

PREMIER LEAGUE

Asia, Europe and the Americas drive \$1.3bn international rights increase

By Kevin McCullagh

With the English Premier League finalising its last few deals, global income from international media rights in the 2013-14 to 2015-16 cycle is on course to reach over \$3.5bn (€2.6bn), up from \$2.2bn in the previous cycle, an increase of 60 per cent.

Growth was driven by large increases in Asia, Europe and the Americas (see table, page 3). However, in several major markets which had boomed in previous cycles there were much smaller fee increases, and some declines.


Growth tailed off in two markets that have been powerhouses of the Premier League's Asian boom. In Singapore, the fee was flat at \$240m over the three years, after a 50-per-cent increase last time. In Hong Kong, the fee dipped five per cent to \$195m after a 14-per-cent increase last time, and a 131-per-cent increase the cycle before that.

There was strong growth elsewhere in Asia that fed into an uplift in the region of \$610m for the cycle. Asia accounts for 41 per cent of the league's total international rights income.

The deal in Thailand is now one of the three biggest, alongside those in the Middle East and North Africa and sub-Saharan Africa. Pay-television operator Cable Thai Holdings paid \$315m for the rights, a 453-per-cent increase on the last deal.

Myanmar delivered the biggest percentage increase of the global sales round, with pay-television broadcaster

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DIGITAL MEDIA 1

News Corp's 'dramatic' clips venture

By Frank Dunne

Rupert Murdoch's News Corp is confident that its new digital football application 'BallBall' will be successful, despite a long history of media and telecoms companies failing to make a profit from clip rights.

News launched the free app and website this month in Japan, Indonesia and Vietnam to coincide with the beginning of the new European football

season. It combines short video clips, mostly on a delayed basis (see panel, page 5), from Europe's top football leagues with editorial content from News-owned newspaper titles. All content is in local languages.

However, unlike the UK, where the News subsidiary News UK has acquired clip rights for the Premier League and the FA

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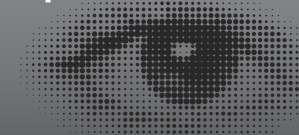
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Ruling will hit rights values, as intended

Singapore is set to become an even more challenging marketplace for premium football rights-holders after the government's decision last month to dismiss an appeal by pay-television operator SingTel against a ruling forcing the broadcaster to share its Premier League coverage with rival StarHub.

Rights experts say that the impact of the decision will be a further erosion of football rights fees in the country, which were already under pressure (*TV Sports Markets* 16:17). Cooling rights inflation was the main purpose of the cross-carriage regulation which led to the appeal.

Major football rights properties due to come onto the market include the 2014 Fifa World Cup, Euro 2016, European qualifiers for Euro 2016 and the 2018 World Cup, and the Uefa Champions League.

SingTel is set to make heavy losses on the Premier League deal. The league has been a loss leader for broadcasters in Singapore for many years but SingTel had been able to justify its expense by selling other services, such as triple play, on the back of having the rights. But the strategy does not work if both operators have exactly the same Premier League offering.

In addition to the \$80m (€60m) per season it paid the league for the rights, for the seasons 2013-14 to 2015-16, SingTel now has to pay StarHub S\$1.8m (€1.1m/\$1.4m) as a one-time set-up cost for its nine Premier League channels on the StarHub platform.

If SingTel wishes to add any other channels it will have to pay StarHub a further S\$200,000 per channel. SingTel will also have to pay StarHub an annual fee for carriage of each channel based on the number of subscribers.

The nine channels replicate SingTel's offering on its own platform. On match days SingTel can show seven live matches across its channels. The other

two channels are an on-demand and a multi-view channel.

SingTel argued in the appeal that it had signed a non-exclusive deal and that there was nothing to prevent StarHub from acquiring the same rights directly from the league (*TV Sports Markets* 17:9).

One local expert said that unless there were sweeping changes in regulation, the Premier League rights value would fall dramatically when the league returned to the market for the next rights cycle, from the 2016-17 season. ■

Vuelta on downhill slope in Spain

The value of Spanish cycling's La Vuelta a España rights in Spain last month suffered a second consecutive drop.

Public-service broadcaster TVE, the incumbent rights-holder, is thought to have paid between €2.5m (\$3.4m) and €3m per year, covering the three editions from 2014 to 2016. The fee does not include the considerable host-broadcasting costs. TVE faced no competition for the rights.

This was down from about €3.5m per year which TVE paid for the three editions from 2011 to 2013. For the 2009 and 2010 editions it paid about €4m per year.

The race has increased in popularity, culminating in Spanish rider Alberto Contador's victory last year. However, the rights fee has been adversely affected by the economic crisis in Spain. ■

New channel, same old story

CCTV's launch this month of a second national sports channel is unlikely to improve the chances of rights-holders securing a fair market rate for their rights in the country, experts say.

Nor will it encourage the Chinese state broadcaster to broaden the range of sports it covers. However, those sports which are favoured by CCTV will benefit in having greater amounts of live coverage and better scheduling.

Some of the leading sports rights-

holders and agencies which sell into China said this week that the launch of CCTV5+, to complement CCTV5, would help the broadcaster to increase what are already huge margins between what it earns in advertising and what it pays out in rights fees and production.

CCTV is the only national broadcaster in China and has strong backing from the government. The only competition comes from regional channels and from new media operations. This gives the broadcaster a very powerful negotiating position.

To reach the same audiences without CCTV, rights-holders are faced with having to agree separate deals with 20-25 regional channels. Intermediaries, like China Sports Media in Beijing, have become very profitable by handling such negotiations.

One local executive said that the broadcaster would not change the kind of sports it goes after, but for those properties which CCTV already covers there would be greater visibility. This could be hugely beneficial, especially if the sport was heavily sponsor-funded.

"Because there is only one national sports channel every man and his dog goes to CCTV for coverage, so they can cherry pick," he said.

"They will do a deal for a big property but only show elements of it that interest them. Other stuff either won't be shown, or will be shown delayed in a crappy slot. They can now show more of the inventory they acquire on a live basis, which is good for those properties because it keeps the sponsors happy."

In March, Beijing's former mayor, Liu Jingmin, called for an end to CCTV's 'monopoly,' urging the creation of an independent national sports channel. He pointed out that while sports bodies like basketball's NBA earned big revenues for media rights in the US, "the organisers of sports events in China need to pay for television broadcasting." ■

PREMIER LEAGUE

Asia, Europe and Americas drive \$1.3bn increase

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SkyNet's \$45m deal representing a several-hundredfold increase on the previous fee.

Americas

North America and Latin America delivered the two biggest regional increases. In North America, this was driven by the US. Continued growth in interest in football in the country encouraged the NBC network to pay a 274-per-cent increase, in a deal worth \$250m. The live network coverage on offer from NBC is highly-prized by the league's six American club owners.

There were only two deals in Latin America. Pay-television operators Fox and ESPN paid a 564-per-cent fee increase in Brazil in a deal worth \$49.8m. Pay-television operators DirecTV and Sky Mexico paid a 594-per-cent increase in a deal worth \$100m covering the rest of Latin America.

Mena and sub-Saharan Africa

The Middle East and North Africa saw the biggest decrease in the cycle, as an era of incredible competition between state-backed broadcasters from the

Region	2013-16, total fee (\$m)	2010-13, total fee (\$m)	Increase (%)	Increase (\$m)	Percentage of total, 2013-16
Asia	1,471	861	71	610	41
Europe	909	553	64	356	26
Sub-Saharan Africa	364	294	24	70	10
Middle East and North Africa	320	350	-9	-30	9
North America and Caribbean	279	87	222	192	8
Latin America	150	22	581	128	4
Oceania	53	48	10	5	1
Total	3,546	2,215	60	1,331	

Source: TV Sports Markets

United Arab Emirates came to an end.

