

FOOTBALL

Infront's Bogarelli: Serie A will improve for TV 'out of necessity'

By Frank Dunne

The renewal this week of Infront Sports & Media's adviser contract for Serie A means that Italy's top football division is guaranteed at least its current level of media-rights income through to 2018 and, possibly, until 2021 (see panel, page 4).

When set against recent increases in media-rights revenue of over 50 per cent for England's Premier League and Germany's Bundesliga, and the 20-per cent increase enjoyed by La Liga, maintaining the status quo does not look like a brilliant result.

The league defended the deal this week, however, telling *TV Sports Markets* that it was inappropriate to compare the targets set for an adviser with actual media-rights income. Marco Brunelli, the director general of Lega Serie A, said: "All this establishes is the starting point. It does not pose any limits on our margins for growth in rights income."

The league and Infront hope to at least match the current level of domestic rights income of about €880m (\$1.2bn) per season in the next three-year cycle, despite the economic crisis in Italy, and to substantially increase the value of the international rights from the current €117m per season.

Both are aware that major improvements need to be made to Serie A as a television product for this to happen.

As Brunelli put it: "Serie A is no longer the top football league in Europe. Right now, a gap exists from all perspectives: from the quality of the players to what you see on the screen in terms of pitch quality and lighting. The stadiums are the worst in Europe. We know that our competitiveness at European level depends on improving these things."

Infront Italy president Marco Bogarelli
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CHAMPIONS LEAGUE

Murdoch needs Uefa battering ram

By Dan Horlock and Robin Jellis

Uefa enjoyed positive outcomes for the sale of the rights to the Champions League in two of the world's most important television markets. In both, the increase in value was down to subsidiaries of Rupert Murdoch's 21st Century Fox.

European football's governing body doubled the value of the rights in the US in a deal with the Fox Network, due to fierce competition. It also secured an overall

increase of about 15 per cent in Germany, despite fairly limited competition, due to improved payments from Sky Deutschland and ZDF.

Uefa is also understood to have secured an increase in Austria of about 80 per cent, taking it to about €7.5m (\$10.3m) per year.

The deals in all markets were brokered by Team Marketing, Uefa's sales agent for its

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FASTRACK

IOC TV channel 'not a threat' to Olympic broadcasters

Thomas Bach's plan to create an Olympic television channel owned and operated by the International Olympic Committee received plenty of media attention during his successful campaign to become IOC president in September.

This week the IOC played down the possibility of a channel being launched in the near future and stressed that any such venture would be complementary to existing broadcast deals.

Timo Lumme, IOC director of television and marketing, told *TV Sports Markets* that discussions had yet to begin in earnest about the "possible creation of an Olympic channel."

He added that any such channel would complement existing partnerships with broadcasters and media companies. "We want to see how we can work with our broadcast partners and other stakeholders outside of Games time," he said.

Lumme said that the "overall objective" if the IOC did decide to launch a channel would be to "ensure the promotion of Olympic sports and the Olympic values outside of Games time." ■

Sport1 to maintain independence

Sky Deutschland's acquisition last week of a 25.1-per-cent stake in German sports broadcaster Sport1 looked like a classic Rupert Murdoch move. It should strengthen Sky's hand when bidding for rights by enabling it to offer a one-stop shop with a pay-television platform and a free-to-air television platform to rights-holders.

Sport1 operates a basic-tier channel and two pay-television channels. Many local experts believe that in addition to a stronger buying proposition, Sport1 would also provide a valuable free-to-air platform for cross-promoting Sky's pay-television offering. Sky has only 3.5m subscribers in Germany whereas Sport1 is received in 32m homes, a

penetration of 88 per cent.

Others believe that Murdoch will also be looking into a rebranding of the channel as Fox Sports, a far stronger global sports brand than Sport1 for sports and advertisers to be associated with.

None of this will happen, however, according to Constantin Medien, the company which holds the remaining 74.9-per-cent stake in the channel.

Constantin Medien told *TV Sports Markets* that while it was "open to shareholdings to strengthen the sports segment" of its business, it was still very much in control of Sport1.

"Sky Deutschland will not get involved in the editorial, programming or licensing aspects of the programme or content of the individual platforms under the Sport1 brand," the company said.

The company added: "We are not planning a rebranding. Furthermore, the agreement has no impact on our pay-TV channels Sport1 Plus or Sport1 US."

Sky bought 100 per cent of production company Plazamedia along with 25.1-per-cent stakes in both Sport1 and Constantin Sport Marketing. The deals were agreed with Constantin Medien and were worth a combined €57.5m (\$78.8m), with the Sport1 stake thought to be worth about €11.5m.

It is not yet clear exactly what boardroom influence Murdoch is getting for his money, but he rarely makes such investments unless there is a long-term strategic value.

The move is not being seen as an attempt to take over a competitor. Sky is the dominant pay-television broadcaster in Germany, while Sport1 acquires second- or third-tier sports properties.

Sky declined to comment on its plans for Sport1 when contacted by *TV Sports Markets* this week. The deal is expected to be completed in the first half of 2014. It is subject to antitrust and media regulatory approval. ■

LTA loss is blow for IEC in Sports

The joint Eurosport and IMG Media deal for rights outside the UK for the Lawn Tennis Association's ATP and WTA tournaments is a blow to the IEC in Sports agency, which had previously marketed the rights outside Europe.

Under the deal, from 2014 to 2018, Eurosport has renewed its rights to the events in Europe, except the UK, and IMG has got the rights outside Europe. In the previous deals, which ended this year, Eurosport had the European rights outside the UK and IEC the rest of the world.

IEC's tennis portfolio has been whittled down in recent years through a combination of being outbid by other agencies for some tournaments and other tournaments being upgraded from ATP 250 to ATP 500 events. ATP 250 tournaments sell their own media rights. ATP 500 media rights are sold centrally by ATP Media, the tour's commercial arm, which is advised by IMG.

Another of IEC's 250 tournaments, the Gerry Weber Classic in Halle, Germany, is also set to upgrade to a 500.

The LTA deal changes dramatically in the new cycle. In 2014, it covers rights for the ATP 250 events at the Queen's Club and Eastbourne International championships. From 2015, the Queen's Club event, by far the most valuable part of the contract, is removed from the deal. The tournament is becoming an ATP 500 event.

In 2014, the value of the Eurosport and IMG rights is thought to be about €550,000 (\$754,000). This will drop by more than a half after the loss of the Queen's Club event. Some of the drop in value is offset by the addition of a new tournament from 2015, a WTA International event in Nottingham.

IEC still has a major role in tennis rights via a deal with digital media company Perform to sell the global television rights for WTA Premier Tournaments, the WTA's top tier of tournaments, from 2013 to 2016. ■

FOOTBALL

Serie A clubs will need new stadiums to increase income

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told *TV Sports Markets* that achieving big growth in the value of the international rights required an improvement in Serie A as a television product, which required, among other things, investment by the clubs in new stadiums.

