

UEFA DEALS 1

Full steam ahead for Team and CAA Eleven as Uefa strategy takes shape

By Frank Dunne

Uefa took important steps forward on two fronts in its commercial rights strategy this week. The contract of the Team Marketing agency, which sells the rights to Uefa's club competitions, was renewed. And the CAA Eleven agency, which will sell the rights for European football federations, made some key appointments and held its first board meeting to map out its sales strategy.

Uefa renewed Team's contract for three years, from 2015-16 to 2017-18, with a further three-year option dependent on performance. The deal will extend Team's relationship with European football's governing body to nearly 30 years. Team has sold the commercial rights to the Champions League since it helped Uefa create the competition in 1992 from the European Cup. It has sold the rights to the Europa League since they were centralised by Uefa in 2009. The contract, which also covers the European Super Cup, is thought to include expanded rights to

delayed matches and archive content which Uefa had taken in-house when the current three-year contract was signed.

On Wednesday, CAA Eleven had its first board meeting. David Taylor, the chief executive of Uefa's commercial arm, Uefa Events, and Marios Lefkaritis, honorary president of the Cypriot federation, were both present. Their appointment to the CAA Eleven board, which took place at the same time as the appointment of Taylor and Uefa exco member Michael van Praag to the board of Team, was exclusively revealed by *TV Sports Markets* in October (*TV Sports Markets* 16:18).

By next week, CAA Eleven will have 20 full time staff, 12 of whom will be moving across from Uefa Events. These include Jean-Christophe Petit, who will head up a media-rights sales division of 10. Alan Ridley and Davin Shepherd will join from Uefa Events to become head and deputy head respectively of

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TV ASIA

ESS moves away from exclusivity

By Dan Horlock

The carriage deals agreed this week in Singapore between pan-Asian sports broadcaster ESPN Star Sports and the StarHub and SingTel pay-television platforms reflect a major change in strategy by ESS away from signing exclusive distribution agreements.

The shift in strategy follows the buyout earlier this year by News Corporation of the 50-per-cent stake in ESS owned by

US media group Disney (*TV Sports Markets* 16:7).

ESS agreed a new deal with StarHub, and renewed its carriage deal with SingTel. It is understood that the new four-year deals, starting from this month and running until December 2015, are worth a combined total of about \$27 million (€21 million) per year,

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FASTRACK

NEWS IN BRIEF

One-year NBA deal as ESPN studies its numerous UK options

The US National Basketball Association's one-year extension of its rights deal with UK pay-television broadcaster ESPN this week was agreed at around the same fee level as the previous agreement.

ESPN is paying a fee close to the £500,000 (€617,000/\$806,000) per year it paid in its previous deal, which was initially for two years, 2009-10 and 2010-11, and was extended to cover 2011-12. The fee has been discounted to reflect the fact the deal is starting late – five weeks into the season – after sales negotiations overran.

The NBA is not a major ratings driver in the UK, and ESPN's rival pay-television operator BSkyB is not thought to have made a strong bid for the rights, although it did have talks with the league.

The rights mirror the previous ESPN deal, which included live coverage of regular season, play-offs and all finals matches. The content is attractive to ESPN for several reasons. It is relatively strong content for late night UK time slots. Production costs are low as the broadcaster takes the programming directly from its US sister channels' NBA coverage. ESPN is also understood to put a high value on the league's live Christmas Day matches, which traditionally feature contests between the league's top teams.

The one-year duration of the deal reflects ESPN's uncertain future in the UK. The broadcaster is in talks about its future with its rights-holders, and rivals Sky and BT Vision. BT is entering the sports pay-television market next summer with the launch of two new channels.

A source close to the talks, which began during the summer, said this week that the broadcaster's future in the UK was still unclear, although its options are narrowing. "There are still 25 options on the table – whereas in the summer there were 50," the source said.

The options are understood to

include a sale of the flagship channel to either Sky or BT, so that it would become Sky's seventh sports channel, or BT's third. This would leave ESPN with two UK channels – its US sports channel ESPN America and its archive sports channel ESPN Classic. ■

One final hurdle for BBC IAAF deal

UK public-service broadcaster the BBC is understood to be poised to pay between £2 million (€2.5 million/\$3.2 million) and £2.5 million for the rights for the athletics World Championships in 2013 in a sublicensing deal with commercial broadcaster Channel 4.

The deal is not yet complete as Channel 4 is waiting to first complete another deal – for the rights for the 2016 Paralympic Games in Rio de Janeiro – before it finally decides to sell on the athletics rights. The commercial broadcaster has moved ahead of the BBC to become favourite to get the Paralympics rights, which are expected to be awarded next week.

Channel 4 paid about £5 million for the 2011 and 2013 athletics World Championships in a deal with the IEC in Sports agency, which was selling on behalf of the International Association of Athletics Federations. The broadcaster's desire to offload the rights has been encouraged by the fact it is losing them in the next cycle anyway, and by criticism of its coverage of the 2011 event, during which its lead presenter was replaced following poor performances.

The BBC has got the rights for the next two editions of the championships, in 2014 and 2017, via a European Broadcasting Union deal with the IAAF (*TV Sports Markets* 15:22).

Any sublicensing deal for the athletics World Championships between Channel 4 and the BBC will have to be signed off by the IAAF and the IEC in Sports agency, as the rights-holders.

Channel 4 paid between £8 million and £9 million for the 2012 Paralympics rights. The coverage was a major success

for the broadcaster, with large audiences tuning in on the back of the huge local interest in Olympic sports generated by London 2012, and strong performances by UK athletes. The fee for 2016 will be a lot lower than 2012 due to the fact the next event is in Rio de Janeiro, Brazil, as opposed to the UK.

The rights for the Paralympics are being sold by the International Paralympic Committee. ■

Digital 'critical' to FFA's big increase

The increased value of digital rights – for mobile and internet – was critical to the 115-per-cent increase the Football Federation Australia achieved in the domestic media rights deal it agreed last month, according to Kyle Patterson, the federation's head of corporate affairs.

Patterson this week told *TV Sports Markets*: "Digital was absolutely critical in the equation. For various technical and market reasons, the national team and the A-League were not available live on digital platforms over the past seven years. The rights were warehoused while the game developed a commercial profile. In the next four years, we will have live and highlights vision on platforms delivered by Fox Sports, SBS and FFA's own channels. We forecast a massive increase in digital audiences, which fits perfectly with our young demographic."