Qatari pay-television operator Al Jazeera's deal is understood to be worth at least \$30m less than pay-television operator Abu Dhabi Media Company's previous deal, which was worth around \$350m.

Sub-Saharan Africa delivered a healthy, 70-per-cent increase, despite a lack of competition in the pay-television sector. Pay-television operator SuperSport was able to renew its pan-regional rights without a challenge. The value had increased 140 per cent last cycle when SuperSport was challenged in Nigeria by HiTV, an aggressive local pay-television operator.

Europe

Fees in Europe increased by over 60 per cent overall to \$909m. It might have been greater had the league not been forced to reduce the number of live matches it made available via satellite following the European Court of Justice's ruling in the

Karen Murphy case in October 2011. The league restricted satellite broadcasters to showing one match from its 3pm kick-offs on Saturdays – previously they could show them all.

Scandinavia was the most affected region. Local rights-holders objected when the league introduced the change during the 2010-13 cycle, and managed to force early renewals for 2013-16, without the rights being put on the market. This froze one of the region's two big pay-television players, C More, out of a bidding contest it was certain to enter.

The league achieved a strong fee increase in Scandinavia nevertheless, up 50 per cent to €180m. This was secured across four deals – two in Denmark and one each in Norway and Sweden.

France provided the biggest increase in the region in cash terms, where pay-television broadcaster Canal Plus doubled its fee from €81m to €162m.

[www.football-league.com](#) For additional statistical analysis of the league's income visit our website. ■

TV GERMANY

Sport1 winning second tier battle but faces threat

By Robin Jellis

Sport1 acquired rights to American sports and international club football this summer in deals aimed at consolidating its position in the competitive second tier of sports broadcasters in Germany.

This tier includes several basic-tier and pay-television broadcasters that sit below

the market's only premium pay-television sports service, Sky Deutschland, in terms of price and sports-rights portfolio. Rivals include Sportdigital, Eurosport and internet-only operator Laola1.tv, which is owned by the Sportsman Media Group.

A bigger threat to Sport1 will come from commercial broadcaster ProSiebenSat.1. The broadcaster plans to launch a pay-television sports channel, ran+ HD, next year. Ran+ HD will have strong financial backing and a powerful promotional platform on the national free-to-air channel Sat.1.

Sport1 launched a premium American sports channel, Sport1 US, on August 1,

after buying out ESPN's rights in Germany, Austria and Switzerland. The sports broadcaster shut down its ESPN America channel, along with archive channel ESPN Classic, in Europe, the Middle East and Africa on July 31.

Sport1 outbid Sportdigital for the rights. Sportdigital had planned to launch its own American sports channel, Sportamerica HD, for which it had been granted a 10-year licence by the German Commission for Licensing and Supervision.

The main content in the ESPN package is NCAA college American football and basketball rights for three years, from 2013-14 to 2015-16, and IndyCar Series

motor racing for the remainder of 2013, and the 2014 and 2015 seasons.

In separate deals to fill out its US sports channel, Sport1 has increased the numbers of live games in its coverage of NFL American football from 2013-14 to 2014-15, and NBA basketball, from 2013-14 to 2014-15 (see Sports Clips).

Sport1 delivered another blow to Sportdigital in June by outbidding it for a package of international club football rights sold by the MP & Silva agency. These rights were previously held by Sportdigital. Sat.1 is understood to have expressed interest in them for ran+ HD, but eventually decided they were on the market too early to be of use on the new channel.

Olaf Schroeder, chief editor and programme director of Sport1, said of the two deals: "The strategy is to systematically strengthen our pay-TV mainstay under the multimedia umbrella brand Sport1 with

the two channels Sport1+ and Sport1 US, because pay-TV is a growth market. This is supported by a current study from the Association of Private Broadcasting and Telemedia, according to which the number of pay-TV subscribers in the German-speaking region alone has increased to around 6.8m in the last year."

Football focus

Sportdigital has now given up on American sports and is focusing on its traditional core of international club football content, Gisbert Wundram, the broadcaster's managing director, told *TV Sports Markets* this week.

"We have 13 different international football competitions and we have a clear focus for our subscribers," he said. "It doesn't make sense for us to get US sports rights. There is too much competition in the cable networks; there are a lot of

pay-television operators. It's very important to have a clear focus to stay in touch with our target group."

In the last month, Sportdigital has acquired rights for England's second-tier Championship and League Cup, from 2013-14 to 2015-16, from the Pitch International agency; Portugal's Primeira Liga in a three-year deal, from 2013-14 to 2015-16, with the IMG Media agency; and the Argentinian Primera División.

Sportdigital is in about 1.3m households in Germany, and a further 200,000 across Austria and Switzerland. Around 90 per cent of the broadcaster's income is from deals with cable operators, for which it is paid a fee per subscriber. Most of the remaining income is from advertising. It makes a small amount from pay-per-view streaming products.

[www.](#) For the full interview with Olaf Schroeder visit our website. ■

TV THAILAND

Deals underline Thailand's football rights frenzy

By Dan Horlock

Two deals this month confirmed Thailand as the most dynamic football media-rights market in the world.

Last week, pay-television broadcaster TrueVisions renewed its rights to the Thai Premier League for the next three seasons, from 2014 to 2016, paying a reported THB600m (€14m/\$19m) per season, a nine-fold increase from the previous deal of about THB67m per season. The deal includes rights to the second division, and cup competitions.

Earlier in the month, media and entertainment group GMM Grammy acquired the rights to Euro 2016 in a deal worth over \$20m (€15m), more than double the \$9m it paid for Euro 2012.

These deals continue the trend seen over the last 18 months in the country, with football rights-holders benefiting from the intense level of competition in the market (see table).

In the pay-television market, four

Major football rights in Thailand				
Property	Buyer	Fee (\$m)	Previous Fee (\$m)	Percentage increase
Thai Premier League	TrueVisions	19	2.1	805
Premier League	Cable Thai Holdings	105	19	453
Uefa Champions League/Europa League	TrueVisions	6	1.2	400
FA rights	BBTV	4.7	1.7	176
Euro 2016	GMM Grammy	20	9	122

Source: *TV Sports Markets* Footnote: Rights fees are per season except for the Euro 2016 tournament

companies compete aggressively for premium content: TrueVisions, GMM Grammy, Cable Thai Holdings and media and entertainment company RS Group. In addition, Al Jazeera this month launched its beIN Sport premium channel.

Previously, Thailand's pay-television market had only one broadcaster, the United Broadcasting Company, which rebranded in 2007 to become TrueVisions.

Thailand is the Premier League's most valuable individual country outside of the UK. The league is the country's most popular sports property. In November, last year, Cable Thai Holdings secured the rights in a deal worth over \$105m per season covering the period 2013-14 to 2015-16. The broadcaster fought off strong competition to land the rights, paying an increase of over 450 per cent on the previous deal, worth about \$19m per

season. Incumbent rights-holder TrueVisions and GMM Grammy each submitted offers of over \$90m per season.

Commercial broadcaster BBTV also bids aggressively for English football rights. In March last year, it secured the Football Association rights in a six-year deal, from 2012-13 to 2017-18, worth about \$4.7m per season, up from \$1.7m in the previous deal. It also submitted an unsuccessful joint bid for the Premier League rights with IPTV operator Cubic Associates Group.

