

# PRELIMINARY RESULTS OF 2013 TRA TRACK VIDEO PAYMENT SURVEY

March 2013

*How do you accommodate requests from breeding organizations or industry vendors when they request to use race footage on their websites and/or television ads?*

Track	No Charge	Standard Price	Under \$500	\$500-\$1,000	over \$1,000	Comments:
Calder		X				
Canterbury Park	X					Can't say that we've ever had to deal with this kind of
Charles Town	X					
Del Mar				X		This rate depends on a number of usage requests: Worldwide, digital, duration, imperpetuity...
Delaware Park	X	X	X			
Ellis Park	X					
Fair Grounds			X			Video comes from CDSN and not Fair Grounds...
Finger Lakes	X					
Hastings Racecourse		X	X			Very dependent on the need for the footage. To some film companies we will charge more, but for promotional purposes usually just the cost of the DVD.
Hawthorne Race Course	X					
Tampa Bay Downs		X				
Woodbine		X				\$100 special industry rate per race, otherwise \$500 per race (for feature films, etc.)
<b>Totals: 12</b>	<b>6</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>0</b>	

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