



I Know Nothing About Horse Racing

Quick SportsDirect Facts

- **Founded in 1995**
- **Leader in sports and sports betting content**
- **Owner of Covers.com, Covers Experts, Wagerline.com and ProSportsDaily.com**
- **Sports betting content provider to USA Today, MSNBC, Fox, Chicago Tribune etc...**
- **Network reaches 10 million unique individuals annually**

How I See Things.....

- **The media world is digital**
- **Customers are organizing themselves around networks based on interest and activity**
- **Content Is King**
 - **Content is extremely important – helps kick start network formation**
 - **Content is a commodity to media outlets**
 - **Content builds new customers**
- **Digital advertising will see rebound first**

How I See Things.....

- **Online gambling on the way**
- **Fantasy sports will continue to grow as advertising revenue increases**
- **Sports information will be three dimensional depending on access point**
- **There is a content rights fight in the future**
- **Any Questions?**



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