

# TVSPORTS MARKETS

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## PREMIER LEAGUE

### ESPN-Fox alliance draws first blood in the Americas with big Brazil deal

By Dan Horlock

The alliance between Disney-owned sports broadcaster ESPN and News Corporation's Fox to bid for the Premier League rights across the Americas has drawn first blood in its battle against the region's other major media groups. ESPN-Fox has acquired the rights in Brazil, blowing away the competition with a first-round bid of about \$15 million (€12 million) per season.

The value of the rights is up by 500 per cent from the \$2.5 million per season paid in the current cycle. The new deal covers the three-season period from 2013-14 to 2015-16. The percentage increase is in line with that enjoyed by Uefa for the Champions League rights.

Pay-television operator Globosat, owned by the Globo media group, commercial broadcaster Esporthe Interativo and the IMG Media agency all bid for the rights. It is understood that Brazil's largest satellite operator, Sky Brasil, owned by the DirecTV Group (93 per cent) and Globo (seven per cent), and premium channel Band Sports,

owned by Grupo Bandeirantes de Comunicação, did not bid.

In the previous deal, Fox acquired the rights for the Latin American region for \$7.3 million per season. It had no form of distribution in Brazil at the time and sold on the Brazil rights to ESPN for \$2.5 million per season. ESPN sold on free-to-air rights to commercial channel RedeTV in a deal worth about \$1.25 million per season (*TV Sports Markets* 16:17).

In the rest of Latin America, ESPN-Fox is facing competition from, among others, IMG and an alliance between Mexican media group Televisa and pan-regional pay-television operator DirecTV.

One of the main reasons for the alliance is to fend off the challenge of pay-television broadcaster beIN Sport, owned by Qatari pay-television broadcaster Al Jazeera, in the competitive US market. NBCUniversal is also

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## LISTED EVENTS

### Fifa-Uefa battle v UK nears climax

By Frank Dunne

The advocate general of the European Court of Justice will provide an opinion on Fifa and Uefa's legal challenge to the UK's listed-events regime on December 12. A final judgement is expected within three to six months of the opinion. It will be the final chapter in one of the key regulatory battles over sports media rights.

Football's world and European governing bodies are challenging the listing of the

World Cup and European Championship finals in their entirety. Requiring the whole tournament to be shown on free-to-air television prevents the two governing bodies from being able to sell any rights to pay-television, thus preventing them from maximising revenues.

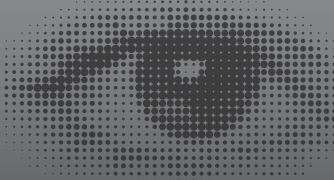
Fifa and Uefa are appealing a February 2011 ruling by the European General

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## Globo extends grip on Brazilian football league

Brazilian media group Globo has extended its rights for the Campeonato Série A, the top Brazilian football league, for a further three seasons until the end of the 2018 season.

Globo has signed contract extensions with 18 of the biggest football clubs in Brazil. It will sign one-year ad hoc deals with other clubs that are promoted to the 20-team top flight over the contract period. Brazilian clubs sell their rights individually.

Last year, Globo acquired the rights to the individual clubs until the end of the 2015 season after it refused to take part in the tender organised by the Clube dos 13, the organisation which had previously represented the top 20 clubs in Brazil (*TV Sports Markets* 15:5).

This season the combined value of the league rights is about R\$1 billion (€379 million/\$490 million). Corinthians, the biggest club in Brazil's most populous city, São Paulo, and Flamengo, Brazil's biggest club, earn the most, at about R\$110 million per season each. The new deals, which will begin at the start of the 2016 season, have been agreed at an increase from the current rights fees. ■

## Kentaro windfall pains Sportfive

Rumours that the Kentaro agency may have received as much as €75 million (\$97 million) in compensation from Uefa are likely to be causing pain at the Sportfive agency. The as-yet unconfirmed amount of compensation was for national football federation contracts which had to be terminated early due to Uefa's centralisation of qualifier rights from 2014.

Sportfive had agreed to waive any claims to compensation for its own contracts with federations. It hoped that by cooperating with Uefa it would be in a strong position to win the rights to the centralised qualifier package.

However, Uefa awarded the €2 billion contract to start-up agency CAA Eleven (*TV Sports Markets* 16:17).

Sportfive's decision to waive compensation would almost certainly have been approved by Olivier Guiguet, then chief operating officer of Sportfive's parent company, Lagardère Unlimited. Guiguet left the company and went on to create CAA Eleven with his former deputy at Lagardère Unlimited, Stéphane Schindler. ■

## Traffic v Full Play latest

The Traffic Sports agency is in the final stages of the discovery process in its legal case against the Uruguay-based Full Play Group and Conmebol, South American football's governing body, regarding the 2015 Copa América rights.

The agency has to convince the judge in the court for the 11th judicial circuit for Miami and Dade County, Florida, that a hearing can take place in the US. If the case cannot be heard in the US it would significantly reduce Traffic's chances of being successful. The process has allowed Traffic to obtain documents, electronic data and other relevant information from the defendants to support its argument to hold the case in the US court.

The agency has continued to sign deals for the 2015 Copa in the US, Europe and Asia. These include a deal in the US with Univision for the Spanish-language rights, in Italy with the B4 agency, in Spain with the Enjoy agency, and in Asia, excluding Japan, with the Content Trading Company. All agreements contain a clause whereby the licensees would only begin making payments should Traffic be confirmed as the rights-holder.

Full Play is also seeking to tie up deals for the 2015 Copa. The agency held discussions with Asian broadcasters last week at the Sportel conference in Monaco.

Traffic this month acquired the global broadcast rights, excluding Brazil, to the Copa do Brasil in an eight-year deal,

from 2015 to 2022, with sports marketing agency Klefer. Traffic is the current rights-holder of Brazil's domestic cup in an agreement that expires in 2014 with the Confederação Brasileira de Futebol, the Brazilian football federation.

Klefer had acquired the rights from the federation in March this year (*TV Sports Markets* 16:6). The deal covered Brazil's World Cup qualifiers for the 2018 and 2022 Fifa World Cups as well as the Copa, from 2015 until 2022.

It remains to be seen whether Traffic can acquire the global rights ex-Brazil to Brazil's 2018 World Cup qualifiers from Klefer. Traffic marketed the Brazilian national team's World Cup 2010 qualifier rights, excluding Brazil. As host of the 2014 World Cup, Brazil does not need to qualify for the tournament. However, it is understood that the federation would prefer Klefer to sell the ex-Brazil broadcast rights to the qualifiers to Full Play, which has close links to Klefer. ■

## YouTube in the fast lane

Video-sharing website YouTube is understood to be planning to launch a free online motorsport channel.

