



What Happens When You Begin Listening to Fans

Case Study from the NTRA

October 5, 2009

John Della Volpe
SocialSphere, Inc.



SocialSphere™



Overview

 The World, Circa 2007

 What We're Doing @NTRA

 How To Measure It

 Next Steps





The World, Circa 2007



Five Things We Knew About Thoroughbred Racing



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- ❏ Ask racing fans for something -- they typically deliver. They love their sport and want to help make it better.



Not Marketing. Leadership

“The ultimate power within this game lies with those whose wagering dollars fuel the pari-mutuel engine. Because these people are largely nameless and faceless, their potential too often goes untapped. This is a mistake that the industry can no longer afford to make.

“In the coming months, you can expect to hear the NTRA speaking up on a number of key issues. To our horseplayers, we at the NTRA give our word that you will be an important part of that process. We’ve always appreciated your business. We will now do a better job of appreciating your ideas.”

- Alex Waldrop, March 7, 2008



Facebook Pop. 2004-2009



Facebook Pop. 2004-2009

2004: 1,000,000
 2005: 5,500,000
 2006: 12,000,000
 2007: 50,000,000
 2008: 125,000,000
 2009: 300,000,000

1st NTRA Web 2.0
 Briefing in
 Beverly Hills





Most Populous “Nations”



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Population:
1,333,050,000

Leader:
Hu Jintao



Population:
1,169,130,000

Leader:
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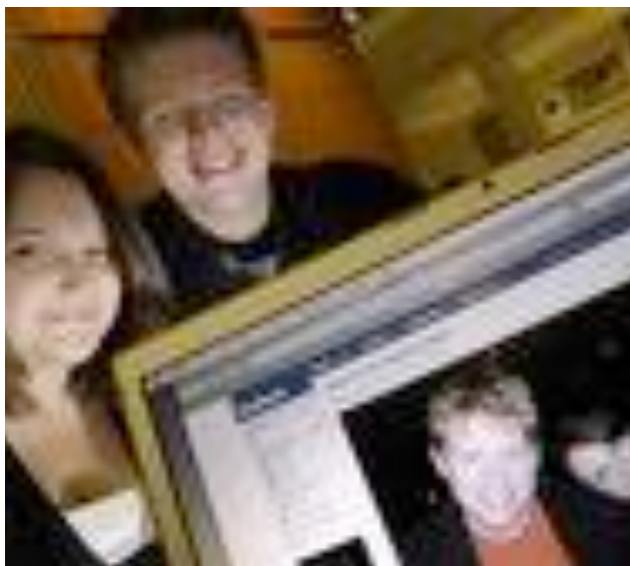




A year ago, social networking accounted for around 10% of worldwide online time -- a category that didn't even exist 3 years ago. Nielsen, March 2009



5% of all time spent online is on Facebook.
 50% of Facebook's users log on in any given day.
 The fastest growing demo is those 35 years and older.

