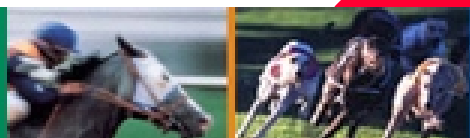


TAB

Let's play

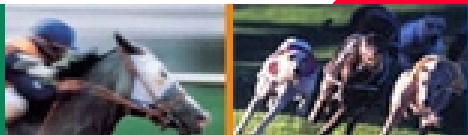
Presentation to the World Trotting Conference

26 November 1999

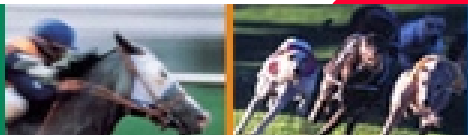
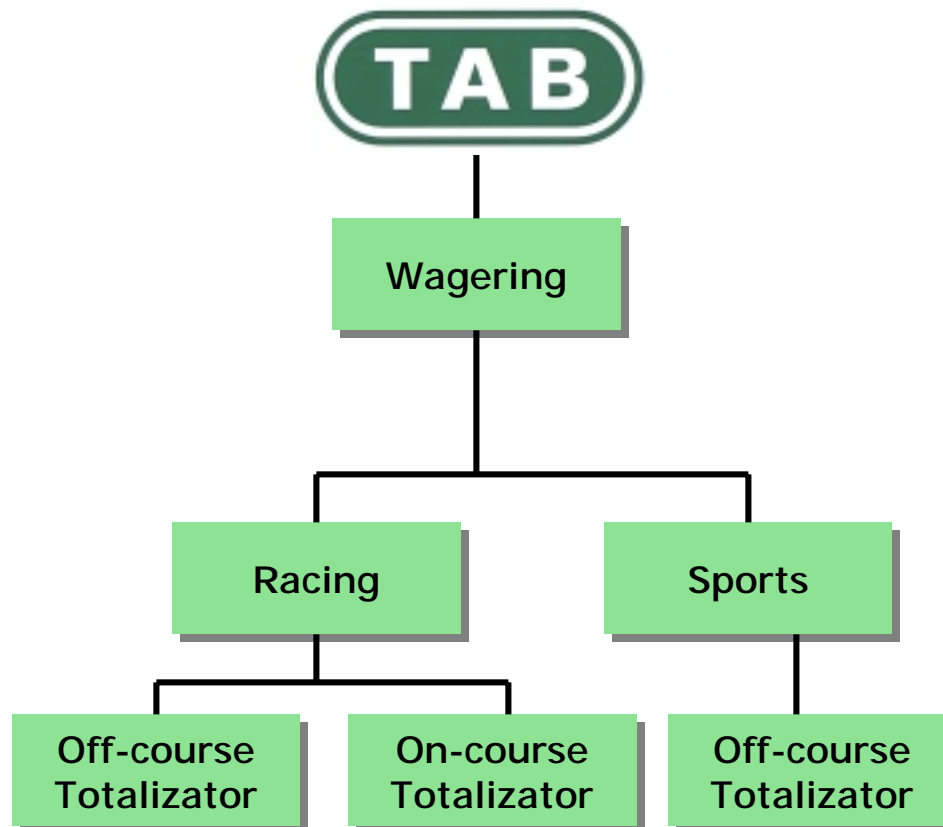


