

## CHAMPIONS LEAGUE

# ESPN and Fox see off beIN Sports and Telefónica in Latin America

By Richard Welbirg

Fox Sports Latin America and ESPN International were forced to double their fees for the Uefa Champions League and Europa League pay-television rights in Latin America this month to see off aggressive rival bids from Qatari-owned broadcaster beIN Sports and Spanish telco Telefónica.

The deal is thought to be worth \$50m (€37m) per season for three seasons, from 2015-16 to 2017-18. It covers Latin America, excluding Brazil. The deal was brokered by Uefa's sales agent Team Marketing.

The value is double the \$25m per season Fox and ESPN pay in the current cycle, from 2012-13 to 2014-15. Bidding went to a second round in which it is understood that there was clear daylight between the rival bids.

beIN Sports had hoped to use the property as platform to launch its

premium sports channels in the region. Telefónica wanted the rights to shore up its stuttering pay-television operations in several Latin American markets.

The aggressive bidding of the pair suggests that the region's sports-rights market could be about to enter a period of intense competition. It is dominated by three players – ESPN, Fox and satellite operator DirecTV – with rights-holders privately suggesting that the three have operated an informal anti-belligerence pact for some properties in recent years.

The Latin American deal was immediately followed by a sublicensing deal in the US, where Fox has sold on extensive rights to the two competitions to ESPN for the next four seasons.

ESPN held the Champions League in Latin America from 1994 but lost out to

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## TENNIS

# BeIN close to global Davis Cup deal

By Robin Jelis

The International Tennis Federation is in advanced negotiations with Qatari pay-television broadcaster beIN Sports over a lucrative, long-term global rights deal for Davis Cup and Fed Cup tennis matches, *TV Sports Markets* understands.

The deal under discussion is understood to run for eight years, from 2015 to 2023, and is worth close to \$15m (€11.2m) per year. It is thought

that the deal covers all rights to Davis Cup and Fed Cup matches.

It includes matches of the countries in the World Group, the top tiers of both competitions. There are 16 teams in the Davis Cup World Group and eight in the Fed Cup World Group.

The agreement with beIN Sports will initially cover all third-party rights, with

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## Fox retreats from Belgium after Pro League rights loss

Global channel syndicator Fox International Channels is no longer planning to launch its sports channels in Belgium, *TV Sports Markets* understands.

FIC had been expected to launch in the market following a move into the neighbouring Netherlands in 2012 and the acquisition of German Bundesliga rights covering Belgium.

The Bundesliga rights cover the two years from 2015-16 to 2016-17, and are part of a wider, multi-territory deal, worth €80m (\$107m) per year (*TV Sports Markets* 17:9).

The failure to acquire rights to the domestic football league, the Belgian Pro League, is thought to be the main reason why FIC has shelved its plans.

In June, pay-television operators Belgacom, Telenet and BeTV agreed three-year deals with the league, from 2014-15 to 2016-17, worth about €60m per year (*TV Sports Markets* 18:12).

Launching a channel, or channels, without the domestic league, and with the Bundesliga as its top sports property, was “always going to be difficult,” one senior local broadcast executive said.

The Belgian media-rights market is quite competitive at present, with Belgacom and Telenet in particular battling for triple-play subscribers.

Trying to agree carriage deals with broadcasters which have their own platforms would have been difficult when they would also be competing for sports rights.

It is understood that Jesus Perezagua, the former FIC president for Europe and Africa, was pushing for a launch in Belgium, and was active in negotiations for the Pro League before his departure at the end of April.

FIC is expected to sell on the rights to the Bundesliga in the coming months. Belgacom and incumbent rights-holders Telenet and BeTV, who bid jointly for the rights last time, are expected to bid.

## Sportdigital tops up its football

German pay-television broadcaster Sportdigital picked up the rights to four football leagues in recent weeks for a net outlay thought to be about €700,000 (\$940,000).

The broadcaster agreed deals for: the Australian A-League, the Japanese J. League, the Scottish Premiership and the Dutch Eredivisie.

The deals for the A-League and the J. League are each worth about €50,000 per year and are for three years, from 2014-15 to 2016-17. The deals were agreed with the World Sport Group agency. The rights were previously unsold in Germany.

The broadcaster picked up rights to the Scottish Premiership in a one-year deal covering the 2014-15 season for about €20,000. The deal also includes the second-tier Scottish Championship. The rights were sold by the MP & Silva agency and were previously unsold in Germany. The deal was agreed at the same time as the broadcaster's one-year deal for the Belgian Pro League (*TV Sports Markets* 18:14).

