

Gaining attraction of viewers, broadcasters and sponsors

Presentation for the International Military Sports Council



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!



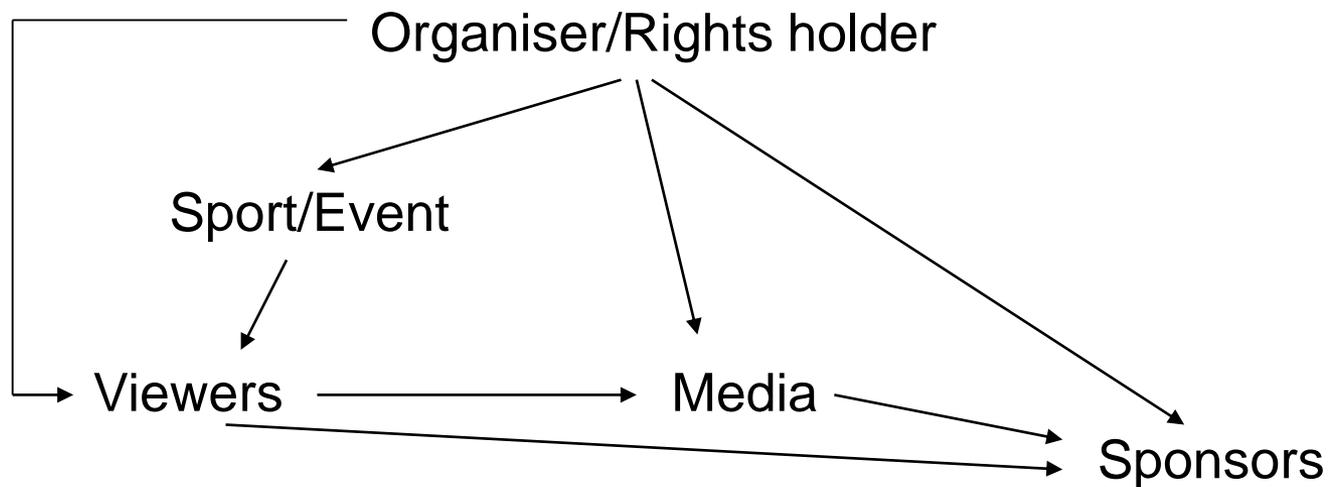
Gaining attraction of viewers, broadcasters and sponsors

- **Relevant parties**
 - Viewers
 - Media
 - Sponsors
 - Organiser/Rights holder



