

fact sheet



Advantage

We are raising the stakes in audience delivery, changing the media landscape and offering advertisers a dedicated, targeted audience of 98 million adults in an uncluttered, high impact environment. ONTrack delivers viewers who are fully engaged, focused and welcoming.

We are their destination: they have a vested interest in our screens.

Horse racing has always been North America's favorite spectator sport, with over one hundred thousand races per year delivered in locations throughout the US and Canada. ONTrack has now aggregated **1,100 locations** equipped with **66,000 screens** to form a new and exciting network with a loyal audience of **98 million adults** — 83 million watching one of ONTrack's 66,000 screens and an additional 15 million who watch ONTrack online.

This exciting network delivers one of the **most cost efficient and dynamic media** solutions. With the appeal of TV and the impact of a targeted audience (with a vested interest), ONTrack is designed to deliver the impressions, the audience and a significant ROI; the clear choice for any advertiser.

Benefits

Outstanding ROI

High Reach and Frequency

An Attentive Targeted Audience

High Impact Environment

A Measurable Audience

Integrated Marketing

A Growing Sector (sports entertainment)

Low Advertising to Content Ratio

About Horseracing

- The Horseracing **fan base increased 12.7%** from 1999 to 2006 with 5% of that growth being in 2006.
- The sport was **ranked #1 in growth** in compared to other major league sports
- Viewership for horseracing has increased significantly with **growth expected to continue.**



Harness the Power of ONTrack

1.866.668.6389
www.ontnetwork.com

Key Facts

- 98 million adult viewers
 - 83 million watching at venues
 - 15 million watching online
 - 72% betting
 - 37% visit more than once a week
- 24 of the Nielsen top 25 DMAs
- 1,100 locations
- 66,000 screens
- 364 days a year; from 1pm to 12am
- 5, 15 and 30 second commercial spots
- Dynamic content
 - Changes every 20 to 30 minutes
- Recall rate similar to cinema
 - 6X greater than TV
- Dwell time 3 to 6 hours
- **Affluent, hard-to-reach audience**
 - Primary age 35 to 54
 - 46% Men, 54% Women

Integrated Opportunities

Contests, Product sampling, Kiosks, Literature distribution, SMS text messages, Branded events and materials are all available by ONTrack

Our viewers' attitudes towards ONTrack advertisers and sponsors

- 56.7% agree: Is a leader in its industry
- 52.3% agree: Makes them feel good about the company
- 36.6% agree: Makes them feel they want to buy the company's product

* Comparing ONTrack Viewers to US Population 18+

- Higher than average interest in sports
- Higher than average postsecondary education *Indexes 115*
- Higher income: \$70K to \$100K *Indexes 136*
- More likely to visit bars/nightclubs to watch a specialty sporting event *Indexes 336*
- Higher than average drink beer
- Higher than average subscribe to cable TV
- Higher than average use the internet
- Higher than average use a PC to access sports information *Indexes 131*
- Higher than average use cell phones
- ABC *Indexes at 127* Fox and ESPN *Indexes at 118*
- American Express credit card *Indexes at 134*
- Coke and Diet Coke are the drinks choice *Indexes at 112*

72% of visitors are also bettors with a vested interest in the screens

*TNS 2008