The broadcaster renewed its rights for the Eredivisie in a four-year deal, from 2014-15 to 2017-18, thought to be worth just under €100,000 per year. The deal was agreed with the IMG Events & Media agency. Sportdigital is understood to have paid an increase on its previous two-year deal, from 2012-13 to 2014-15, as it is one of its more valuable leagues.

Sportdigital is not thought to have faced competition for any of these leagues. Its strategy is to acquire the rights to international football leagues. It also has rights to: the English second-tier Championship; the English League Cup; the Portuguese Liga; the Russian Premier League; the Copa do Brasil and the Copa Libertadores.

## Sony Six picks up new tennis event

Indian pay-television operator Sony Six is understood to have paid only a nominal sum to acquire the rights in the Indian subcontinent to the inaugural

Champions Tennis League, the franchise-based tournament founded by former Indian player Vijay Amitraj.

Sony acquired the rights from operating company Second Serve. The five-year deal, 2015 to 2019, was signed following direct talks without a tender.

The broadcaster will take a leading role in promotion and sponsorship, and will supervise production tenders. Rights outside the Indian subcontinent have not been sold at present.

Sony sees the event as a way of helping to develop the sport in India in the long term. It also holds the Australian Open rights over the same period in deal worth \$1.75m (€1.3m) per year.

The league will take place from November 17 to 26 and features six city franchises across India. Bangalore, Mumbai, New Delhi and Chandigarh have been confirmed as host cities.

## German home for hockey league

German sports broadcaster Sport1 picked up the rights to the inaugural season of the Champions Hockey League ice hockey tournament for a rights fee of about €100,000 (\$135,000).

The deal is for the 2014-15 season and was agreed with the Sportsman Media Group agency. Sportsman is selling the media rights in Germany, Austria and Switzerland.

Sportsman is understood to have spoken to several broadcasters, but Sport1 did not face any competition for the rights. There are six German teams competing in the first season.

Sport1 will show 13 games live on its free-to-air channel. In the group stage it will show selected games involving German teams, after which it will show one game per round, regardless of any involvement of German teams.

A deal in Austria is proving harder to come by. Online sports broadcaster Laola1.tv, a subsidiary of Sportsman, will show coverage of the early stages of the competition as the agency seeks to complete a broadcast deal. ■

## CHAMPIONS LEAGUE

# ESPN and Fox join forces to keep out beIN and Telefónica

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Fox for the 2009-10 to 2011-12 cycle. Fox's \$18m-per-season bid was double what ESPN had been paying.

There was no bid this time from DirecTV, the region's largest pay-television operator. DirecTV was the major competitor in the previous cycle, forcing Fox and ESPN into their winning partnership.

One expert said that once it became clear that Fox and ESPN were bidding jointly, DirecTV decided that it made more sense to keep its money for other properties rather than get sucked into an expensive bidding war.

DirecTV carries Fox and ESPN on its platform and by pushing the value of the rights up at source, it would end up paying more to carry the channels. Another informed local source said that DirecTV had probably hoped that Fox/ESPN would win the rights.

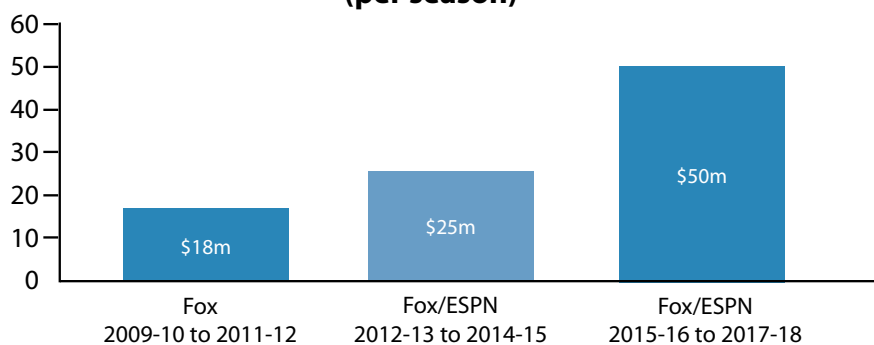
### BeIN plans thwarted

The expansion of beIN Sports into Latin America has long been expected. The question was always when and how. The Al Jazeera-owned operator managed to keep its Champions League intentions below the radar, with some senior industry executives in the region unaware that it was bidding.

BeIN Sports has already expanded beyond its Middle East and North Africa base into the US, five territories in Asia, and France. This month it also took over Setanta's sports channel operations in Oceania.