He said the change in the business culture of Serie A would happen “out of necessity,” if clubs wished to remain competitive in Europe. “The Bundesliga clubs earn far less than Italian clubs from media rights but by developing other sectors have been able to overtake Italian clubs in turnover and are now more competitive at European level,” he said.

Stadiums

Juventus is the only Serie A club to have invested in building a new stadium since the Fifa World Cup was held in Italy in 1990. A further five or six clubs have plans to redevelop their existing stadiums or build new ones.

This week the upper house of the Italian parliament agreed on amendments to a bill which would speed up the process of stadium building. The bill still has to be approved in the lower house. Even if it became law next year, it would be several years before Serie A had stadiums to compare with those in most of the rest of Europe. The agency which goes to market next autumn with the international rights will not have a markedly better “product” to sell in that respect.

Bogarelli said that the impact of stadium development was probably “four to five years away,” but that other improvements were being made in the way the content was produced and distributed which would help increase its value.

These included a big improvement in the quality of the playing surface at Serie A grounds. “The league has invested a lot of time and energy in ensuring that some of the things we have seen in the past with poor quality pitches did not

Italian league says it has set Infront a challenge

The top Italian football league, Lega Serie A, said that the terms of the renewal of its adviser agreement with Infront Sports & Media were “challenging” for the agency.

Marco Brunelli, the director general of Lega Serie A, told *TV Sports Markets*: “If they do not bring in the minimum guaranteed they will earn nothing. But if they hit certain targets they can even earn more than they were before – it is structured to incentivise their performance as much as possible.”

He said that the renewal was confirmation that the clubs were satisfied with the work done by Infront over the last five years. “Compared to where we were as a league five or 10 years ago, we are very far ahead,” he said.

Infront currently has a six-year deal as media adviser, from 2010-11 to 2015-16. The new deal involves a two-year extension on the final year of the existing agreement, to cover 2016-17 and 2017-18, with the possibility of a renewal for three years, from 2018-19 to 2020-21.

If current income levels of €1bn per season are maintained in the next three-year cycle, the agency will earn just under €30m (\$41m) per season,

happen again,” he said.

There have also been improvements in the quality of the images, with an increased number of cameras, the use of high definition, super slow-mos, and the gradual introduction of super high definition 4K coverage, things which Bogarelli said were “fundamental to the buyers of rights.”

Infront and the league are also working to develop a stronger brand identity for the league and the Coppa Italia, the domestic cup competition.

Bogarelli added that unlike the Premier League and Bundesliga, Serie A was coming up to only the third cycle in which the rights have been sold by a single entity. Less than a decade ago, three different agencies – Rai Trade, Sportfive and MP & Silva – were out in the market selling rights to small groups of teams, which held back the value of the championship.

The league’s Brunelli said Serie A could

compared to about €35m per season commission on rights sales in the current contract. The agency earns further fees for production and other services.

The new deal appeared to be at risk when a group of seven Serie A clubs, led by Italy’s biggest club, Juventus, objected to an automatic renewal of the contract and forced a renegotiation of the terms. The league appointed Juve president Andrea Agnelli and Lazio president Claudio Lotito to negotiate with Infront.

Juve’s objection was the spur for the IMG agency to mount an unsolicited rival bid to acquire the league’s rights for three seasons for €2.979bn, breaking down as €986m in the first season, €993m in the second and €1bn in the third.

Marco Bogarelli, president of Infront Italy, played down the risk of the agency losing the contract this week, however. He said that the renewal had never been in doubt, just the terms. “The clubs had already voted unanimously to continue working with Infront. They appointed two directors to negotiate the terms of the new agreement. Even before that, the majority of clubs had always been in line about sticking with us.” ■

not hope to match the €850m per season that the Premier League will earn from its international rights in the next cycle but that it could improve on the €117m per season it currently earns from the MP & Silva agency, even without large-scale stadium building.

“Things are taking place which will make a difference. A few years ago, if you told a club president that having a nice green pitch and powerful lighting was a necessary investment they would not have been convinced. Now they know it is a strategic necessity. Every time we have a meeting with our broadcasters, they raise these issues.”

He pointed out that the main stumbling block to improving the overall quality of Serie A was clubs taking ownership of their stadiums from local councils and that this was a slow, complicated process that was mired in politics. The clubs could do

little to speed it up and were hamstrung in their attempts to improve their council-owned stadiums in the meantime.

“It’s much easier to make structural changes when you own the stadium. It’s slower and more complicated when you are a tenant. The issue of stadium ownership conditions everything,” he said.

Domestic balance

The challenge facing Infront in the Italian market is to reconcile the diverging needs of the two main pay-television platforms, Sky Italia and Mediaset Premium, and to bring in at least the same income for live rights as at present, despite the fact that both platforms are losing subscribers.

Bogarelli said that the league recognised that Sky needed a stronger rights package than it had in the past. “Sky has a rich offering which is targeted at a higher-spending demographic [than Mediaset’s], so naturally they want a richer product, with more exclusivity and greater differentiation.”

He said that the impact of the declining subscriber numbers at Sky was being overplayed in the media. “It is true that

Infront’s Serie A deal

Infront Sports & Media has guaranteed Serie A €980m per season for three years, from 2015-16 to 2017-18, for its domestic and international rights. This includes the final year from its existing six-year deal with the league plus two more seasons.

The minimum guarantee rises to €1bn per season in the following three-year cycle, from 2018-19 to 2020-21.

If the second three-year cycle were confirmed, Infront would end up guaranteeing the league €5.94bn over the six years from 2015-16 to 2020-21.

The contract for the second period is automatically renewed if the agency brings in €1.04bn per season in the first cycle. If the income falls below that level, the league is free to put the adviser contract

out to market again or it can choose to negotiate directly with broadcasters.

Infront will earn 2.8 per cent on income from domestic rights sales and four per cent from international sales. The income is on the entire amount but will only be paid if the agency reaches the minimum amount guaranteed. If it doesn’t, it will earn nothing. It has to provide a bank guarantee to cover the first €50m of any shortfall.

The agency will earn a bonus of €4.5m on top of its commission each time it hits one of the following annual targets: €1.015bn; €1.04bn; and €1.055bn.

The new deal structure was approved by 19 clubs, with the 20th club, Roma, abstaining. Infront was expected to formally accept the terms late this week.

Sky has lost some subscribers but it has maintained its earnings level,” he said.

He said that what the league gained by working with an adviser rather than going directly to the market was that Infront could “guarantee a minimum level of

income to give the clubs security and ensure that the league does not find itself in a position where it has to rely for its income on one company [Sky] which is in a dominant position and which would be able to abuse that position.” ■

CHAMPIONS LEAGUE

Big increase in US as Fox keeps out NBC and beIN Sport

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club competitions.

