

***Presentation  
to the  
National HBPA  
July 22, 2010***



# Using Technology to Engage Fans and Industry Participants

Background—In 2008, we set a course to engage existing and target fans through emerging technologies

Research led to five strategic principles:

1. Core fans are passionate
2. Many embrace new media
3. Willing to help
4. Millennials are attractive target
5. Lots of Internet discussion among fans with little industry engagement



Three goals:

1. Communicate openly
2. Listen directly
3. Ask for more



## Tactics:

1. Map the online racing community
2. Create a structure to engage audience
3. Introduce and test new programs
4. Measure results

# CEO Blog – "Straight Up"

- Over 750,000 Total Page Views
- Over 800 Comments on "Safety First" post in 2008.
- Average "Straight Up" reader spends 7:26 on NTRA.com, much longer than the average site visitor.
- Efforts have led to Thoroughbred racing being called "the most blogger friendly sport going."

## NTRA Blogs



**Alex Waldrop**  
Alex Waldrop is president and chief executive officer of the National Thoroughbred Racing Association. Send Alex your thoughts and comments using the Comments button below, and check back often for new blog entries.

  
a blog from Alex Waldrop, CEO of the NTRA

### Summertime Splendor

Posted: Monday, July 19, 2010

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Earlier this month, I took advantage of the long Fourth of July holiday weekend to spend a few days with family and friends and get away from the constant barrage of phone, e-mail and text messages which tend to dominate work life for so many of us these days. Well, honestly, I did steal a few quick glances at my iPhone while no one was looking but, for the most part, I was able to disengage. It seems that many in racing take a brief breather in early July—mainly to gather strength for the second



# Facebook and Twitter Presence

- The NTRA maintains a Facebook page with over 5,000 members.
- Fans are active – with many posts getting over 100 “Likes” and “Comments”
- Older Demographics are fastest growing, particularly those over 45
- The NTRA’s Twitter handle (@NTRA) has over 3,000 followers and has been effectively used for crisis communication.

**Number of Fans of NTRA  
Facebook Page:**

Demo	Apr. 09	Jan. 10	Growth
Male 18-24	175	238	36%
Female 18-24	230	354	53%
Male 25-34	326	563	73%
Female 25-34	238	435	85%
Male 35-44	239	500	109%
Female 35-44	156	360	131%
Male 45-54	79	287	263%
Female 45-54	92	288	213%
Male 55+	31	141	354%
Female 55+	30	120	300%



# Industry Facebook and Twitter Presences

- The industry's presence is spreading on Facebook as well:
- Keeneland and Kentucky Derby Each have over 50,000 Fans of their Facebook pages.
- Del Mar, Breeders' Cup, NYRA, Monmouth Park, Sam Houston Race Park and many others have 5,000 fans or more as well.



**Keeneland** Like

Wall Info Photos Keeneland Email Boxes >>

Keeneland + Others Keeneland Just Others

**Keeneland** Get your Tervis Tumbler from the Keeneland Gift Shop or at [www.KeenelandShop.com](http://www.KeenelandShop.com).

With a Tervis Tumbler, the glass is always half full.  
[view.exacttarget.com](http://view.exacttarget.com)  
It's hard to be anything but an optimist when your favorite beverage is in a Tumbler by Tervis. Available at the Keeneland Gift Shop, the double layer construction insulates hot or cold beverages, and it resists condensation, breakage and shrinking. Choose from several designs. Comes with a ...

3 hours ago · Share

8 people like this.

**Barbara Freeze Fulbright** These are great glasses!  
53 minutes ago · Flag

**Robyn Carter** I love these glasses, I have tall, short, and with handles.  
50 minutes ago · Flag

**Keeneland**  
Statement by Gov. Beshear on Kentucky Horse Racing Commission's Decision

The Official Facebook page of The Keeneland Association - the world's largest Thoroughbred auction company and a world-class Thoroughbred race course located in Lexington, Ky.