It is unclear which Latin American markets beIN Sports plans to launch in first. A roll-out across the whole region would be hugely ambitious. One local rights expert said that even for a company of beIN Sports's financial resources the market would be difficult, given the entrenched position of the operators it would be up against.

**Champions League and Europa League media rights values, Latin America<sup>1</sup>, 2009-10 to 2017-18 (per season)**



Source: TV Sports Markets Footnote: <sup>1</sup>Excludes Brazil

### Arresting the slide

Telefónica operates triple-play services, including broadband and pay-television, in Brazil, Argentina, Chile, Peru and Colombia. It also operates a standalone pay-television service in Venezuela. It was interested in the Champions League rights to help arrest a modest decline in both businesses. It would have sold the rights on in markets where it has no pay-television presence.

Its share of the region's pay-television market shrank from five per cent of total subscriptions in 2007 to four per cent by June 2013, according to Dataxis Research. It has also seen a decline in its share of the broadband market in Brazil, Argentina, Chile, Peru and Colombia.

The telco is also using sport to drive its quad-play business in its home market Spain, this year acquiring exclusive rights to Formula One and MotoGP, while buying up the shareholdings held by Prisa and Mediaset in the Canal Plus pay-television platform.

### Free-to-air rights

Uefa is currently concluding deals for the free-to-air rights to the two competitions on a market-by-market basis, with local experts expecting the value of the rights to double, partly due to the increased profile of the competitions and partly due to the enthusiasm engendered by this summer's Fifa World Cup in Brazil.

The value of the free-to-air rights is small compared to the regional pay-television deal. Mexico is expected to be

the biggest individual market. In the current cycle, the Organización de Telecomunicaciones Iberoamericanas broadcaster consortium pays \$1m per season for free-to-air rights in Bolivia, Costa Rica, Ecuador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay and Peru.

### Coverage

The new deal gives ESPN and Fox two live Champions League games per matchday and at least one live Europa League game per kick-off slot per week. It also includes 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.

The broadcasters will both show the Europa League final, the Super Cup and the semi-finals and final of the Champions League each year.

In the sublicensing deal in the US agreed this month, Fox has sold ESPN non-exclusive English-language rights for 68 Champions League group stage matches and exclusive Spanish-language rights for 72 games from the groups and knockout stages.

Spanish-language sports network ESPN Deportes will carry the Champions League final and the Uefa Super Cup for the 2015-16 and 2017-18 seasons, alternating with Fox Deportes in the 2014-15 and 2016-17 seasons.

Fox paid \$27m per season for the current cycle and is paying \$50m-\$55m per season in the next cycle. ■

## TENNIS

## BeIN close to long-term deal for global Davis Cup rights

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first- and second-party rights folded in at various points depending on the expiry of existing deals. The annual rights fee will be scaled up accordingly from a lower initial base.

The ITF has deals in place in major markets for first- and second-party rights. These include deals with: pay-television broadcaster the Tennis Channel in the US, from 2011 to 2015; Spanish state broadcaster TVE from 2014 to 2016; as well as UK public-service broadcaster the BBC and British Eurosport, the UK arm of pan-European sports broadcaster Eurosport, from 2014 to 2016.

Commercial broadcaster ProSiebenSat.1 holds the rights in Germany in a 10-year deal, from 2013 to 2022, in a deal agreed with the national federation.

The global rights are not currently held by a single agency or broadcaster. They are sold on a piecemeal basis. The total current value of the rights is about \$8m per year. There was no tender process for the rights but the federation held talks with several interested parties.

BeIN Sports is understood to have comfortably beaten off strong competition from the Infront Sports & Media agency. The Lagardère Unlimited agency is understood to have wanted the rights, but is wary of over-spending on media rights and is not thought to have bid strongly. The IMG Events & Media agency was also interested and is thought to have bid.

Lagardère sells ITF rights in Asia in a commission-based deal which expires at the end of 2014. The Asian rights are thought to be worth between \$300,000 and \$400,000 per year.

The federation told *TV Sports Markets* this week: “The ITF can confirm that it is currently in the final stages of negotiation in the tender process to

secure a partner in our broadcast section.” It declined to comment further.

### Strategic premium

BeIN Sports is prepared to pay a fee increase as a strategic premium to secure the rights in territories in which it operates. It will sublicense rights to broadcasters in other territories.

One media rights expert said that acquiring the rights on a global basis would give beIN Sports leverage with agencies and broadcasters, and means the broadcaster would not have to pay over the odds for the rights in certain territories. However, he said that the rights would be a tough sell in countries where interest in tennis is limited.