*TV Sports Markets* understands that YouTube plans to aggregate motorsport content and create a single destination for its coverage, which will include footage of Formula One as well as US motor racing series such as Nascar. It is looking for a partner to liaise with the relevant governing bodies to bring the content together.

The channel would take the same format as YouTube's Gillette Football Club channel which launched last month. The free football channel aggregates content from the Spanish Liga and Italian Serie A, as well as 50 football clubs.

YouTube will also be looking for a title sponsor for the channel. It is understood that the title sponsorship will also include on-screen advertising around motor racing clips. ■

## PREMIER LEAGUE

## Rivals ESPN and Fox team up to see off beIN Sport

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thought to be bidding strongly in the US. The league extended the deadline for second-round bids until today, October 26. The level of demand for the rights is thought almost certain to drive a huge fee increase. In its current three-year deal, Fox pays \$22.3 million per season.

### Shifting alliances

Fox and ESPN are also partners in the current US Premier League deal, with Fox sublicensing rights to ESPN, but the two are normally engaged in fierce competition for sports rights in the US, at the same time as being part of joint ventures or alliances in other territories. Alliances between media groups across the continent are contingent upon the level of competition and the rapidly

changing market dynamics.

ESPN-Fox, for example, jointly acquired the rights for the Champions League and Europa League rights for the next three seasons, until 2014-15, in Central and Latin America to counter the threat of DirecTV (*TV Sports Markets* 15:12). A few months later, they bid against each other for the Champions League pay-television rights in Brazil, with the incumbent rights-holder ESPN coming out on top. ESPN was forced to pay over a 650-per-cent increase, from \$2.1 million per season to \$16 million per season. Fox was looking to acquire top sports content for its new Brazilian sports pay-television channel (*TV Sports Markets* 15:18).

In January, ESPN formed an alliance with DirecTV to acquire the rights to Spain's La Liga in Latin America covering the three-year period 2012-13 to 2014-15 (*TV Sports Markets* 16:2). The partnership bid against Fox. A few weeks later, Fox fought off ESPN to secure the rights to Italian Serie A in Latin America for three years, from 2012-13 to 2014-15 (*TV Sports Markets* 16:3).

### Brazil carved out

The decision by the Premier League to carve out the Brazilian market was the same strategy employed by Uefa for the rights to the Champions League, the most popular European club competition in Latin America, and the Europa League. Uefa achieved a big increase, with the combined fee for the free-to-air and pay-television rights for the Champions League up by nearly 500 per cent, from \$4.1 million per season to \$24.5 million per season.

A like-with-like comparison with La Liga and Serie A will only be possible after the Premier League completes its rights sales in the rest of the region, as those leagues did not carve out Brazil.

La Liga, widely recognised as the most popular European football league in Latin America, recorded a 70-per-cent increase, up from \$13.3 million per season to \$22.7 million per season, in a joint deal between DirecTV and ESPN. Serie A enjoyed an increase of about 100 per cent, from \$12.5 million per season to \$25 million per season, in a deal with Fox. ■

## BASEBALL

## MP & Silva achieves large fee increase in Korea

By Dan Horlock

The MP & Silva agency deal in Korea this week for the rights to the 2013 World Baseball Classic tournament, with cable channel Joongang Tongyang Broadcasting Company, is thought to be worth about \$8 million (€6.2 million), an increase of 220 per cent from the previous fee of \$2.5 million paid by the IB Sports agency for the 2009 tournament.

It is understood that MP & Silva approached the market looking for \$10 million. Korea is the most lucrative territory where MP & Silva hold the rights, as baseball is the country's most popular sport.

Korea is a difficult media market for rights-holders to gauge, with market collusion and government interference rife. One well-placed source said that in the previous deal the government "ordered" IB Sports to sell the free-to-air rights to the 'Korean Pool,' an informal grouping of free-to-air broadcasters – SBS, KBS and MBC. IB Sports bought the rights direct from World Baseball Classic Inc, a partnership between Major League Baseball and the Major League Baseball Players Association.

It is understood that it will not be the same in the new agreement. Local sources said that JTBC will not sell on the terrestrial rights to the Korean Pool as it is trying to compete with it. In Korea, most television homes have cable television, with JTBC considered to be a competitor of the main free-to-air terrestrial broadcasters – SBS, KBS and MBC. JTBC is a subsidiary of the Korean newspaper group Joongang Daily. The Korean Pool is understood to

have offered MP & Silva only \$1.5 million for the rights.

In the previous deal, IB Sports is thought to have made a loss of over \$1 million. The agency sold the rights to the Korea Pool for about \$1.3 million. The agency also broadcast coverage of the tournament on pay-television sports channel Xsports. Xsports was a joint venture between CJ Media (70 per cent) and IB Sports (30 per cent). The channel was sold to the SBS media group in 2009 due to financial problems. SBS later converted it into a news channel, SBS-CNBC (*TV Sports Markets* 15:19).

Earlier this year, MP & Silva developed its relationships in the country by selling the rights to the International Baseball Federation's 2012 U-18 World Baseball Championship tournament to pay-television channel SBS-ESPN, a joint venture between SBS and sports broadcaster ESPN, in a deal worth about \$120,000. MP & Silva is the international media adviser for all of IBAF's

tournaments. The tournament was hosted in Seoul, South Korea.

MP & Silva agreed a deal for the 2013 World Baseball Classic with World Baseball Classic Inc to distribute the worldwide rights, excluding the US, Canada, Puerto Rico and Japan. Korea, Chinese Taipei and Venezuela are the most lucrative markets for these rights. Other markets of value include the Netherlands, Italy and Colombia.

The World Baseball Classic takes place every four years. It is currently the only national team baseball tournament, after the Baseball World Cup was discontinued in 2011. It is contested by 16 national teams from around the world, with 39 games being played over two and a half weeks. The 2013 tournament will be hosted in March in the US, Puerto Rico, Chinese Taipei and Japan, with the final in the US. The previous two tournaments, in 2006 and 2009, took place entirely in the US.

### Football rights

MP & Silva has also recently concluded deals for its football rights in Korea. It sold the English Football League rights, which include the League Cup and the Championship, to pay-television channel MBC Sports Plus. The fee was in the low hundreds of thousands of US dollars. The agency acquired the rights in Asia in a five-year deal, from 2012-13 to 2016-17, from the global rights-holder, the Pitch International agency.

MP & Silva sold a package of national team qualifier rights from Europe and South America to SBS-ESPN. The rights included the English Football Association rights – also including the FA Cup – that the agency acquired in a six-year pan-Asian deal with the FA worth \$148 million (*TV Sports Markets* 16:5). The FA Cup rights in the deal are worth about \$900,000 per season for three years, from 2012-13 to 2014-15. Separately, the new media rights for the cup were acquired by

Korean sports-rights broker iWay Media in a deal worth \$300,000 per season.

