



Welcome to..



The games people play



Social Definition



- *Social Gambling is defined as wagering amongst friends*
- *Social Gaming is the activity or practise of playing an online game on a social media platform*



'Social Gaming'

The new buzz-word



- *Why all of a sudden noise about 'Games' and 'Social Gaming' or 'Social Betting'??*
- *It is in our nature to want to be **entertained***
- *We want to **have fun, socialize, compete***
- *We want to **WIN** 1. Satisfaction/Skill 2. Prestige 3. Money!*
- *The **INTERNET** has made this **ACCESSIBLE** and **INTERACTIVE, MOBILE** and Always available to be entertained*
- ***INTERNET** has made us more **SOCIAL***
- ***Social Communities connect everyone in an instant***



Why Do Social Gamers Play??



- **Most popular reasons given for playing - Fun and Excitement**
 - **Motivation (53%)**
 - **Stress relief (45%)**
 - **Competitive spirit (43%)***
 - **Mental workout (32%)***
 - **Opportunity to win prizes (40%)***
- **95% of social gamers play multiple times per week**
- **Average age is 48 years old* - YOUR demographic**
- **68% play daily (compared to 55% of U.K. social gamers)**
- **U.S.-based social gamers are far more likely to play with strangers than their UK counterparts (41% vs. 29%)**

* Survey by PopCap creator of social games (BeJeweled)

SURVIVAL AT THE SHORE



WATCH LIVE VIDEO

RACE REVIEWS

SCRATCHES

EXISTING PLAYERS

LOGIN

NEW PLAYERS

REGISTRATION

HOME

521 Active Players
5540 Eliminated Players

MONMOUTH

brisnet.com DAILY SELECTIONS FOR THE BEST RACING
the handicapper's edge

ARLINGTON PARK • BELMONT PARK • CHURCHILL DOWNS • MONMOUTH PARK • HOLLYWOOD PARK

RACE DAYS

NONE

RACE RESULTS

6 DAYS

MONMOUTH PARK FINAL DAY

Sep 3 2012 | 2:26PM

Entries Closed

CLICK FOR RESULTS



P P

MONMOUTH PARK DAY 50

Sep 2 2012 | 2:55PM

Entries Closed

CLICK FOR RESULTS



P P

MONMOUTH PARK DAY 49

Sep 1 2012 | 1:45PM

Entries Closed

CLICK FOR RESULTS



P P

MONMOUTH PARK DAY 48

Aug 31 2012 | 1:30PM

Entries Closed

CLICK FOR RESULTS



P P

MONMOUTH PARK DAY 47

Aug 30 2012 | 4:18PM

Entries Closed

CLICK FOR RESULTS



P P

MONMOUTH PARK DAY 46

Aug 26 2012 | 1:50PM

Entries Closed

CLICK FOR RESULTS



P P

LEADERBOARDS

REFRESH

Sep 3 2012 FULL



joekay

Rank ★ 1st

Bankroll \$68.20

2nd	da1970	\$60.60
3rd	smgglckn	\$58.00
3rd	cooltango	\$58.00
3rd	hpps7401	\$58.00
3rd	tbone338338	\$58.00
7th	Trotterwin	\$54.60
7th	kenhoops	\$54.60
7th	plyn4pride	\$54.60
7th	turfman	\$54.60

Week 15 FULL

CHALLENGE FULL

WINNERS FULL

CONTEST MENU
MONMOUTH

MAIN MENU
GAME HOME
HOW TO PLAY
NEWS
RULES
HELP



WEB 163

4 Dec 2012 8:46 AM

Data provided by **brisnet.com**

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Email Support : challenge@survivalattheshore.com



Monmouth Survival Stats



- *Over 6000 registrations within 1 week*
- *Over 95% of the registered players made a pick*
- *High % of female players*
- *51 Days of Racing, Pick from 3 Races per day*
- *521 Survivors at Day 51*
- *Top 10 players picked over 59 Winners each over 51 Days*

SURVIVAL AT THE SHORE



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SCRATCHES

EXISTING PLAYERS

LOGIN

NEW PLAYERS

REGISTRATION

WINNERS LEADERBOARD

521 Active Players
5540 Eliminated Players

WINNERS

1 to 10

FIND USER

	1st	stanley	Forrest City, Arkansas	My Wins	62
	2nd	kennyk	venice, Florida	My Wins	60
	2nd	jackierunner	Parlin, New Jersey	My Wins	60
	2nd	ascotporter14	absecon, New Jersey	My Wins	60
	2nd	dinowino4	Rexford, New York	My Wins	60
	2nd	Yeehaw	warm springs, Virginia	My Wins	60
	7th	finishline	new bern, North Carolina	My Wins	59
	7th	Maryalice	FANWOOD, New Jersey	My Wins	59
	7th	JolyB	Avon, Connecticut	My Wins	59
	7th	bubbieandpop	Neptune, New Jersey	My Wins	59