Gaining attraction of viewers, broadcasters and sponsors

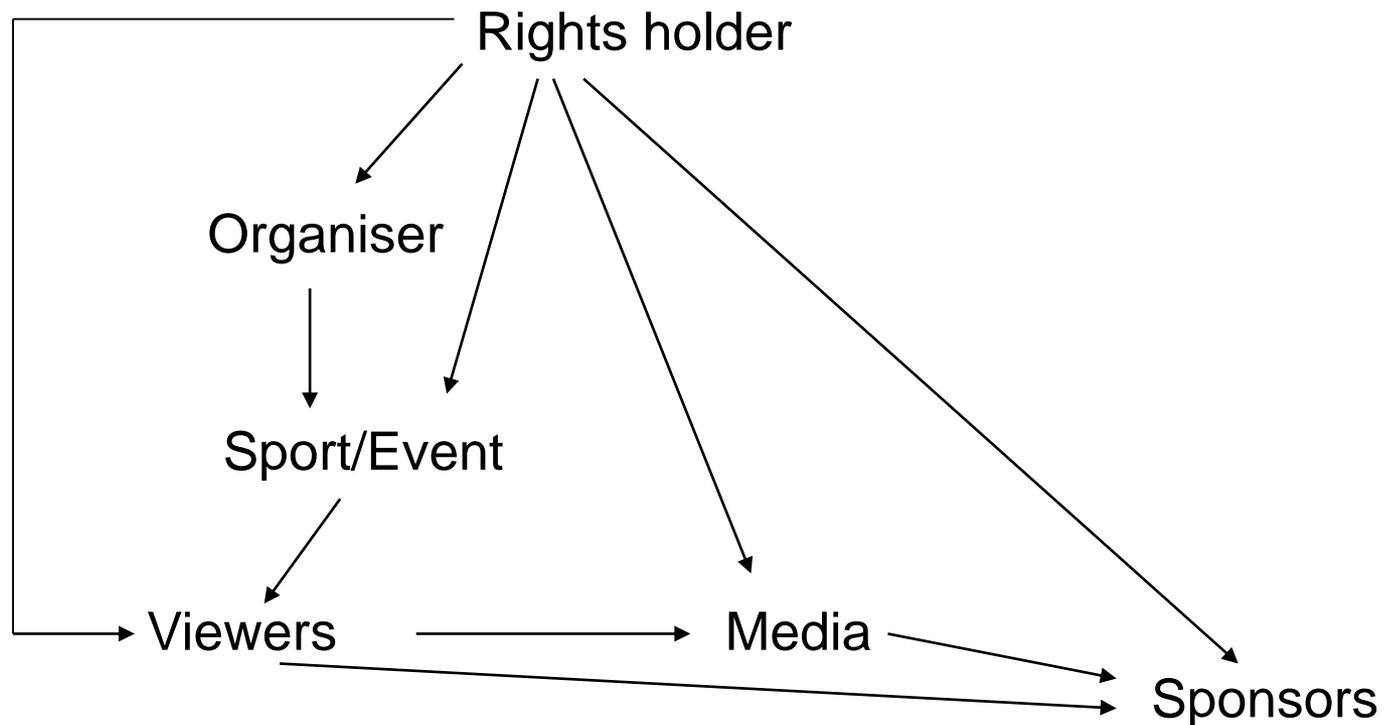
- Parties' relation





Gaining attraction of viewers, broadcasters and sponsors

- Parties' relation