The increase was impressive, given that the rights package in the new deal was weakened. England's World Cup and Euro qualifier matches for the final four years of the deal cycle were not included. The FA decided to carve out Thailand from the pan-regional Asia deal it struck with the MP & Silva agency due to the buoyancy of the market. ■

DIGITAL MEDIA 1

News Corp brings 'unique' football content to Asia

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Cup, News Corp has no existing customer base in the three Asian markets on which to build. As such, the initiative would appear to represent a greater challenge.

Talking exclusively to *TV Sports Markets* this week, Simon Greenberg, head of global rights at News Corp, said that the "unique" nature of the content on offer marked it out from other clip-based offerings.

He said: "We are bringing a new concept to the market which has never been attempted before, combining rich editorial expertise and content with rich video content. The two sit very naturally together along with rich data analysis and social media innovation. And we think we can make that work."

"We are aware of the history behind clip rights but we think we are coming with a very different proposition to anything previously," he added.

News is convinced that the trajectory of smartphone penetration in Asia over the next three to five years will radically change the dynamics of the clips market. This will be aided by changes in lifestyles, with people having less time to watch long-form entertainment.

Digital dollars

TV Sports Markets estimates the cost of the clip rights across the three Asian markets to be about \$8m (€6m) over three years, the bulk of which is for Premier League rights. This is a relatively modest investment compared to what News UK has spent for clip rights in the UK.

News UK paid about £12m (€14m/\$19m) per season in a three-year deal for the Premier League rights, beginning this season. It is thought to have paid under £1m per season for the rights to the FA Cup and England matches for four years, from next season. News will also provide value in kind through promotional campaigns in its newspapers for the FA Cup.

In the UK, the strategy has been to

The rights that got BallBall rolling

News Corp's new app and website BallBall, which is available free in Japan, Indonesia and Vietnam, will carry video clips of the following leagues and competitions: England's Premier League, FA Cup, Championship and League Cup; Italy's Serie A; Germany's Bundesliga; France's Ligue 1; Brazil's Série A; and Major League Soccer from North America.

For the Premier League, News has both in-game and post-match clip rights in Indonesia and post-match clip rights in Japan and Vietnam. For all other properties in all three territories it has only post-match clip rights.

The Premier League clips can be accessed from midnight UK time on the day of the match, with hold-back times of two hours to 10 hours.

In order to put together the content, News had to strike deals with the MP & Silva agency, the English Premier League and the German Bundesliga.

The Premier League clips for Vietnam

were acquired directly from the Premier League. The IMG Media agency had acquired the main linear rights package for the country but did not take up the option of post-match digital clips.

IMG also holds the main linear rights for Japan and did not take up the post-match clip rights there either. The league sold the clip rights to MP & Silva which sold them on to News Corp.

In Indonesia, MP & Silva had acquired all rights, including clip rights – both in-game and post-match – and sold these on to News Corp.

News acquired the Bundesliga clip rights in Indonesia directly from the league. It acquired the Bundesliga clip rights in Japan and Vietnam from MP & Silva.

All other rights were acquired in a single package from MP & Silva.

The deals for the Premier League rights are for three seasons, from the 2013-14 season, and for all other properties for two seasons, also from 2013-14.

acquire rich content in order to drive subscriptions to the online versions of its UK news titles *The Sun*, *The Times*, and *The Sunday Times*.

In the three Asian territories, where News Corp has no news titles, the project is not about managing the print-to-digital transition but about creating revenue where previously none existed. As such, the business model is different.

The BallBall app is free to customers and will be monetised through selling pre-roll and post-roll adverts around the clips, and through sponsorship. Chrysler's Jeep brand has already signed on as a sponsor and News is in talks with other possible sponsors.

Greenberg said that in markets where News had no existing customer base, it made sense to launch a free service in order to build volume.

"The UK and Asia are clearly very different territories. In the UK, News has a well-established infrastructure and huge customer base behind it. If we had businesses like *The Sun* and *The Times* to work off in Asia, it might have been a different model."

Growth markets

Japan, Indonesia and Vietnam were chosen for their levels of economic and digital maturity, and their potential for growth. Japan is the most mature market. Indonesia and Vietnam are both developing rapidly.

Given the company's lack of traction in the three markets, the BallBall project is "dramatic, innovative and ambitious," Greenberg said. However, the company enjoys one major advantage, at least for now, in having no real competitor in the region.

At the acquisition stage, it faced competition for the rights from agencies and broadcasters, while on the ground there are numerous football websites. Nobody, however, offers rich video content with coverage by top football writers. Broadcasters, which represent a theoretical rival for eyeballs, are not competitors either, News believes.

The whole project was put together in three months. News has no immediate plans to expand it to other countries.

[www.](#) For the full interview with Simon Greenberg visit our website. ■

DIGITAL MEDIA 2

New F1 rights strategy will be in place next season

By Frank Dunne

Formula One Management, the commercial rights-holder for the motor racing series, is developing a more sophisticated strategy for the exploitation of its digital rights which will come into play from next season.

FOM's top priority will remain deals for the main live television rights with major broadcasters. Around those deals, FOM will create a bespoke digital strategy for each market based on a number of elements, including:

- a new internet-based live streaming service offered on a subscription basis
- a new live timing and track position app
- richer content on the official F1 website.

As each deal comes up for renewal, FOM will assess whether the broadcaster acquiring the main live rights has a sufficiently advanced strategy for the exploitation of digital rights.

Where a broadcaster meets FOM's requirements, and pays a fee which reflects the added value of the digital inventory, it is unlikely that FOM will seek to supplement the coverage with a streaming service. Otherwise, FOM will carve digital rights out of the deal and either provide a pay-per-view streaming service itself or license the rights to a third party. The UK and Japan provide an indication of the different options available to FOM.

In markets such as the UK, where the rights are jointly held by public-service broadcaster the BBC and pay-television operator BSkyB, FOM is unlikely to seek to carve out digital rights. It is satisfied both with the level of the fee – about £60m (€70m/\$94m) per year – and the extensive second-screen offerings of both broadcasters. In such markets, FOM's priority will be to supply the appropriate content for each platform.

Japan is an incubator market for an alternative approach. Commercial broadcaster Fuji TV has been the domestic rights-holder for Formula One

Mediapro renews in Spain but for free-to-air only

The Mediapro agency has renewed its deal for the rights in Spain to the Formula One motor racing championship but has done a shorter deal with a smaller set of rights.

The new deal is thought to be for two seasons, 2014 and 2015, and covers free-to-air rights only.

Mediapro's current five-year deal, from 2009 to 2013, is worth €35m (\$47m) per season. The agency acquired both free-to-air and pay-television rights but was unable to find a buyer for the pay-television rights. The value of the new deal is said to be broadly in line with the free-to-air component in the current deal.

The championship has traditionally been shown free-to-air but only the Spanish Grand Prix is covered by listed-events legislation.

Despite not finding a buyer for the pay rights, the agency still made a small profit on the current deal by selling on non-exclusive rights in five-year deals to commercial broadcaster La Sexta (for

€30m per year) and regional channels TV3 in Catalunya (€4m per year) and Canal Nou in Valencia (€2m per year).

Formula One is the second most popular sport in Spain after football. The performances of Spain's Fernando Alonso for the Ferrari team have helped maintain its popularity. Unlike tennis, which is hugely dependent on the performance of Rafael Nadal, the F1 championship generates consistently high viewing figures, regardless of national participation.

Mediapro is organising a tender for the new cycle. As at present, the rights will be shared between one national channel and regional channels. One source said that commercial broadcaster Antena 3 was the most interested in the national rights.