In the previous deal, pan-regional broadcaster ESPN Star Sports held the rights to the FA Cup. It failed to sublicense the television rights in Korea after its \$500,000 per season asking price was rejected. It sold the new media rights to sports marketing company Eclat, which owns IPTV broadcaster Spo TV.

Eclat recently acquired the rights to Serie A and Major League Soccer from the agency for three years, from 2012-13 to 2014-15 (*TV Sports Markets* 16:14).

The next major football property on the market is the English Premier League. The league is said to be looking for \$10 million per season in the next cycle. In the current deal, SBS-ESPN pays local rights-holder ESS \$5.7 million per season for the rights. SBS sublicensed the new media rights to internet portal Daum in a deal worth between \$1 million and \$1.5 million per season. ■

## LISTED EVENTS

### Advocate general to give opinion in Fifa-Uefa case

*Continued from page 1* ▶

Court, formerly known as the Court of First Instance, which backed the decision of the European Commission to approve the list (*TV Sports Markets* 15:4). In the same case, the two bodies, who have brought the case jointly, are challenging the listing of the two tournaments in their entirety by the Belgian government.

The governing bodies and the commission presented their evidence to the ECJ at an oral hearing on September 13. The UK and Belgian governments, who are intervening in the case in support of the commission, also provided evidence.

*TV Sports Markets* understands that the main thrust of the Fifa-Uefa case is that the European Commission's approval of the UK list was vitiated, or voided, in law because the commission did not conduct a proper assessment of the impact of the

list on the free movement of broadcast services and on competition in the television market. Under the European Union's Television Without Frontiers Directive, which governs listed events, the commission is required to look at the potential impact of national lists on the domestic broadcast market. National governments have wide scope for deciding what events are considered of national importance, but the commission does not have unfettered discretion to approve the proposed lists.

In most European countries where listed-events legislation exists, only national team matches, the finals, and in some cases the semi-finals and opening games, are protected for free-to-air television. The impact of the two different approaches can be seen in the price of rights. The listing of Euro 2012 in its entirety, for example, enabled the UK state broadcaster the BBC and commercial broadcaster ITV to acquire the rights at a far cheaper price than that paid by its European counterparts (see table, page 5). Conversely, rights prices for qualifier matches in the UK are far higher than those in other European markets.

Fifa and Uefa believe that by approving a listing with all matches of the World Cup and Euro finals the commission has given the green light to a situation in which competition has been virtually eliminated. Only three broadcasters – the BBC, ITV and commercial broadcaster Channel 4 – were qualified to bid for the rights at the time the case was brought and two of them, the BBC and ITV, bid together. Qualified broadcasters are those who reach at least 95 per cent of UK homes. The UK this week completed the switchover from analogue to digital, so broadcasters like commercial broadcaster Channel 5 would now also qualify.

The General Court dismissed the Fifa-Uefa arguments. It concluded that UK law does not affect “the ability of operators of pay television channels to pursue their activities on largely equivalent terms as those enjoyed by the BBC or ITV with regard to the acquisition of broadcast rights for the Euro.” It added that the real reason that only the BBC and ITV broadcast the Euros was because “their competitors are interested only in exclusive broadcasting and will therefore not submit offers to acquire the relevant

rights.” The two governing bodies believe that the court’s arguments on this matter were weak and an obvious point of attack.

Howard Cartlidge, a partner at law firm Olswang, said that Fifa and Uefa had chosen a strong line of attack but that it would not necessarily be enough to overturn the ruling of the General Court. “There is limited scope to challenge a General Court ruling in the ECJ. They will have to demonstrate that the General Court was misguided in its judgement on a point of law. The commission did have an obligation in law to carry out an analysis of the market impact of the UK and Belgian lists and it looks as though they didn’t do this. If they did, it certainly wasn’t reflected in the decision, which was very brief.”

Cartlidge added, however, that while it was not unprecedented for the ECJ to overturn a ruling in the General Court, “there is a reluctance to do so in areas where governments in EU member states have wide discretion to make decisions. They tend not to want to interfere.”

### Impact

The outcome of the case could have a big impact on media-rights value in the UK of European Championships from Euro 2016 onwards and on World Cup finals from 2018 onwards, for which the rights have yet to be sold.

Uefa’s sales agency CAA Eleven will begin to market the rights to Euro 2016 which have not been sold by Uefa next year. The agency will await the outcome of the ECJ case before doing so in the UK.

In December, when Fifa tendered the European rights to the World Cups of 2018 and 2022 it carved out, among other markets, the UK. It will also await the outcome of the case before agreeing a UK deal.

If Fifa and Uefa succeed in winning their appeal, however, it does not mean that the UK list will be scrapped. It would be referred back to the commission, which would have to conduct a more thorough analysis of the impact of the list on competition in the UK television market. It cannot be ruled out that the commission would approve the same list again, although much would depend on the reasoning in the ECJ’s decision and

Uefa Euro 2012 media-rights values in Europe's big five TV markets			
Country	Rights-holder	Fee (€m)	Price per match (€m)
Germany	ARD/ZDF	110	3.55
Italy	Rai	110	3.55
France	M6/TF1/Al Jazeera	92	2.97
Spain	Mediaset	65	2.1
UK	BBC/ITV	62	2

Source: TV Sports Markets

the strength of any implied criticism of the UK and Belgian lists.

Uefa’s hopes of obtaining higher fees for its rights in the future face a further threat. In 2013, the UK government will decide whether to accept a recommendation to expand the current list of protected sports events.

In 2009, a review carried out for the government by former Football Association executive director David Davies recommended that the national team qualifier matches of the home nations – England, Scotland, Wales and Northern Ireland – in the World Cup and European Championship should be added to the list. In July 2010, the minister for sport, Hugh Robertson, deferred a decision on the list until next year.

These rights are now part of the centralised package that CAA Eleven will sell on behalf of Uefa. The UK is one of the few countries with an approved list that does not include national team qualifiers.

### Denmark brings back list

Denmark’s political parties agreed earlier this month to reintroduce listed events legislation. The country abolished previous listed events laws in 2002 after the government decided it was not working.

The sports on the new list have not been decided, but local experts expect them to include the Olympic Games, the football World Cup and European Championship, the handball World and European Championship, and national team qualifying matches for these events.

The new law will work on the same lines as the old law, which dictated that the rights for the listed sports must be offered first to channels with at least 90 per cent penetration of Danish households. This means that public-service broadcaster DR, and state-owned low-cost pay-television channel TV2 will

be the only contenders for the rights.