In the new deals, digital rights were included in the pay-television and free-to-air rights deals the federation signed with pay-television broadcaster Fox Sports and public-service broadcaster SBS.

In the current deal, the federation's live rights are shown exclusively on Fox Sports. Patterson said that adding a free-to-air broadcaster "created the opportunity to achieve unprecedented reach and add multiple digital platforms."

The new deals are for four years, from 2013-14 to 2016-17, and are worth a combined A\$160 million (€129 million/\$167 million) (*TV Sports Markets* 16:21). ■

UEFA DEALS 1

Team signs six-year renewal after big fee increases

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sponsorship sales. Team Marketing's former director of business affairs, Andrew Guy, has joined the agency in a senior legal and business affairs role. It is understood that Guy was personally recommended by Uefa. CAA Eleven was set up by former Lagardère Unlimited executives Stéphane Schindler and Olivier Guiguet in a joint venture with the Creative Artists Agency specifically to bid for the qualifiers contract.

Teamwork

Team Marketing helped Uefa to secure substantial increases in the value of the global media rights to both the Champions League and the Europa League compared to the last three-year cycle (see panel).

The agency had a clause in its deal covering the 2012-13 to 2014-15 sales cycle by which renewal for the following three years would have been triggered automatically when it hit a certain sales target. It had surpassed that target by April, several months before completing its sales. Negotiations since then have centred on the target level required to trigger the 2018-21 contract. It is also thought that Uefa sought, and received, a commitment from Team that it will not take on other business outside the Uefa rights.

The new three-year deal and the renewal option were linked. One rights expert said that in order to negotiate with broadcasters from a position of strength in any given cycle it was essential for Team to be able to go into negotiations knowing that it would be selling the rights in the following cycle too. It has always operated this way. It is thought that Uefa's deal with CAA Eleven has a similar structure.

Renewal discussions with Uefa were complicated by the fact that three of the agency's top executives – Simon Thomas, Patrick Murphy, and David

Team delivers big increases for Uefa across the globe

The value of the media rights for Uefa's Champions League and Europa League in the 2012-13 to 2014-15 cycle has increased by 28 per cent on the last three-year cycle, from about €860 million per season to €1.1 billion per season.

In Europe's top five markets – Germany, the UK, Italy, France and Spain – the value of the Champions League rights increased by 32 per cent, from about €500 million per season for the previous three seasons, from 2009-10 to 2011-12, to nearly €660 million per season. In the same markets, the Europa League enjoyed an increase of nine per cent, from about €94 million per season to nearly €103 million per season.

Outside Europe, the rights for both competitions are generally sold together. In the Americas, there was a 145-per-cent increase, from \$35 million per season to \$86 million per season (see table). In Asia, the rights increased by 34 per cent, from \$64 million per season to \$86 million per season (see separate story). This percentage increase was close to that of the deal in the Middle East, whose value rose from \$64 million per season to \$85 million per season.

The smallest growth was recorded in Oceania, at 28 per cent. Rights fees increased from \$4.3 million per season to \$5.5 million per season.

Uefa Champions League and Europa League fees, ex-Europe

Territory	2012-13 to 2014-15	2009-10 to 2011-12	Percentage increase
	Fee per year (\$m)	Fee per year (\$m)	
Americas	86	35	145
Asia	86	64	34
Middle East and North Africa	85	64	33
Oceania	5.5	4.3	28

Source: TV Sports Markets

Tyler – left the company in May, and were followed by a fourth – Guy – who left in September and has since joined CAA Eleven.

In the new company structure, alongside Van Praag and Taylor, Bernhard Burgener will continue to serve as chairman of the board and Martin Wagner as delegate of the board. The appointments are expected to give Uefa an even greater level of involvement in the management of the company than it enjoyed when it held a 20-per-cent stake in Team. It sold the stake in 2010.

Changes to the format of either the Champions League or Europa League from 2015, which are under review at Uefa, are not thought likely to have any material impact on the contract. Since Team began working with Uefa, European club competitions have been subject to constant change. Such changes have always been dealt with by the inclusion of a good faith renegotiation clause with the back-up of arbitration where an agreement can't be found.

CAA priorities

A further 10 staff are likely to be recruited by CAA Eleven before Christmas. The agency is expected to have recruited about 50 people by the time it hits the peak of its sales activity.

The first invitation to tender for the rights to the qualifier matches of European federations and Euro 2016 will be sent out in Europe early next year. In the meantime, the agency is understood to be holding meetings with individual broadcasters to explain the benefits of Uefa's new 'Week of Football,' the revamped qualifiers calendar.

It is understood that initial talks are focused less on rights fees and more on identifying possible long-term broadcast partners who are committed to the wider promotion of the European Qualifiers property and to improving the quality and consistency of host production, to reach the kind of levels which Uefa provides broadcasters for the Champions League. ■

UEFA DEALS 2

Vietnam deal closes positive Asian sales cycle

By Dan Horlock

A deal in Vietnam for the Champions League and Europa League brings to a close Uefa's rights sales process in Asia for the three-year cycle 2012-13 to 2014-15. The value of the rights in the region is up by nearly 35 per cent on the last three-year cycle, 2009-10 to 2011-12.

State broadcaster VTV and satellite pay-television operator VSTV renewed their rights in deals worth a combined \$1 million (€770,000) per season, up over 50 per cent from the combined \$650,000 per season in the previous deal. VSTV is a joint venture between state broadcaster VTV, which holds a 51-per-cent stake, and Vivendi's pay-television operator Canal Plus, which holds 49 per cent.

Both broadcasters will continue to show one live game per match night from each competition. It is understood that the deal value represents an 80:20 split in favour of the Champions League over the Europa League.

This brings Uefa's total in the region to just under \$86 million per season for the current cycle, up nearly 35 per cent on the \$64 million it achieved in the previous cycle (see table). There was no previous deal in Myanmar as the government had blacklisted the tournaments, with coverage unavailable in the territory (*TV Sports Markets* 15:10).