In the US and the Caribbean, Fox is understood to have paid between \$50m and \$55m per season to secure the English- and Spanish-language rights to the Champions League and Europa League for three years from 2015-16 to 2017-18. In the current three-year agreement, which expires next season, the broadcaster pays about \$27m per season for both competitions.

Fox saw off competitive bids from media group NBCUniversal and pay-television broadcaster beIN Sport, owned by Qatari pay-television broadcaster Al Jazeera. It had reason to bid aggressively having lost out to NBC for the Premier League rights last year in a record deal for a European football

league in the US, worth \$83m per season.

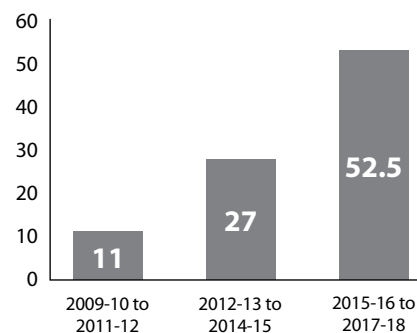
Coverage of both the Champions League and the Europa League will be broadcast on its pay-television channels Fox Sports 1, Fox Sports 2, Fox Sports Net, Fox Deportes and Fox Soccer Plus. Every match will be broadcast live on the internet and on mobile. It will show the Champions League final on its Fox free-to-air channel.

It is not known how the fee is divided between the two competitions. In the previous deal, Fox paid about \$25m per season for the rights to the Champions League and about \$2m per season for the Europa League rights.

The new deal continues the trend of spectacular increases in the region for Uefa. The deal covering 2012-13 to 2014-15 represented a 145-per-cent increase on the previous three-year deal, from 2009-10 to 2011-12, which was worth \$11m per season (see chart).

Fox could not afford to lose the Champions League rights. The loss of the Premier League rights had severely depleted Fox’s portfolio of season-long,

Annual Champions League/Europa League media rights income in the US and Caribbean over three cycles (\$m)



Source: TV Sports Markets

Footnote: \$52.5m is an average of the range \$50m to \$55m.

premium football. Previously, the broadcaster had lost the rights to Italy’s Serie A to beIN Sport, which has become a major player in football rights in the country. BeIN Sport also has the US rights to Spain’s La Liga, France’s Ligue 1 and England’s League Cup.

Fox has made heavy investments in football. It paid between \$425m and

\$450m to secure the English-language rights to the 2018 and 2022 Fifa World Cup tournaments. It also has the rights to the Concacaf Gold Cup and Concacaf Champions League and English Football Association rights. But the Premier League and Champions League provide more regular world-class content.

Sky pays more

In Germany, Uefa will earn €118m per season for the rights to the Champions League alone for the period 2015-16 to 2017-18. This represents an increase of 15 per cent on the current cycle (see table).

The current deal, from 2012-13 to 2014-15, was 22 per cent up on the previous three-year cycle due to ZDF paying a 31-per-cent increase on the amount that commercial broadcaster ProSiebenSat.1 had paid in the previous cycle, and Sky increasing its fee by about 14 per cent from €44m per year to €50m per year.

In the new deal, Sky is thought to have paid an increase of around 20 per cent to about €60m per season, despite there being no obvious pay-television competition. There are three reasons why it paid more than last time.

First, Sky's business growth means it could afford to pay more. At the third quarter in 2013, Sky had 3.529m direct subscribers, up 40 per cent on the 2.521m it had three years ago. Its ebitda is €29.2m, up more than 50 per cent from €18.6m one year ago. Its share price has rocketed from about €1.40 in December 2011 to just under €8 this week.

Second, the success of German teams in the competition means there is more demand for the tournament. The 2013 final was an all-German affair, while Bayern were runners-up in 2012.

Third, Sky felt a need to defend itself against a competitor snatching the rights in the first round. It is not thought that Sky faced any direct competition, but local sources suggested it feared a bid from telco Deutsche Telekom. It had seen its sister company BSkyB lose its rights in the UK to pay-television newcomer BT Sport in a massive deal (*TV Sports Markets* 17:21).

The Champions League is Sky's second most important property behind the domestic football league, the

Bundesliga. The success of German teams, with clubs getting further in the competition, means Sky has more games of interest. Sky's deal covers 146 matches, of which 128 are exclusive.

Sky spooks ZDF

Public-service broadcaster ZDF renewed its deal for free-to-air rights for about €58m per year. The deal is for three years, from 2015-16 to 2017-18.

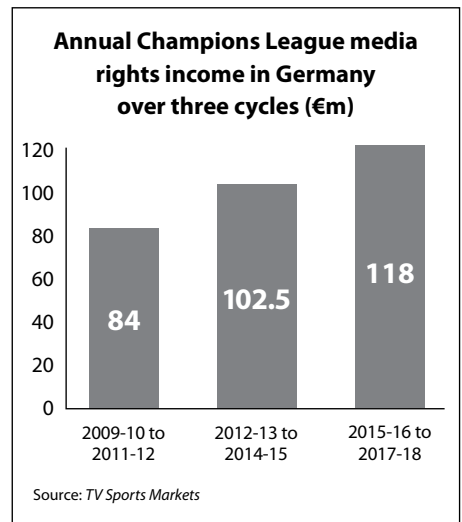
The renewal is thought to be about 10-per-cent higher than its current three-year deal, covering 2012-13 to 2014-15. It is thought that ZDF had initially calculated that it could renew at the same level, given the lack of strong free-to-air competitors. But the threat of a complete buyout from Sky forced ZDF to maintain its current fee. Commercial broadcasters ProSiebenSat.1 and RTL, and sports broadcaster Sport1 are also thought to have been interested, but none tabled a competitive bid.

ZDF knows the airtime value of the competition and would have known that a commercial broadcaster would struggle to refinance an investment of much more than €40m per year. But it would have seen that when Uefa was faced with offers from free-to-air broadcasters in the UK and France that it considered below market value, it had agreed exclusive deals with pay-television operators BT Sport, Al Jazeera and Canal Plus.

When agreeing the current cycle of Champions League rights, ZDF provoked an angry reaction from commercial broadcasters and politicians spending so much public money on football rights, especially rights which had already been available on free-to-air television (*TV Sports Markets* 15:7).

The investment has proved to be very successful for ZDF, providing it with large audiences. It drew 21.6m for the 2013 final between Bayern Munich and Borussia Dortmund. Also, since the 2012-13 season, four German teams qualify for the tournament. ZDF was determined to hang on to the rights.