First 10

PREVIOUS 10

NEXT 10

LEADERBOARDS

REFRESH

Sep 3 2012	FULL
Week 15	FULL
CHALLENGE	FULL
WINNERS	FULL
	stanley
Rank	1st
Wins	62
2nd	ascotporter14 60
2nd	kennyk 60
2nd	jackierunner 60
2nd	Yeehaw 60
2nd	dinowino4 60
7th	finishline 59
7th	Maryalice 59
7th	bubbieandpop 59
7th	JolyB 59

CONTEST MENU
MONMOUTH

MAIN MENU
GAME HOME
HOW TO PLAY
NEWS
RULES
HELP



WEB 163

4 Dec 2012 8:51 AM

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Survival Stats



- *Similar Trends with:-*
 - *The Meadowlands - Over 5000 registrations*
 - *Remington Park – Over 3000 in each contest*
 - *Quarter Horse*
 - *Thoroughbreds*

SURVIVAL AT THE SHORE



WATCH LIVE VIDEO

RACE REVIEWS

SCRATCHES

EXISTING PLAYERS

LOGIN

NEW PLAYERS

REGISTRATION

WINNERS LEADERBOARD

521 Active Players
5540 Eliminated Players

WINNERS

1 to 10

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First 10

PREVIOUS 10

NEXT 10

LEADERBOARDS

REFRESH

Sep 3 2012 FULL

Week 15 FULL

CHALLENGE FULL

WINNERS FULL

	stanley	Rank	1st
		Wins	62
2nd	ascotporter14		60
2nd	kennyk		60
2nd	jackierunner		60
2nd	Yeehaw		60
2nd	dinowino4		60
7th	finishline		59
7th	Maryalice		59
7th	bubbieandpop		59
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CONTEST MENU
MONMOUTH

MAIN MENU

GAME HOME

HOW TO PLAY

NEWS

RULES

HELP



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MEADOWLANDS RACETRACK CHAMPIONSHIP MEET

SURVIVAL CHALLENGE

We WANT you to win!

MEADOWLANDS RACETRACK

EXISTING PLAYERS
LOGIN

NEW PLAYERS
REGISTRATION

CONTEST MENU
MEADOWLANDS

MAIN MENU
GAME HOME
HOW TO PLAY
NEWS
RULES
HELP

HOME

MEADOWLANDS

DRF Harness™ EYE

RACE DAYS NONE

RACE RESULTS 6 DAYS

MEADOWLANDS FINAL DAY

Aug 17 2012 | 6:30PM

Entries Closed

CLICK FOR RESULTS

P

MEADOWLANDS DAY 28

Aug 11 2012 | 6:30PM

Entries Closed

CLICK FOR RESULTS

P

MEADOWLANDS DAY 27

Aug 10 2012 | 6:30PM

Entries Closed

CLICK FOR RESULTS

P

MEADOWLANDS DAY 26

Aug 4 2012 | 11:30AM

Entries Closed

CLICK FOR RESULTS

P

MEADOWLANDS DAY 25

Aug 3 2012 | 6:30PM

Entries Closed

CLICK FOR RESULTS

P

MEADOWLANDS DAY 24

Aug 2 2012 | 6:30PM

Entries Closed

CLICK FOR RESULTS

P

611 Active Players
4423 Eliminated Players

LEADERBOARDS REFRESH

Aug 17 2012 FULL

asabeno

Rank ★ 1st

Bankroll \$70.60

1st sakras	\$70.60
3rd akamgrebs	\$60.20
3rd Railrunner	\$60.20
5th TheGambler	\$54.40
5th fabulous	\$54.40
5th wolffmann2	\$54.40
5th spinout	\$54.40
5th Amber	\$54.40
5th chuboz123	\$54.40

CHALLENGE FULL

WINNERS FULL

HARNESS EYE

4 Dec 2012 9:01 AM

WEB 169

Awards

WINNER 2011

Skill gaming operator

123Gaming

USTA The United States Trotting Association

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REMINGTON PARK
RACING • CASINO

ThoroEnduro

Remington Park Thoroughbred Challenge

twinspires.com
CRUSH THE QUARTER HOG
GET A FREE T-SHIRT & A \$200 SIGN-UP BONUS



[LEARN MORE >>](#)

123 racing
Live Video
Scratches/Changes
388 Active Players
2410 Eliminated Players

EXISTING PLAYERS
[LOGIN](#)

NEW PLAYERS
[REGISTRATION](#)