The broadcaster has strong ties to tennis. Nasser Al-Khelaifi, director general of beIN Sports, is president of the Qatar Tennis Federation and is a former professional player. BeIN Sports broadcasts tennis competitions in various territories around the world. In France it holds the rights to the ATP World Tour 500 and World Tour 1000 Masters men’s tournaments and the Wimbledon Championships. In the Middle East and North Africa it holds rights to the French Open.

### Schedule clash

The deal will provide beIN Sports with a large volume of content but it may not be able to show all matches. Whereas ATP matches provide content through the week, from Monday to Sunday, Davis Cup and Fed Cup matches take place from Friday to Sunday and are likely to clash with the live European league football carried by the broadcaster.

Matches can be of varying quality. Teams can be relegated from the World Group, the top league for which the ITF markets the rights, meaning that the matches of weaker tennis playing nations may be included.

There is also the possibility that top singles players will not take part in the Davis Cup and Fed Cup matches as they may feel that these detract from their individual careers. In the January Davis Cup match between Germany and Spain, for example, top Spanish players Rafael Nadal and David Ferrer did not play.

### ITF rights

The ITF operates three main knockout competitions: (1) the Davis Cup, for men; (2) the Fed Cup, for women; (3) and the Hopman Cup, which is mixed.

The ITF usually sells rights to first- and second-party Davis Cup and Fed Cup matches in World Group countries itself, and is supported in negotiations by the national governing body in each territory.

One exception to this is the Deutscher Tennis Bund, the governing body for tennis in Germany. In December 2012, the DTB agreed a deal with the ITF to sell rights to the Davis Cup, Fed Cup and Hopman Cup itself.

Existing deals for first- and second-party rights are based on a basic payment with bonuses. There is a basic payment for two games, which each team is guaranteed to play, with a bonus if the team reaches the semi-finals and final of the Davis Cup, or the final of the Fed Cup. The bonus payments are significantly higher than the basic payments.

The competitions are covered by listed-events legislation in several countries, including two of the most valuable markets for the rights, France and Spain. In these territories, beIN Sports will have to sublicense the rights to a free-to-air broadcaster. In France, this covers the semi-finals and final of both competitions where a French player is involved. In Spain, it covers all Davis Cup matches involving Spain.

In Spain, it is understood that TVE pays between €1.5m and €2m per year if the men’s and women’s national teams reach the final of both the Davis Cup and the Fed Cup.

Rights in France are held by public-service broadcaster France Télévisions in a four-year deal, from 2012 to 2015. France Télévisions agreed a sublicensing deal with pay-television broadcaster Canal Plus over the same period.

The Hopman Cup, which takes place in Australia, is not included in the deal with beIN Sports. It is understood that the global rights will be marketed from 2017 by the Tennis Australia governing body. The rights are much less valuable than the Davis Cup and Fed Cup. ■

## NASCAR

## IMG to explore all avenues, but tough sell predicted

By Frank Dunne

The IMG Events & Media agency said this week that US stock car racing operator Nascar was open to all ideas for expanding its series beyond its core US audience, including bringing in international drivers and developing race circuits abroad.

IMG this month agreed a deal to distribute the global media rights for the series outside the Americas for 10 years, from 2015 to 2024 (see box).

Nascar's Sprint Cup Series, which includes the Daytona 500 race, is huge in the US. It draws massive crowds to events and the domestic media rights are fiercely contested among broadcasters. In deals for the period 2015 to 2024, broadcasters Fox Sports and NBCUniversal will pay a combined \$820m (€612m) per season, having ousted incumbent rights-holders ESPN and Time Warner's Turner Broadcasting.

But Nascar has struggled to establish itself as a major motorsport brand in Europe and other parts of the world. As highly-regarded motorsport producer Neil Duncanson put it this week, "US cars going round in circles at US circuits with identikit US drivers – it's a tough sell outside the States. It's never rated here [in the UK] and frankly never will unless they broaden the locations outside the States and bring in some name international drivers."

Hillary Mandel, IMG's senior vice president, head of media North America, told *TV Sports Markets*: "Nothing is off the table. Everything will be considered and I know that Nascar has studied this before. In the short term, bringing more drivers from around the world might be a more pragmatic way of building more international appeal."

She pointed out that Nascar already has a presence in Europe. The Whelen Euro Series is sanctioned and branded by Nascar. The stock car racing series takes place on roads and circuits around Europe and features European drivers. It was founded

in 2008 by French promoters Team FJ Group and rebranded by Nascar in 2013.