Agenda

- Integration of Gaming into TAB
- The effect of PAY TV coverage on Racing



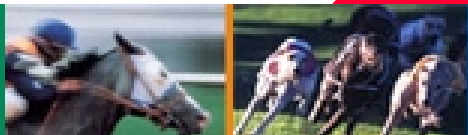
Organisation Yesterday



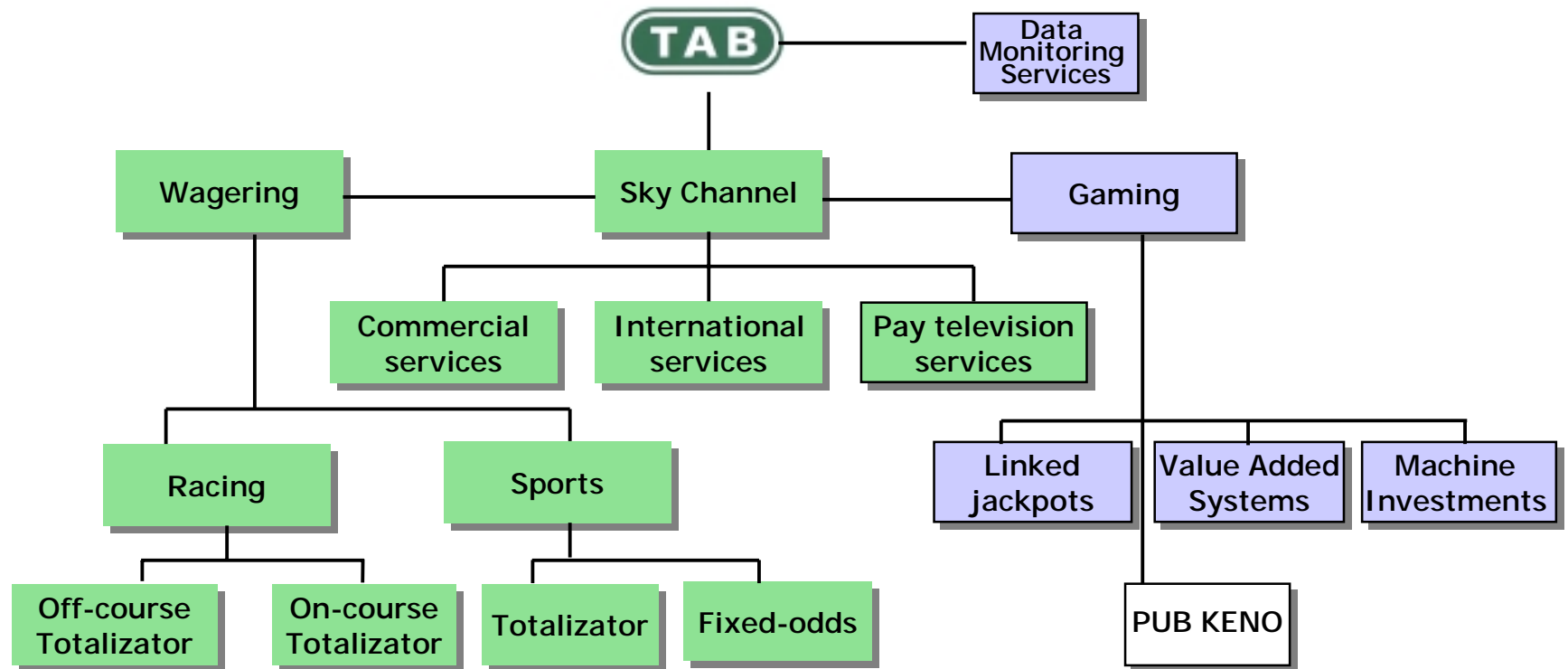
TAB Gaming

- NSW Government issued the following exclusive gaming licences to TAB mid-1998
 - Statewide Links
 - linked jackpots for gaming machines in hotels and registered clubs in NSW
 - Machine Investments
 - owning, supplying and financing of gaming machines in hotels in NSW, and of gaming machines connected to Statewide Links in NSW registered clubs
 - Central monitoring
 - of gaming machines in hotels and registered clubs in NSW

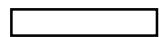
gaming licences expire 15 years after they become operational



