Gaining attraction of viewers, broadcasters and sponsors

Presentation for the International Military Sports Council

CISM International Symposium 24 – 25 September 2008 in Sofia
Gaining attraction of viewers, broadcasters and sponsors

• Professional Background

• More than 15 years experience across all operational areas of sports business
• Profound knowhow in media rights sales and acquisition, business development, and streaming technology
• Responsibility for building up of companies operations and expansion of companies‘ activities
• Senior executive functions at market leading companies in media, new media, and sports organisation
• Establishment of virtual network for consulting sports organisations and media companies with a focus on support in management of media rights and implementation of technologies such as streaming solutions and white label betting solutions
General Overview
Gaining attraction of viewers, broadcasters and sponsors

• Core questions

1. What makes a sport or a sport event attractive for the public?

2. What makes a sport or a sport event attractive for media and sponsors?
Gaining attraction of viewers, broadcasters and sponsors

• Answer

Interesting sport with a proper exposure!
Gaining attraction of viewers, broadcasters and sponsors

• Relevant parties
  • Viewers
  • Media
  • Sponsors
  • Organiser/Rights holder
Gaining attraction of viewers, broadcasters and sponsors

- Parties' relation

Organiser/Rights holder

Sport/Event

Viewers

Media

Sponsors
Gaining attraction of viewers, broadcasters and sponsors

- Parties' relation

  - Rights holder
    - Organiser
      - Sport/Event
        - Viewers
        - Media
          - Sponsors
Gaining attraction of viewers, broadcasters and sponsors

- Parties‘ interest - Viewers
  - Relevance for life
  - Importance of sport and/or event
  - Understanding the sport and or event
  - Quality of event
  - Regularity of event broadcast
  - Quality of production/broadcast
  - Regularity of event
  - Availability of broadcast access
Gaining attraction of viewers, broadcasters and sponsors

- Parties‘ interest - Media
  - Good ratings
  - Low rights fee/technical fee
  - Limited regulation
  - Regularity of event/program (programming issue)
  - Quality of content production
  - Reliable partner
Gaining attraction of viewers, broadcasters and sponsors

• Parties‘ Interest – Sponsors

  • Proper possibilities to reach target group
    1. Potential to reach a big number of viewers
    2. Potential to interact with viewers

  • Proper sponsorship strategy
  • Engagement of partner
  • Flexibility of partner
  • Reasonable sponsorship fee
Gaining attraction of viewers, broadcasters and sponsors

• Examples
  
  • NFL
  • ATP
  • UEFA
  • German Table tennis
  • Olympic Games
  • Fight sport
Possible Strategy for the CISM
Gaining attraction of viewers, broadcasters and sponsors

- Core questions

1. What makes a sport or a sport events of the CISM attractive for the public?

2. What makes a sport or a sport event of the CISM attractive for media and sponsors?
Gaining attraction of viewers, broadcasters and sponsors

- Answer

Interesting sport with a proper exposure!
Gaining attraction of viewers, broadcasters and sponsors

• Possible strategy for the CISM
  • Understand the huge number of CISM members as the relevant target group!

=> Realise consequently a phased strategy:
1. Meet the requirements of your members
   Create a sufficient target group
   Invite sponsors with a proper strategy and a good outlook

2. Add external viewer groups
   Engage media by providing ready-made content
   Extend sponsorship program
Gaining attraction of viewers, broadcasters and sponsors

- Relevant parties for the CISM
  - Members
  - Organiser
- Sponsors
- Media
- (Rights holder)
Gaining attraction of viewers, broadcasters and sponsors

- Parties' relation
Gaining attraction of viewers, broadcasters and sponsors

- Parties' relation

Diagram:
- CISM
  - Organiser
  - Sport/Event
    - Viewers I
    - Viewers II
  - Media
    - Sponsors
Gaining attraction of viewers, broadcasters and sponsors

- Parties’ interest – Members
  - Relevance
  - Understanding
  - Quality
  
  +
  
  - Known participants
  - Own experience
  - Part of own activities
Gaining attraction of viewers, broadcasters and sponsors

- Possible strategy of the CISM – Members I
  - Relevance for life
  - Importance of sport and/or event
  - Understanding the sport and or event
  - Quality of event
  - Regularity of event broadcast
  - Quality of production/broadcast
  - Regularity of event
  - Availability of broadcast access
Gaining attraction of viewers, broadcasters and sponsors

• Possible strategy of the CISM – Members II

  • Improve quality of events
  • Adjusting calendar
  • Creating tension

  • Offer high quality production and broadcast
  • Secure availability/access of broadcast
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- Possible strategy of the CISM – Video Portal
  - Taking care of good quality of events and event broadcast
  - Regular broadcast of events easy to access everywhere
Gaining attraction of viewers, broadcasters and sponsors

- Possible strategy of the CISM – Video Portal
Gaining attraction of viewers, broadcasters and sponsors

- Possible strategy of the CISM – Video Portal
Gaining attraction of viewers, broadcasters and sponsors

- Possible strategy of the CISM – Video Portal
Gaining attraction of viewers, broadcasters and sponsors