Under the previous rules, if the free-to-air broadcasters could not agree on a rights fee with the seller, the Danish competition authority would step in to dictate a ‘market price’.

The law is being reintroduced despite not having full support from all Denmark’s political parties. It was brought back in as part of bargaining between the parties over the elements of a new four-year media agreement which, among other things, sets public-service broadcasters’ budgets. ■

## MOTORSPORT 1

# Ecclestone sees NBC as faster lane to growth in the US

By Kevin McCullagh

Formula One’s change of broadcast partner in its latest US rights deal was driven by the desire for a stronger promotional platform in a market where the sport suffers from a relatively low profile, as much as by a higher rights fee.

The motor racing series has agreed a four-year deal, from 2013 to 2016, with media group NBCUniversal. In a two-horse race, NBC beat incumbent rights-holder Fox to the rights. Fox is thought to be paying less than \$5 million (€3.9 million) per year in the current three-year deal, from 2010 to 2012.

The new deal is understood to involve a combination of cash and airtime. Formula One Management, the series commercial rights-holder, will have the right to sell the programme presenting sponsorship package and some advertising spots. FOM does not have these rights in the current deal.

Formula One is said to consider the new deal an improvement on the current one because NBC’s channels and cross-promotion activities will put the sport in front of a broader range of viewers than before.

NBC will show most of its live coverage on multisport cable-television channel NBC Sports Network, which

means it will reach a wider range of sports fans than Fox's motorsports-focused channel Speed, which currently shows the bulk of coverage. The channels have similar technical penetration, with NBCSN in about 80 million homes and Speed in about 78 million.

In switching to NBC, FOM risks alienating Formula One's existing US fanbase, however. Speed's coverage and commentary team is rated very highly. FOM is said to be aware of this, and intends to work closely with NBC on its coverage to make sure it has the right tone and provides enough information on what is happening during races to draw in new viewers as well as cater to existing fans.

NBC's main free-to-air channel will also carry cross-promotions for Formula One coverage on NBCSN. NBC announced its acquisition of the rights on its Sunday Night Football NFL American football coverage, one of its biggest sports programmes. Fox's network channel did not cross-promote Speed's coverage.

NBC will also show 'shoulder' programming for Formula One on its business channel CNBC, including programmes profiling the sport.

The level of free-to-air coverage will be the same in the new deal in the first year at least, but could increase. In 2013, NBC's main channel will show four races – the grands prix in the US, Canada, Brazil and Abu Dhabi – either live or delayed. NBC Sports Network will show all other races, including practices and qualifying. NBC has said it intends to show all races live, but that 'a small number' of scheduling issues could prevent it doing so.

Fox also showed four races per season, live or delayed, on its network channel. Speed showed live the rest of the races plus practices and qualifying.

Neal Pilson, the former president of US sports broadcaster CBS Sports, told *TV Sports Markets* this week that NBC would provide a boost for Formula One in the US. "I think having the series all on one entity programmed by John Miller [the president of programming at NBC Sports and NBC Sports Network] is excellent for the sport," he said. "NBC

can coordinate the cross-promotion of the series accordingly. F1 now has the potential to become a far more powerful brand in the US. There is an aura around it and the series has a reputation that commands respect. It doesn't matter whether there is a US race or local drivers. This move will increase awareness which will drive interest."

The sport's profile will be boosted this year thanks to the launch of a new US race in Austin in November. A planned second US race, in New Jersey, with the New York skyline as a backdrop, is also planned, although its proposed entry to the calendar next year has been postponed.

The US previously hosted Formula One grands prix at the Indianapolis Motor Speedway from 2000 to 2007, after a long period without a US race during the 1990s.

### Challenges remain

Formula One, which is dominated by European races, car manufacturers and drivers, has traditionally had a small following in the US. Despite the expected boost in exposure in the new television deal, Formula One still faces major challenges in conquering the US market.

One of the sport's biggest problems is the start times of the races. On the east coast of the US, six of the 20 races this season will start between 2am and 5.30am, with most of the rest starting at 8am on Sunday morning. On the west coast, 14 of the 20 races start between midnight and 5am.

The series has shifted race start times in Asia to suit European television audiences, but there is understood to be no prospect of the same happening for US viewers.

### France bidding

FOM is considering bids from four broadcasters for its rights in France for the 2013 to 2015 seasons. Pay-television broadcasters Canal Plus and beIN Sport, and commercial broadcasters TF1, the incumbent rights-holder, and M6 are thought to have bid by the first-round deadline on September 7.

FOM is prepared to do a deal which would split live race coverage across

free-to-air and pay-television. The rights-holder has done similar deals in the UK and Italy, softening its traditional focus on free-to-air coverage. Canal Plus's bid is reported by French newspaper *L'Équipe* to involve splitting races across its pay-television channels and its free-to-air channel Direct 8. ■

## MOTORSPORT 2

# FIA to get more money but control remains an issue

By Frank Dunne

The Fédération Internationale de l'Automobile, motorsport's world governing body, has emerged from talks this week with Formula One boss Bernie Ecclestone and the principals of the competing teams in a much stronger financial position than it has ever been. Observers will be watching closely in the coming weeks, however, to see whether it has sacrificed too much of its power for those gains.

The FIA is expected to earn just under \$42 million (€32.6 million) per season from next season. This is made up of two revenue streams: a \$25 million per season fee from Ecclestone's Formula One Management, under a long-running agreement in which the FIA ceded commercial control of the sport to Ecclestone for 100 years; and \$16.6 million per season in fees from the teams. The total is understood to be a substantial increase on its current income.

FIA president Jean Todt said this week that the federation needed additional income to run the organisation, develop motorsport and encourage action for road safety. He told the media: "We cannot be a federation without having any revenue. So where do we find our revenues?"

In talks in Paris to thrash out the final details of a new Concorde Agreement – the commercial blueprint which has underpinned the sport since 1981 – the teams agreed to pay the FIA a significant increase in entry fees to take part in the championship.

Currently, each team pays a basic entry fee of just over €300,000 per season. This is set to rise to \$500,000 per season plus a further fee per point won. In each race, the winning team will pay \$6,000 per point won, while the other point-winning teams will pay \$5,000 per point.

For some of the smaller teams, those who usually finish at the back of the grid, it is not such a bad deal, as teams currently pay up to €400,000 in additional fees to the FIA for a range of services now covered by the entry fee. The successful teams will end up paying more per season but they are expected to be the main beneficiaries of a proposed new voting structure for the championship.

The new Concorde Agreement will run for eight years from 2013. A final deal between the three parties – the teams, the FIA and Ecclestone – is still some weeks away, with rule-making and governance the key unresolved issues.