ZDF had to pay a much higher rights fee in the current cycle to compensate Uefa for the fact that it is not able to give Champions League sponsors full exposure. Regulations prohibit ZDF from showing sponsor advertising after 8pm. Champions League



matches usually kick off at 8.45pm local time.

On Champions League match-days, ZDF shows a 20-minute magazine show at 7.25pm which provides sponsors with exposure. This does not cover the Super Cup match or the Champions League play-off matches. Sponsors are also visible on advertising boards in stadiums.

ZDF will show 18 matches per season on a non-exclusive basis. This includes the two play-off matches played by a German team in qualification, six first-pick group stage matches on Wednesday nights, eight matches from the last 16 to the semi-finals, either on a Tuesday or Wednesday night, the final, and the annual Super Cup match. The rights are broadly the same as in the previous deal and are platform-neutral.

ORF fights back

There were increases in value in Austria for both the free-to-air and pay-television rights. Public-service broadcaster ORF outbid incumbent Puls4, a commercial broadcaster run by Germany-based Sat.1, and possibly another bidder, for a package covering one first-pick match per week. ORF, stung when it lost the rights to Puls4 in the current cycle, is thought to have increased the value of the package by over 70 per cent.

The Austrian arm of Sky Deutschland, whose deal was being finalised this week, paid an even bigger percentage increase to renew its rights for all other live matches. Sky had to outbid Puls4 for one of the packages it acquired, covering one second-pick match per week. ■

HANDBALL

Sport1 strengthens rights portfolio with 2014 Euros deal

By Robin Jellis

Sport1's deal last week for exclusive rights to the 2014 men's handball European Championships was part of the broadcaster's strategy to be the home of handball in Germany.

Sport1 has extensive handball rights, including the rights to the top-tier domestic league, the DKB Handball Bundesliga, until 2016-17. It is also currently broadcasting the 2013 women's World Championships, run by the International Handball Federation.

Olaf Schröder, chief editor and head of programming at Sport1, said: "We are *the* handball channel in Germany and we want to continue developing the sport on our platforms. Now that we have acquired the rights, we can show our viewers the best teams in Europe."

One German rights expert estimated the deal to be worth around €200,000 (\$274,000). It covers the 2014 tournament only. The rights were sold in direct talks by the Infront Sports & Media agency, on behalf of the European Handball Federation.

Germany is a strong handball market, but interest in the rights was low as the national team has failed to qualify. Sport1 did not face strong competition.

Germany's matches at the 2012 tournament were shown by public-service broadcasters ARD and ZDF. Sport1 sublicensed the rights to other matches from ARD and ZDF.

The top handball markets are Scandinavia, the Balkans, France, and, increasingly, the Middle East and North Africa. Infront's deal to market the rights runs until 2020. The rights are a central part of its summer sports portfolio.

Rights deals for the tournament have been agreed with over 75 broadcasters in more than 170 countries. Negotiations are still underway in a few regions. The tournament will take place from January 12 to January 26 in Denmark. ■

FOOTBALL

NOS follows Euro 2016 deal with snatch of qualifiers

By Robin Jellis

Uefa has secured an increase from NOS for the rights to Netherlands national team qualifying games covering Euro 2016 and the Fifa World Cup in 2018 in a deal agreed last week.

Public-service broadcaster NOS agreed to pay about €18m (\$24.7m) across the four years from 2014-15 to 2017-18, or €900,000 per national team match. This follows NOS's acquisition of the rights to Euro 2016 in April for €18m (*TV Sports Markets* 17:7).

The value of the qualifiers deal is a small increase on the €850,000 per game paid by commercial broadcaster SBS in a deal with the Dutch football federation, the KNVB, in the four years from 2010-11 to 2013-14. The deal covered all home and some away qualifier matches.

Dutch free-to-air broadcasters have been cutting rights fees for several years. NOS has suffered budget cuts, while a shrinking advertising market has hit commercial broadcasters RTL and SBS.

Uefa, European football's governing body, also agreed a deal covering the rights to all European Qualifiers excluding the Dutch national team with pay-television broadcaster Sport1. Sport1 will pay about €4m across the four years for all third-party matches.

Both deals were brokered by the CAA Eleven agency, Uefa's sales agent for its national team competitions.

Netherlands matches

NOS faced competition for the rights from SBS, Fox International Channels, and, to a lesser extent, RTL. FIC operates free-to-air entertainment channel Fox, which was launched in August.

Dutch listed-events legislation requires all matches of the Netherlands national team to be shown live on free-to-air television.

NOS is thought to have been motivated to acquire the qualifiers rights as it fears losing highlights rights to the domestic

league, the Eredivisie, and live rights to the Uefa Champions League.

FIC bid for both Netherlands matches and third-party matches. However, it is thought to have considered the rights as only 'nice to have.' It believes that its acquisition of Netherlands national team friendly matches in a deal with the KNVB last month provides content which is just as good, if not better, than the qualifiers.

SBS is thought to have been keen to retain its rights, but bid less than the €850,000 which it pays in its present deal with the KNVB, as it struggles to refinance the investment. It also paid about €450,000 per match for some away qualifiers for the 2014 World Cup in deals with agencies.

The auction came against the background of an internal dispute between the owners of SBS, which may have had an impact on its bidding. Finnish media group Sanoma owns 67 per cent of the broadcaster while Dutch entrepreneur John de Mol's Talpa Media owns the remaining 33 per cent. De Mol has blamed falling viewing figures at SBS on Sanoma's unwillingness to invest in high quality programming.

RTL is thought to have bid, but only at a low level. It is spending less money on top sports rights and did not consider national team matches a priority.

NOS secured the rights in the first round of bidding as it matched Uefa's target, and its bid was ahead of rival offers. NOS is covering production costs to all home qualifiers, which cost about €50,000 each to produce.

Third-party matches

Sport1's only competition for the third-party rights is thought to have come from FIC, but Sport1 offered better terms. Sport1 was keen to acquire the rights after having lost a swathe of sports rights to Fox over the past months.

Will Moerer, vice president of Sport1, told *TV Sports Markets*: "For us, these rights are very important. It is high quality, and we want to broadcast as much live quality football as possible. For the last nine months we have lost some good rights to our competitor, Fox, including the Premier League and Serie A. On the

market there was a feeling that Fox could take all these sports rights and Sport1 would go to a slow death. This is a clear sign to the market that we are alive and kicking, and that we are willing to pay the price for top rights.”

The rights are not a replacement for the loss of the Premier League or Serie A, while the acquisition was not motivated by the potential loss of the Champions League rights, Moerer said.

Sport1 will show between 200 and 300 matches over the four years. It will show one or two matches on nights when the Netherlands is playing, and three or four on the two other match-days, depending on the attractiveness of the matches. It

will aim to show top European teams such as Germany, England, Spain, Italy, France and Portugal, Moerer said.

