

The ONTrack Network: Giving New Meaning to the Words ‘Captive Audience.’



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There's a new player in the Digital Out-of-Home game - the ONTrack Network. Targeting the growing population of Horse Racing fans, ONTrack provides advertisers with a simple way to reach this valuable and expanding target market.

TelePhoto Technologies Inc has capitalized on its 60 years of experience and insight in servicing the horse racing industry to bring ONTrack to North America. They have created an extensive Digital Out-of-Home network in partnership with racetracks across North America. This new media opportunity reaches a staggering 33,000+ screens across the continent, where the content is seen by more than 83 million people, operating 12 hours a day, 364 days a year and reaching 24 of the top 25 DMAs and most of the top 50 DMAs. They are the first network to hit the growing Horse Racing audience, offering full motion advertising opportunities without interfering with the race itself.



ONTrack in Action

Racetracks and Off-Track Betting sites are filled with screens airing races from tracks across North America. The ONTrack Network inserts advertisements at appropriate times and spots during these live race simulcasts in such a way as to maximize viewer attention to the ad but not be disruptive to the viewing experience. Ads vary between 15 and 60 seconds in length and are meant to play within the “L” frame section of the screen. In this format the race information is always visible on the screen guaranteeing the focus of the spectators. 72% of visitors to tracks or OTBs are bettors; so their eyes are focused on the screens at all times, taking in as much information as possible. This means that ads distributed across the ONTrack Network reach a captive audience that have a vested interest in watching these screens.

Quick Facts about ONTrack's audience:

- 83+ million live viewers
- 15+ million online viewers through live streaming
- Male 54.9%
- Female 45.1%
- Primary age 35 to 54
- Higher than average interest in sports
- College and University educated, indexing at 115
- Income of \$70K - \$100K indexing at 136
- 72% are bettors with vested interest in the screens

What makes this opportunity so valuable is the quality of the Horse Racing audience. Despite common misconceptions, the Horse Racing audience is not filled with shady characters looking for easy money. In fact, as a group, they are affluent and well educated. They rate higher than the national average for College and University education, indexing at 115. They earn a decent living, indexing at

136 for the \$70K to \$100K income bracket. They are tech savvy and they have active social lives. The Horse Racing audience is a highly desirable market that is growing rapidly.

You may be surprised, but over the last 7 years, Horse Racing’s fan base has grown at a faster rate than any other major sport. It has out paced the NFL, MLB and NASCAR, experiencing a growth rate of 12.7% in that time span. In fact, in the past year alone, the Horse Racing audience grew over 5%*. As of 2006, 35.4% of Americans over the age of 18 consider themselves to be fans of Horse Racing*.

League	2001	2002	2003	2004	2005	2006	% Change 2001 to 2002	% Change 2002 to 2003	% Change 2003 to 2004	% Change 2004 to 2005	% Change 2005 to 2006	% Change 1999 to 2006
NFL	65.8	66.1	66.2	67.6	67.8	68.4	0.5%	0.2%	2.0%	0.4%	0.9%	3.2%
MLB	59.4	58.7	58.7	60.1	59.7	59.1	-1.2%	0.0%	2.4%	-0.7%	-1.0%	-3.3%
NBA	48.8	48.1	48.3	48.3	47.2	46.7	-1.4%	0.4%	0.0%	-2.3%	-1.1%	-3.5%
NHL	34.0	34.0	34.1	32.7	28.0	31.0	0.0%	0.3%	-4.1%	-14.4%	10.7%	-10.7%
College Football	54.7	54.9	55.8	56.1	56.2	58.2	0.4%	1.6%	0.5%	0.2%	3.6%	7.8%
College Basketball	46.0	44.9	45.6	46.3	46.4	47.1	-2.4%	1.6%	1.5%	0.2%	1.5%	1.7%
NASCAR	44.9	44.7	43.2	43.4	43.3	42.0	-0.4%	-3.4%	0.5%	-0.2%	-3.0%	5.9%
Horsereading	33.8	35.0	35.6	37.4	33.8	35.4	3.6%	1.7%	5.1%	-9.6%	4.7%	12.7%

Horse Racing Fan Base Growth Compared to Major Leagues
*TNS Sports Report

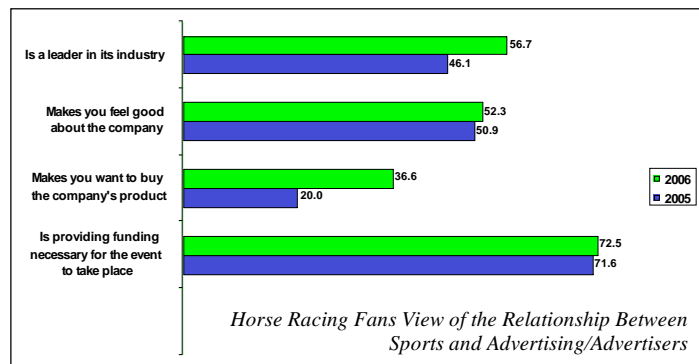
Here’s how the network works: ONTrack’s electronic network-based delivery and playback system is deployed at tracks that run live races. Ads are electronically distributed from a content server

located in ONTrack’s Network Operations Center directly to the equipment located at each track. Ads are quickly and easily distributed electronically, eliminating the need for DVDs or any other physical media.

This means advertisers will have an easier time reaching the Horse Racing audience than ever before. Before the introduction of ONTrack, the Horse Racing market was regionally fragmented. Now, like most other major sports, tracks across North America can be accessed through one purchase, the ONTrack Network. For the first time, advertisers are able to reach Horse Racing fans on a national level.

With the introduction of TiVo and other DVR technologies, more and more viewers are ‘zapping’ ads out of their conventional media viewing. This does not happen with the ONTrack Network, as viewers are vitally interested in the information that is on the screen at all times. All in all, viewers are 6 times more likely to notice an ad run through ONTrack than the same ad run on television and 10 times more likely when compared to traditional static media. The network’s recall rate is similar to that of cinema advertising.

In a fragmented media universe, the ONTrack Network provides advertisers with the full attention of extremely desirable consumers. Horse Racing fans have also shown to have a positive view of the relationship between sports and advertising, making the ONTrack Network a welcome addition to the race experience.



ONTrack offers advertisers a large and highly receptive audience with a well-established network already in place and an operator with 60 years of experience. The set up is largely complete — a distinct advantage over most other networks. The ONTrack Network gives advertisers the solution they are looking for.