



TOPICS FOR 2014

Experience of other sports (Formula 1, football...)

Standardisation of Bet Types/"Universal" bet types

New betting form

Global Tote-to-Tote commingling

Players' retention/loyalty

Customers' segmentation

Customer retail management services

Website optimisation

How to sustain racing funding with emerging technologies and other competitive threats

TV coverage

Trends of hospitality in racetracks

Responsible marketing and gambling