Third-party qualifier matches were shown by various broadcasters in the current cycle, in deals with federations and agencies. The highest fee Sport1 was prepared to pay for a match involving two top teams was €10,000.

Friendly matches

Last month, FIC agreed a deal with the KNVB for a package of rights which includes Netherlands friendly matches. These are thought to be worth about €800,000 per match and cover the four years from 2014-15 to 2017-18.

FIC beat competition from previous rights-holders SBS and RTL. There was no formal tender process. The deal was agreed directly, without agency help.

The value of friendly matches is not much less than qualifier matches because the Netherlands often plays against other strong sides. In 2013 it played friendlies against Italy, Portugal and Colombia, all in the top 10 of the Fifa rankings. The deal includes between 20 and 22 friendlies across the four years.

The deal also includes tournament qualifiers and friendly matches played by the U21 national team, coverage of the domestic club competition, the KNVB Beker, and the Dutch Super Cup. ■

FOOTBALL

Uefa profits as Polsat reinforces ahead of expected Fox entry

By Kevin McCullagh

Uefa secured a strong fee for Euro 2016 and the European Qualifiers in Poland, as commercial and pay-television operator Polsat strengthened its sports content in anticipation of a more competitive market next year.

Polsat is paying about €32m (\$44m) over the four seasons 2014-15 to 2017-18. The deal covers all European qualification matches for Euro 2016 and the 2018 World Cup, plus the Euro 2016 tournament. About 20 matches featuring the Poland national team are covered over the four years.

The deal gives Polsat an exclusive grip over rights that state broadcaster TVP has usually dominated. TVP had the rights for Euro 2012, which Poland co-hosted. TVP has also been the main broadcaster of Poland qualifying matches in recent cycles, although Polsat showed two World Cup qualifiers last year.

The content should be useful as the Polish market enters a more competitive phase with the expected launch of Fox Sports next year.

TVP, Fox and pay-television broadcaster NC Plus are thought to have had talks with the CAA Eleven agency, Uefa's sales agent,

about acquiring at least some of the rights on offer. TVP is thought to have bid much less than Polsat, with one source putting its offer at around €23m.

The Polish rights market has stuttered in the last four years, largely due to consolidation among pay-television players. Fox's emergence looks to be rekindling it.

In 2009, there were four competing pay-television operators in the market – Polsat, Canal Plus, N and Orange.

Canal Plus and N have now merged to form a new platform, NC Plus, and Orange has become a less active player in the sports rights market.

TVP has also been struggling financially, partly due to weak enforcement of licence-fee payments. In a statement following the Polsat deal this week, TVP said its offer “had to take into account the financial capacity of public television, where a well-known indicator is the lack of stable public funding sources.” The statement said only 10 per cent of Poles pay their licence fee, and this income, of about €70m per year, accounts for 18 per cent of the broadcaster's revenue – much lower than other European public-service broadcasters.

Fox International Channels, which runs the Fox Sports channel in countries around the world, is understood to be actively seeking sports rights in Poland. It has already secured rights for Euroleague basketball in a deal beginning this season, which is understood to have included a fee increase for the league. It has been showing the coverage on the internet so far.

Fox is said to be a possible bidder for Formula One rights from 2014 onwards. Previous rights-holder Polsat had been in talks with Formula One Management about a renewal. Polsat has said the value of the rights has dropped sharply since the departure from the sport of Polish driver Robert Kubica three years ago due to injury. Kubica said last month that a return to Formula One was “nearly impossible.”

Fee comparison

Previous deal values are not directly comparable with Polsat's fee for the Uefa deal, as the properties were historically sold separately. But the fee appears to represent a decent increase.

Polsat paid €15m for the rights to Euro 2008, arguably the most comparable tournament to Euro 2016. Euro 2012 is less comparable as TVP's €28m fee was, as one industry source put it, a “political” price, for a tournament that Poland co-hosted with Ukraine.

TVP is understood to have paid about €450,000 per match for several Poland 2014 World Cup qualifying matches in a deal with the Sportfive agency. In an indication of the market's malaise in recent years, TVP is understood to have paid Sportfive about €600,000 per match in a similar deal for 2010 World Cup qualifiers.

The value of 20 qualifying matches at the current price plus the value of Euro 2008 is about €24m. Using that benchmark, the current deal represents an increase of almost 30 per cent. CAA

Eleven is thought to have asked for €40m when it first came to the market.

Content and coverage

Polsat's deal covers 600 matches, including all 51 from Euro 2016. Coverage will be split across its free-to-air commercial channel Polsat, and its pay-television channels. Matches featuring Poland, plus the opening match, semi-finals and final of Euro 2016 will be shown free-to-air. ■

FOOTBALL

New Caribbean league to launch own TV channel

By Dan Horlock

The Caribbean Football Trust, the body behind the proposed pan-Caribbean football league, plans to launch its own television channel in parallel with traditional broadcast deals.

The CFT is a private investment vehicle. It plans to launch the new professional league competition, Major League Futbol, in September 2015. The league will create and fund a minimum of 20 teams. Most matches will take place in five countries: Barbados, the Dominican Republic, Guadeloupe, Suriname and Trinidad and Tobago.

The trust believes that a regional football tournament will provide opportunities to develop local players. There are currently no professional teams in the Caribbean, with the larger countries operating semi-professional leagues.

The company says that the planned league is being backed by two private investors, one from Canada and one from Hong Kong, who are putting up \$150m (€109m). The amount will cover all costs for the first three years of the tournament, including production costs at up to \$30,000 per game.

The trust expects the competition to generate revenue to cover its costs after three years. After five years investors will begin to see a return on their investments. Some local football experts question the economic viability of the league.

Chris Anderson, chairman and chief

executive of the trust, said that launching a television channel, MLF TV, would allow the league to "control its own intellectual property."

The league hopes to earn revenues through carriage fees from cable companies carrying the channel, which will show all matches live. It also plans to agree deals with free-to-air broadcasters in each territory for some live games. Initially, the league would not seek a rights fee but would share advertising revenue.

"We have the capital investment already to engage in our own channel and we want to partner with one of the major cable networks. We are in discussions with cable companies, one in the Caribbean and the other in Central America," Anderson said.

In addition to live match coverage, the league channel will develop reality TV programming. "It is a very competitive marketplace with all the different football leagues, so you have to be innovative," Anderson said. "MLF TV is not just about football but it will be an event. People from Hollywood are interested in this," he said.

Outside the Caribbean, the main target market for the league is Central America, as a large number of players from the region would take part in the competition. Beyond these two markets, where the league will handle the commercial rights, the league would use an agency. Anderson said that the trust was in discussions with agencies, distributors and potential investors from Brazil, Canada, India, Mexico, the UAE and the UK.