Formula One Management, which sells the media rights to the championships, has also renewed deals in Israel, with pay-television channel the Sports Channel, and in Iceland, with media group 365. Both are thought to be for three years.

for 25 years. When Fuji TV renewed its deal for the period 2011 to 2013, FOM was unsatisfied with the level of its offer and carved out the digital rights.

This season, FOM licensed the internet and mobile rights to a London-based technology company called WSPC in a one-year deal. The company has created a pay app which offers interactive content based on access to all the data and video feeds produced by FOM. The app went live for the Hungarian Grand Prix last month. By offering live coverage, the app is in competition with Fuji TV for viewers.

If the app proves to be successful, FOM will consider using it as a 'white label' product which it could offer to other broadcasters around the world. However, an alternative under consideration is a live streaming service created in-house.

Timing and positioning

At present, FOM licenses the rights to produce a live timing and track positioning app to a third party, Soft Pauer. This season is the third that the app has been available. It carries the F1 logo, but is branded as a Soft Pauer product.

FOM is thought to be in discussion with the company about modifying the relationship. Soft Pauer would still be involved in the production of the app but it would be an F1-branded product. The app under development for next season is far more sophisticated than that which is currently marketed.

The official F1 website will also be upgraded, with a greater level of statistical and analytical data, along with video content such as interviews, archive material and vox pops. Initially, at least, it will remain free to access.

The idea with both the app and the website is that they will be very much second-screen applications, designed to provide content and data on demand but not to take eyeballs away from the main live television coverage.

A key to all of the technological developments was the appointment in February 2012 of Tata Communications as F1's technology partner. Since FOM started using Tata's infrastructure last season, the volume of data which can be transmitted from each race has increased twentyfold. ■

OLYMPIC GAMES

Carve-out of booming India pays dividends for IOC

By Dan Horlock

Pan-regional sports pay-television broadcaster Star last month paid the International Olympic Committee about \$16m (€12m) to secure the rights to the 2014 and 2016 Olympic Games in the Indian subcontinent.

The deal represents a major uplift in the value of the rights in the region, although a direct comparison with the previous deal is difficult as the rights were sold on a pan-regional basis last time. The vast majority of the fee is for the summer Games.

In February, *TV Sports Markets* exclusively reported that the IOC planned to carve out the Indian subcontinent from its pan-regional deal due to its thriving media market (*TV Sports Markets* 17:4). The new deal arguably vindicates that decision.

It is understood that Star won the rights after one round of bidding. One local industry executive said that Star's opening bid "blew the competition out of the water."

The new deal covers all media platforms, including free-to-air television, pay-television, internet and mobile, in Bangladesh, Bhutan, India, the Maldives, Nepal, Pakistan and Sri Lanka. Star has an obligation to ensure that at least 200 hours of coverage of the 2016 Olympics is made available on free-to-air television.

For the 2010-2012 Olympics, the IOC sold the pan-Asia rights in 22 territories, which included the Indian subcontinent, in a deal worth a total of \$15m. The Asia-Pacific Broadcasting Union paid \$10m for the free-to-air rights. Pan-Asia sports pay-television broadcaster ESPN Star Sports, then owned by US media group Disney and News Corporation, paid \$5m for the pay-television rights.

Star, also owned by News, knew the value of the rights coming into the

Falling rupee hits broadcaster profit margins

Broadcasters in India have been ominously glancing at the currency markets this month as the normally stable rupee continues to slide in value, hitting an all-time low this week.

With broadcasters acquiring most international content in US dollars but generating revenues – from subscriptions and advertising – in rupees, profit margins are being squeezed daily.

One local industry executive described the sliding value of the currency as "disastrous." He said that it was equivalent to a 15 per cent drop in revenue this year for Star alone at a time when the broadcaster was collecting ad revenue from cricket's 2013 Champions Trophy this summer, which India won.

Other deals that will be adversely affected by the fall in the value of the currency include: English Premier League football, Champions League Twenty20 cricket and the South Africa Cricket Board rights.

Star paid \$48m (€36m) per season for the Premier League rights in November. The slide of the rupee has pushed the effective cost of the rights

up by about 20 per cent. The rupee-to-dollar rate was 54:1 when Star bought the rights. By the start of the Premier League season it was at 65:1.

India's tour of South Africa in November this year will also be badly affected. Taj paid \$175m in an eight-year deal, from 2012-13 to 2019-20, covering Asia and the Middle East. The majority of the deal is for matches involving India.

The only major rights property still expected to come onto the market this year is the Pakistan Cricket Board rights. In the previous deal, Taj paid a rights fee of \$125m in a four-season deal, from 2009-10 to 2012-13. It also paid \$16m in production costs.

The fall in the value of the currency is linked to US economic policy, according to some experts. The US Federal Reserve said in May that it may scale back the amount of cheap cash it made available, which has led to many investors taking cash out of emerging markets. Indonesia's rupiah hit a four-year low this week. Some economists say that there could be similar problems ahead for Brazil, Mexico and Turkey. ■

negotiations and bid accordingly. News Corp completed a buyout of Disney-owned sports broadcaster ESPN's stake in their jointly owned ESPN Star Sports in April last year.

Pay-TV growth

The Olympics are growing in popularity in the region, but no country in the Indian subcontinent has a strong Olympic heritage.

The scale of the increase in the rights fee is largely due to the growth of the region's pay-television market since 2008, when the deals were agreed for the 2010-2012 Games. There are now four pay-television players that compete for premium sports content: Star, Taj, Sony and Neo Sports.

The IOC was fortunate in the timing of its negotiations. This week the Indian

rupee hit an all-time low against the US dollar. Star may not have made such a big bid if talks had dragged on for another month (see box).

Coverage

In India, the 2012 Games drew a cumulative television audience of 324m. Five channels showed coverage of the Games: ESPN, Star Sports and ESPN HD, and public-service broadcaster channels Doordarshan National and Doordarshan Sports.

ESPN HD showed coverage 24 hours per day; ESPN, Star Sports and Doordarshan Sports 15 hours per day respectively; and Doordarshan National 3.5 hours per day. An audience of 20m unique viewers watched streaming coverage of the Games on YouTube. ■

FOOTBALL SPAIN

Compromise will not end Mediapro-Prisa rights dispute

By Dan Horlock

The rights-fee dispute between Spain's Prisa media group and the Mediapro agency is set to continue, despite the two having reached a compromise over outstanding payments.

Earlier this month, Prisa paid Mediapro €88m (\$118m) plus tax to cover late payments accruing from the football-rights deal between the two signed in August 2012. It is understood to have since made a further payment in line with the contract.

However, in order to secure payment, Mediapro had to agree to arbitration on the contract terms. Spain's secretary of state for sport, Miguel Cardenal, was appointed as arbitrator. He will mediate between the two sides over the coming months, making a decision on the values of the media rights in Mediapro's club contracts.

Prisa, which owns the pay-television platform Digital Plus, signed a three-season rights-sharing agreement with Mediapro, from 2012-13 to 2014-15. It agreed to pay Mediapro about €235m per season for the pay-television rights to 30 first division and second division clubs whose rights are owned by the agency (*TV Sports Markets* 16:15).

One informed source said that at arbitration Prisa will try to argue that Mediapro had inflated the amounts assigned to media rights in the agency's contracts with clubs in order to get more money when selling on the rights to Prisa.

Club rights in Spain are sold on an individual basis, and are agreed as a single rights fee. This often includes media rights, perimeter advertising, and other commercial elements. Media rights make up the majority of the fee.

The dispute dates to the turn of the year, when, with the economic crisis biting, pay-television subscriber numbers began to drop off. In February, Prisa asked Mediapro to renegotiate the terms of the rights-sharing agreement due to the worsening economic situation. Mediapro

refused (*TV Sports Markets* 17:4).