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
Extent sponsorship program



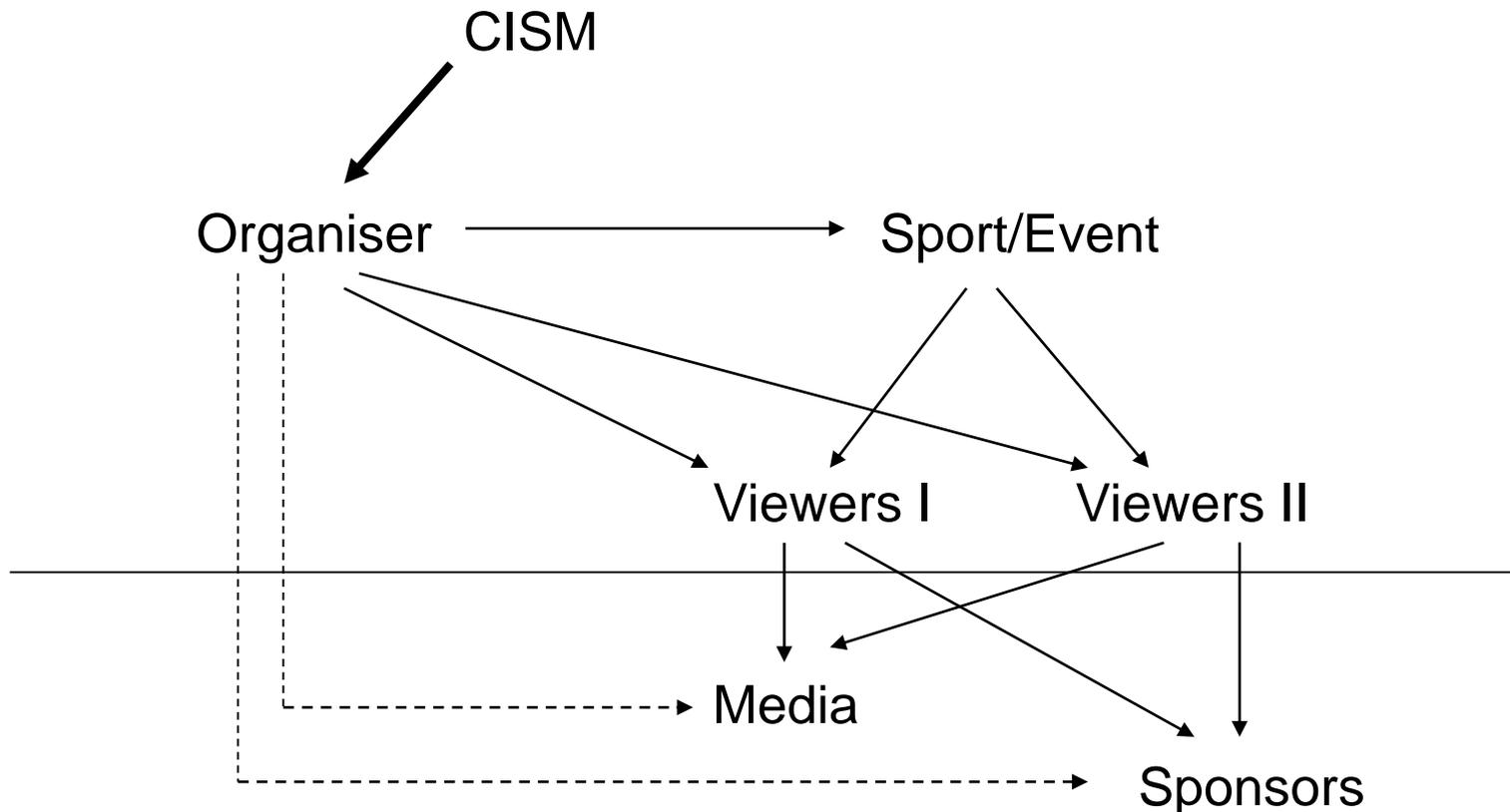
Gaining attraction of viewers, broadcasters and sponsors