Vietnam was the last Asian market in which Uefa agreed a deal. It has proved an increasingly difficult market for rights holders to negotiate. Last year, growing dissension among Vietnamese broadcasters about rising costs for content rights led to the creation of a pool of broadcasters headed by VTV to negotiate with foreign content providers. This has limited local competition and slowed rights fee growth. It is thought to include all of the country's pay-television

Territory	2012-13 to 2014-15		2009-10 to 2011-12		Percentage Increase/Decrease
	Buyer	Fee per year (\$m)	Buyer	Fee per year (\$m)	
Japan	Sky Perfect	23	Sky Perfect	21	10
Hong Kong	i-Cable	17	i-Cable	14	21
Malaysia	Astro	11	Astro	5	120
Indian subcontinent	Taj	7	Taj	1.5	367
China	CCTV, Great Sports Media, Sina and QQ	6.5	CCTV, XF Media and Sina	3	117
Thailand/Laos/Cambodia	TrueVisions	5.5	Channel 3, Channel 7 and CTN	1	450
Indonesia	Elang Mahkota Teknologi	5	Media Nusantara Citra	1.5	233
Singapore	SingTel	4.5	SingTel	13	-65
Korea	Spo TV	3.5	CJ Media	3	17
Myanmar	S Media	1	n/a	n/a	n/a
Vietnam	VTV and VSTV	1	VTV and VSTV	0.65	54
Chinese Taipei	Elta	0.3	Elta	0.15	100
Philippines	ABS-CBN	0.25	ABS-CBN	0.15	67
Mongolia	Channel 1	0.25	Channel 1	0.1	150
Macau	TDM	0.1	TDM	0.05	100
Total		85.9		64.1	34

Source: *TV Sports Markets*

broadcasters (*TV Sports Markets* 16:1).

The creation of the cartel, with VTV as its head, was prompted by the Sportfive agency's handling of the Euro 2012 media rights sales, local sources said. The agency approached the market with a reserve price of \$7 million, more than three times the previous tournament fee.

The agency's bullish approach was based on an expanding pay-television market. It eventually settled at a fee of about \$3.5 million, an increase of at least 75 per cent on the Euro 2008 agreement, in which VTV paid between \$1.8 million and \$2 million.

Thailand boom

The booming Thai media market was responsible for the biggest rights fee growth at 450 per cent. Thailand currently has the region's most competitive media landscape. Pay-television broadcaster TrueVisions fought off strong competition from pay-television broadcaster the RS Group for the rights (*TV Sports Markets* 15:14).

There were also notable rises in Indonesia and the Indian subcontinent.

Japan continues to be Uefa's most lucrative Asian market in terms of rights fee but future growth in the territory will be a challenge. Japan was the market with the smallest amount of growth, at 10 per cent. There is now little competition for the rights in a market which has become increasingly collusive.

The most notable drop was in Singapore, down 65 per cent from \$13 million per season to \$4.5 million per season. Singapore was previously Uefa's third-most valuable market but is now its eighth-most valuable.

The fall in value was due to a change in strategy by pay-television operator StarHub, which has all but pulled out of the rights market, and cross-carriage regulation which the government introduced to cool the market down (see separate story). However, with StarHub understood to be considering acquiring the rights for \$4.5 million per season, the same fee that rival pay-television platform SingTel paid, Uefa could reduce its loss. Such a deal would make Singapore the fourth-most valuable market for the rights. ■

TV ASIA

ESS looks for wider reach from non-exclusive deals

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rising to \$30 million per year in the final year of the agreement. SingTel's exclusive three-year deal, from 2010 to 2013, was worth about the same. This deal, which was due to expire in June next year, was superseded by the new four-year deal.

News Corp – whose television business is to be rebranded Fox Group – plans to combine top quality sport and the entertainment channels distributed by its syndication arm, Fox International Channels, to create a wider relationship with both platforms and advertisers (*TV Sports Markets* 16:11).

ESS managing director Peter Hutton told *TV Sports Markets* this week: “Doing non-exclusive deals is something that is being implemented by the new [ESS] management. The strategy is similar to how Fox does its entertainment deals in the region.”

He said that in Singapore the company “faced the worrying prospect of losing money in what is a very difficult market, but the total income remains secure and we have the potential to further grow the business through advertising revenue.”

Channel syndication businesses have to weigh up whether it is better to seek the premium from an exclusive deal or the cumulative revenues from carriage fees and advertising from the wider reach of non-exclusive deals.

“In both Malaysia and Singapore, we see an advantage in both ad sales revenue and in our ability to acquire content that reaches the widest possible audience, while cooperating with both platforms,” Hutton said.

In Malaysia, in another move away from the exclusive strategy, ESS launched the football-dedicated pay-television channel Fox Football Channel in October on telecommunications

Baseball club rights key to Japan launch

ESS will launch a new sports channel in Japan in February 2013, which is expected to be primarily driven by baseball, one of the country's most popular sports. The channel will be launched under the Fox brand.

It is understood that Fox Sports Japan has been acquiring the rights to local baseball teams which sell their rights on an individual basis. There are 12 Japanese baseball teams which play in the Nippon Professional Baseball league, the top-tier league of Japanese baseball. The season starts in March and ends in October.

The acquisitions and prospective positioning of the channel ties in with ESS's approach of adopting a more local content strategy than the joint venture did previously, with more local windows within the pan-regional feed.

Fox Sports Japan is also thought to be interested in bidding for the rights to the English Premier League, though not on an exclusive basis. The rights for the league were acquired last month by the IMG Media agency for three seasons, from 2013-14 to 2015-16, in a deal worth \$16.7 million (€12.8 million) per season (*TV Sports Markets* 16:21). ■

company Telekom Malaysia's IPTV service HyppTV. ESS launched a new football-specific channel on the platform so as not to undermine an exclusive channel deal with rival pay-television broadcaster Astro. Astro has a deal for the six ESS pan-regional channels. Football is by far the most popular sport in Malaysia.

StarHub and SingTel will both carry ESS's channels – ESPN, Star Sports, ESPN HD, ESPNEWS, Star Cricket, Star Cricket HD. The channels will go live on the Starhub platform on December 14. The price of StarHub's Sports Group package will increase by over 50 per cent, from the current \$12.84 per month to \$19.26 per month on January 15.

Carriage deals in Hong Kong and Thailand are also up for renewal soon and the company may look to do further non-exclusive deals in these territories.

StarHub back

Hutton believes that the carriage deal could reignite StarHub's fading interest in bidding for top sports rights. After having discovered that it could survive without expensive sports rights, StarHub all but pulled out of acquiring premium rights, leaving the field clear for rival pay-television platform SingTel (*TV Sports Markets* 16:21).

Combined with the cross-carriage

regulation introduced by the government in March 2010 to cool rights-fee inflation, StarHub's policy has had a dampening effect on a market that had been one of the motors of the Asian rights boom.

“We faced the prospect of losing money in a very difficult market”

Peter Hutton, ESS

Having acquired a “backbone” of ESS content, StarHub could now be about to re-enter the market, according to Hutton. “They are looking at a number of potential sports and entertainment properties,” he said.