This summer Prisa missed scheduled payments to Mediapro. The group said at the time that it would not make any more payments to Mediapro unless the agency agreed to arbitration on its clubs' rights contracts.

There could be trouble ahead for the agreement and for Spanish football as a whole if Prisa struggles to keep up with its payments for the rights.

The group faces a complicated future managing its large debts. In July, it successfully agreed a deal to postpone the payment of its €3bn debt until March next year. That deadline could be pushed back to December if certain conditions are met.

The re-negotiation of the company's debt coincided with its late payments to Mediapro and request for arbitration. ■

FOOTBALL NIGERIA

SuperSport happy with new league deal despite doubts

By Kevin McCullagh

African pay-television broadcaster SuperSport this week denied there was a chance that its potentially groundbreaking media rights deal with the Nigerian Professional Football League could fall apart, following reports that the league clubs had not given the deal their backing.

Nigerian market insiders *TV Sports Markets* spoke to this week, including a former chairman of the league, said the deal had been agreed by officials without fully consulting the clubs. The officials are members of the League Management Company, a body set up by the Nigerian government last year on an interim basis to help govern the league.

Brandon Foot, SuperSport's head of acquisitions and legal, said this week: "I can confirm that we have concluded an agreement and that we are comfortable with the legal basis of the relationship." Foot declined to comment on any details of the agreement.

SuperSport has acquired the league's

domestic media rights in a four-year deal from 2015-16 to 2018-19. The LMC said the deal was worth \$34m (€25.4m) overall, but one source claimed that it was closer to \$30m, or \$7.5m per year. SuperSport is also paying the LMC advance fees, which the LMC put at \$2m per season over the next two seasons, to help with the administration of the league.

This represents a big increase on the league's current media rights income. In the current cycle, and for about the last seven years, the rights have been bought by local sports marketing agency Total Promotions. Industry sources say this has been much less lucrative for the league. One source put its current income at less than \$1m per season.

Total Promotions traditionally sold the rights on to SuperSport and local free-to-air broadcasters. SuperSport has a deal with the agency running until the end of the 2014-15 season.

Most industry experts agree the SuperSport deal is potentially a big boost for a league that is far behind where it should be in terms of commercial development. SuperSport rights fees have contributed to big developments in the commercialisation and professionalism of the South African Premier Soccer League in the last five to six years (*TV Sports Markets* 15:16).

Nigeria's league has huge potential – the country has the biggest population in sub-Saharan Africa at 180m, a quickly growing economy and middle class, and a huge football fan-base. It has been held back by problems including corruption, intimidation of match officials, a lack of harmony between governing officials, and Nigeria's best players leaving to play in foreign countries.

SuperSport's increased investment is understood to have been prompted by several factors. The LMC is seen by some at least as a step towards better governance. The league is contributing more players to the national team which is increasing local interest. And Nigeria's growing economy means it is expected to outstrip SuperSport's home market of South Africa as the company's biggest market in the next five years. ■

FASTRACK 2

NEWS IN BRIEF

IMG makes premier profit in Spain despite gloom

The IMG Media agency earned a 15-per-cent profit in Spain after completing a joint deal with rival pay-television broadcasters Gol T and Canal Plus this month for the Premier League rights.

The agency secured a fee of about €3.5m (\$4.7m) per season, having acquired the rights last month in a deal with the league worth about €3m per season.

It is understood that the €3.5m fee is split 60:40 between the broadcasters, with Canal Plus paying the greater share. Canal Plus and Gol T have a long-standing non-compete pact on Premier League rights.

The rights, which will cover the period 2013-14 to 2015-16, are non-exclusive and each broadcaster can show its preferred match. However, it is thought that the agreement between the two broadcasters stipulates that they will not always show the same games.

The €3m the league earned from IMG represented a reduction of just over 40 per cent in the value of the rights in Spain. In the last three-year cycle, the league earned €5.3m per season.

The deal with IMG was the second time it had sold the rights in the country for the new cycle. In July, the Multimedia Sports agency had to hand the rights back to the league after failing to do a deal with the broadcasters. The agency had bought the rights in February for about €4.5m per season. ■

Liga fills the football gap for RCTI

Indonesian commercial broadcaster RCTI last week acquired free-to-air rights to the Spanish Liga for this season to ensure that it will offer top live European football.

The acquisition is important for the channel's profile, having lost all of its English football rights from this season. Football is by far the country's most

popular sport.

However, Spanish football lags way behind English football as well as Italian football in Indonesia. Italian football has a stronger foothold in Asian markets than Spanish football as it has historically received more coverage.

Consequently, the Liga deal is thought to be worth well under the \$3m (€2.2m) per season paid by state broadcaster TVRI for the Italian Serie A, for the period 2012-13 to 2014-15.

RCTI will show 100 games, with Real Madrid and Barcelona to be shown 38 times each. Atlético Madrid will be broadcast 18 times and 11 matches involving Valencia will also be shown. It is thought that only Real Madrid and Barcelona matches will get live coverage in local prime time.

The other matches will be shown on a delayed basis. The ideal kick-off time for the broadcaster is 6-7pm Central European Time, which is 11pm-midnight in Indonesia. The Liga has a variety of kick-off times but it is not written into the contract that RCTI will show live the 7pm match.

The bulk of the channel's advertising revenues come from local drama series, films and reality shows, not sport.

RCTI acquired the rights from Fox, the rebranded ESPN Star Sports. Fox will return to the market next year to sell the Liga free-to-air rights for the final season of its three-season deal.

Fox holds the Liga pan-regional rights in a deal with the league's international rights-holder, the Mediapro agency, for about \$7m-\$8m per season, covering the period 2012-13 to 2014-15. It broadcasts coverage of the league on its pay-television channels.

RCTI, which is owned by the MNC Group, lost the rights to the Premier League from this season. The Premier League is by far the most popular sports property in Indonesia. In addition it also lost the rights to English football's FA Cup and League Cup, as well as the rights to the Champions League in the last cycle.

RCTI's current football rights portfolio includes all the matches of the Indonesian national team, ad hoc national team friendlies mainly from Europe and South America and the Euro 2016 tournament. ■

Fox and Mediaset busy in Italy

Fox Sports, the premium channel which launched in Italy this month, is in negotiations on several fronts to add to its offering in the country.

The broadcaster agreed a one-year deal with the IMG Media agency for the top Dutch football league, the Eredivisie. Local sources put the value of the deal at about €50,000 (\$67,000).

Fox is also in advanced talks with IMG to acquire the rights to the Argentinian football league from the coming season. The value of the deal is likely to be several times greater than the Dutch league.

Pay-television broadcaster Sky Italia, which shares the same parent company as Fox – 21st Century Fox – used to show both leagues but in recent years has been narrowing its focus to football which adds subscribers. The rights were picked up by digital sports channel Sportitalia until this season.

Fox is also understood to be in negotiation to acquire the English language rights to American football's NFL and the North American content previously held by the now-defunct ESPN America channel.

In parallel, Sky is said to be close to a deal for exclusive rights to basketball's NBA. Having NBA on Sky and all the rest of the US sport on Fox would appear an odd strategy. But one local expert said that it would give Sky an advantage over rival pay-television service Mediaset Premium, which agreed a deal at the end of July to carry Fox Sports content.