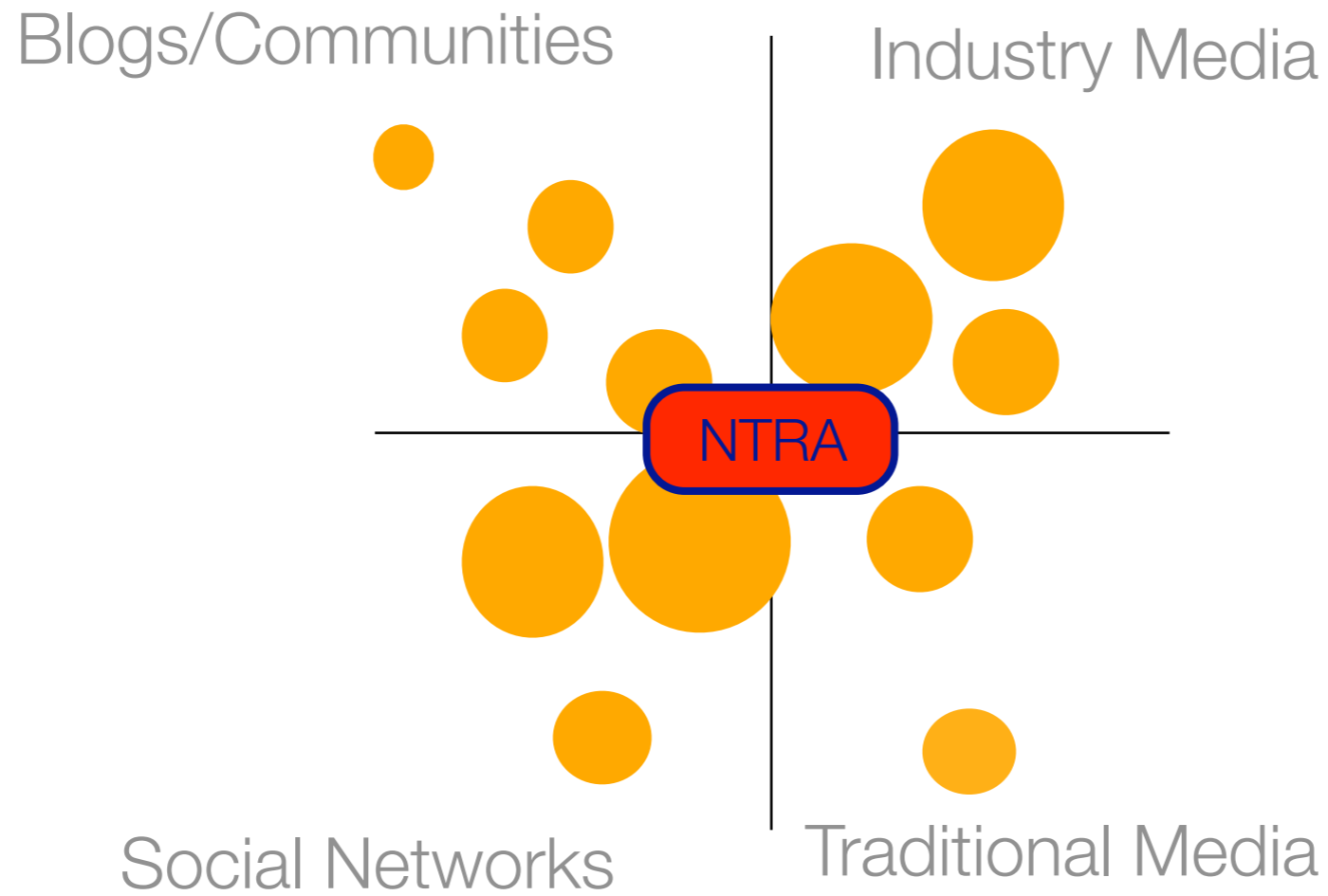


There are more than 1 million Facebook developers and entrepreneurs from more than 180 countries.
 Every month, more than 70% of Facebook users engage with Platform applications.



What We're Doing @NTRA





Using ORBIT to map the
“Social Sphere” of Influence



Creating New Channels

“Straight Up” Facts (since April 2008):

85,276 visits to Alex’s blog;

508,758 total page views;

7:26 minutes on site;

~15 comments per post.

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 comment box below. Please check back often for new blog entries.