He added: “StarHub is still the market leader in Singapore, though its advantage is shrinking with SingTel's growing sports audience. StarHub is investing heavily in local sport, while SingTel has invested in premium international content. We see ourselves as supportive to both initiatives.”

It is thought that Uefa Champions League football is StarHub's primary international target. Due to the cross-carriage regulation, the rights would be available for \$4.5 million per season, the same fee that rival pay-television platform SingTel paid. ■

PREMIER LEAGUE

Skynet pays high price to maintain dominant position

By Dan Horlock

The acquisition late last month by Myanmar pay-television broadcaster Skynet of exclusive English Premier League rights raised eyebrows because of the vast percentage increase in the value of the rights. But the deal was of huge strategic importance to the broadcaster: it has given it an almost unassailable position as Myanmar's dominant sports broadcaster at the expense of its main rival, the media company Forever Group.

Competition between the two companies was the main driver of the value but the scale of the increase also owes a lot to the gradual opening up of the economy by the Myanmar government to foreign trade.

Skynet, which is owned by state-owned broadcaster S Media, paid about \$15 million (€12 million) per season for the rights for three years, from 2013-14 to 2015-16. This is the same value as the league's deal in the bigger and usually far more valuable South Korean market (*TV Sports Markets* 16:21).

One local expert said that the Premier League was "unique" and that no other league or competition could generate such an increase. "The popularity of the league really is testament to the quality of the product. Myanmar cannot be counted as a colonial throwback like other parts of Asia because it has been alone for so long." Many other South East Asian markets are former British colonies, which partly explains the fascination with English football in the region.

Skynet fought off strong competition for the rights from Forever, which was backed by the IMG Media agency. It is understood that Thai pay-television broadcaster TrueVisions also bid for the rights.

In the current deal, pan-regional sports pay-television broadcaster ESPN Star Sports holds the rights. Forever is able to offer its subscribers the Premier League as it has an exclusive deal with ESS for

the league. ESS's channels are distributed on both Skynet and Forever's pay-television platforms.

ESS's pan-regional deal is worth about \$425,000 per season. The other countries covered by the deal are Cambodia, Laos, North Korea, Chinese Taipei and the Philippines. This makes a like-for-like comparison between the new deal and the current deal difficult. However, the new deal is thought to be about 100 times greater than the current fee.

Football is by far the most popular sport in the country, and the Premier League by far the most popular competition. Skynet's new deal will mean that from next season it will have exclusive coverage of the biggest football competitions barring the Spanish Liga. ESS owns the pan-regional rights to La Liga.

"Myanmar is not a colonial throwback like other parts of Asia"
Asian rights expert

In the last year, Skynet has acquired rights for the Uefa Champions League and Europa League, Euro 2012, English FA properties, England's Football League and Italy's Serie A.

For the Champions League-Europa League rights, it paid \$1 million per season. Previously there was no deal in the country for the properties (see separate story). For the Euro 2012 rights, Skynet paid about \$1 million in a deal with the Sportfive agency. The Euro 2008 rights fee in the territory is understood to have been about \$150,000. The broadcaster has also bought a package of rights from the MP & Silva agency which include rights to the English FA, the English Football League and Italy's Serie A.

Reforming Myanmar

Myanmar, which was called Burma until 1989, has been ruled by a military junta since 1962. From 1996, the European Union and the US imposed economic and military sanctions on Myanmar. These sanctions have been

eased this year in recognition of the reforms implemented by the Myanmar government.

However, legislation is expected to be implemented that will slow growth to alleviate concerns from domestic companies that foreign companies could obtain too big a share in the local market in its development.

Myanmar has a population of around 60 million. There are about six million television households, which are mainly in the urban areas of the country. Pay-television penetration is limited. It is understood that Skynet has about 20,000 subscribers while Forever has about 100,000 subscribers. It is the second-poorest country in Asia on a per-capita basis, richer only than war-torn Afghanistan.

The level of investment in the Premier League rights by a state-owned broadcaster in such a poor country has been questioned by academics and charities. The majority of people in Myanmar do not have basic amenities such as water, a continuous electricity supply, basic education and healthcare.

New Zealand and Pacific Islands

In another deal agreed late last month, the MP & Silva agency is understood to have paid about \$1.6 million per season for the exclusive rights in New Zealand and 15 Pacific Islands: Cook Islands, Fiji, Kiribati, Federated States of Micronesia, Marshall Islands, Nauru, Niue, Northern Mariana Islands, Palau, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu and Vanuatu.

MP & Silva also acquired non-exclusive rights excluding French-language rights for French Polynesia, New Caledonia, and Wallis and Futuna. It acquired non-exclusive rights for all languages in American Samoa, Guam and Papua New Guinea.

The new deal represented over a 150-per-cent increase on the previous fee of \$650,000 per season paid by pay-television broadcaster Sky New Zealand.

MP & Silva recently acquired the rights to the 2014 Fifa World Cup in the Pacific Islands and is understood to be bidding for the same rights in New Zealand (*TV Sports Markets* 16:20). ■

AGENCIES

Events business 'troublesome' and 'too small' for C+

By Kevin McCullagh

Jean-Louis Dutaret, president of Canal Plus Events, and one of the five-member management team which is buying the division from Canal Plus, said that the broadcaster had sold the division because the events business was too "small" and too "troublesome" for it. Canal Plus wanted to focus on the challenges facing it in the television business, he said.

The management team's bid to buy out the division was accepted last week. It is in talks with the broadcaster to finalise the deal. The management team are understood to be paying Canal Plus a flat fee plus a share of the agency's future revenues.

Dutaret told *TV Sports Markets* this week: "When you look at the events business, it is so small that it's more troublesome than anything else. It is not really in the strategy, it is not something they have in mind when they are looking at the issues of free TV and international broadcasting... It is small events, small deals. It is totally foreign to the organisation of Canal Plus."

In addition to running events, Canal Plus Events, which was set up in 2008, also currently operates in the sports-rights market. It sells international media rights for French Top 14 rugby union, and the French domestic basketball and handball leagues. However, the agency will not take these rights when it breaks away. They will remain with Canal Plus, which will sell them itself.

Canal Plus Events' biggest and most lucrative media rights property was the international rights for French Ligue 1 football, which it sold between 2008-09 and 2011-12. It was outbid for the rights in 2012-13 to 2017-18 by international sports broadcaster Al Jazeera.

