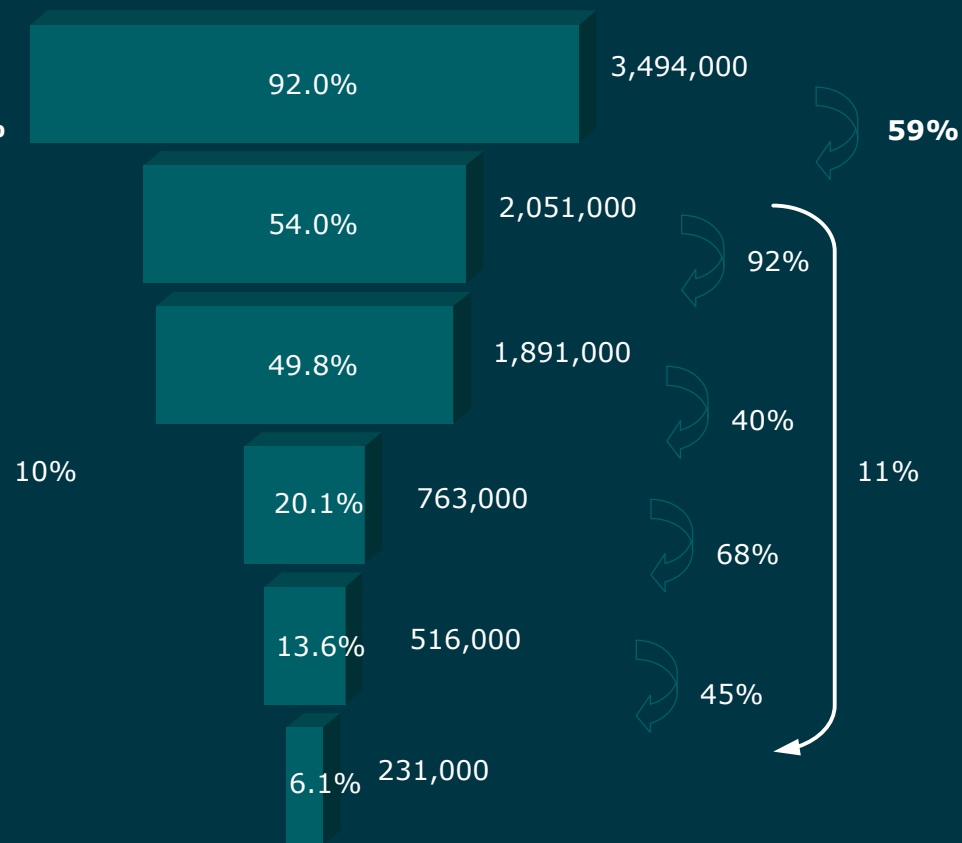
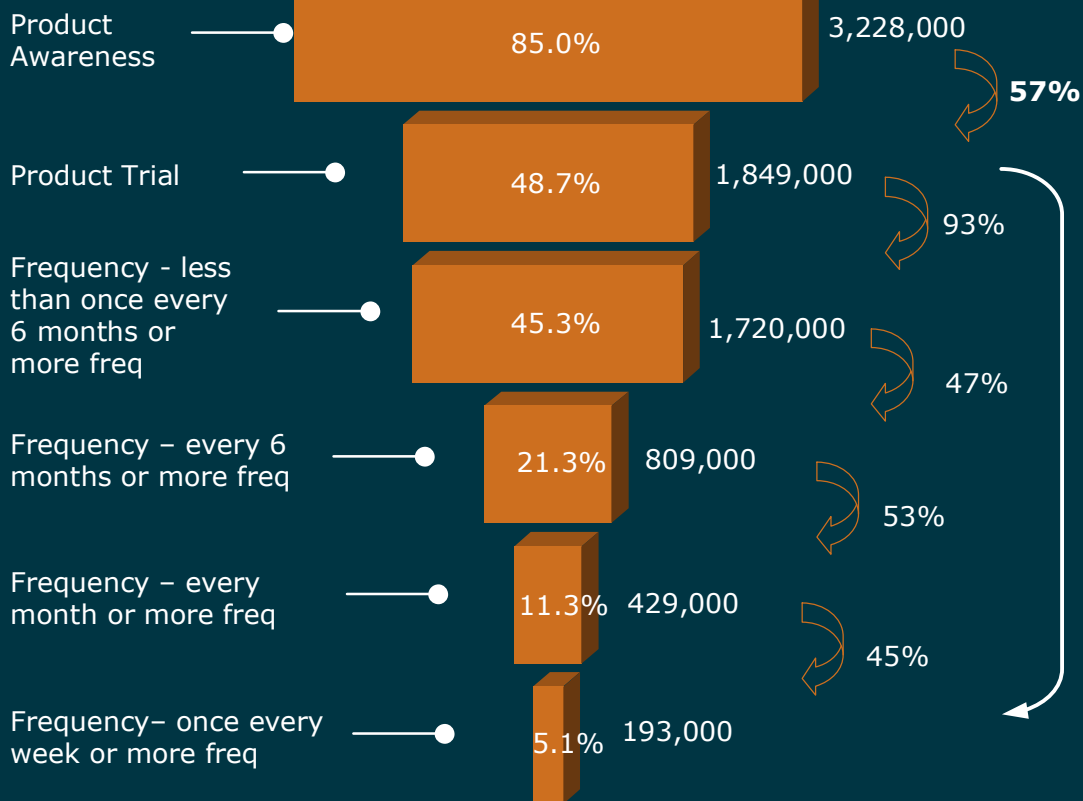
- Tabcorp has a joint venture partnership with the Victorian Racing Industry.
  - The Victorian Racing Industry receive a product fee and profit share.
  - Over \$A278m was distributed to the Victorian Racing Industry in 2005/06.
  