### Team shares

The increased fees are likely to be more than offset by gains the teams have made in their commercial income. Currently they earn 50 per cent of the championship's ebitda. This will rise to just under 60 per cent from next season through a series of deals negotiated by the individual teams with Ecclestone earlier this year.

According to the motorsport website Pitpass.com, the commercial revenues of the championship in 2011 were \$1.56 billion, of which \$501 million was from the sale of media rights. Running costs were \$357 million, leaving an ebitda of \$1.2 billion. Of this, the top 10 teams earned 47.5 per cent, or \$570 million. Ferrari, the championship's most powerful team, which has a preferential deal with Ecclestone, earned a further 2.5 per cent, or \$30.4 million, on top of its share of the \$570 million. A further \$19.2 million was paid to two other teams, HRT and Marussia, which finished outside the top 10.

The teams have long argued for a greater share of commercial revenues. In the past, they have threatened to create a rival series in order to put pressure on Ecclestone to pay them more. The threats never came to fruition.

In 2009, they created the Formula

One Teams' Association to negotiate the new Concorde Agreement en bloc. In 2011, Fota appointed the Creative Artists Agency affiliate Evolution Media Capital and corporate finance company DC Advisory Partners to "provide financial and media advisory services" ahead of the negotiations. However, late last year, three top teams – Ferrari, Red Bull and Sauber – quit Fota and negotiated new deals for eight years from 2013 directly with Ecclestone, with preferential terms compared to the smaller teams. Each of the smaller teams then agreed its own deal directly with Ecclestone.

Some insiders say that many teams still do not believe that they get a fair share of the championship's commercial revenues but agreed to the new terms in order to have financial certainty for the next eight years. ■

## FOOTBALL

# Pro League revamps to protect rights value

By Kevin McCullagh

Rights experts said this week that the Belgian Pro League, the country's top football league, had taken a big step in protecting the future value of its domestic media rights by agreeing a new collective selling agreement.

Threats of individual selling have come close to derailing the last two domestic rights negotiations. The league's 16 clubs this week committed to sell their rights collectively for the next two cycles, 2014-15 to 2016-17 and 2017-18 to 2019-20. "It is a major move for the Pro League. It was always easy for one club to say 'we will sell separately,'" one local expert said this week.

The league's domestic deals generate an average of about €57 million (\$77.4 million) per season in the current cycle, 2011-12 to 2013-14. The most recent rights sale was seriously delayed by a dispute between the clubs over the number of teams in the division, and relegation and promotion places. The

league's chief executive, Ludwig Sneyers said at the time that the league seemed to be "doing everything it could to destroy the value of the rights," (*TV Sports Markets* 15:11).

As well as agreeing to sell collectively for two cycles, the league has introduced changes to its decision-making process, including replacing the old board on which every club was represented – sometimes with two or three representatives – with a nine-man board, some of whom are independent and not representing any club. It also increased the majority required to approve major decisions such as media rights deals and structural changes from two-thirds to 80 per cent.

Challenges remain for the league, despite the revamped governance structure. In the dispute that marred the last domestic rights sale, the clubs divided into two camps. On one side were the 'big five' clubs of Anderlecht, Standard Liège, Club Brugge, Gent and Genk. On the other were the remaining 11 teams. Either group would be big enough to stop a majority voting in favour of a media rights deal or a structural change under the new governance structure.

Not all clubs were in favour of the new collective selling deal. At least one club voiced opposition to it, but all still signed up. Sneyers told *TV Sports Markets*: "Not everyone was happy [with the changes], but for the governance of the league it was important."

The league's new president, Ronny Verhelst, who was appointed in June, made the new collective selling agreement a condition of him taking up the role. Verhelst's experience means he is expected to play a key role in future rights deals. The league's recent rights sales processes have been run by Sneyers.

Verhelst was previously a top executive at Belgian pay-television broadcaster Telenet, and also worked at rival pay-television operator Belgacom. Both Telenet and Belgacom are Pro League rights-holders in the current cycle.

### Current deals

Broadcasters' fees for the live packages in the current deals rise in four per cent

increments each season. Pay-television broadcaster Telenet, which operates only in Belgium's Flemish-speaking region of Flanders, paid about €52 million in the first season for a set of rights including the top two live packages, covering three matches per week. It sublicensed the rights in Belgium's French-speaking region of Wallonia to pay-television broadcaster Voo. Telenet also acquired free-to-air highlights, which it sublicensed to public-service broadcaster RTBF in Wallonia and commercial broadcaster VTM in Flanders.

Telenet and Voo each acquired non-exclusive rights for the remaining package of live matches in the second and third seasons, with each paying €1 million in 2012-13. Belgacom, which operates in both Flanders and Wallonia, acquired the non-exclusive live rights too, but for the full three-year period, also paying €1 million in the first season.

Media rights revenues are currently split between Pro League clubs at the end of each season in four phases: one part of the revenue is split equally, a second part is split according to final league positions, a third part is split according to league placing in the last five seasons, and the fourth part is split according to the number of times clubs' matches were shown in the three main weekly live broadcast slots. ■

## RUGBY UNION

# Competition drives 2015 World Cup fees in France

By Kevin McCullagh

The International Rugby Board, rugby union's world governing body, is set to achieve a 38-per-cent increase in the fee in France for the 2015 Rugby World Cup compared to the last tournament. However, it failed to do a joint deal which covered the 2019 edition after disappointing offers from broadcasters.

Commercial broadcaster TF1 is thought to be close to a deal worth about €55 million (\$71 million) for the 2015 event, which will be hosted in England.

TF1 is understood to have paid about €35 million for the 2007 tournament in France and €40 million for the 2011 tournament in New Zealand. TF1 paid a relatively high price for the 2011 tournament, considering the time zone, as it did not know where the tournament was to be hosted at the time it acquired the rights.

The fee increase is understood to have been driven by competition from at least one other bidder. Public-service broadcaster France Télévisions was reported by French media to have bid for the property. The bids that were made are understood to have been very close in terms of value.

One French rights expert said this week that it was "incredible" that TF1 was prepared to pay such a big increase. The broadcaster has been trying to reduce its spending on sports rights and has forced down fees for a number of properties.

The rights to the event are sold by Rugby World Cup Limited, a wholly-owned subsidiary of the IRB. RWCL is advised on its global media rights sales by the IMG Media agency.

RWCL and IMG had also tendered the rights for the 2019 tournament. But broadcasters' offers were not considered strong enough.

RWCL has over the last decade sold two tournaments at once to leverage up the value of events held in weaker time zones using those held in stronger ones. The event alternates between a northern and southern hemisphere venue. The 2015 tournament is perfectly placed for French television audiences. In 2019, it will be in Japan, meaning matches at poor times for French audiences.