Dutaret said that the new company would consider acquiring more media

rights, but that the immediate focus was on creating events that it would organise all aspects of, such as ticketing, hospitality and sponsorship, as well as selling media rights.

Portfolio

After the Top 14, Canal Plus Events' biggest properties currently are the Vivendi Seve Trophy European Tour golf tournament, the Open Sud de France ATP 250 men's tennis tournament, and the X Games Tignes, a joint-venture with sports broadcaster ESPN.

The agency sells the media rights in France for the Vivendi Seve Trophy, with the rights in the rest of the world sold by European Tour Productions, a joint-venture between the Tour and its media adviser IMG Media. Canal Plus Events sells the international rights for the Open Sud de France, and it sells the rights in France and Africa for the X Games Tignes, with ESPN holding the rights in all other territories. The agency will retain the rights for these three events.

*"Sport is very attractive,
it is still a growing business"*

Jean-Louis Dutaret, Canal Plus Events

The events that the agency acquires or creates are likely to be minor to begin with – smaller in scale than the Vivendi Seve Trophy or Open Sud de France, for example. This is due to a lack of events available to acquire, or a lack of space in the sporting calendar in which to create new ones, Dutaret said.

He added that the health of the global sports industry made him confident he could raise funds to acquire bigger properties. "I don't have funding right now, but I can find the funding. Look at what Schindler and Guiguet have done." Former Lagardère Unlimited executives Stéphane Schindler and Olivier Guiguet this year launched a new agency in partnership with the Creative Artists Agency, and won the rights for European national team World Cup and European Championship qualifiers. "Sport is very

attractive, it is still a growing business," Dutaret said.

Bidders

Sports marketing companies including IMG, Amaury Sports Organisation and Lagardère Unlimited are understood to have been among around 10 parties that considered bidding for Canal Plus Events. Lagardère is understood to have been interested in the agency's ATP and European Tour events as a possible complement for its athlete representation business, which includes top tennis players and golfers.

However, none of these were among the three parties, including the Canal Plus Events management, that actually made a bid. The other two final bidders are understood to be a UK company involved in golf, and a French company not currently involved in sport.

Canal Plus challenges

The challenges facing Canal Plus include the emergence of Al Jazeera as a rival in the French pay-television market, Canal Plus's move into free-to-air television in France with the acquisition of commercial broadcaster Direct 8, and the development of its pay-television businesses in Poland, Vietnam and Africa.

The Polish business this week completed a merger with local television operator TVN to create nc+, Poland's second-largest pay-television business in terms of subscribers after satellite operator Polsat. Canal Plus owns 51 per cent of the business.

It is the second time in a decade that Canal Plus has retreated from the sports-rights trading business to refocus on its core television business. In 2004, Canal Plus sold its 46.4-per-cent stake in the Sportfive agency, which had been created from a merger of the broadcaster's Sport Plus agency, the Bertelsmann-owned Ufa Sports agency, and the Groupe Jean-Claude Darmon agency.

Canal Plus exited Sportfive after a change of management and a decision to refocus on television. The merger had been led by Jean-Marie Messier, the expansionist former chairman of Vivendi, Canal Plus's parent company. ■

TV ITALY

F1 deal due but Rai crisis could still become a Sky crisis

By Frank Dunne

This week's sublicensing deal between Italian state broadcaster Rai and Rupert Murdoch's pay-television platform Sky Italia for the rights to Formula One motor racing is part of a web of negotiations, against the background of a deepening economic crisis, which will go a long way to determining the financial health of both companies in the coming years.

Rai's board is reported to have given the green light to an offer of between €20 million (\$26 million) and €25 million per season for the free-to-air live rights to nine grands prix each season, including the Italian grand prix at Monza. The other 10 races will be broadcast with a three-hour delay. Sky will show all races live as part of a deal with Formula One Management thought to be worth about €55 million per season. The deal is expected to be finalised before Christmas.

The deal will come as a relief to both parties. Rai will avoid losing entirely one of its flagship sports events and Sky can pass on a large chunk of its costs. The ability to share such costs is crucial to Sky's overall strategy. Faced with the inability to get the rights to the domestic football championship, Serie A, on an exclusive basis, due to regulatory limitations, Sky made some expensive strategic choices.

First, it decided to target major events, investing €264 million in the rights to four editions of the Olympic Games, from 2010 to 2016. This year, the broadcaster targeted motorsport, investing €165 million in Formula One over three years from 2013 and a further €90 million to €100 million in motorcycling's MotoGP world championship over five years from 2014.

Each of these deals came with a major condition from the rights-holders: the live coverage had to be shared with a free-to-air broadcaster.

Sky is said to be having a difficult negotiation with Rai over the Olympics

rights for 2014 and 2016. For the 2010 and 2012 Games, for which Sky paid €112 million (€40 million for Vancouver, and €72 million for London), Rai was able to strike a good deal, as it held the rights to the 2010 and 2014 Fifa World Cups, for which it had paid €340 million. A sharing deal was agreed in which Sky acquired live rights to all 64 matches in both World Cups (39 exclusively) in return for the free-to-air rights to the top 200-300 hours of the two Games, plus a fee of between €125 million and €130 million.

For 2014-2016, Sky paid €152 million (€62 million for Sochi, €90 million for Rio) but this time Rai has nothing to trade. The rights to the 2018 and 2022 World Cups have not yet been sold in Italy. Rai wants to continue as the free-to-air broadcaster for the Games but it will have to find a considerable amount of cash to do so. With the Sochi winter Games just over one year away, concern is mounting that a deal will not be found in time.

Rai's underlying problem is that it is continuing to haemorrhage money. Having made losses of €184.5 million in the nine months to September, it is expected to record total losses for the year of over €200 million. This is despite having implemented cuts of €94.8 million this year, including a €21-million cut in the sports-rights budget. ■

FOOTBALL SPAIN

Advertising crisis leaves federation income in doubt

By Dan Horlock

The Spanish football federation is facing a major cut in its financing, despite Spain currently being world and European champions. The poor health of the advertising market is thought almost certain to drive down the value of its domestic media rights.

The current contract between the federation, Real Federación Española de Fútbol, and public-service broadcaster TVE expires at the end of the month and talks are under way about an extension.

TVE pays about €32 million (\$42 million) per year in the current five-year contract, from 2008 to 2012. However, it is facing a budget cut in 2013 and is understood to be unable to finance a deal at anywhere near the current levels.

Since 2010, TVE has lost the rights to two other key sports properties— tennis's French Open and motorcycling's MotoGP world championship.

