

Marketability of Simulcast Products for the International Audience

Tuesday 8:30-10:15 AM

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- Could each panel member discuss their experiences regarding items they found different when expanding their exporting of racing product. i.e. fixed odd betting, book makers, bet types, regulatory issues or customer acceptance.



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- What is more important: quality of racing, timing of the races. the type of racing (thoroughbred, harness, dogs) data availability, television presentation.



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- What is the international standard for payment of distribution cost. i.e. satellite time, data, etc.



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- How do you handle currency and exchange rates and how does this effect the success or failure of races exported or imported to other countries.



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- QUESTIONS?