CONTEST MENU
REMINGTON

MAIN MENU
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REMINGTON

PERFORMANCE PLAN COMPARE BRISNET.COM TO COMPETITORS & SAVE!
Save up to \$100/month over other subscription plans. [LEARN MORE](#)

RACE DAYS 1 CONTEST

REMINGTON PARK DAY 57
Dec 5 2012 | 6:00PM
Awaiting Picks
[CLICK TO MAKE PICKS](#)  P P

RACE RESULTS 6 CONTESTS

REMINGTON PARK DAY 56
Dec 1 2012 | 6:00PM
Entries Closed
[CLICK FOR RESULTS](#)  P P

REMINGTON PARK DAY 55
Nov 30 2012 | 6:00PM
Entries Closed
[CLICK FOR RESULTS](#)  P P

REMINGTON PARK DAY 54
Nov 29 2012 | 6:00PM
Entries Closed
[CLICK FOR RESULTS](#)  P P

REMINGTON PARK DAY 53
Nov 28 2012 | 6:00PM
Entries Closed
[CLICK FOR RESULTS](#)  P P

REMINGTON PARK DAY 52
Nov 24 2012 | 6:00PM
Entries Closed
[CLICK FOR RESULTS](#)  P P

REMINGTON PARK DAY 51
Nov 23 2012 | 1:00PM
Entries Closed
[CLICK FOR RESULTS](#)  P P

LEADERBOARDS [REFRESH](#)

Dec 1 2012 FULL

 **Rank** ★ 1st
Bankroll \$35.80

1st. hintondc \$35.80
1st. missma21 \$35.80
1st. ranchodingo \$35.80
1st. shorty \$35.80
1st. PWhit \$35.80
1st. mikevall \$35.80
1st. bestoftherest \$35.80
1st. gohuskies \$35.80
1st. Tuffy \$35.80

ThoroEnduro Ch FULL [v](#)

Winners FULL [v](#)



twinspires
Where players win.

Presenting
THE TWELVE BETS OF TWINSPIRES.COM
December 1st-16th

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WEB 3.11
4 Dec 2012 9:00 AM



WINNER 2011
Skill gaming operator
123Gaming

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REMINGTON PARK
RACING • CASINO

HIGH-Q TEST

Remington Park Spring Quarter Horse Challenge

Like Send You and 56 others like this.

123 racing
Live Video
Scratches/Changes

EXISTING PLAYERS
LOGIN

NEW PLAYERS
REGISTRATION

CONTEST MENU
REMINGTON

MAIN MENU
GAME HOME
HOW TO PLAY
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REMINGTON

BUILD & FOLLOW YOUR OWN KENTUCKY DERBY STABLE
with **STABLE ALERT** from **brisnet.com**

RACE DAYS NONE

RACE RESULTS 6 CONTESTS

REMINGTON PARK FINAL DAY
May 28 2012 | 1:00PM
Entries Closed
[CLICK FOR RESULTS](#)  P P

REMINGTON PARK DAY 42
May 27 2012 | 3:30PM
Entries Closed
[CLICK FOR RESULTS](#)  P P

REMINGTON PARK DAY 41
May 26 2012 | 5:30PM
Entries Closed
[CLICK FOR RESULTS](#)  P P

REMINGTON PARK DAY 40
May 25 2012 | 5:30PM
Entries Closed
[CLICK FOR RESULTS](#)  P P

REMINGTON PARK DAY 39
May 20 2012 | 1:00PM
Entries Closed
[CLICK FOR RESULTS](#)  P P

REMINGTON PARK DAY 38
May 19 2012 | 4:30PM
Entries Closed
[CLICK FOR RESULTS](#)  P P

LEADERBOARDS [REFRESH](#)

May 28 2012 FULL

	danna101	Rank ★ 1st
	Bankroll \$54.40	
2nd	Imeyrchico	\$50.60
2nd	AAB	\$50.60
2nd	thekids	\$50.60
2nd	purple26	\$50.60
2nd	mercedes	\$50.60
7th	sanibel	\$41.60
8th	hdubret	\$40.20
8th	nascar48	\$40.20
8th	jake123	\$40.20

CHALLENGE FULL

WINNERS FULL

brisnet.com
the handicapper's edge

brisnet.com
twinspires
Where players win.

WEB 3.11
4 Dec 2012 8:56 AM

WINNER 2011
Skill gaming operator
123Gaming




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100 BUCKS.



Benefits For The Track??