In 2013, the broadcaster's budget will be cut from €1 billion to €941.6 million. Experts say that its ability to maintain its fee level for the national team will be undermined by its decision to spend €35 million per season for the Champions League rights in the current three-season deal until 2014-15.

If the federation rejects TVE's offer, its other options are Mediaset Spain, which owns the Telecinco and Cuatro commercial channels, and Grupo Planeta, which owns commercial channels Antena 3 and La Sexta.

Mediaset is the more likely of the two groups to bid for the rights. This year, Telecinco broadcast all of Spain's matches in Euro 2012. Mediaset acquired the rights to the tournament and split its coverage between Telecinco and Cuatro. It also acquired the 2014 World Cup qualifier away match against Georgia in September. However, Mediaset is understood to have paid only €1.1 million for the rights to the match, down from the average of about €2.3 million it paid for away qualifier rights for Euro 2012.

The most recent away World Cup qualifier match against Belarus was not televised in the country after the Sportfive agency, which held the rights, was not prepared to lower its valuation of about €1.5 million. Mediaset had offered only about €700,000 for the match.

Negotiations, which are being coordinated by the agency Grupo Santa Mónica, the rights partner of the Spanish football federation, are expected to continue until next year. The first match to be covered by the new contract will be Spain v Finland on March 21. The rights also include the domestic cup final and the Super Cup. ■

SPORTS CLIPS: News highlights from November 22 to December 5

TV RIGHTS 1

Football: Premier League, Club World Cup, Portuguese football and more

- **Football:** The IMG Media agency agreed a three-year extension to its deal for the media rights on aeroplanes and ships for English Premier League football, from 2013-14 to 2015-16. IMG will use the rights on Sport 24, its live sports channel for the airline and cruise industry. Live matches and highlights will be shown on Lufthansa and Gulf Air planes, as well as Norwegian Cruise Line ships.
- **Football:** Vietnamese state broadcaster VTV and satellite pay-television operator VSTV renewed their rights to the Uefa Champions League and Europa League in deals worth a combined \$1m (£770,000) per season, for the three-year period from 2012-13 to 2014-15. Team Marketing brokered the deal (page 4).
- **Football:** Portuguese commercial broadcaster TVI acquired domestic rights for the Taça da Liga, the Portuguese league cup, in 2012-13 and 2013-14. TVI will show seven games live per season, including one semi-final and the final.
- **Football:** Swedish commercial and pay-television broadcaster TV4 sublicensed rights to five Sweden national football team matches to rival commercial broadcaster Kanal 5. The rights include four 2014 Fifa World Cup qualifiers and one friendly match against a yet-to-be-confirmed opponent. All five matches will take place next year. They include Sweden's games at home to Ireland (March 22) and Austria (October 11) and away at Ireland (September 6) and Kazakhstan (September 10).
- **Football:** Pay-television broadcaster Sky New Zealand acquired rights to this year's Fifa Club World Cup tournament in a sublicensing agreement with the Oceania Football Confederation. Sky will show live coverage of all matches involving New Zealand representative Auckland City, plus the final.

SINCE LAST TIME

- Summer Olympic sports federations could receive over \$400m (€308m) from the 2012 London Olympic Games, a big increase on their revenue from the last summer Games, in Beijing in 2008. The Association of Summer Olympic International Federations distributed \$296m from the 2008 Olympics among 28 sports. Andrew Ryan, ASOIF director, said the 26 sports on the London programme would receive a "substantial increase." The total will not be known until January, when the IOC finishes collecting revenue from broadcasters and sponsors. The International Association of Athletics Federations will get the biggest single share of ASOIF's money.
- International Paralympic Committee chief executive Xavier Gonzalez said the Rio de Janeiro 2016 Paralympic Games should build on the broadcast success of London 2012 and tap into major media territories that "largely ignored" the 2012 Paralympics. Gonzalez highlighted the United States as a territory where Rio 2016 could get better television exposure than London 2012.
- Jesús López Cabeza, the president of the Forta group of regional public-service broadcasters in Spain, warned the organisation's members against acquiring football rights at "prices [that] do not correspond to their usefulness." Cabeza described football rights fee inflation in Spain as a bubble and said that Forta's members had contributed to the escalating fees by overspending during the years in which Spain's economy was growing. Meanwhile, José Antonio Sánchez, the director general of Radio Televisión Madrid, which operates Telemadrid, said that the Madrid regional broadcaster would not be able to afford any new sports rights next year. Budget cuts have left Telemadrid with only €200,000 (\$260,000) to spend on content acquisitions in 2013.
- The 20 clubs from Italy's top league, Lega Serie A, agreed the parachute payments from media-rights income for clubs relegated to Serie B. Clubs which have been in Serie A for at least three seasons will receive €15m (\$19.5m), those with two seasons in the top flight €10m and those with one season €5m. However, the maximum amount set aside by the Serie A clubs is only €30m per season, so if three clubs with three consecutive years' spent in Serie A were to be relegated at the same time each would have its parachute payment reduced. Where the total payment amounts to less than €30m, the surplus will be shared by clubs finishing in places 11 to 17 in Serie A. The league also agreed retrospective bonus payments to clubs which last season took part in the Europa League. Lazio and Udinese each received €2.75m, while Palermo and Roma each received €1m.
- Argentina's government ordered the country's football association, Asociación del Fútbol Argentino, to contribute 6.5 per cent of annual domestic media rights revenues for the football league towards the nation's social security fund. The government pays the association about ARS\$600m (€96m/\$124.5m) per year so that domestic league matches can be shown on free-to-air television as part of a 10-year deal, from 2009-10 to 2018-19, called the 'fútbol para todos' ('football for everyone') scheme.
- Francisco Egas, the president of Ecuadorian club Universidad Católica, threatened to take legal action after the Federación Ecuatoriana de Fútbol, the Ecuadorian football federation, announced centralised domestic rights deals. Universidad is one of several clubs to oppose the shift from club-by-club selling. The federation has agreed five-year centralised deals, from 2013 to 2017, with state broadcaster TC Televisión, commercial broadcaster Gamatv and public-service broadcaster Ecuador TV for Serie A and Serie B, the country's top divisions. Universidad