Mediaset Premium further strengthened its offering this month by agreeing a carriage deal for the pan-European sports channels Eurosport and Eurosport 2. ■

SPORTS CLIPS: News from TVSM Daily from July 25 to August 28**MEDIA RIGHTS 1****Football: Euro 2016, Uefa club competitions, European leagues and more**

- **Football:** Thai media conglomerate GMM Grammy acquired rights for Euro 2016 in a deal with the CAA Eleven agency. It will show all 51 games on the GMM Sport pay-television channel (page 4).
- **Football:** Norwegian broadcasters TV2 and NRK, the public-service broadcaster, acquired rights for Euro 2016 in a deal with the CAA Eleven agency. At least one game per match day will be broadcast on NRK 1 or TV2's main free-to-air channel. TV2 will also show games on the internet.
- **Football:** French digital-terrestrial television channel L'Equipe 21 acquired live rights for the Uefa Champions League third qualifying round second leg between Swiss club Grasshoppers and French club Olympique Lyonnais on August 6, and the Uefa Europa League play-off first leg between French club Saint-Etienne and Danish club Esbjerg on August 22.
- **Football:** International broadcaster Modern Times Group extended its exclusive rights for the English Premier League in Estonia, Latvia and Lithuania, in a deal with the Saran Media agency covering 2013-14 to 2015-16.
- **Football:** Pay-television operators Canal Plus and Gol T acquired the rights in Spain for the English Premier League in 2013-14 to 2015-16 (page 9).
- **Football:** Cypriot pay-television broadcaster Lumiere TV renewed its rights to the English Premier League for 2013-14 to 2015-16.
- **Football:** Pay-television broadcaster Setanta Ireland acquired highlights rights for the English Premier League for 2013-14 to 2015-16.
- **Football:** Telecoms company Silknet acquired rights in Georgia for the English Premier League for 2013-14 to 2015-16. The SilkSportHD pay-television channel will show live coverage of five or six matches per week.
- **Football:** Filipino pay-television channel Balls TV acquired rights for the English Premier League in a deal with the MP & Silva agency running until at least the end of 2013-14. The deal includes live matches and weekly magazine shows.
- **Football:** Indonesian commercial broadcaster RCTI acquired rights for the Spanish Liga in 2013-14 (page 9).
- **Football:** Spanish regional public-service broadcaster Televisión Canaria sublicensed rights from the Mediapro agency for live coverage of Segunda Division A second-tier games featuring Tenerife and Las Palmas, and highlights of the top-tier Liga. The deal runs for two seasons, from 2013-14 to 2014-15.
- **Football:** The Real Madrid TV club channel acquired live and highlights rights in Spain for the German Bundesliga.
- **Football:** Italian pay-television channel Fox Sports acquired exclusive live and highlights rights for the Dutch Eredivisie (page 9).
- **Football:** Dutch pay-television operator Sport1 acquired weekly highlights rights for the Turkish Süper Lig.
- **Football:** Indian pay-television channel Sony Six acquired multi-platform rights for the Premiership and League One, the top two divisions in Scotland, for three seasons, from 2013-14 to 2015-16, in a deal with the MP & Silva agency.
- **Football:** Pay-television operator Modern Times Group sublicensed internet rights in Sweden for the country's top division, the Allsvenskan, from pay-television operator C More Entertainment. MTG's online service Viaplay will show the games.
- **Football:** Publisher News Corp acquired mobile and internet clip rights in Japan, Vietnam and Indonesia for properties including the English Premier League, German Bundesliga and Italian Serie A (page 1).
- **Football:** German sports broadcaster Sportdigital acquired rights for several properties including the English Championship and League Cup, Portuguese Primeira Liga and the Argentinian Primera División (page 3).
- **Football:** UK public-service broadcaster the BBC extended its rights for the Scottish League Cup in a deal with the Scottish Professional Football League for three years, 2013-14 to 2015-16. Four live games per season will be shown on the BBC Scotland channel, and the deal also includes television highlights, internet clips and streaming of selected live matches on the iPlayer internet service.

SINCE LAST TIME

- Private equity company Forstmann Little, which owns IMG, began formally soliciting buyers for the sports, fashion and entertainment company, but said there "can be no assurance" that it will be sold.
- Google held talks with American football's NFL about acquiring rights for the Sunday Ticket programming package from the 2015-16 season for the internet company's YouTube video-sharing website.
- Digital sports media company Perform agreed a three-year extension, from 2013-14 to 2015-16, to its mobile and internet clip production partnership with English football's Premier League. Perform will edit and encode clips from all 380 matches per season and distribute the content to the league's licensees.
- Football fans in Great Britain are increasingly using mobile devices to access video content, sports news and betting services, according to Goal, the football media brand owned by digital sports group Perform. Goal's data – taken from the *Global Sports Media Consumption Report 2013*, produced by Perform, research company Kantar Media Sport and *TV Sports Markets* – showed that 27 per cent of fans follow the sport on mobile and that, of those who attend live matches, 39 per cent use a mobile in the build-up to, during, or after a game.

SPORTS CLIPS: News from TVSM Daily from July 25 to August 28

MEDIA RIGHTS 2

Football: Thai, Australian and African leagues, club channels and more

- **Football:** Thai pay-television broadcaster TrueVisions retained rights for the Thai Premier League (page 4).
- **Football:** African pay-television broadcaster SuperSport agreed a four-year deal, from 2015-16 to 2018-19, for rights to the Nigerian Professional Football League (page 8).
- **Football:** The World Sport Group agency extended a deal with Football Federation Australia to market the global rights to the Australian A-League and Australian national team for four years, 2013-14 to 2016-17. The deal covers all markets except Australia and Oceania.
- **Football:** Algerian public-service broadcaster EPTV acquired rights for Ligue 1, the country's top division, in a deal with the Algerian Ligue de Football Professionnel. The deal covers one season, 2013-14, and is worth about €4m (\$5.4m).
- **Football:** Pay-television sports broadcaster SuperSport acquired non-exclusive rights for North America's Major League Soccer in sub-Saharan Africa in a deal starting immediately and running until the end of the 2014 season. The deal was agreed by the MP & Silva agency. Pay-television broadcaster Setanta also has rights for the league in the region.
- **Football:** The Total Sports Asia agency agreed a deal with the Mediapro agency to become the exclusive distributor in Asia-Pacific of Barca TV, the channel of Spanish Liga club Barcelona.
- **Football:** US regional pay-television operator Yes Network agreed a multi-year rights deal with Manchester City to show delayed coverage of the English Premier League club's games.
- **Football:** US pay-television channel One World Sports acquired rights for delayed coverage of matches featuring English Premier League team Arsenal in the 2013-14 season.
- **Football:** Pay-television broadcaster Sky New Zealand acquired club channel content, including delayed match coverage, from English Premier League clubs Manchester United, Arsenal, Tottenham Hotspur and Manchester City. The deals cover at least 2013-14.
- **Football:** Pan-regional sports broadcaster Eurosport acquired rights for the German women's Bundesliga for 2013-14 to 2015-16, in a deal with the Deutscher Fussball-Bund, the German football association, covering Europe and 17 territories in Asia-Pacific.

- The Autoridade da Concorrência, Portugal's competition regulator, is to investigate the proposed new ownership model for leading local pay-television sports broadcaster Sport TV. Under the model, telecoms company Portugal Telecom and media company Zon Multimedia would each own 25 per cent of Sport TV and the Sportinveste media company would own 50 per cent.
- The South African government is considering regulations limiting the amount of premium sports rights one broadcaster can acquire.

Uefa Champions League football matches taking place in Germany for two seasons, from 2013-14 to 2014-15.

- The Prokuratura Generalna, Poland's General Public Prosecutor's Office, ruled that satellite television platform Cyfrowy Polsat did not break the law when it broadcast two Poland national team football matches on a pay-per-view basis last year. An investigation into whether the broadcasts breached Polish broadcasting laws had been initiated by the country's media regulator, the KRRiT.