Get e-news at <http://www.keeneland.com/fames/newsletter.aspx>

**Information**

Founded: 1936

## World Population:

China                      1.3 billion

India                      1.1 billion

**Facebook              500 million (as of July 21, 2010)**

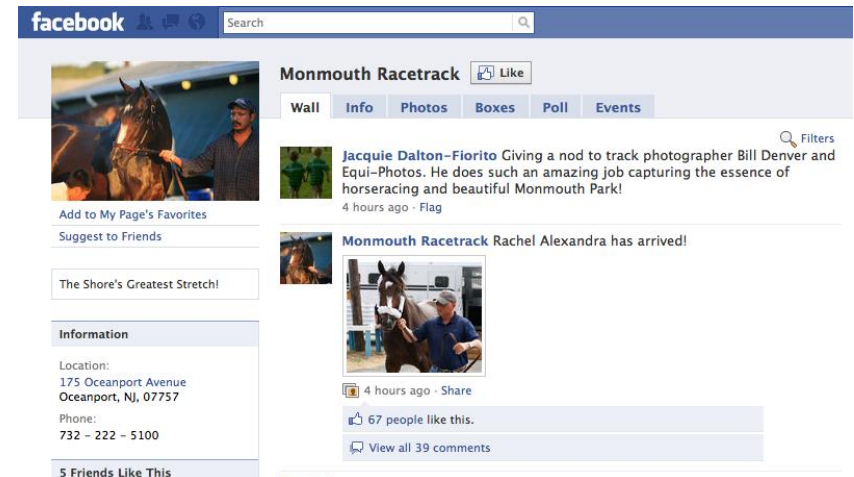
United States        309 million





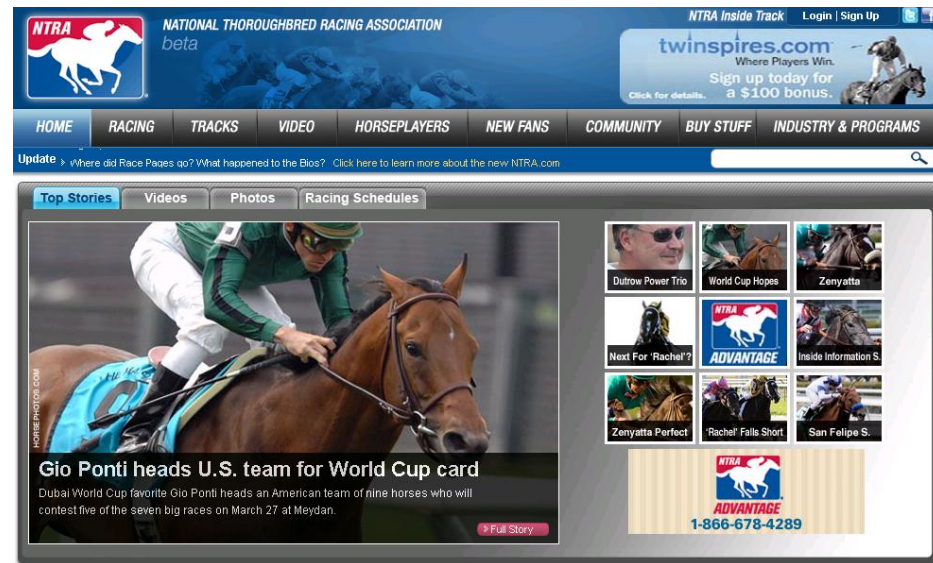
# NTRA Co-op Program

- Six tracks participated in the NTRA Co-op program, with the most active participants seeing significant results.
- Monmouth Park had just over 400 Facebook fans when they undertook the initiative and now have almost 6,966.
- Canterbury Park saw its weeknight attendance and handle increase in 2009, something they credit to reaching out to young fans on Facebook and other Social media sites.



# The New NTRA.com

- NTRA.com was re-launched in the Spring of 2010.
- The re-launch aimed at bringing more social features into the site as well as updating the look and feel and putting the focus of the site on horseplayers and fans – not just “Industry Insiders.”
- The re-launch has been a multi-step process that will be completed in July.



# NTRA Live!

- Cutting edge, broadcast quality webcasts featuring original content.
- Shows are 30-45 minutes in length, hosted by ESPN and NFL Network anchor Randy Moss
- Unique elements:
  - Interactive chat
  - Free pps and data from *DRF*
  - One click access to ADWs



# NTRA Virtual Horse Racing

- Launched in the Spring, NTRA Virtual Horse Racing offers fans the opportunity to breed, race, and train horses and build a virtual stable.
- The game has the goal of educating new fans on many of the intricacies of Thoroughbred racing,



# Summary

- Using cutting edge Web 2.0 and social media tools, industry leaders have the ability – and the responsibility – to communicate openly with fans like they never have before.