The competition is yet to be sanctioned by Concacaf, the sport's governing body in North and Central America and the Caribbean. Anderson said that he had been given endorsements for the league by the presidents of both Concacaf and the Caribbean Football Union, football's governing body in the Caribbean. He said that the league was waiting for official approval from the Concacaf executive.

Other income

As well as income from television, sponsorship and match-day revenue, the trust has several other schemes from which it hopes to generate money in the first five years. These include: an offshore betting company, a chartered air service, a

luxury residential and golf resort, a sports and player management company and four-star hotels in the main host markets. In addition, the governments of the chosen markets would be required to give the organisers "a gift dedication or 125 years lease of 100 acres of developable land."

History of failure

Previous pan-Caribbean football tournaments failed due to poor organisation, poor attendance and long travel times. The most recent tournament, the Caribbean Premier League, took place between 1992 and 1994 before being disbanded.

Anderson said that lessons had been learnt and that the structure of the MLF was completely different. "The organisation of professional football in the region has been poor for the past two or three decades. We will eliminate the logistical problems by basing the franchises in selected markets, holding double-header matches and creating a carnival atmosphere around it."

David Downs, former commissioner of the North America Soccer League, the second-tier league in North America, expressed doubts over whether a professional league in the Caribbean was sustainable.

"It just doesn't seem that there is any cash in the Caribbean for this and it doesn't matter what country it is," he said. Getting money out of advertisers and broadcasters in the region was like "pulling teeth."

Two years ago there were four professional Caribbean-based teams in the second- and third-tier North American leagues: Puerto Rico Islanders, Antigua Barracuda, River Plate Puerto Rico and Sevilla Football Club Puerto Rico. All four have since disbanded.

Company profile

The CFT was set up in 2007 by Anderson and Anton Kikas. The company is financed by Plus One Fashion USA, a US-based sportswear company. Anderson and Kikas are also shareholders of Plus One Fashion USA, which is owned by Hong Kong-based Suncu Trading and Investment Group.

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

SPORTS CLIPS: News from TVSM Daily from December 5 to December 18

MEDIA RIGHTS 1

Football: 2014 World Cup, Euro 2016, Champions League and more

- **Football:** The Optima Sports Management International agency acquired the free-to-air rights in Nigeria for the 2014 World Cup in a deal with Fifa, football's world governing body. The agreement comprises television and mobile rights and includes other Fifa tournaments such as the 2014 U-17 Women's World Cup and 2014 U-20 Women's World Cup. The contract also included the men's 2013 Confederations Cup, 2013 U-20 World Cup and 2013 U-17 World Cup.
- **Football:** Polish pay-television operator Polsat acquired rights for national team qualifying matches, including those featuring the Poland team, for the Uefa Euro 2016 and Fifa 2018 World Cup tournaments as well as rights for the finals of Euro 2016 (page 7).
- **Football:** Dutch public-service broadcaster NOS and pay-television broadcaster Sport1 acquired rights to European qualifying matches for the Uefa Euro 2016 and 2018 Fifa World Cup national team competitions (page 6).
- **Football:** Austrian public-service broadcaster ORF acquired rights for the Uefa Champions League club competition for three seasons, from 2015-16 to 2017-18. ORF will broadcast one game live per round on Wednesdays. If an Austrian team qualifies for the group stages, ORF will show all of the team's games on Tuesdays and Wednesdays. The rights, which cover all media platforms, include highlights and live coverage of the Uefa Super Cup, the annual contest between the previous season's winners of the Champions League and Europa League (page 1).
- **Football:** The Fox Sports division of the Fox network extended an exclusive rights deal in the US and Caribbean for the Uefa Champions League and Europa League club competitions (page 1).
- **Football:** German pay-television broadcaster Sky Deutschland renewed a deal for the pay-television rights to the Uefa Champions League for three years, from 2015-16 to 2017-18 (page 1).
- **Football:** German public-service broadcaster ZDF renewed a deal for the free-to-air rights to the Uefa Champions League club competition for three years, from 2015-16 to 2017-18 (page 1).
- **Football:** German sports broadcaster Sport 1 acquired free-to-air rights for Turkey's top-tier Süper Lig. From January 2014, Sport 1 will broadcast a weekly highlights programme every Tuesday night. The MP & Silva agency brokered the deal on behalf of the league.
- **Football:** Irish pay-television broadcaster Setanta Sports extended its media rights deal for the Football Association of Ireland and Irish Football Association's Setanta Sports Cup cross-border club cup competition. The three-year deal will run from 2014 to 2016.
- **Football:** Sports and betting-related services company Sportradar acquired rights for the 2013-14 West Asian Football Federation men's championship. The rights will be exploited on Sportradar's Betradar Retail Live Channel, which is available via internet-connected platforms to betting industry companies worldwide.
- **Football:** The MP & Silva agency acquired exclusive rights for a number of friendly matches between European top-tier football clubs during next month's winter break across the continent. The rights include French Ligue 1 team Paris Saint-Germain's match against Spanish Liga club Real Madrid on January 2. Other games covered by the deal include Wolfsburg's double-header against Vitesse Arnhem, Wolfsburg v Anderlecht, Hamburg v Vitesse, Hamburg v Metalist Kharkiv, Beşiktaş v Augsburg and Beşiktaş v Borussia Mönchengladbach.

SINCE LAST TIME

- US private equity company Forstmann Little agreed to sell the IMG Worldwide agency to entertainment talent agency William Morris Endeavor Entertainment and private equity firm Silver Lake Partners. The deal for IMG, which distributes rights for numerous sports properties through its IMG Media division, is worth between \$2.3bn (€1.7bn) and \$2.4bn, according to reports. The sale had originally been expected to raise \$2.7bn. Forstmann Little bought the agency in 2004 for \$750m. Reports said that a slowing in the growth of the agency's lucrative IMG College division or concerns about its level of debt may have forced down the selling price. The agency had projected ebitda of \$200m in 2013 but reports say that this had been adjusted to \$180m. Forstmann Little last week rejected two joint private equity/media group bids which were said to have valued the agency at under \$2bn. These were from the Chernin Group with CVC Capital and ICM Partners with the Carlyle Group. An unsolicited \$2bn bid from private equity house Colony Capital was rejected in May.
- The French Parliament amended the country's 'Buffet' tax on sports broadcasts to include international events that feature some contests in France as well as events that are held exclusively in the country. Broadcasters of events that are organised by entities based outside France and include only some games in the country will pay a five per cent tax on top of their rights fee to the CNDS, the national sports development centre. French sporting organisations will continue to contribute five per cent of their rights income from domestic events to the CNDS. The amendment will come into force for rights deals agreed after January 1, 2014.
- Digital sports media company Perform said that its 2013 earnings would be "significantly" below expectations after advertising and sponsorship performance "deteriorated" during the fourth quarter of 2013. Perform said that full-year revenue would be about six per cent below previous expectations in both 2013 and 2014. The company, which said that the US and German markets had been particularly challenging, added that it had instigated a "major cost review exercise" across all areas of the business.