Organisation Today



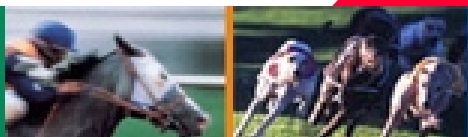
Business currently in operation



Application lodged with NSW Government - on hold

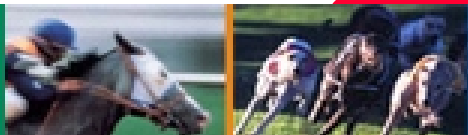


Business under development



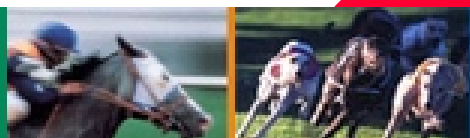
TAB's Unique Positioning

- Exclusive Licences in NSW in gaming and wagering
- Ability to deliver content to support betting activities through Sky Channel
- Wagering
 - \$4 billion turnover per annum
- Growing Sports Betting Operation



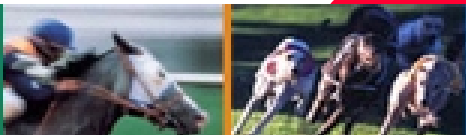
TAB's Next Steps

- Gaming Services (TGS)
 - Subsidiary company (100% ownership)
 - Poker Machine Dealers Licence
 - AAD Dealers Licence
 - Product/Services in 150+ venues in 2 States
- Mikohn Gaming Australasia
 - Associated company (50% holding)
 - Dealers Licences
 - Majority market share of signage, meters, jackpot controllers



The Future

- Exploitation of TABNet infrastructure
- Next generation gaming devices
- Networked gaming
- Communications protocol standards
- Value added services for venues
- Marketing in other jurisdictions
- Operating in other jurisdictions

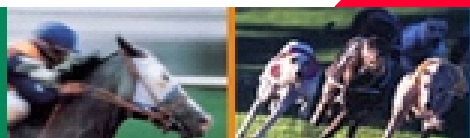


TAB

Let's play



The effect of PAY TV Coverage on Racing

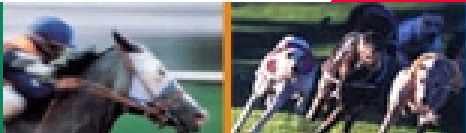


SKY Channel

- Remains as is
- Broadcasts 3,800 Meetings Per Annum (pre 31/08/98)
- Broadcasts 4,400 Meetings Per Annum (from 31/08/98)
- Only Available in Commercial Premises

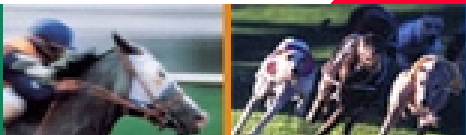
SKY Racing

- Broadcasts 2,400 Meeting Per Annum
- Broadcasts 3 Meetings per Time Zone
- Day, Twilight, Night Remains as is
- Only Available to Domestic Homes



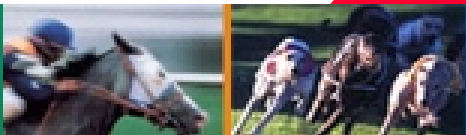
SKY Racing - Pay TV

- **Launched September 5th 1998**
- **Entertainment and wagering focus**
- **Live Programs, Magazine programs**
- **Fewer meetings than Sky Channel**
- **More information for viewers**



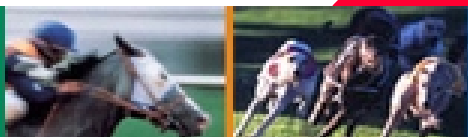
Pay TV

- Broadcast by Foxtel, OptusVision, Austar
- Only Australian Production across all three Channels
- Approximately 1,000,000 households (2.5 million people)
- By the Year 2001 - 2,000,000 Households (6.7 million people)



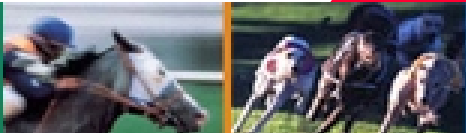
Sky Racing - The N.S.W. Experience

- **TAB Ltd turnover 1998/99 - \$A3.65-billion**
- **Telephone account holders - up 29.7%**
- **Telephone calls - up 44.9%**



The Future

- Time to see new things for Customers
- Role of the Racing Industry
- Planning now for 2000 or 2005 or 2010?
- Capturing the Nintendo Generation
- Competition for Entertainment \$



Further information

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