Posted: Thursday, September 17, 2009

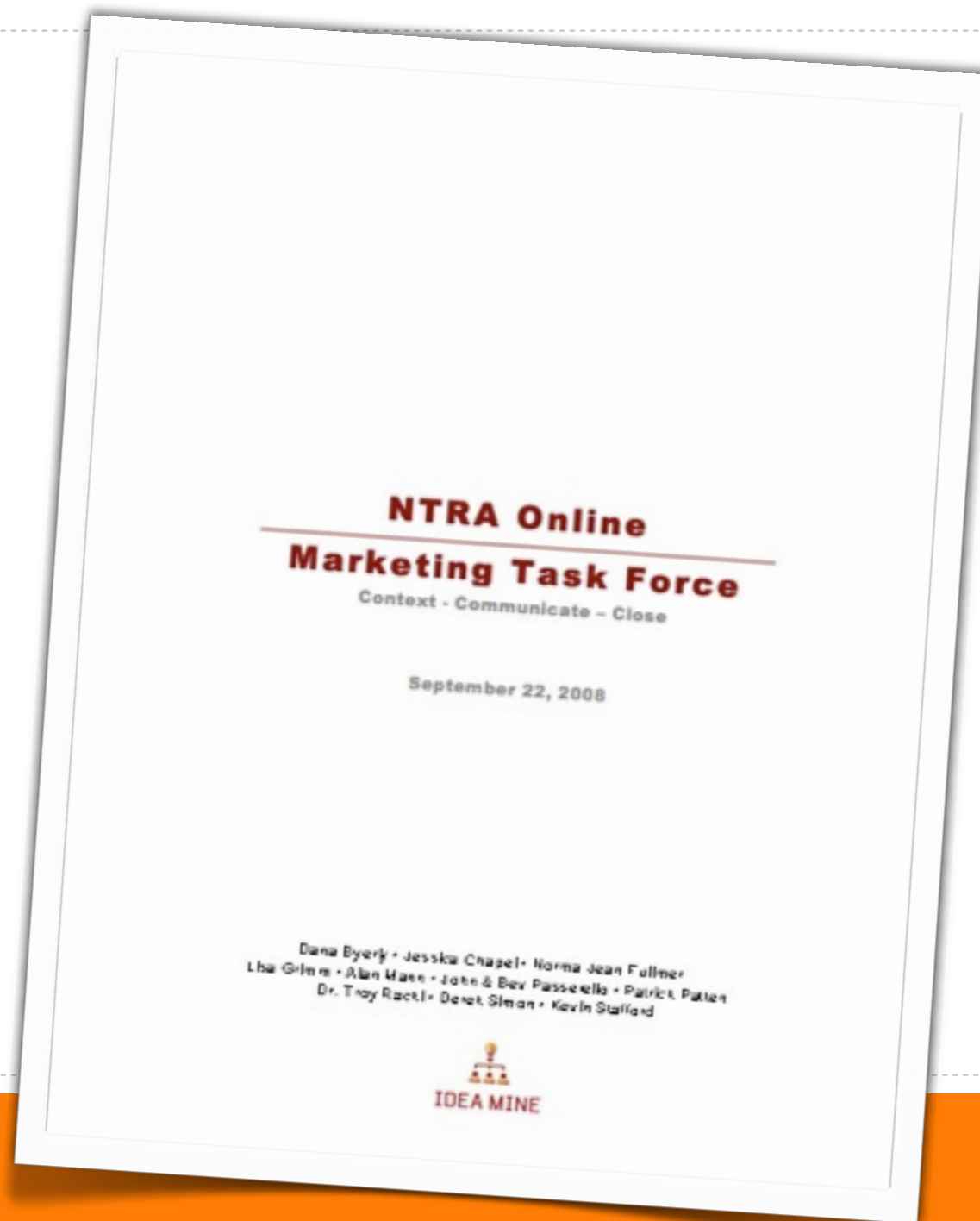
Attention All Breeders' Cup Fans

Here are a couple of fun, new ways to get ready for this year's big event.

A new feature you will now find on NTRA.com -- with a direct link right off our home page -- is our Breeders' Cup Divisional Blogs section. We have 15 individual contributors -- one assigned to each Breeders' Cup race, and one assigned to the international contenders as a whole. All are members of the Thoroughbred Bloggers Alliance, and I'm sure they will bring fresh perspectives to the Cup. A couple of our new bloggers --