- **Relevant parties for the CISM**
 - Members
 - Organiser
 -
 - Sponsors
 -
 - Media
 - (Rights holder)



Gaining attraction of viewers, broadcasters and sponsors

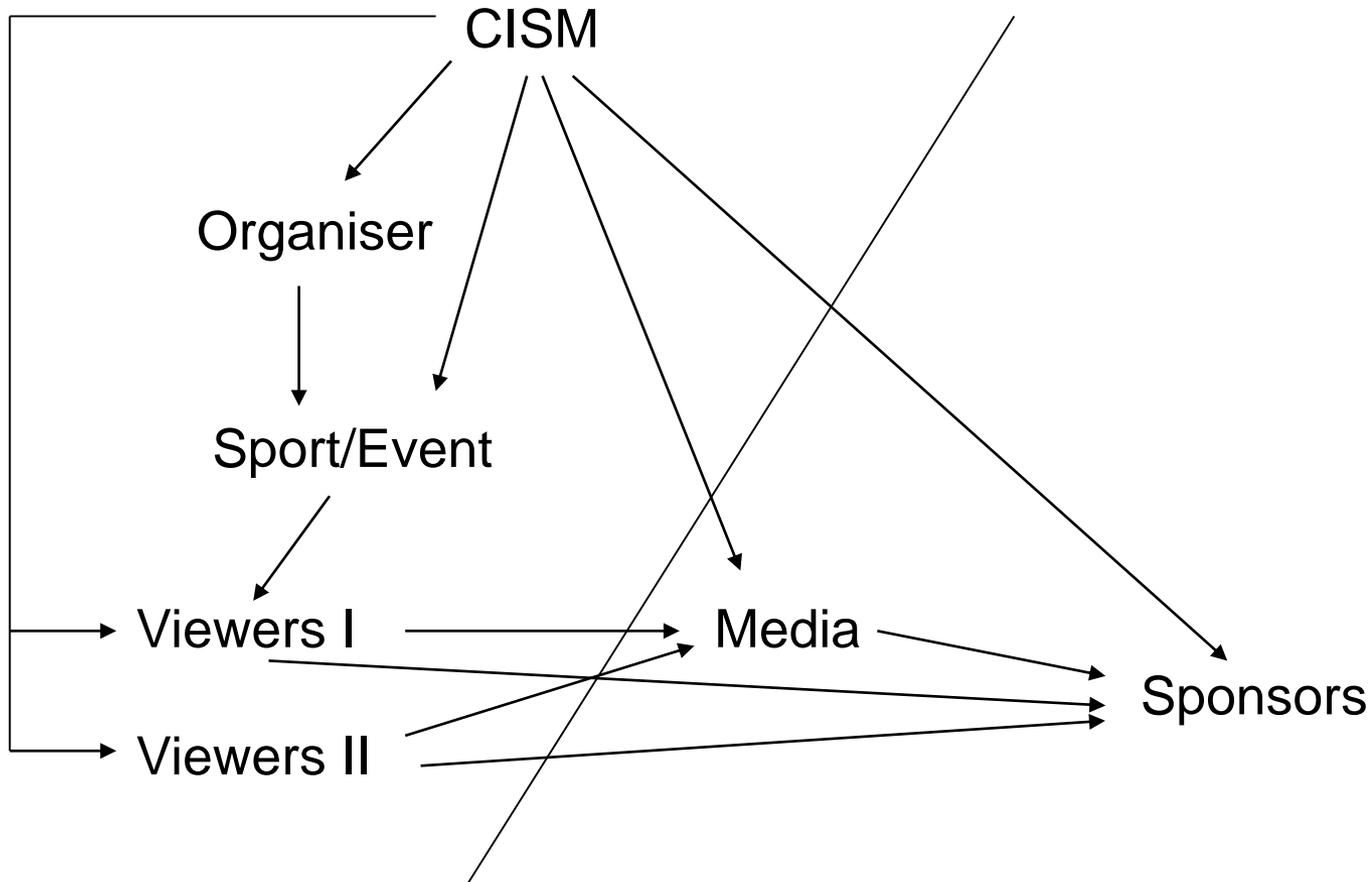
- Parties' relation





Gaining attraction of viewers, broadcasters and sponsors

- Parties' relation





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



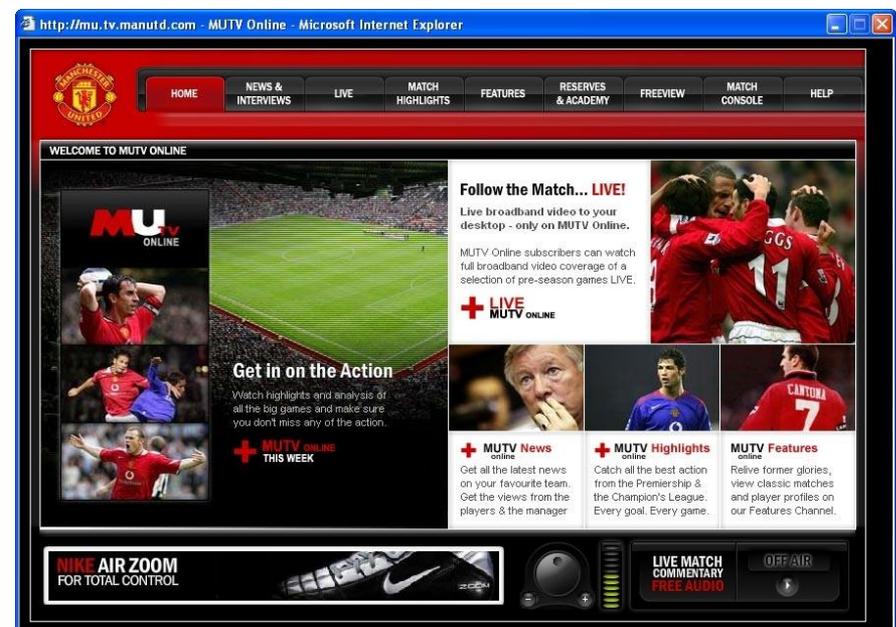
Gaining attraction of viewers, broadcasters and sponsors

- **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



Gaining attraction of viewers, broadcasters and sponsors

- 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

The screenshot shows the LiverpoolFC E-Season Console website interface. The page is divided into several sections, each highlighted with a yellow callout box:

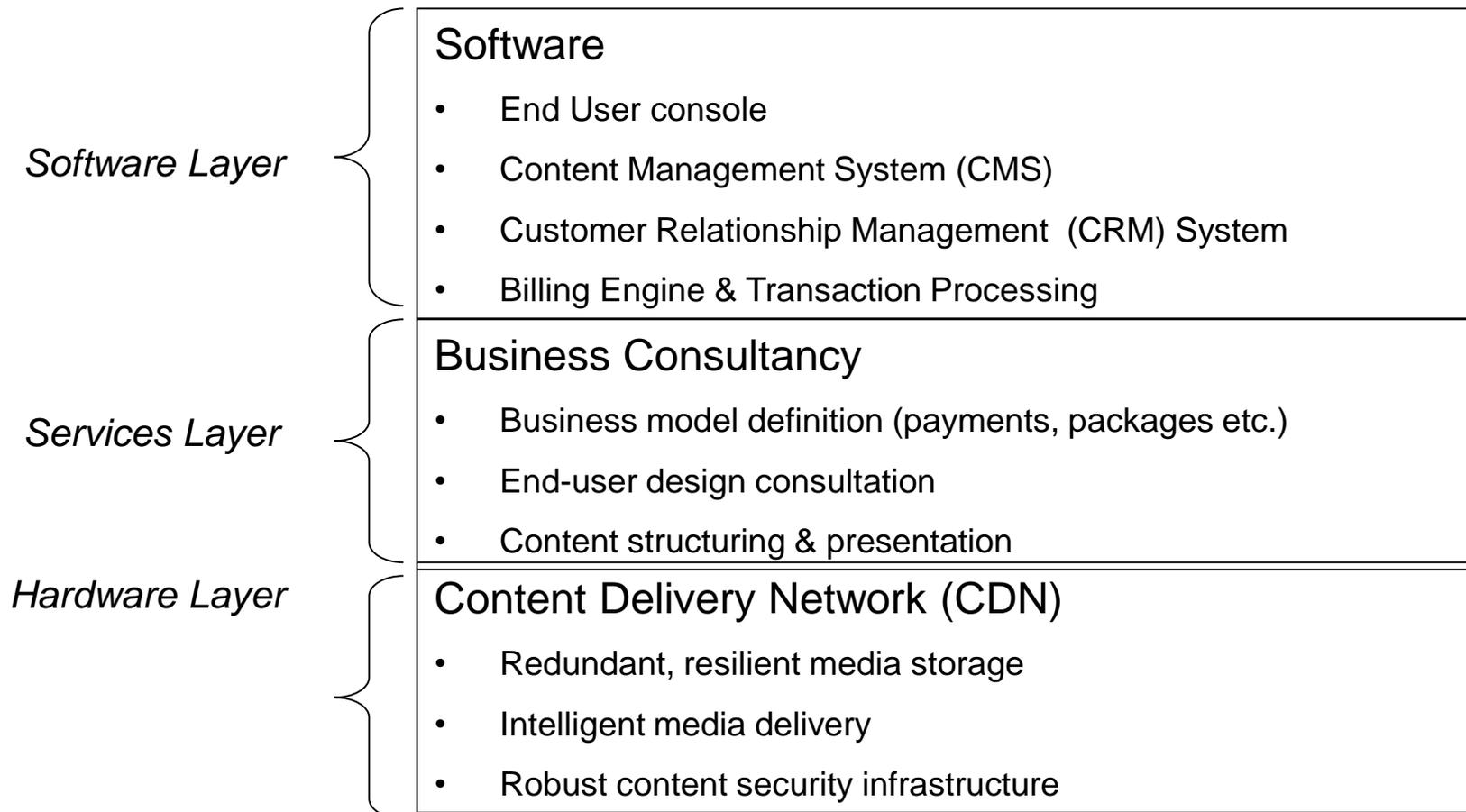
- Video window:** Points to a video player showing a goal by Michael Owen (66) for Liverpool 1-1 Newcastle Utd. The video player includes a play button, a progress bar, and a volume control.
- Live event coverage:** Points to the 'LIVE' button in the 'TURNSTILE: MATCH COVERAGE' section.
- Archive footage:** Points to the 'ARCHIVE' button in the 'TURNSTILE: MATCH COVERAGE' section.
- Behind the scenes coverage:** Points to the 'OFF THE PITCH' button in the 'WEB TV' section.
- Featured content:** Points to the 'Owen (66)' highlight section.
- Recent events:** Points to the 'Newcastle highlights' section.

The interface also includes a navigation menu on the left with options like HOME, KICK OFF, TURNSTILE: MATCH COVERAGE, LIVE, ARCHIVE, WEB TV, and FUNCTION. The main content area features a 'STREAM' section with a 'PLAY' button and a 'DOWNLOAD' section with 'HIGH', 'MED', and 'LOW' options. A 'CHOOSE MATCH' dropdown menu is visible on the right, listing various matches.