Mandel added that the reason IMG had agreed a 10-year deal was to create a partnership to develop the property. "They want us to come back with feedback: what are different countries looking for? What are broadcasters looking for? This works when you have a stake in it for the long term. It's not about a short-term cycle of rights but trying to build a business."

Mandel said that there were a number of other ways in which IMG would be able to expand the coverage and profile of the series outside the US. These include:

- adapting the live feed for local markets
- having a large amount of in-house motorsport knowledge and experience
- tapping into a global sales team with offices around the world.

She declined to comment on the financial details of the deal.

### Production

Each US broadcaster acts as host producer for the events its shows. The feed is sent to Nascar's state-of-the-art production facility in Charlotte, North Carolina, where it is stripped of graphics, commercials and any overlaid branding to create the clean international feed. IMG will have the

freedom to adapt the feed for local markets.

"We have the ability to do unbelievable amounts of customisation," Mandel said.

"We can figure out what can make this sport tick in each part of the world and go back to the factory and make it. We all know that we have to create local relevance for this thing to explode. You have to create bridges. It doesn't mean renovating the property but creating a way for local audiences to understand it."

### Track record

Nascar fits into an IMG motorsport portfolio that includes motorcycling's MotoGP, the FIM Speedway Grand Prix, the FIM Speedway World Cup, the FIA World Rallycross Championship and the V8 Supercars Championship Series.

Mandel said that in developing Nascar, the agency would tap into all available in-house knowledge and experience. In preparing its bid, IMG was also able to draw on the experience of its outgoing president of sports and entertainment George Pyne, who was chief operating officer of Nascar before joining the agency in 2006.

IMG's consultancy business already works with a number of brands that are involved in Nascar sponsorship. ■

## IMG beats Fox in race for Nascar rights

The IMG agency beat about 10 other parties to land the 10-year deal, from 2015 to 2024, to sell the global media rights, outside the Americas, for the US motor racing series operated by Nascar.

It is understood that the deal involves a minimum guarantee plus a share of revenues above certain targets.

Motorsports rights experts say that IMG could expect to bring in between \$2m (€1.5m) and \$3m per year in sales.

It is understood that Fox International Channels, the global channel syndication arm of Rupert Murdoch's 21st Century Fox, made the strongest rival offer. Rival sports-rights agencies such as MP & Silva and Lagardère Unlimited were among those who held talks with Nascar but neither is thought to have bid. US sports broadcaster ESPN, the incumbent global

rights-holder outside the Americas, is reported to have bid.

ESPN has held the rights from 2007 to 2014 as part of its deal with Nascar for the US rights in the same period. The deal is worth \$270m per season. Of this, \$5m is thought to have been allocated to the rights outside the Americas.

ESPN used the content primarily on its own platforms around the world. As it withdrew from Asia and Europe, it began to sell on the rights to other broadcasters. It currently has deals in place with about 20 broadcasters covering 175 countries.

Nascar decided several years ago that when its domestic media-rights deals expired in 2014 it would uncouple the domestic and international rights contracts and sell each in a standalone tender process. ■

## FOOTBALL

## Uefa secures big rights fees in Africa and Asia-Pacific

By Robin Jellis

The CAA Eleven agency completed a host of new deals for Uefa European Qualifiers rights at the end of July, with strong results in sub-Saharan Africa and Asia.

In sub-Saharan Africa, digital-terrestrial operator StarTimes beat a rival bid from pay-television operator SuperSport to land the rights for about \$20m (€15m) over four years.

Only StarTimes and SuperSport bid for the rights across the region. A first round of bidding took place in September last year, with a second round in October leading to direct talks.

Local experts believe that StarTimes was willing to pay a higher fee than its main rival as it needs the content more than SuperSport. SuperSport is thought to have viewed the content as only 'nice to have' and was not prepared to pay over the odds.

There was interest in the rights from East African pay-television broadcaster Zuku TV, French sports broadcaster Ma

Chaîne Sport and the African Football Factory agency.

Satellite-television operator Zap also bid, acquiring non-exclusive rights in Angola and Mozambique for a fee thought to be close to \$1m.

### Asia-Pacific competition

In Japan, the MP & Silva agency beat competition from the Dentsu agency and one local pay-television broadcaster to land the rights for close to \$40m. The deal also includes Euro 2016.

In China, state broadcaster CCTV bought the rights for around \$10m. It is understood to have beaten a rival bid from the Shanghai Media Group.