FOOTBALL

SPORTS CLIPS: News highlights from November 22 to December 5

TV RIGHTS 2

American football, NBA and Euroleague basketball, boxing and cycling

- **American Football:** US pay-television sports broadcaster ESPN agreed a deal for the four-team US college playoff competition that will replace the season-ending Bowl Championship Series. The deal is for 12 years, from 2014-15 to 2025-26, and is reported to be worth about \$500m (€384.6m) per year. The rights cover the national championship game and semi-finals, as well as other games that will be part of the post-season schedule.
- **Basketball:** German sports broadcaster Sport1 signed a two-year deal for exclusive rights to the NBA, the North American league, for the 2012-13 and 2013-14 seasons. Pay-television channel Sport1+ will show two live games per week, coverage of the finals and weekly highlights programme NBA Action. Free-to-air channel Sport1 will broadcast highlights, which will also be shown online and on mobile.
- **Basketball:** Pay-television broadcaster ESPN acquired rights in the UK and Ireland for the remainder of the 2012-13 NBA season. ESPN will show three live games per week throughout the regular season, the All-Star Game, first- and second-round play-off games, the Western Conference Finals and the finals. ESPN will also broadcast its NBA Tonight and NBA Countdown studio shows (page 2).
- **Basketball:** Pan-regional sports broadcaster Eurosport Asia-Pacific acquired rights for the Euroleague in a two-year deal, from 2012-13 to 2013-14, with the IEC in Sports agency. The broadcaster will show three games live per week. The rights are exclusive in Australia, Brunei, Cambodia, Chinese Taipei, Indonesia, Malaysia, Mongolia, Myanmar, Papua New Guinea, South Korea, Singapore, Sri Lanka, Thailand, Tonga and Vietnam, and are non-exclusive in Hong Kong and the Philippines. The deal includes rights on internet and mobile.
- **Boxing:** The Matchroom Sport promotion company acquired the UK rights for the WBA super middleweight title fight between Mikkel Kessler and Brian Magee on December 8. The fight will be shown by pay-television broadcaster BSkyB, which has an exclusive deal with Matchroom for boxing content. Matchroom acquired the rights from Sauerland Event, the bout's promoter.
- **Boxing:** UK pay-television broadcaster ESPN acquired rights for events featuring the British Lionhearts team in the annual World Series of Boxing. The deal, covering the Lionhearts' UK bouts, started in November and will run for four months until the end of the group stages in March 2013. ESPN acquired the rights from programme distributor Fighting Spirit.
- **Boxing:** US cable-television network Bounce TV acquired the rights for the WBA junior welterweight world title match between Joan Guzmán and Khabib Allakhverdiev on November 30. It was the African American-focused network's first boxing broadcast.
- **Cycling:** The European Broadcasting Union, the consortium of public-service broadcasters, renewed its pan-European media rights for the Tour of Flanders for four years, from 2012 to 2015. The deal was agreed with race organiser Flanders Classics.

has an existing rights deal with commercial broadcaster Teleamazonas until 2014.

- The Peruvian football federation, Federación Peruana de Fútbol, will assume control of the centralised media rights for the country's top league, the Copa Movistar Torneo Descentralizado, from 2017, according to federation president Manuel Burga. The clubs currently sell their rights individually.

TV INTERNATIONAL

- North American Major League Baseball team the Cleveland Indians is set to sell its regional cable-television channel SportsTime Ohio to Fox Sports Ohio, a division of Fox Sports, which is owned by US network Fox. The deal is reported to be worth between \$200m (€153.8m) and \$250m, and to include an increase in the team's broadcast rights revenue from \$30m to \$40m per year.
- US media company NBCUniversal struck an agreement with Verizon FiOS that will allow its channels to be carried on Verizon's IPTV and internet platforms. All of NBCU's channels, including the Golf Channel and NBC Sports Network pay-television sports channels, are included in the deal. UK telecommunications company BT launched a tender process for a marketing agency to promote its pay-television platform BT Vision, which will launch new sports channels next year. *PR Week* reported that the contract would be worth up to £3m (€4m/\$5m). Meanwhile, BT secured two Electronic Programme Guide slots on pay-television operator BSkyB's satellite platform ahead of the launch of its sports channels, and sealed a 10-year lease, from 2013 to 2022, to operate its sports division from the former international broadcast centre for the 2012 Olympic Games in Stratford, London.
- Niall Sloane, the head of sport at UK commercial broadcaster ITV, urged Fifa, football's world governing body, to ensure matches start on time during the 2014 World Cup in Brazil. Sloane said that game overruns had disrupted scheduling during previous tournaments and made it difficult for commercial broadcasters to organise their advertising breaks.
- UK pay-per-view channel Primetime TV received hundreds of complaints due to technical issues around its coverage of UK boxer Ricky Hatton's comeback fight against Vyacheslav Senchenko on November 24. Primetime struggled to process orders and had problems with its telephone payment system.

SPORTS CLIPS: News highlights from November 22 to December 5

TV RIGHTS 3

Ice hockey, mixed martial arts, motorsport, netball and squash

- **Ice Hockey:** Pan-regional sports broadcaster Eurosport Asia-Pacific acquired exclusive rights for the Russian Kontinental Hockey League from the Infront Sports & Media agency. Under the two-year deal, from 2012-13 to 2013-14, the broadcaster will show up to 60 games per season. The agreement covers Brunei, Cambodia, Chinese Taipei, Hong Kong, Indonesia, Malaysia, Mongolia, Myanmar, Papua New Guinea, Singapore, South Korea, Sri Lanka, Thailand, Tonga and Vietnam, and includes mobile and internet rights on a non-exclusive basis.
- **Ice Hockey:** Swiss public-service broadcaster SRG SSR extended rights for the Spengler Cup for five years, from 2012 to 2016. SRG SSR will show the tournament in Switzerland and will also act as the event's host broadcaster, producing a high definition feed for broadcasters worldwide. The deal was agreed with tournament organiser Hockey Club Davos.
- **Mixed Martial Arts:** Sports broadcaster ESPN International renewed rights for the Cage Warriors Fighting Championship for two years, 2013 and 2014. The deal covers Africa, the Middle East, the Pacific Rim and the Caribbean, and ESPN International's broadband platform in Latin America.
- **Motorsport:** Pan-European motorsport channel Motors TV and Australian pay-television channel Speed acquired rights for the 2013 season of the Toyota Racing Series, an open wheel series in New Zealand.
- **Netball:** Online streaming service QuipuTV acquired live rights for the World Premier Club Challenge, which took place in Glasgow from November 28 to December 2. QuipuTV acquired rights for all 15 games from Glasgow Life, the organiser of the event.
- **Squash:** UK pay-television broadcaster BSkyB agreed a deal with the Professional Squash Association for rights to the 2013 World Series Finals. Sky will show live coverage of the semi-finals and final, as well as coverage of the equivalent event for women, the WSA World Series Finals.