RWCL and IMG found this time that broadcasters had become more cautious in their economic outlooks, prompting the low bids for 2019. The rights were last sold in 2004, during a much more positive economic climate, when "you had that necessary ingredient of optimism," as one well-placed source put it this week.

RWCL could yet leverage the value of the French rights for 2019 using a World Cup in 2023 in a more favourable time zone. The process of appointing the 2023 host will begin in 2017. IMG's advisory deal for the Rugby World Cup runs until 2019.

## Bidding

The value of the rights for 2015 was driven up by the favourable time zone for the tournament, and the current popularity in France of national team rugby.

TF1 achieved strong audiences for its coverage of France national team matches at the 2011 World Cup in New Zealand, in which the team reached the final, despite unfavourable kick-off times due to the time difference. For the 2011 final, in which France lost to New Zealand, beginning at 10.45am in France, the broadcaster drew an audience of 15.4 million, an 82.3-per-cent share.

TF1 is expected to recoup some of its investment in the rights by sublicensing matches to other broadcasters. It earned €13 million from sublicensing rights for the 2011 tournament. It sold on 28 of the 47 matches in 2011 – 26 group-stage matches and two quarter-finals – to France Télévisions and pay-television broadcaster Canal Plus. French listed-events legislation dictates that the final and the semi-final must be shown on free-to-air television.

## Huge uplift

Media rights income for the 2015 Rugby World Cup is on course for a huge uplift compared to the 2011 event. The 2011 World Cup generated about €102 million in media rights fees. Deals for 2015 in the UK and France alone are together worth €129 million.

The key factor in the increase is the hosting of the 2015 event in England, one of the sport's biggest television markets, and a time zone advantageous for France, another of the sport's biggest markets. UK commercial broadcaster ITV is paying about £60 million (€74 million/\$97 million) for the rights for 2015, in a two-tournament deal that also covered 2011 and is worth £80 million in total.

Deals for the 2015 event have also been agreed in the US, Canada, the Middle East, Argentina, the rest of Latin America, Fiji and the Pacific Islands, and a Welsh-language rights deal in the UK. The outstanding territories expected to deliver significant rights fees are Ireland, Italy, New Zealand, Spain, Japan and the rest of Asia. ■



**SPORTS CLIPS:** News highlights from October 11 to October 24**TV RIGHTS 1****Football: Africa Cup of Nations, Premier League, Brazilian league and more**

- **Football:** French pay-television broadcaster Canal Plus acquired exclusive rights from the Sportfive agency for events run by the Confédération Africaine de Football, the African football confederation, in the 2012-13 to 2015-16 period. Canal Plus will pay €5.4m (\$7m) to show the 2013 and 2015 Africa Cup of Nations, with some of the coverage going on its free-to-air channel Direct 8. Canal Plus will also pay €3m for coverage of Caf's annual Champions League, Confederation Cup and Super Cup tournaments, and the 2014 and 2016 African Nations Championship.
- **Football:** Polish pay-television operator Polsat acquired rights for Poland national team matches in a deal with the Sportfive agency. The deal, which started immediately, will run until the 2014 Fifa World Cup. The agreement covers 21 matches, including qualifying games for the World Cup and friendlies. Polsat will exploit the rights on its pay-television channel Polsat Sport and online.
- **Football:** Bell struck a deal with the Canadian Soccer Association that will allow the telco's Bell Mobile TV service to show all Canada national team qualifiers for the 2014 Fifa World Cup live. The deal was part of a broader commercial partnership between Bell and the national governing body.
- **Football:** Australian public-service broadcaster SBS acquired delayed rights to the national team's away World Cup qualifying match against Iraq on October 17. SBS acquired the rights through a sublicensing deal with the local rights-holder, Fox Sports, and showed the match on a one-hour delay.
- **Football:** Islamic Republic of Iran Broadcasting, the country's public-service broadcaster, acquired live rights for the 2014 Fifa World Cup qualifying match between Iran and South Korea on October 16 in a deal with the World Sport Group agency.
- **Football:** Moldovan commercial broadcaster Prime acquired rights for the Uefa Champions League, from 2012-13 to 2014-15. One live match each match night will be shown on the Canal3 channel, while the semi-finals and final will be broadcast on the Prime channel. The Team Marketing agency brokered the deal.
- **Football:** Disney-owned sports broadcaster ESPN and News Corporation's Fox jointly acquired the English Premier League rights in Brazil for the next three seasons for about \$15m (€12m) per season (page 1).
- **Football:** Brazilian media group Globo extended its rights for the Campeonato Série A, the top Brazilian league, for three seasons, until the end of the 2018 season (page 2).
- **Football:** Indian online video service iStream acquired exclusive internet rights for the Campeonato Série A, the top Brazilian league, in a deal with the Total Sports Asia agency. The deal runs for three years, beginning with the 2012 season, which is already underway. iStream will show live, on-demand and highlights coverage of league matches, as well as magazine shows. The deal included rights to the Campeonato Paulista, the São Paulo state championship.
- **Football:** The Brazil-based Traffic Sports agency sold rights for the 2015 Copa América in the US, Spain, Italy and Asia excluding Japan. The agency also acquired the global rights excluding Brazil to the Copa do Brasil, the Brazilian cup, in an eight-year deal, from 2015 to 2022 (page 2).
- **Football:** Korean pay-television channel MBC Sports Plus acquired rights for the English League Cup and Championship from the MP & Silva agency (page 4).
- **Football:** Sports broadcaster Eurosport acquired pan-European rights for the Chinese Super League from the World Sport Group agency. The deal covers exclusive live television and internet streaming rights for the remainder of the 2012 season and the 2013 and 2014 seasons. The deal includes sublicensing rights for Eurosport's 59 European territories. Coverage will be on the Eurosport 2 channel.
- **Football:** Pan-Asian sports broadcaster ESPN Star Sports acquired live rights for the Russian Premier League in a three-year deal, from 2012-13 to 2014-15, brokered by the IMG Media agency.
- **Football:** Mobile phone operator Bakcell agreed a three-year deal, from 2012-13 to 2014-15, with Manchester United to become the English Premier League club's broadcast and telecommunications partner in Azerbaijan. Bakcell has acquired rights for the club channel, MUTV, and will provide club-branded mobile phone packages with match highlights.