- Tabcorp has a partnership with the NSW Racing Industry
  - The NSW Racing Industry receive a product fee and profit share.
  - Over \$A218m was distributed to the NSW Racing Industry in 2005/06.
  
- Some examples of where we are working with the Racing Industry
  - Increasing participation in racing ownership.
  - Race Programming
  - Race Scheduling
  - Increasing the number of starters



# Understanding Customers - Betting Product Engagement - NSW

Racing: Dec 04 - May 05, NSW Market Size: 3,798,000

Racing: March 2006, NSW Market Size: 3,798,000



Population Source: ABS AUSTRALIAN DEMOGRAPHIC STATISTICS - DEC QUARTER 2004

# Marketing Campaigns in the Mainstream

- Targeting the infrequent customers.
- Betting completes the experience.
- Movement away from standard 'racing' advertising.
- Successful campaign over 2 years.



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*Spring.*  
*When there's only one thing on your mind.*

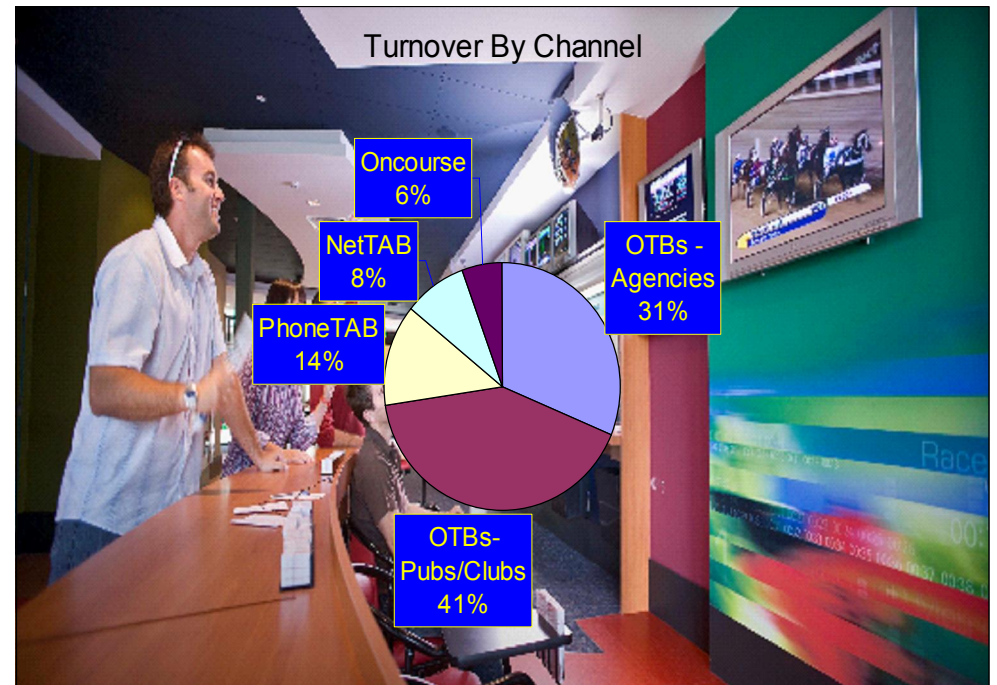
  
2006  
Spring Carnival

*It has to be a Win & Place bet on the Spring Carnival.*  
A Win & Place bet is an easy and great way to enjoy the racing. If your horse comes in first, second or third, you win! Get to your local TAB, call 132 822, or visit [springcarnival.com.au](http://springcarnival.com.au)