- *Visibility on the Internet*
- *MORE Unique visitors and HIGHER frequency of visits*
- *YOUNGER and more FEMALE audience*
- *Easier Marketing Collateral*
- *It's easy ...! - Let us do it for you*



123racing



Three Ways to create *INCREMENTAL HANDLE* and FOOD & BEVERAGE spend

1

Tailor-made and social handicapping contest

- both **SURVIVAL** and **NON-ELIMINATION**
- **Proven - Popularity, Effectiveness and Affordable**

2

123RACING - The new social Pick-n Wager

- **You're in it until the last race!!**
- **Sportech Terminals at present**

3

- Combine both together to capture local market



Logout

Home

FanZone

Symposium Challenge

123 Contests

123 Results

Full Leaderboards

About Us

News Contact Us 123racing Wager



37 Active Players
0 Eliminated Players

Welcome billy123

Your Bankroll: \$237.40

Your Lives: 2



MY HISTORY

MY PROFILE

123 Leaderboards

DAILY SYMPOSIUM DEMO WINS

Rank	Nickname	Bankroll
1	TheBoss	\$103.00
2	donald	\$83.00
3	Mickey	\$80.00
4th	billy123	\$42.00
5th	JimBob	\$25.00
6th	Leeroy	\$22.00
6th	nicola	\$22.00
6th	MrT	\$22.00

123 Contests Dashboard



PARX RACING LIVE

Closing at 04 Dec 2012

01:08pm EST

Current Entries: 14

Edit Picks

12hrs 54mins left



WESTERN FAIR LIVE

Closing at 04 Dec 2012

03:19pm EST

Current Entries: 13

Edit Picks

15hrs 5mins left



CAMARERO LIVE

Closing at 05 Dec 2012

02:45pm EST

Current Entries: 8

Edit Picks

38hrs 31mins left



Traditional vs Social



DOWNSIDES of EXISTING Multi-leg Pari-Mutuel Wagers (E.g. Pick-4 or Pick-6)

- *Players can crash out after the first leg*
- *Loss of interest and value for the handicapper*
- *Loss of eyes and wallets on the remaining race card for track*
- *Alienates the novice and social fan*
- *Too hard to win and not always a winner*
- *No consolation prizes*



123racing is...

- 1** *Unique interactive horse racing pari-mutuel wager and contest based around existing Pick-n wagers that keeps the player interested until the last race*
- 2** *Trademarked, Copyrighted, Patent Pending, Legally approved in the USA and UK as a pari-mutuel wager*
- 3** *Available from 2013 initially across the Sportech network, and coming soon to other tote networks*



How Does 123racing Work?



- *Pick a horse in a series of live horse races; (Typically 6 races) just like the existing pick-6*
- *Score points based on the tote payoff (Win, Place, Show);*
- *Score the most points to win a share of the pool*
- *Follow your scores on the live Socially interactive leader board*
- *There is always a winner! 1 - 2 - 3*
- *“It’s like Fantasy Football for Horseracing”*



“It’s the bet that puts you in the race!”





Interactive Leader boards & Social Networking



Test Challenge

Results after Race 9



Rank	Change	Nickname	Location	Bankroll
1st	▲ +1	 billy123	Christchurch, Canterbury	\$237.40
2nd	▼ -1	 ManxStallion	Las Vegas, Nevada	\$198.00
3rd	▲ +1	 donald	Newport, Oregon	\$189.65
4th	▼ -1	 Mickey	Newark, New Jersey	\$184.30
5th	-	 TheBoss	Tampa, Florida	\$175.70
6th	▲ +1	 Leeroy	London, England	\$84.15
7th	▼ -1	 nicola	New York, New York	\$80.55
8th	-	 MrT	Miami, Florida	\$72.60
9th	▼ -9	 JimBob	Lexington, KY	\$55.00
10th	▲ +1	 Betty	West Melton, Canterbury	\$51.25



123racing *BENEFITS*



- *More eyes on race card*
- *Encourages spend on other wager types*
- *Bettor remains interested for the full 6 races*
- *Fun and Simple to play*
- *Reduced Jargon for Young and Novice handicappers*
- *Attractive to female racegoers*

**Incremental
handle**

Sustainable

Very little

- *Set-up costs*
- *Implementation costs*
- *Tech or infrastructure costs*

Proven popularity



Where Can I Play?



- ***LAUNCHING 2013***
- ***At the track and OTB's***
 - ***Over the counter;***
 - ***Self-serve betting terminals;***
- ***Online***



We need Your Help!



1. *SIMULCASTING AGREEMENTS to include the 123racing wager*
- **LAUNCHING MARCH 2013**
2. *Track and/or any Media Partners to trial CUSTOMISED FREE-PLAY TOURNAMENTS*
- **FREE TRIALS AVAILABLE**

SIMULCASTING MARKETPLACE SPONSOR

Help Me, Help You!



Enter Now

at

123 *racing.com*

PICK & WIN, IT'S AS EASY AS **123**