**SINCE LAST TIME**

- Media conglomerate News Corporation's hopes of acquiring Australian media investment company Consolidated Media Holdings were boosted after the Australian Competition and Consumer Commission, the country's competition watchdog, blocked the Seven network from submitting a rival bid. Seven owns 24 per cent of Consolidated, which has a 25-per-cent stake in Australia's dominant pay-television operator Foxtel and a 50-per-cent stake in pay-television broadcaster Fox Sports Australia. Consolidated's board is expected to approve the News Corp takeover on October 31.
- The National Rugby League, Australia's top rugby league competition, secured its first rights fee instalment of A\$30m (€23.8m/\$30.7m) under the terms of a new domestic broadcast deal with Nine after a deal was struck to restructure the commercial television network's debts. The league said that A\$8 million of the instalment would be distributed immediately

**SPORTS CLIPS:** News highlights from October 11 to October 24**TV RIGHTS 2****Athletics, badminton, baseball, basketball, boxing, cricket and ice hockey**

- **Athletics:** Chinese state broadcaster CCTV acquired rights for International Association of Athletics Federations events, including the athletics World Championships, in a six-year deal from 2014 to 2019 with the Dentsu agency. The deal includes three editions of the World Championships, including the 2015 event in Beijing, plus World Athletics Series events including the World Indoor Championships, the Continental Cup, the World Junior Championships, the World Youth Championships, the World Cross Country Championships and the World Relays.
- **Badminton:** The IEC in Sports agency was appointed by the Chinese Badminton Association, the sport's governing body in the country, to coordinate host broadcasting and distribute the national and international media rights for the association's Super League competition. The deal was described as a "long-term" agreement, but the duration was not disclosed.
- **Baseball:** Korean cable channel JoongAng Tongyang Broadcasting Company acquired the rights to the 2013 World Baseball Classic in a deal with the MP & Silva agency worth about \$8m (€6.2m) (page 3).
- **Basketball:** US sports broadcaster ESPN renewed its deal with the International Basketball Federation (Fiba) for three years, from 2013 to 2015. The renewal includes multi-platform rights to six major events during the period: the 2013 and 2015 Americas Championships, the 2013 and 2015 EuroBasket tournaments, the 2014 Basketball World Cup and the 2014 World Championship for Women. ESPN will provide English- and Spanish-language coverage of more than 400 games across the six tournaments.
- **Basketball:** UK pay-television broadcaster BSkyB renewed its rights deal for the British Basketball League. The one-year agreement will run until the end of the 2012-13 season and includes live games and a two-hour weekly highlights show. The coverage will continue to be produced by production company Televideo.
- **Basketball:** The clubs in the top Greek league, the A1 League, agreed deals with state broadcaster ERT for the 2012-13 season. The clubs will earn about €3.6m (\$4.7m), compared to the €4.5m they earned last season. ERT agreed two separate deals. The first, for the two top clubs, Olympiakos and Panathinaikos, is worth about €2m. The deal was brokered by the Taf Sports agency. In the last issue of *TV Sports Markets* it was erroneously reported that the Asset Ogilvy agency brokered the deal. The second deal, with the other 12 league clubs, was for €1.3m in cash, plus airtime worth about €300,000.
- **Boxing:** The International Amateur Boxing Association appointed distributor Fighting Spirit as its rights distribution partner for the World Series of Boxing, ahead of the 2012-13 season which begins next month.
- **Cricket:** The Bangladesh Cricket Board, the sport's national governing body, sold its worldwide media rights for the country's national team series against West Indies to satellite-television broadcaster Virgo Media, which operates Bangladeshi pay-television channel Channel 9. The rights fee was \$50,000 (€39,000) for two Test matches, five One-Day Internationals and a Twenty20 international. Channel 9 will produce the coverage.
- **Ice Hockey:** Pay-television sports broadcaster ESPN acquired exclusive rights in Europe, the Middle East and Africa for the American Hockey League, a feeder league for the National Hockey League, for the 2012-13 season. Up to 90 games from the AHL will be shown live or delayed on the ESPN America channel, including the Calder Cup play-offs and finals, which take place from April to June next year, and the AHL All-Star Classic in January.

to the NRL's 16 clubs by the Australian Rugby League Commission, which brokered the five-year rights deal with Nine, from 2013 to 2017.

- BSkyB put on hold plans to send a production and commentary crew to cover the England national cricket team's upcoming series against India after the Board of Control for Cricket in India made an unexpected demand for fees from the UK pay-television broadcaster. The board wants to charge Sky more than £500,000 (€617,000/\$866,000) for stadium commentary facilities in India.

**FOOTBALL**

- Francis Tellier, the chief executive of Host Broadcast Services, the host broadcaster of the Fifa World Cup, said that his company's production costs for the 2014 tournament would increase by 40 per cent in comparison with the 2010 tournament in South Africa if the same level of 3D coverage is provided. Tellier said production costs for the 2014 tournament would increase from €100m (\$129m) to €140m if 25 games are produced once again in 3D, due to the lengthy travelling distances between Brazil's host cities.
- CCTV-IMG, the IMG agency's joint venture in China with the country's state broadcaster, CCTV, agreed a 10-year deal, from 2012 to 2021, to manage, market and develop the Chinese Football Association Super League, the nation's top football league.
- The Nigeria Football Federation is investigating the top-tier Nigeria Premier League over allegations by external auditors of financial irregularities in the way the league handled broadcast rights revenues. The federation was ordered to investigate the league by the country's sports ministry.