Deals were also agreed with pay-television broadcaster ESPN in Oceania and sports broadcaster Setanta in a deal for 12 countries. The deal covers third-party rights in eight European countries (Armenia, Belarus, Estonia, Georgia, Kazakhstan, Latvia, Lithuania and Moldova) and all rights in four Asian countries (Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan).

Setanta was the only broadcaster which bid across all territories. There was strong competition in individual countries for the rights, especially in Armenia and Georgia. Setanta is set to launch a second channel in Eurasia, and a first channel in the Baltics following the acquisition.

### Europe almost done

In Finland, public-service broadcaster YLE won the European Qualifier rights for a fee close to €3m. It is not thought to have faced any competition.

In May last year, CAA Eleven rejected a pan-Nordic offer for Euro 2016 and European Qualifiers rights as it felt the offer was too low (*TV Sports Markets* 17:10). It then awarded all European Qualifier rights covering Denmark, Norway and Sweden to SBS Discovery Media for €70m to €75m.

Third-party rights remain unsold in Finland. The YLE deal covers first- and second-party rights only.

As well as the European Qualifiers, YLE also acquired Euro 2016 rights for a fee thought to be about €4m. This is understood to be a similar amount to the fee YLE contributed to the European Broadcasting Union deal for Euro 2012.

The only European country where the qualifiers rights have not yet been sold is Russia. CAA Eleven and local broadcasters are understood to still be a long way apart on price, despite comments attributed in the media this week to state broadcaster VGTRK which suggested a deal had been struck.

CAA Eleven is the sales agent for national team competitions organised by Uefa, European football's governing body. All qualifiers deals are for four years, from 2014-15 to 2017-18. ■

## FOOTBALL

## RSE looks to Team Marketing model to drive rights value

By Frank Dunne

US investment company RSE Ventures enjoyed a tenfold increase in the value of the global media rights for the 2014 International Champions Cup, the summer friendly club tournament involving some of Europe's top clubs.

The 2014 tournament, which took place in the US in July, is thought to have brought in about \$6m (€4.5m) in revenues compared to about \$600,000 in 2013.

The growth is in line with increased interest in the competition generally. Virtually all major indicators, including stadium attendances, television ratings and social media interaction, were up on 2013 (see table, page 7).

The Manchester United v Real Madrid match in Michigan produced the highest-ever turnout for a football match in the US, with 109,318 spectators. The match gave Spanish commercial broadcaster Telecinco an audience of 2.2m, a share of 22 per cent.

Broadcasters in many other markets enjoyed high ratings for matches. In Indonesia, free-to-air channel Indosiar had an audience of 3.1m for Real Madrid v Roma, which was played at 8am local time.

The increased global awareness has given RSE's commercial rights partner, Catalyst

Media, a strong platform for further growth next season, when the competition will be expanded to also include some matches in Asia.

Catalyst agreed only one-year deals with broadcasters and is expected to do so again for 2015. The title sponsorship of the competition, held by drinks manufacturer Guinness in a two-year deal, 2013 and 2014, is also up for renewal.

### Catalyst for growth

Some independent experts say that the main reason for the growth in media-rights value was the appointment of Catalyst Media to sell the rights from the 2014 competition onwards.

The agency is made up largely of former executives of Team Marketing, Uefa's sales

agent for its club competitions, and so has years of experience of handling competitions like the Champions League and the Europa League.

Chief executive Patrick Murphy, general counsel David Tyler, director of media Oliver Duss, and head of partnerships Doris Hanselmann – among others – worked for Team. Arne Rees, chief executive of RSE Ventures, was formerly head of strategic business development at Uefa, where he worked closely with Murphy on Champions League sales.

In 2013, the global rights were handled by the Pitch International agency, which worked with the MP & Silva and Full Play agencies in some territories. All three bundled the property with other content. Catalyst, in which RSE owns a stake, sold the International Champions Cup on a standalone basis.

The agency is also thought to have significantly increased the level of post-sales service, with more people on the ground at matches to service broadcasters. Catalyst also improved production by

International Champions Cup growth		
	2014	2013
Global media rights income	\$6m	\$600,000
Global audience reach	600m	115m
Average stadium attendance	49,000	41,000
Facebook fans	6.9m	118,320
Facebook likes	686,203	402,360
Twitter followers	37,218	19,491
Average audience Fox/NBC	205,000	177,000
Average audience ESPN	120,000	85,000

Source: TV Sports Markets

bringing in UK pay-television broadcaster BSkyB to work closely with US host broadcaster Fox on the international feed.