SPORTS CLIPS: News from TVSM Daily from December 5 to December 18**MEDIA RIGHTS 2****American football, Aussie rules, cricket, cycling, golf and handball**

- **American Football:** US pay-television sports broadcaster ESPN agreed a multi-year deal, commencing in 2014, for the rights to the US Arena Football League. ESPN will broadcast at least 10 regular-season and post-season games per year, including the showpiece ArenaBowl match-up and one conference championship game, on its main channels. A minimum of 75 games per year will also be shown on ESPN3, the broadcaster's multi-screen online streaming service. ESPN's video player will be incorporated into the league's official website.
- **American Football:** Canadian telecommunications company Bell extended and expanded a rights deal for the NFL in a multi-year deal to start from the 2014-15 season. Bell will show live coverage of 4pm ET Sunday regular-season games via its CTV and TSN pay-television channels. Bell will also continue to show Sunday 1pm and Sunday night regular-season games plus Monday night regular-season match-ups, all play-off games and the Super Bowl championship contest.
- **American Football:** German commercial broadcaster ProSiebenSat.1 extended a rights deal for the NFL's post-season play-offs and Super Bowl championship game. The one-year deal covers the 2014-15 NFL season and was agreed with the IMG agency. ProSiebenSat.1's main channel, Sat.1, will continue to broadcast the games, which will also be streamed live via the Ran.de website.
- **Aussie Rules:** Online video distribution and marketing company Rightster extended a deal to stream live coverage of games from the Australian Football League on a global basis for three years, from 2014 to 2016. Rightster will continue to manage the league's international live streaming service, AFLTV, which is available outside Australia and New Zealand and offers live and on-demand coverage of every AFL Premiership match. The league said that viewers from 216 different territories accessed more than 2.5m streams of games through AFL TV during the 2013 season.
- **Cricket:** Indian pay-television channel Sony Six acquired exclusive rights for the 2013-14 series between the Pakistan and Sri Lanka national teams in the United Arab Emirates. The rights cover two Twenty20 games, five One Day Internationals and three Test matches.
- **Cycling:** United Arab Emirates state-owned television channel Dubai Sports acquired the host broadcast rights for the inaugural 2014 Dubai Tour. Dubai Sports, which will show the event in the Middle East and North Africa, struck the deal with tour organisers the Dubai Sports Council and the RCS Sport agency. Dubai Sports will show live coverage of all four stages plus analysis and updates in its news shows.
- **Golf:** US pay-television broadcaster the Golf Channel acquired exclusive rights for events operated by the Asian Tour sanctioning body. The deal, covering live and highlights rights, will run until the end of 2024 and includes television and digital rights. The agreement was brokered by Asian Tour Media, a joint venture company between the tour and the IMG agency.
- **Handball:** German sports broadcaster Sport1 acquired exclusive rights to the European Handball Federation's Euro 2014 men's national team competition in Germany. The deal was brokered by the Infront Sports & Media agency. Sport1 will provide free-to-air coverage of at least 22 games from the tournament live on its basic-tier channel, including the semi-finals and final. It will also stream the tournament on its website, Sport1.de, and on the Sport1 app (page 6).

FOOTBALL

- Pay-television broadcaster Al Jazeera will introduce a new set-top box in January to tackle concerns over piracy of its coverage of the English Premier League. The broadcaster said that the "secure" system would lead to a "piracy-free situation as soon as possible." Last month, the league limited Al Jazeera to the broadcasting of just one match played at 3pm UK time on Saturdays due to concerns about the signal being picked up by UK pubs. Al Jazeera, which has exclusive rights in the Middle East and North Africa, acquired the rights to show all matches in the kick-off slot. The league also prohibited Italian pay-television platform Sky Italia from showing matches in the 3pm Saturday slot.
- Real Madrid agreed to acquire a 25-per-cent stake in digital-terrestrial television service Net TV in a deal that will allow the Spanish Liga club's in-house channel, Real Madrid TV, to be available nationwide on a free-to-air platform. The transaction is worth at least €10m (\$13.7m). The deal has not been finalised yet, but Real Madrid TV is expected to launch on Net TV in January.

- The Polish football league, the Ekstraklasa, is investigating the possibility of launching its own television channel. The channel would broadcast coverage of the top division of Polish football and would sublicense rights to pay-television broadcasters and digital platforms. The earliest the channel could launch would be 2015.

MEDIA INTERNATIONAL

- The NBC Olympics division of US media group NBCUniversal extended a digital content partnership with internet company Yahoo through to the end of the 2014 winter Olympic Games in Sochi, Russia. Yahoo will offer access to NBC's exclusive live digital coverage and highlights of the Games. A daily NBC Olympics magazine programme will be available via Yahoo platforms while NBC Olympics will integrate Yahoo content and products such as Yahoo Search, Flickr and Tumblr into its platforms.
- DirecTV and the NFL American football league agreed on a framework for negotiations to renew the US satellite television

SPORTS CLIPS: News from TVSM Daily from December 5 to December 18

MEDIA RIGHTS 3

Ice hockey, V8 Supercars, World Rally Championship, LTA tennis and more

- **Ice Hockey:** Sports and betting-related services company Sportradar acquired rights for the 2013 Spengler Cup competition in Switzerland. All 11 games, which will take place between Christmas and the New Year, will be shown live via Sportradar's Betradar Retail Live Channel, which is available via internet-connected platforms to betting industry companies worldwide.
- **Motorsport:** The V8 Supercars series agreed rights deals with Australian commercial broadcaster Ten Network, pay-television operator Foxtel and pay-television broadcaster Fox Sports. The agreements will run for six years, from 2015 to 2020, and are worth a total record fee of A\$241m (€160m/\$220m). The deals, which include all digital rights, comprise A\$196m in cash and A\$45m in advertising. Ten outbid commercial broadcaster Seven, which has broadcast the series since 2007.
- **Motorsport:** The Fox International Channels broadcast subsidiary of media company 21st Century Fox acquired rights in Italy for the World Rally Championship. Pay-television channel Fox Sports 2 will show live coverage of the series until at least the end of the 2014 campaign.
- **Multi-sport:** The Baku European Games Operation Committee, which is organising the inaugural edition of the multi-sport event in 2015, appointed media company International Sports Broadcasting to serve as the host broadcaster and global rights distributor. ISB will produce 1,200 hours of coverage in high definition, including live coverage of all semi-finals, finals and the opening and closing ceremonies plus a daily highlights show.
- **Rugby Union:** Pay-television broadcaster Fox Sports acquired rights for the Australian Rugby Union's National Rugby Championship as part of a deal to sponsor the club tournament alongside pay-television operator Foxtel. The inaugural tournament in 2014 will feature teams from Australia, New Zealand and South Africa. Fox Sports will show one match live per round plus the semi-finals and final.
- **Surfing:** The IMG Media agency agreed a "long-term" deal to distribute rights for events operated by the Association of Surfing Professionals from 2014. IMG will distribute rights for men's and women's events on the World Championship Tour and Big Wave World Tour.
- **Tennis:** Pan-regional sports broadcaster Eurosport agreed a new five-year rights deal, from 2014 to 2018, to show tournaments operated by the Lawn Tennis Association, the sport's governing body in the UK. The IMG Media agency agreed a deal with the governing body for the same five-year period to distribute rights to the tournaments outside Europe (page 2).
- **Tennis:** US pay-television broadcaster Tennis Channel renewed a rights deal for the 2014 BNP Paribas Open in Indian Wells, California. Tennis Channel will show 97 hours of live action and 145 hours of additional coverage from the 2014 Open, which runs from March 3-16.