**Possible strategy of the CISM – Video Portal**

<table>
<thead>
<tr>
<th><strong>Software Layer</strong></th>
<th><strong>Software</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• End User console</td>
</tr>
<tr>
<td></td>
<td>• Content Management System (CMS)</td>
</tr>
<tr>
<td></td>
<td>• Customer Relationship Management (CRM) System</td>
</tr>
<tr>
<td></td>
<td>• Billing Engine &amp; Transaction Processing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Services Layer</strong></th>
<th><strong>Business Consultancy</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Business model definition (payments, packages etc.)</td>
</tr>
<tr>
<td></td>
<td>• End-user design consultation</td>
</tr>
<tr>
<td></td>
<td>• Content structuring &amp; presentation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Hardware Layer</strong></th>
<th><strong>Content Delivery Network (CDN)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Redundant, resilient media storage</td>
</tr>
<tr>
<td></td>
<td>• Intelligent media delivery</td>
</tr>
<tr>
<td></td>
<td>• Robust content security infrastructure</td>
</tr>
</tbody>
</table>
Gaining attraction of viewers, broadcasters and sponsors

Possible strategy of the CISM – Video Portal

• Live Streaming
• Multicast & Simulcast
• Video on Demand + Archive
• Mobile devices
• Internet + IPTV
• Digital Rights Management & Geo Targeting
• Billing Integration
• Content Management System (CMS)
• Customer Relationship Management (CRM)
• Web design & development
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Possible strategy of the CISM – Video Portal

“Worldwide, more than 60% of internet users have adopted broadband, and more than 100 million of them are consumers of videos. By the end of 2010, that number is expected to triple to more than 300 million broadband video consumers. (Screen Digest / Ark Sports Ltd)

“Video streams over the internet increased from less than 1 billion in 2000 to 24 billion in 2006 and is expected to grow to almost 57 billion in 2010.” (Accustream Research)

“Number of users globally using broadband video services are expected to rise by 543% between end 2002 and end 2008.” (Screen Digest, The Global Business of Sports Television)
Gaining attraction of viewers, broadcasters and sponsors

- Possible strategy of the CISM – Video Portal

Use of media

- Internet, 30%
- TV, 24%
- Radio, 21%
- Print Media, 11%
- Telephone, 14%
- User created News Movies Television Other

Content interest share

Screen Digest, 2008
Gaining attraction of viewers, broadcasters and sponsors

- Possible strategy of the CISM – Video Portal

<table>
<thead>
<tr>
<th>Country</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>74</td>
</tr>
<tr>
<td>United States</td>
<td>42</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>34</td>
</tr>
<tr>
<td>Denmark</td>
<td>16</td>
</tr>
<tr>
<td>Switzerland</td>
<td>14</td>
</tr>
<tr>
<td>Venezuela</td>
<td>12</td>
</tr>
<tr>
<td>Germany</td>
<td>12</td>
</tr>
<tr>
<td>Belgium</td>
<td>11</td>
</tr>
<tr>
<td>France</td>
<td>11</td>
</tr>
<tr>
<td>Norway</td>
<td>9</td>
</tr>
<tr>
<td>Other</td>
<td>87</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>322</strong></td>
</tr>
</tbody>
</table>
Gaining attraction of viewers, broadcasters and sponsors

- Possible strategy of the CISM – Video Portal

<table>
<thead>
<tr>
<th>Channel</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>General</td>
<td>11,154</td>
</tr>
<tr>
<td>C1 - News</td>
<td>5,102</td>
</tr>
<tr>
<td>C2 - BarçaTV programmes</td>
<td>3,638</td>
</tr>
<tr>
<td>C3 - Spanish League and King’s Cup</td>
<td>1,907</td>
</tr>
<tr>
<td>C5 - Archive matches</td>
<td>622</td>
</tr>
<tr>
<td>C7 - The Academy</td>
<td>539</td>
</tr>
<tr>
<td>C4 - Champions League</td>
<td>252</td>
</tr>
<tr>
<td>C6 - Friendly matches</td>
<td>190</td>
</tr>
<tr>
<td>C8 - Professional sports</td>
<td>158</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>23,562</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Page</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free View</td>
<td>11,002</td>
</tr>
<tr>
<td>C1 - Latest News</td>
<td>2,095</td>
</tr>
<tr>
<td>C1 - News Programmes</td>
<td>1,525</td>
</tr>
<tr>
<td>C1 - Training Sessions</td>
<td>1,482</td>
</tr>
<tr>
<td>C2 - The Mirror Room</td>
<td>1,024</td>
</tr>
<tr>
<td>C3 - Current Season</td>
<td>1,014</td>
</tr>
<tr>
<td>C2 - Clips</td>
<td>921</td>
</tr>
<tr>
<td>C3 - Last Match</td>
<td>893</td>
</tr>
<tr>
<td>C2 - Specials and Documentaries</td>
<td>860</td>
</tr>
<tr>
<td>C5 - Archive</td>
<td>622</td>
</tr>
<tr>
<td>Other</td>
<td>2,124</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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Gaining attraction of viewers, broadcasters and sponsors

=> Sufficient target group
Gaining attraction of viewers, broadcasters and sponsors

- Possible strategy of the CISM – Sponsors

  - Define a proper sponsorship strategy containing:
    - Steps of development
    - Planned activities
    - Potentially reachable audience (quantity + quality)
    - Possible activities for sponsor:
      - Potential to reach a big number of viewers
      - Potential to interact with viewers
    - Sponsorship fee defined according to achieving agreed targets
Gaining attraction of viewers, broadcasters and sponsors

• Possible strategy of the CISM II

  • Add to the internal target group external interested
  • Make use of production by finding broadcast partners to show ready-made highlight programs
  • Extend the sponsorship program
Thank you for your attention!