Some customers complained of being presented with a blank screen after paying £14.95 (€18.46/\$24.11) to watch the event.

- German basic-tier channel Kabel Eins postponed its next live broadcast of the Basketball Bundesliga, the country's domestic basketball league, until 2013 due to poor ratings. Kabel Eins' parent company Sat.1 will show the next match scheduled to be broadcast, FC Bayern München v Telekom Baskets Bonn on December 9, live on the internet instead of on television.
- Pan-Asian sports broadcaster ESPN Star Sports is hoping to raise Rs1.6bn (€22.1m/\$28.7m) in advertising from its coverage of the India v Pakistan cricket series, which begins on December 25. The broadcaster is asking advertisers for Rs800,000 per 10-second slot during its coverage of the series' three One-Day Internationals and Rs900,000 per 10-second slot during the two Twenty20 internationals.
- Indian sports and entertainment pay-television channel Sony Six agreed carriage deals with satellite platforms Tata Sky, Airtel, Reliance Big TV and Sun Direct.
- Win Sports, a new sports channel in Colombia that is jointly owned by pay-television broadcaster DirecTV and commercial broadcaster RCN, started broadcasting on November 29. Win Sports is available on DirecTV's own pay-television platform as well as cable-television platforms SuperCable and Cable Bello, telecommunications company EmCali and satellite-television broadcasters TV Sur and Comunitarias TV.
- Australian telecommunications company Telstra is targeting major investments in sports rights to drive its IPTV business. It is targeting digital rights properties including rugby league competition the National Rugby League, domestic cricket and the V8 Supercars motor racing series.

TV RIGHTS NEGOTIATIONS

- BeIN Sport deputy chief executive Yousef Al Obaidly played down the French pay-television broadcaster's interest in English Premier League football rights but said that the company would like to expand its programming portfolio in other sports. He said that beIN Sport would be interested in acquiring the next cycle of domestic rights for the Top 14, the top rugby union league in France, from the 2016-17 season. He said there were no plans to acquire national team rugby union or football rights.
- French pay-television broadcaster Canal Plus launched a tender to sublicense rights for the next three editions of the Uefa Champions League final, in 2013, 2014 and 2015. The deadline for bids is December 18.
- US broadcaster Fox Sports could pay at least \$6bn (€4.6bn) for a 25-year extension, from 2014 to 2038, for media rights of Major League Baseball franchise the Los Angeles Dodgers, according to the *Los Angeles Times*. Fox and the Dodgers are currently in an exclusive negotiation period to renew their current rights deal.
- Peruvian football club Universitario de Deportes, which plays in the country's top league, the Copa Movistar Torneo Descentralizado, is reportedly close to agreeing a rights deal with commercial broadcaster America TV beginning in the 2013 season. The club currently has a deal with pay-television channel Movistar TV. Peruvian clubs sell their media rights individually. The deal is reported to be worth between \$2.5m (€1.9m) and \$3m per season.
- The Bakrie Group secured a \$10.8m (€8.3m) bank guarantee from Deutsche Bank that will allow the Indonesian conglomerate to complete its acquisition of rights for the 2014 Fifa World Cup in Brazil, according to the *Jakarta Globe* newspaper.

SPORTS CLIPS: News highlights from November 22 to December 5

ALSO SINCE LAST TIME

- The Kentaro and Figer Group agencies announced a joint venture to exploit opportunities in Brazil and South America. The venture will be based in São Paulo. Figer Group comprises sports marketing division Figer 360, Brazilian gym franchise Pele Club and Rede, an educational scheme based around sport.
- The Traffic Sports agency expanded its commercial partnership with Concacaf, the governing body of football in North and Central America and the Caribbean, to include sponsorship distribution rights for the 2013 Gold Cup national team tournament and the Champions League club competition in 2013-14 and 2014-15. Traffic Sports and the World Sport Group agency jointly acquired Concacaf's media rights outside North and Central America for the same tournaments in September.
- The European Handball Federation, the governing body for the sport in Europe, is streaming its Women's Euro competition live on video-sharing website YouTube in selected territories. The streams are available in territories where they do not conflict with existing rights agreements. Video reports and highlights are also available on YouTube throughout the tournament, which started on December 4 and will conclude on December 16.
- Italian cycle races Milano-Sanremo and Il Lombardia will move to Sundays next year in a change designed to boost television audiences. The Union Cycliste Internationale, the international cycling union, confirmed the changes after a request from event operator RCS Sport.
- The Union International de Pentathlon Moderne, the international modern pentathlon union, launched a tender to find a television and internet production partner for its World Cup Series and World Championships for four years, from 2013 to 2016. Bids must be in by December 10.
- German regional broadcaster SWR, part of the ARD network of public-service broadcasters, was unsatisfied with audiences for the 2012 season of the DTM, the German touring car motor racing championship. The coverage drew an average audience of 1.3 million and an average audience share of 9.7 per cent. SWR motorsport director Harald Dietz said several factors had led to the disappointing audiences, including a lack of well-known drivers.
- UK boxing promoter Coldwell Boxing agreed a deal with mobile technology company ROK Global to develop a mobile application that will provide video coverage of Coldwell boxing events, including live streams, talk shows and fight previews, on a paid-for basis.
- German pay-television broadcaster Sky Deutschland filmed a German Bundesliga football match using Ultra High Definition cameras. Ultra HD, also referred to as 4K, provides a television picture with around four times the resolution of high definition television. The recording was for research purposes and is not planned to be broadcast.
- The Fédération Française de Football will continue to stream live coverage of the French third-tier league the Championnat de France National on its website until the end of this season after extending a deal with internet video services provider Visiofoot.

INDUSTRY MOVES

- The Sportfive agency appointed Guillaume Cossau and Florent Marty as directors of client strategy of the Sportfive France division. They will report into Cédric Girard, the director of marketing and strategic planning.
- Roger Hall is standing down as managing director of pay-television broadcaster Setanta Sports International to become the deputy managing director of Qatari pay-television broadcaster Al Jazeera Sport from February.
- The Dentsu Sports Asia agency appointed Josh Burack as senior vice president, and head of television, media and sponsorship. Burack previously worked at the IEC in Sports agency.
- Spanish public-service broadcaster TVE appointed Jesus Alvarez as director of sport, replacing Ignacio Gómez-Acebo.
- UK sports television presenter Gabby Logan joined the board of digital media specialists Perform Group as non-executive director.

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