provider's Sunday Ticket service, which allows subscribers to access Sunday afternoon games broadcast by US networks CBS and Fox. DirecTV's exclusive deal will expire at the end of the 2014-15 NFL season. DirecTV also announced a strategic investment in digital sports technology company LiveClips, which aggregates live, post-game or archived sports feeds to provide video clips of games for the Sunday Ticket service.

- The Fox network in the US sold out its advertising inventory for its coverage of American football's NFL Super Bowl championship game which takes place on February 2. Adverts were sold for an average of \$4m (€2.9m) per 30-second slot – about \$300,000 more than the average of \$3.7m per slot for the CBS network's coverage of last season's Super Bowl. The advertising inventory sold out a month earlier than last year.
- The Tennis Channel requested that the US Supreme Court review a ruling from a lower court in May that supported pay-television provider Comcast's decision to carry the pay-television channel on a premium sports tier. In May, the Washington DC Circuit overturned a ruling from the Federal Communications Commission, the US media regulator, that Comcast should put the Tennis Channel on the same tier as Comcast-owned pay-television channels Golf Channel and NBC Sports Network.
- Pay-television broadcaster beIN Sport, which is owned by Qatari pay-television operator Al Jazeera, agreed carriage deals in Canada with pay-television operators Cox Communications and Ethnic Channels Group. BeIN Sport also retained media and marketing company Internet Media Services for the sale of advertising inventory across the broadcaster's North American media platforms. IMS will sell advertising for the English-language beIN Sport and Spanish-language beIN Sport en Español channels as well as online streaming service beIN Sport Play.
- Canadian pay-television sports broadcaster TSN and French-language sister channel RDS sealed a multi-year extension to their long-term programming agreement with the ESPN International division of US pay-television sports broadcaster ESPN. TSN and RDS will retain exclusive Canadian access to ESPN programming, including thousands of hours of live sporting events, including college sport's 2014 Bowl Championship Series and the new College Football Play-off in January 2015.
- German public-service broadcasters ARD and ZDF will broadcast the Fifa World Cup in its entirety for the first time since 1998 after receiving no sublicensing proposals from rival broadcasters for next year's tournament in Brazil.
- UK public-service broadcaster the BBC will broadcast the England national football team's first game of the 2014 Fifa World Cup against Italy on June 14 after agreeing how to split live coverage of

SPORTS CLIPS: News from TVSM Daily from December 5 to December 18

the tournament with commercial broadcaster ITV. England's final two group games against Uruguay and Costa Rica will be shown on ITV, which will also broadcast the opening match of the tournament, Brazil v Croatia, on June 12. The BBC will have first pick of the round of 16 and semi-finals, while ITV will have the first pick of the quarter-finals. Both broadcasters will show the World Cup final on July 13.

- Italian pay-television platform Sky Italia failed to reach a new carriage deal with pan-European sports broadcaster Eurosport. Sky Italia pulled out of negotiations for a new deal due to concerns over the proposed carriage fee. From January 1, Eurosport will only be available in Italy on pay-television platform Mediaset Premium, which will not carry Eurosport's high definition channels.
- Mediapro invited pay-television operators to submit offers to carry the Spanish agency's Gol Mundial channel, which will provide blanket coverage of the 2014 Fifa World Cup national team football tournament. Bids must be submitted by December 23.
- Qatari media group Al Jazeera Sports held talks to acquire the Australian arm of pay-television sports broadcaster Setanta with a view to launching the former's pay-television brand, beIN Sport, in the country early next year.

MEDIA RIGHTS NEGOTIATIONS

- Uefa, football's European governing body, invited bids for the rights in Myanmar to the Champions League club competition. The platform-neutral rights will run for three seasons, from 2015-16 to 2017-18, and include four editions of the annual Super Cup match between the winners of the previous year's Champions League and Europa League, from 2015 to 2018. Bids must be in by January 7. The Team Marketing agency will handle the sales process.
- Pay-television broadcasters BSkyB and BT Sport are in talks to acquire UK rights to the inaugural 2014-15 campaign of Formula E, according to Alejandro Agag, chief executive of the electric car-racing championship's promoter, Formula E Holdings.

ALSO SINCE LAST TIME

- Media company Nation Media, the owner of BoxNation, is to float on the Alternative Investment Market of the London Stock Exchange in order to raise about £5m (€6m/\$8.2m) for the UK boxing-dedicated pay-television broadcaster. BoxNation said it would launch a new high definition service, BoxNation Live HD, in February.
- The Association of National Olympic Committees appointed the MP & Silva agency to act as the organisation's media-rights adviser. MP & Silva will also serve as Anoc's events management agency. The length of the deal was not disclosed.
- The FEI, the global governing body of equestrian sport, made its FEI TV online video service available on mobile. The service offers on-demand live content and highlights as well as interviews and equestrian lifestyle features.
- Equestrian sports and lifestyle television channel Horse and Country TV launched a TV Everywhere service to allow viewers in the UK and Ireland to subscribe to and view the channel online as well as on tablet or smartphone devices. Subscribers can also access daily video clips.

INDUSTRY MOVES

- Shaila-Ann Rao stepped down as chief executive of the Sportfive International agency, part of Lagardère Unlimited, the sports marketing division of media conglomerate Lagardère. In October, Lagardère Unlimited said that Sportfive International and IEC in Sports, two of its biggest agencies, had united to form a joint venture for activity across Europe and Africa, with Rao having assumed responsibility for media distribution, production and digital innovation. ■ The Figer and Kentaro agencies appointed Jose de Lorenzo Messina as managing director of their Brazilian joint venture, Kentaro Figer. ■ South African public-service broadcaster the SABC appointed Bessie Tugwana, the general manager of SABC News, as its acting head of sport following the resignation of Sizwe Nzimande.

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