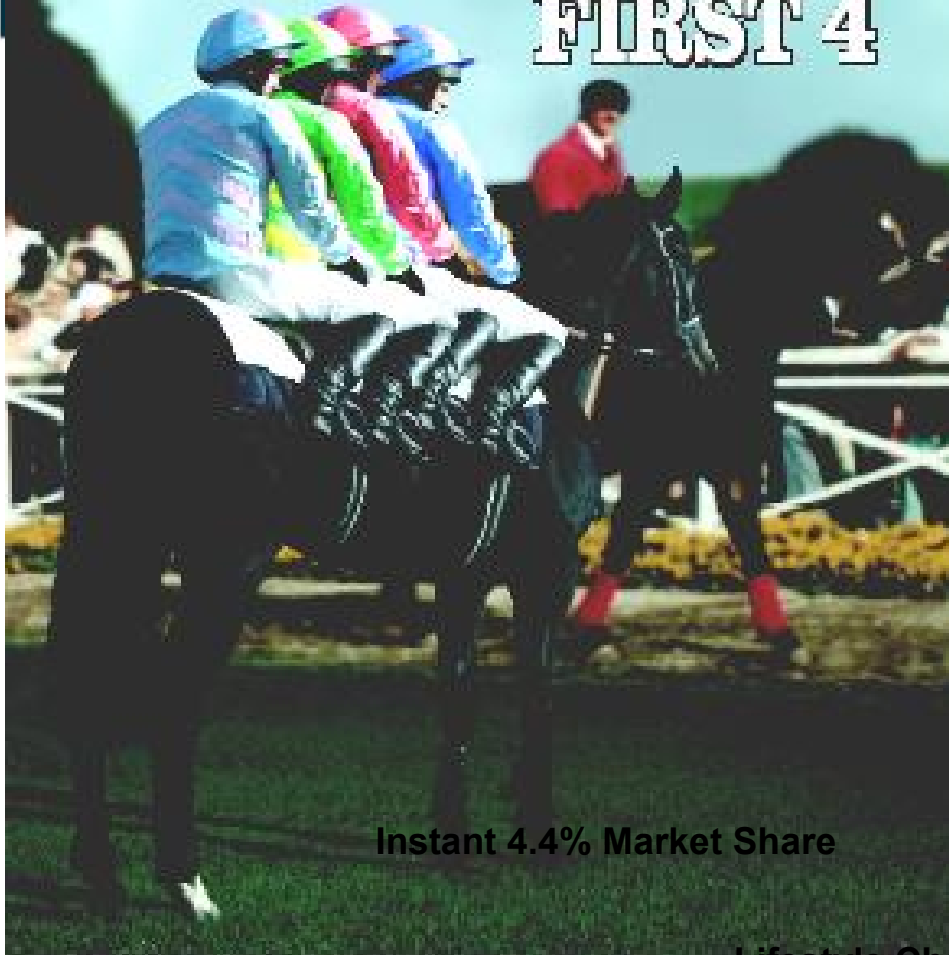
  
racetab.com.au

# Developing our Distribution Channels

- Retail outlets focusing on entertainment and customer services.
- On course focus on carnival days and on existing and new customers.
- Continuous improvement in internet betting.
- Continuous improvement in IVR and Natural Language.
- Availability of betting across wide spectrum of channels.



# WIN MORE — WHAT! — FIRST 4



Instant 4.4% Market Share

#### INTRODUCING FIRST 4

Select 1st, 2nd, 3rd and 4th placegetters in correct order to win.

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## MAKE YOUR DOLLAR WORK HARDER.



41% of bets now Flexi

### Lifestyle Changing Wins

Introducing FLEXI - Available on TriPlein, Front and Backside.

Increases your chances of winning by having as many selections as you see fit, at an odds that suit you!

\*Minimum bet \$2.00. Maximum bet \$100.00. For more information, visit [www.tabcorp.com](http://www.tabcorp.com).



# Introducing new International Racing Product.

- Luncheon International Product
  - New Zealand
  
- Late Night / Night International Product
  - Hong Kong
  - South Africa
  - United Kingdom
  - France
  
- Other International Racing Product
  - Japan
  - USA
  
- Key To Growth and International Racing Product (including USA)
  - Co-mingling (targeting 2007)



# Australian Racing

## Melbourne Cup Photos

530pm – 700pm tonight