FOOTBALL

- English football club Manchester United streamed live coverage of its friendly against Swedish club AIK Fotboll on August 6 on a pay-per-view basis, for a one-off fee of £5.95 (€6.98/\$9.32), via its official website. It was the first time United had adopted such a strategy. The stream was available in all markets except Thailand, Malaysia, Saudi Arabia, Bahrain, Kuwait and Turkey.
- A dispute between German newspaper publisher Axel Springer and pay-television broadcaster Sky Deutschland about online highlights clips for German Bundesliga football was settled in time for the start of the 2013-14 season. Sky agreed that match highlights clips it is making available via a mobile application will be at least four minutes long, rather than the 10- to 40-second clips it had planned initially. Axel Springer has internet and mobile rights for on-demand post-match highlights clips with lengths between 90 seconds and six minutes.
- Production company Plazamedia renewed a deal with German public-service broadcaster ZDF to produce Wednesday evening

MEDIA INTERNATIONAL

- Sky Italia plans to launch a dedicated MotoGP channel in March 2014, when the Italian pay-television broadcaster assumes the rights to the motorcycling championship.
- Bulgarian broadcaster Nova Broadcasting Group, which is owned by Modern Times Group, launched a new high-definition sports channel Nova Sports HD. The channel will show English Premier League football, basketball, boxing, golf and speedway.
- Portuguese Primeira Liga top-tier football club Benfica will launch a second pay-television channel, Benfica TV2, in October.
- Pan-European sports broadcaster Eurosport launched Eurosport 360HD, a new service available via German pay-television broadcaster Sky Deutschland, showing multi-court coverage of the 2013 US Open tennis tournament.
- Constantin Medien, owner of the Team Marketing agency and German sports broadcaster Sport1, reported a 45-per-cent drop in sales at its sports events and marketing division, which contains Team and Sport1, in the first six months of 2013. Sales amounted

SPORTS CLIPS: News from TVSM Daily from July 25 to August 28**MEDIA RIGHTS 3****American football, athletics, basketball, cricket, cycling, handball and more**

- **American Football:** German sports broadcaster Sport1 extended its rights for the NFL in a two-year deal, from 2013-14 to 2014-15, with the league. It will show seven games per week, up from four in its previous deal (page 3).
- **American Football:** Pay-television broadcasters Fox Sports and ESPN Latin America, media group Televisa and commercial broadcaster TV Azteca acquired NFL rights in Mexico. Fox will broadcast four games on Sundays. ESPN Latin America will continue to show the main Sunday and Monday Night Football games. Televisa will show two games per week on Sundays. TV Azteca will show one game per week.
- **American Sports:** German sports broadcaster Sport1 acquired rights in Germany, Austria and Switzerland for a range of American sports formerly held by international sports broadcaster ESPN (page 3).
- **Athletics:** Berlin Marathon organiser SCC Events awarded domestic rights to SportA, the sports rights agency run by German public-service broadcasters ARD and ZDF. The deal runs for four years, 2013 to 2016. The rights are exclusive from 2014 to 2016. The deal was brokered by the Infront Sports & Media agency.
- **Badminton:** Pan-Asian broadcaster ESPN Star Sports acquired rights for the 2013 Indian Badminton League, which is running from August 14 to 31.
- **Basketball:** Chinese state broadcaster CCTV agreed a deal with the International Basketball Federation for live coverage of its major competitions for three years, from 2013-14 to 2015-16.
- **Basketball:** Australian public-service broadcaster ABC agreed a deal to broadcast all games featuring the Australia men's and women's teams at the 2013 International Basketball Federation Oceania Championships.
- **Basketball:** Online streaming website Spox.com, which is owned by digital media company Perform, acquired live rights in Germany for one game per day from EuroBasket 2013, the European basketball championship.
- **Basketball:** German sports broadcaster Sport1 extended its rights for the NBA in a two-year deal, from 2013-14 to 2014-15, with the league. It will show three games per week, up from two in its previous deal (page 3).
- **Cricket:** Pay-television broadcaster Sky New Zealand acquired rights for the 2015 Cricket World Cup, which is being co-hosted by New Zealand and Australia. Sky was awarded the rights by Asian pay-television broadcaster Star, the International Cricket Council's global media rights partner. Sky will provide live coverage of every World Cup game through its national free-to-air channel Prime.
- **Cricket:** Australian commercial broadcaster Nine agreed a rights deal with the England and Wales Cricket Board for the next two Ashes series played in England, in 2015 and 2019. The deal is worth between A\$20m (€13.7m/\$18.4m) and A\$25m and includes 15 One Day Internationals and a number of Twenty20 contests.
- **Cycling:** Spanish public-service broadcaster TVE extended its rights deal for the Vuelta a España for three years, 2014 to 2016, in a deal with Vuelta organiser Unipublic (page 2).
- **Fishing:** The IEC in Sports agency sealed rights deals for the 2013 World Fly Fishing Championship with pay-television broadcasters Sportska Televizija in Croatia, the Sports Channel in Israel, Vive Deportes in Chile and Fox Sports in Australia, as well as Finnish public-service broadcaster YLE.
- **Futsal:** Spanish commercial broadcaster Mediaset acquired rights for the Liga Nacional de Fútbol Sala, a domestic competition. The deal will run for three seasons, from 2013-14 to 2015-16, and Mediaset will exploit the rights on its digital-terrestrial channel Energy.
- **Golf:** The United States Golf Association agreed a 12-year deal, from 2015 until 2026, with pay-television broadcaster Fox Sports for the rights to the US Open, US Women's Open and US Senior Open Championships. The deal includes the association's national amateur championships and international team competitions.
- **Handball:** French pay-television broadcaster beIN Sport acquired rights for the top-tier German Bundesliga for four seasons, from 2013-14 to 2016-17.
- **Handball:** The MP & Silva agency and EHF Marketing, the marketing arm of the European Handball Federation, agreed a two-year deal, from 2013-14 to 2014-15, with Polish pay-television broadcaster NC Plus for rights to the men's and women's EHF Champions Leagues. The rights cover television, mobile and internet platforms.
- **Horse Racing:** US rights-holder the Jockey Club agreed a multi-year deal with pay-television broadcaster Fox Sports starting in 2014. The deal includes international and Spanish-language rights.
- **Horse Racing:** The Delta Lifestyle and Entertainment agency acquired exclusive television, internet and mobile rights in India for 22 British races per year in a deal that will run until 2016.
- **Horse Racing:** Pay-television broadcaster At The Races and news and sports coverage provider SIS extended rights deals with Horse Racing Ireland and the Association of Irish Racecourses for three years, 2014 to 2016. At The Races will have exclusive, cross-platform, non-licensed media rights in betting offices to all Irish fixtures on a global basis. SIS retained all domestic and international betting shop rights.