### Pay-TV product

The rights to the competition were sold to free-to-air broadcasters in a small number of markets, but it is essentially a pay-television product. Broadcast sources say that Catalyst's sales pitch is based heavily on the competition being an antidote to 'churn' – pay-television subscribers cancelling their subscription once the

regular football season is over.

As a senior rights acquisitions executive at one European pay-television operator put it, "a tournament in July with a lot of Europe's top clubs ticks an awful lot of boxes. There is no other top club football available at that time and it is a great way to build promotional campaigns going into the new football season."

There was strong competition for the rights in many markets. In Italy, Sky Italia saw off competition from rival Mediaset with a bid thought to have been worth about \$500,000, far higher than the value some local experts had put on the competition (*TV Sports Markets* 18:14).

In the UK and Spain, rights fees are thought to have been substantially higher than this. In the UK, Catalyst was able to use very serious interest from BT Sport to secure a strong fee from BSkyB. In the end, BT did not make a formal offer but is expected to go after the rights strongly in 2015. In Spain, Mediaset saw off strong competition from pay-television operator Canal Plus to land the rights. ■

## CRICKET

# Sky New Zealand raises fee to lock in Kiwis for six years

By Richard Welbirg

Pay-television broadcaster Sky New Zealand has paid a significantly increased fee to hold on to New Zealand's domestic cricket rights, facing one rival bidder and the threat of new market entrants.

The deal is for six years, from 2014-15 to 2019-20. Sky is believed to have paid close to \$60m (€45m), or \$10m per year. The deal includes New Zealand's home international matches and the domestic competitions run by New Zealand Cricket, the governing body for cricket in the country.

New Zealand's international fixtures beyond 2015 will not be officially released until October 2015, when the International Cricket Council's revamped Future Tours Programme is announced.

NZC chief executive David White has said the FTP will feature more home matches.

The renewal comes at an opportune time for the governing body, with its international teams on a relative high and the Cricket World Cup coming to Australia and New Zealand in 2015.

Sky and NZC have been partners domestically for 20 years, with their current deal running for two years, from 2012-13 to 2013-14. NZC's international rights are held by the Pitch International agency in an eight-year deal from 2012-13 to 2019-20.

The forthcoming domestic cycle was not offered for tender, but Sky faced competition from online subscription service Coliseum Sports Media.

Coliseum is understood to have informally offered NZC a revenue-share arrangement on top of an \$8m per year guarantee. Insiders say the board was reluctant to allocate the rights to a purely online operator.

Sky also has advantages in production, which represents a significant proportion of the deal value, through its ownership of

OnSite Broadcasting NZ (OSB). OSB has a monopoly on high-definition outside broadcast production in the country.

One local expert said Coliseum would have struggled to organise production in time for the 2014-15 season, and NZC may have had to agree a one-year production deal to bridge the gap.

### New players

Local sources said that in addition to the threat from Coliseum, Sky would have been wary of other possible future entrants into the sports-rights market.

Former state telco Telecom, rebranded this year as Spark, launches its subscription internet television service Lightbox this month. The telco has so far shown no interest in sports rights, but could represent a challenge to Sky's dominance if it was to enter the market.

Broadcasters also expect streaming service Netflix to make its Australasian debut in 2015, which would threaten Sky's position in entertainment programming, potentially making the broadcaster more dependent on sports content. ■

## AQUATICS

## Fina seals long-term Brazil deal with eye on Rio Olympics

By Richard Welbirg

Growing anticipation for the 2016 Olympic Games in Rio de Janeiro helped Fina, the global governing body of aquatic sports, to seal an increase in the value of its Brazilian rights in an eight-year deal with pay-television broadcaster Globosat.

The incumbent rights-holder, free-to-air broadcaster Rede Record, is believed to be paying around \$3m (€2.2m) in its four-year deal between 2011 and 2014, or \$750,000 per season. Some local experts believe the Globosat deal – which will run from 2015 to 2022 – to be worth \$12m, or \$1.5m per year.

It is understood there was no

competition for the rights; Rede Record is understood to have turned down the opportunity to renew its deal with Fina. One informed source said that following senior management changes, the broadcaster was more frugal in its sport-rights spending.

The new deal was agreed directly between the broadcaster and the governing body after Globosat approached Fina. Dentsu, Fina's regular marketing agent, was not involved in the negotiations but will be involved in delivering advertising around broadcasts.

The agreement comprises rights to the aquatics World Championships in Kazan 2015, Guadalajara 2017, Gwangju 2019 and Budapest 2021.