## SPORTS CLIPS: News highlights from October 11 to October 24

### TV RIGHTS 3

## MMA, motorsport, Olympics, rugby union, skiing and US college sport

- **Mixed Martial Arts:** Indian media company Sony acquired exclusive rights for the Legend Fighting Championship, the Hong Kong-based mixed martial arts series, in a one-year deal for the 2012-13 season. Sony will broadcast coverage of the series in 21 Asian territories on its AXN channel.
- **Motorsport:** Pan-Asian broadcaster ESPN Star Sports and the Eurosport Asia-Pacific pay-television channel acquired rights for the 2013 Asian Le Mans Series of endurance events. The broadcasters agreed the one-year deals with S2M, the series' promoter. ESPN Star Sports will broadcast highlights of all six races across television, internet and mobile platforms in 24 territories. The deal includes video-on-demand rights. Eurosport Asia-Pacific will broadcast highlights after each event in 17 territories and is considering showing some races live or on a delayed basis.
- **Motorsport:** The Fox Sports division of US network Fox renewed its deal with the Automobile Racing Club of America for the rights to the Arca series in a multi-year agreement beginning in 2013. Fox will continue to broadcast the series on its cable-television network Speed.
- **Motorsport:** US media group NBCUniversal struck a four-year deal, from 2013 to 2016, for the exclusive US media rights for the Formula One series. As well as coverage on NBC's main channel and the NBC Sports Network cable-television channel, all 20 races will be shown live online via the NBC Sports Live Extra service (page 5).
- **Motorsport:** The Fox Sports division of US network Fox sealed an eight-year rights extension, from 2015 to 2022, for coverage of the Nascar series. Fox will continue to show the Daytona 500 race and 12 other races from the top-tier Sprint Cup competition every year, as well as the Sprint All-Star Race, Daytona Shootout, Duel at Daytona and the Camping World Truck series. The deal includes digital rights. Fox will pay \$2.4bn (€1.86bn) over eight years, or \$300m per year.
- **Olympic Games:** The Sportfive agency struck rights deals on behalf of the International Olympic Committee in the Czech Republic and Slovakia for the 2014 winter Olympics and the 2016 summer Olympics. In the Czech Republic, public-service broadcaster Czech TV acquired free-to-air rights for both events, including online rights for most disciplines at the 2014 Olympics and online rights for all disciplines at the 2016 Olympics. Commercial and pay-television broadcaster Nova acquired rights for both Olympics. In Slovakia, public-service broadcaster RTVS was awarded free-to-air rights for both events, while commercial broadcaster Markiza acquired pay-per-view, video-on-demand and online rights for both Olympics.
- **Rugby Union:** Commercial broadcaster Network Ten acquired domestic rights for the Australia national team Test matches for three years, from 2013 to 2015. The rights include live coverage of all Tests in the southern hemisphere, some internationals on European tours and a weekly highlights show covering club competition Super Rugby. The deal is worth A\$2.5m (€2m/\$2.58m) per year. Ten sublicensed the rights from pay-television broadcaster Fox Sports, after rival commercial broadcaster Nine cancelled its five-year sublicensing deal with Fox three years early due to scheduling conflicts.
- **Rugby Union:** French commercial broadcaster TF1 acquired rights for the 2015 Rugby World Cup in a deal with rights-holder Rugby World Cup Limited. The deal was brokered by the IMG Media agency (page 8).
- **Skiing:** Swedish commercial and pay-television broadcaster TV4 acquired rights from the IEC in Sports agency for the Ski Classics series of long-distance skiing championships in a two-year deal, from 2012-13 to 2013-14. TV4's main terrestrial channel will show live coverage of the final hour of five of the six races per year.
- **US College Sport:** US regional sports network Fox Sports Midwest agreed a deal with the St Louis University to show 10 matches involving the men's basketball team this season.
- **US College Sport:** IMG's college sport division, IMG College, renewed its multimedia rights deal with the Ohio Valley Conference for a further five years, effective immediately. IMG College manages the OVC's advertising and sponsorship inventory.

- The Portuguese football league has made a complaint to the country's competition authority regarding the Olivedesportos agency, which holds the league's media rights. Mário Figueiredo, the league president, hopes to centralise the league's rights by the 2013-14 season.

### TV INTERNATIONAL

- Major League Baseball franchise the New York Yankees are searching for an investor to buy out their co-owners the Yes Network, the regional cable-television channel. Yankees executives met Fox representatives earlier this month to discuss the possibility of the US network investing in Yes, according to the *New York Times* newspaper.
- German public-service broadcasters ARD and ZDF agreed a deal to cover the country's top ice hockey, handball and basketball leagues on Sundays. Under the agreement with the Deutsche Eishockey-Liga, the Handball Bundesliga and the Basketball Bundesliga – the top divisions of ice hockey, handball and basketball in Germany – highlights of one big game per week from at least one of the competitions will be shown as part of ZDF's Sportreportage and ARD's Sportschau magazine programmes.

## SPORTS CLIPS: News highlights from October 11 to October 24

- Ukrainian satellite-television broadcaster Xtra TV launched a new sports package. The Sport Plus package will include a number of sports channels, including NTV Plus Basketball and NTV Plus Tennis. The package will be available as an add-on for customers who subscribe to Xtra's existing sports package, Sport.
- Barney Francis, the managing director of UK pay-television broadcaster BSkyB, said the broadcaster would have to "tighten our belts" on other sports as a result of the big increase in its rights fee for live coverage of the English Premier League from the start of next season.
- Omnisport, the live-streaming sports portal operated by digital media company Perform, launched locally-focused sports news services for the UK, Italy, France, Germany, Spain, Australia, Brazil and Spanish-speaking Latin America. The service delivers about 25 video news stories per day in each market's language.
- Pan-Asian sports broadcaster ESPN Star Sports secured carriage deals in the Philippines and Indonesia for its specialist cricket channel, Star Cricket. The channel will be carried by cable television operator Sky Cable in the Philippines and by pay-television and broadband provider First Media in Indonesia. Star Cricket holds a strong portfolio of international cricket rights including International Cricket Council events, international and domestic cricket from India, Australia and England, the Champions League Twenty20 club tournament, and the new domestic leagues in Sri Lanka and Bangladesh. In addition to the new markets of the Philippines and Sri Lanka, Star Cricket is also available in South East Asian markets Singapore, Hong Kong, Papua New Guinea and the Maldives.
- English football's Premier League issued an invitation to tender for its next cycle of live audiovisual rights in Asia and Australasia. The rights on offer cover three seasons, from 2013-14 to 2015-16.

### ALSO SINCE LAST TIME

- The European Handball Federation, the governing body for the sport in Europe, will stream a number of qualifying matches for the men's Euro 2014 competition live online. Games from the first two rounds of qualifying will be shown live on the EHFTV website from October 31 to November 4. The project could be expanded to show more qualifying games next year.
- Brazilian media group Globo sold out its sponsorship inventory for its coverage of the 2013 Formula One motor-racing championship. According to the Meioemensagem news website, Globo renewed deals with payments company Mastercard, energy company Petrobras, car manufacturer Renault, the Santander bank, Nova Schin beer and telecommunications company TIM. All of the companies also sponsored Globo's Formula One coverage in the 2011 and 2012 seasons.
- IMG Worldwide acquired a 75-per-cent stake in Danish sports data provider Enetpulse. IMG will rename the company IMG Data. The current Enetpulse owners will retain a 25-per-cent stake.
- Online betting company Bwin signed up to sponsor the Qualifiers 2014 digital streaming platform that was launched by the Sportfive agency in September. Qualifiers 2014 provides live and highlights video coverage of European qualifying matches for the 2014 Fifa World Cup online and via mobile applications and internet-connected televisions.

### TV RIGHTS NEGOTIATIONS

- Tennis Australia, the sport's governing body in the country, is expected to put out to tender its next cycle of free-to-air domestic rights for the Australian Open tournament, according to *The Australian* newspaper. Tennis Australia is expected to open up the bidding for the rights from 2015 even though incumbent rights-holder Seven network would have the right, under its current deal, to make the final bid.

### INDUSTRY MOVES

- Jeroen Oerlemans left his role as vice-president of television channels at sports broadcaster ESPN's Europe, Middle East and Africa division. • UK telco BT appointed Simon Green, chief executive of pay-television boxing channel BoxNation, as the head of its new UK sports channel. Green will report to BT Vision chief executive Marc Watson.

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