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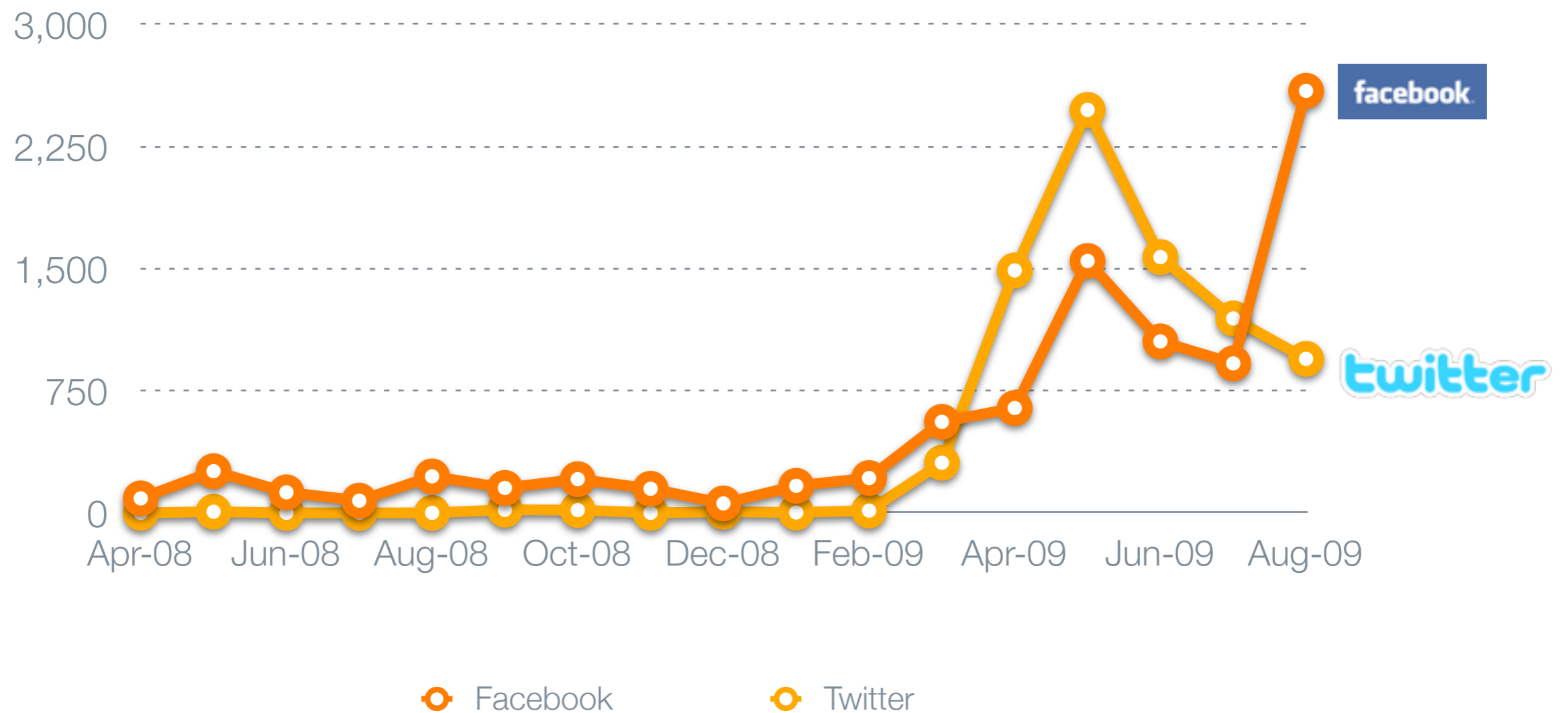
48-page strategic plan authored by next generation of industry's leaders. Cost to NTRA: \$0.

“Flattening” the Industry



Driving Web Traffic

Referrals from Facebook & Twitter to NTRA.com





Empowering Member Tracks with “Best Practice” Strategies





How We Measure Impact



Measurable Impact & ROI

+200% in less than 2 years.



Measurable Impact & ROI

 New Fan Outreach: Facebook, Twitter, NTRA “Ambassador Program”

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- 🔸 Gate Receipts & Handle: Correlation between web traffic & attendance

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Next Steps





On Facebook

There are more than 160,000 members of about 50 Facebook groups dedicated to Thoroughbred racing.

The Kentucky Derby has more than 58,000 fans and followers; Prix de l'Arc de Triomphe has 1,000;

Rachel Alexandra has 5,500+ Facebook fans;

Joe Talamo has about 1,000 fans, Chantal Sutherland about 800 and Aaron Gryder less than that.





Alexander Ovechkin

Become a Fan

- Wall
- Info
- Photos
- Boxes

Alexander Ovechkin Just Fans



Alexander Ovechkin NHL 2K10 Is Party Now. The only NHL game on Wii hits stores today!



2K Sports - NHL 2K10

Source: www.2ksports.com

2K Sports - Official developer's site. Complete game information, including media, events & gallery, 2K Beats soundtracks, and an in-depth online community with forums,

leagues, member videos and profile pages.

September 15 at 4:08pm · Share

420 people like this.

View all 95 comments



Alexander Ovechkin President Obama calls Ovechkin "Outstanding" (video

Fans

6 of 62,459 fans

See All



Carl



Leo



Dayton

Ovechkin has 62,459 Fans#?*&! We Must Do Better.





We Must Create a
Worldwide Online Community.





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