SPORTS CLIPS: News from TVSM Daily from July 25 to August 28

MEDIA RIGHTS 4

Motorsport, Olympics, rugby union, tennis, US college sport and more

- **Motorcycling:** Pay-television broadcaster Setanta Africa acquired rights in sub-Saharan Africa for live coverage and highlights of the 2013 British Superbike Championship.
- **Motorsport:** Formula One Management renewed deals in three territories with incumbent rights-holders: the Mediapro agency in Spain, for two years, 2014 and 2015; and pay-television broadcaster the Sports Channel in Israel and media company 365 in Iceland, both thought to be for three years, 2014 to 2016 (page 6).
- **Motorsport:** US pay-television broadcaster Fox Sports renegotiated a rights deal for the Nascar series from 2015 to 2022 and extended the agreement for two years, until the end of 2024. The new deal includes exclusive rights to three additional races from the top-tier Sprint Cup series and a total of 14 events from the second-tier Nationwide Series per year.
- **Motorsport:** Global channel operator Fox International Channels agreed a multi-year, international rights deal for the new Formula E Championship across the Fox Sports suite of channels. Fox acquired exclusive rights in the US and exclusive and non-exclusive rights in more than 80 other territories worldwide, including Canada, Latin America, the Caribbean, the Netherlands, Italy, Hong Kong, Malaysia, Indonesia, Singapore, Chinese Taipei, South Korea and Australia. The deal includes mobile rights across all territories.
- **Motorsport:** The International Motor Sports Association agreed a rights deal with US pay-television broadcaster Fox Sports for coverage of the United SportsCar Racing series. The deal will run for five years, from 2014 to 2018.
- **Olympic Games:** The Dentsu agency acquired rights to the 2014 and 2016 Olympic Games and 2014 summer youth Olympics in a deal covering: Afghanistan, Brunei, Cambodia, Chinese Taipei, East Timor, Hong Kong, China, Indonesia, Iran, Laos, Malaysia, Mongolia, Myanmar, Papua New Guinea, Philippines, Singapore, Thailand and Vietnam.
- **Olympic Games:** Pay-television broadcaster Star India acquired rights for the 2014 and 2016 Olympic Games (page 7).
- **Olympic Games:** Irish public-service broadcaster RTÉ acquired rights for the 2014 and 2016 Olympic Games. The deal with the Sportfive agency covers television, online, mobile and radio rights, and includes live coverage and highlights.
- **Rugby Union:** Premiership Rugby, the commercial rights-holder and organiser of the 2013 World Club 7s tournament, agreed rights deals with pay-television broadcasters SuperSport in South Africa, ESPN Sur in Latin America, Sky New Zealand, ESPN in the US and OSN in the Middle East.
- **Rugby Union:** UK commercial broadcaster ITV reached a deal to broadcast highlights of Premiership Rugby, the top division in England, for the next four years, from 2013-14 to 2016-17.
- **Sepaktakraw:** Pan-regional sports broadcaster Eurosport acquired rights for two seasons of the International Sepaktakraw Federation SuperSeries, from 2013-14 to 2014-15, as well as the ISTAF World Cup in 2014. The deal covers 47 territories in Europe and 17 territories in the Asia-Pacific region. Eurosport agreed the deal with Asia Sports Ventures, a new joint venture between Malaysian pay-television operator Astro and the Ufa Sports Asia agency.
- **Tennis:** Australian pay-television broadcaster Fox Sports acquired exclusive rights for the US Open. The deal with the US Tennis Association will run for four years, from 2013 to 2016.
- **US College Sport:** US regional broadcaster WBBZ-TV acquired rights to Atlantic Coast Conference American football matches in the 2013 season.
- **US College Sport:** The IMG College agency agreed an 11-year multimedia rights deal with Rutgers University Athletics, from 2013-14 to 2023-24, with the option to extend the agreement until 2026-27.
- **US College Sport:** The Learfield Sports agency agreed a seven-year deal, from 2013-14 to 2019-20, with South Methodist University for the multimedia rights to its Mustang sports teams.
- **US College Sport:** North Dakota State University agreed a three-year rights extension, from 2013-14 to 2015-16, with US media company Hoak. The deal includes live coverage of some basketball games and all 11 regular-season American football games per season.
- **US College Sport:** The CBS Sports division of US network CBS acquired rights from pay-television broadcaster ESPN for the American Athletic Conference. The deal will run for seven years, from 2013-14 to 2019-20. Pay-television channel CBS Sports Network will show 25 men's basketball games in the 2013-14 campaign and 30 games per season, as well as between 13 and 15 American football games per season, from the 2014-15 campaign onwards.
- **US College Sport:** The CBS Sports division of US network CBS acquired rights for the Mountain West Conference's American football championship game in a multi-year deal, starting with the 2013 fixture on December 7.
- **Wrestling:** Indian sports and entertainment pay-television channel Sony Six acquired exclusive rights to the TNA Wrestling series. The length of the deal was not disclosed.

SPORTS CLIPS: News from TVSM Daily from July 25 to August 28

to €19.5m (\$26.1m), down from €35.5m year-on-year. Constantin made a net loss of €4.6m.

- Brazilian pay-television broadcaster Fox Sports Brasil will launch a second channel, Fox Sports 2, next year.
- Pay-television broadcaster Sky New Zealand posted an 11-percentage increase in its net profit to NZ\$137m (€83m/\$111m) for the year ending June 30, despite making a net loss on its coverage of the London 2012 Olympic Games due to "high production costs and lower than expected advertising revenue."

MEDIA RIGHTS NEGOTIATIONS

- International sports broadcaster ESPN is understood to be in talks in territories across Europe, the Middle East and Africa to sell on rights formerly used on its American sports channel ESPN America. It shut the channel this year. Deals have so far been agreed in Africa, France, Germany, the Middle East, the Netherlands and the UK.
ESPN is also understood to be in talks in several territories around the world to sell international rights for Nascar motor racing and the X Games.
- France's Ligue Nationale de Rugby, which runs the domestic Top 14 rugby union club competition, will decide by early October whether to use an early termination clause in its domestic media rights deal with pay-television broadcaster Canal Plus. The LNR thinks it may be able to get a more lucrative deal by putting the rights back on the market. Pay-television broadcaster beIN Sport has entered the market since the rights were last sold. The Canal Plus deal covers five years, from 2011-12 to 2015-16.
- US pay-television broadcaster Fox Sports is interested in bidding for Thursday night match rights for NFL American football, if the league makes them available.
- Pan-Nordic basic-tier and pay-television broadcaster SBS Discovery Media said it would not renew its rights in Norway for the ice hockey World Championship. Its current deal expired after the 2013 championship in May.
- The Pakistan Cricket Board appointed professional services company Ernst & Young to oversee the sale of rights for the national

team's 2013 series against South Africa and 2013-14 series against Sri Lanka. Both series will take place in the United Arab Emirates.

- Private investment group Coliseum Sports Media is interested in acquiring domestic rights for the New Zealand national rugby union team from 2015. Coliseum is also interested in rights for the Super 15 club tournament, which features teams from New Zealand, Australia and South Africa.

ALSO SINCE LAST TIME

- The Olympic Council of Asia appointed the MP & Silva agency to help it establish a new in-house host broadcaster, OCA Broadcasting Services. MP & Silva will manage the venture, which will oversee the host broadcasting of the OCA's events, including the Asian Games.
- The Infront Sports & Media agency opened an office in Singapore for its new wholly-owned Asia-Pacific subsidiary. Infront Pan-Asia managing director Ian Mathie will lead the office.
- The Ladies European Tour golf organisation made live coverage of the 2013 Europe v US Solheim Cup available on YouTube in countries where the tournament was not available on television. The coverage was produced by UK pay-television broadcaster BSkyB.
- The England and Wales Cricket Board streamed live coverage of a non-televised fixture online for the first time when it showed the One Day International women's game between England and Australia on August 20 on its website and YouTube channel.
- The British Basketball League will show live games through a new dedicated internet platform throughout the 2013-14 season. BBL TV will give access to 30 live games for £29.99 (€35.20/\$47.17).

INDUSTRY MOVES

- Andy Pierce was appointed as president and chief executive of the North American division of sports marketing group Lagardère Unlimited.
- Gursharan Sethi was appointed as senior vice-president of affiliate sales and marketing at sports broadcaster Eurosport Asia-Pacific.

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