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

- 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



Gaining attraction of viewers, broadcasters and sponsors

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)

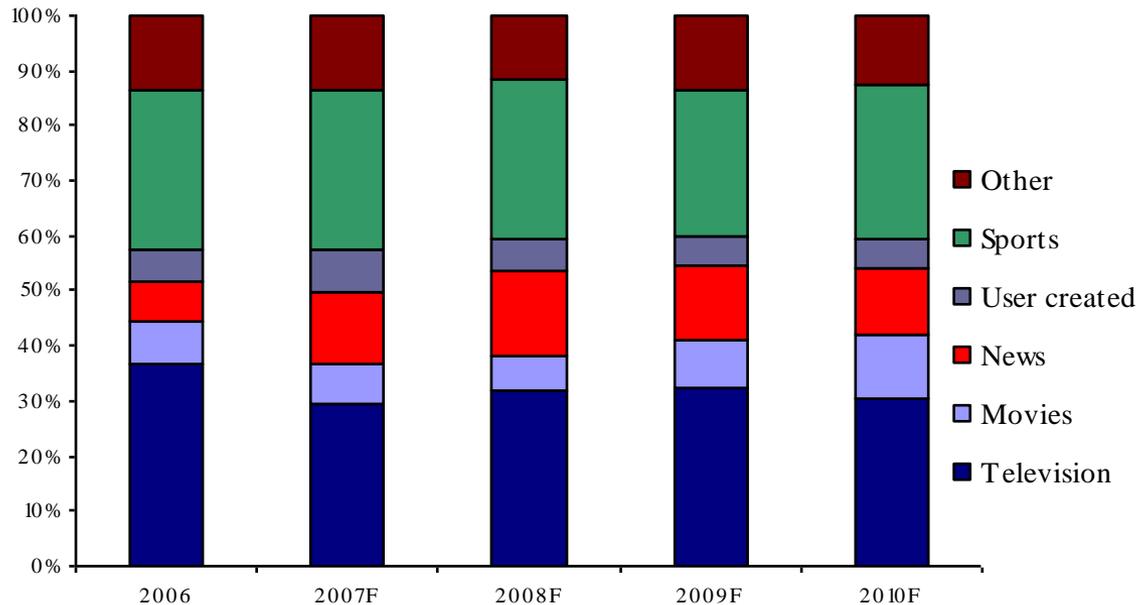
“Number of users globally using broadband video services are expected to rise by 543% between end 2002 and end 2008.” (Screen Digest, The Global Business of Sports Television)



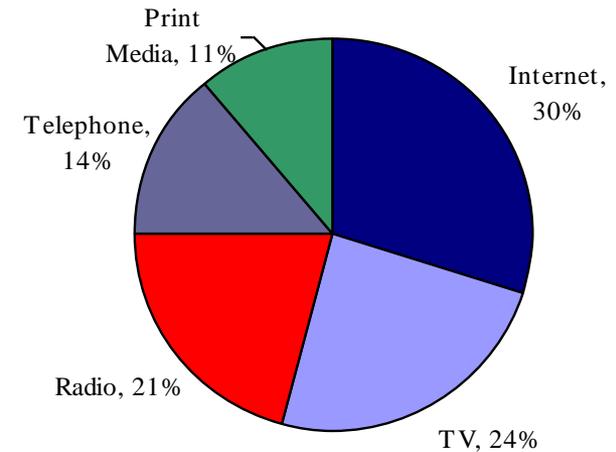
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- Possible strategy of the CISM – Video Portal

Content interest share



Use of media





Gaining attraction of viewers, broadcasters and sponsors

- Possible strategy of the CISM – Video Portal

Country	Subscribers
Spain	74
United States	42
United Kingdom	34
Denmark	16
Switzerland	14
Venezuela	12
Germany	12
Belgium	11
France	11
Norway	9
Other	87
Total	322



Gaining attraction of viewers, broadcasters and sponsors

- Possible strategy of the CISM – Video Portal

Channel	Views
General	11,154
C1 - News	5,102
C2 - BarçaTV programmes	3,638
C3 - Spanish League and King's Cup	1,907
C5 - Archive matches	622
C7 - The Academy	539
C4 - Champions League	252
C6 - Friendly matches	190
C8 - Professional sports	158
Total	23,562

Page	Views
Free View	11,002
C1 - Latest News	2,095
C1 - News Programmes	1,525
C1 - Training Sessions	1,482
C2 - The Mirror Room	1,024
C3 - Current Season	1,014
C2 - Clips	921
C3 - Last Match	893
C2 - Specials and Documentaries	860
C5 - Archive	622
Other	2,124
Total	23,562



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!