Also included are: the 25m World Championships in Windsor, Canada, in 2016 plus the 2018, 2020 and 2022 events; the 2018, 2020 and 2022 diving World Cups; and the 2018 and 2022 synchronised swimming World Cups.

Rio's hosting of the 2016 Olympics

makes Brazil a key market for Fina, sources close to the governing body said. Globosat can use the programming as a lead-in to the Games, to which it holds exclusive pay-television rights in Brazil. Both parties believe Rio's hosting will help boost interest in the sport.

The broadcaster pushed to increase the length of the deal, in line with the global trend of broadcasters seeking to lock down sports properties for the long term. Fina is understood to believe a long-term relationship will help build a consistent image for aquatics in Brazil.

Most of the action is expected to air on Globosat's SporTV pay-television channels. One insider said that the increased income from the new deal would more than compensate the governing body for any exposure lost in the move from free-to-air to pay-television. It is likely that highlights from major events will be carried on free-to-air channels belonging to Globo, Globosat's parent company. ■

## TV ITALY

## Sportitalia: From now on we will pay all rights fees on time

By Frank Dunne

Italian free-to-air sports broadcaster Sportitalia has vowed to shed its image as a late rights-fee payer, starting with this week's deal for the 2014 Fiba World Cup.

The broadcaster picked up the rights to the competition after state broadcaster Rai, and pay-television platforms Sky Italia and Mediaset Premium, all passed on the property due to the absence of the Italian national team, which failed to qualify.

Sportitalia, which re-launched in June after having closed in December, saw the competition as an opportunity to land a blue riband event at a low cost. The deal provides the broadcaster with a platform to re-establish itself with Italian sports fans after its six-month absence. The event takes place from August 30 to September 14.

The deal also allows Sportitalia to prove

to rights-holders that it has become a more reliable partner. Over the last few years, the broadcaster had developed a reputation for taking on attractive properties and then struggling to meet its fee commitments.

Michele Criscitiello, the new director of Sportitalia, told *TV Sports Markets* this week: "We will not make some of the financial commitments that Sportitalia made in the past. My philosophy with regards to acquisitions is that we will not pay huge sums for rights but what we commit to paying we will pay, and we will pay on time."

The broadcaster's expenditure for the Fiba World Cup, including rights fees and all post-production and technical costs, is thought to be under €100,000 (\$135,000).

### Bwin backing

The deal was made possible by online betting company Bwin committing to acquire airtime around the event. Bwin is both a sponsor of the event and a long-term sponsor of Sportitalia programming. As Criscitiello put it, "when there was a risk that the World Cup would not have been shown in Italy, Bwin became the

go-between for us and Fiba in a way that was advantageous for all three parties."

The broadcaster will provide blanket daily coverage of the World Cup, showing all games live except where two matches are played simultaneously. The re-launched Sportitalia has only one channel. Prior to closure it operated two sports channels plus a sports news channel.

### EuroBasket

Sportitalia is likely to miss out on the rights to the next major international basketball property, next year's EuroBasket, the European championship, for which Italy is now certain to qualify. Rai and Sky are both believed to be interested in the rights and have far greater resources.

"If there is an auction for the rights we cannot take part," Criscitiello said. "We will make targeted acquisitions. We won't go up against Sky and Rai for things we can't afford. If Italy are playing, it is right that their games are shown on national TV, on Rai. That's what people pay their licence fee for." ■

[www.sportitalia.it](#) For the full interview with Michele Criscitiello visit our website.



OUT THIS  
MONTH



# KNOWTHEFAN

## The Global Sports Media Consumption Report 2014

The Global Sports Media Consumption Report 2014 is the definitive insight into sports fans use of digital media around the world. Leveraging four years' of research data and surveying one billion fans across 16 international markets, the report is a must-have reference tool for any business which needs to understand how sports fan consume sport.

Reflecting an increasingly diverse media landscape, the report explores how use of broadcast, print, online and social media is interwoven and identifies key trends around how each platform is used by fans of different sports, and how the usage habits have evolved over the four years the research has been conducted.

Markets researched in the 2014 report include:

Australia	Brazil
China	France
Germany	Great Britain
India	Indonesia
Italy	Japan
Russia	Spain
South Africa*	Turkey
UAE*	USA

\* new for 2014 report

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Register your interest today and we will keep you up-to-date with the release of the full report.

**SPORTS CLIPS:** News from TVSM Daily from July 24 to August 20**MEDIA RIGHTS 1****Football: Euro 2016, European Qualifiers, Champions League and more**

- **Football:** Uefa, European football's governing body, agreed deals in multiple territories for the European qualifying games for the Euro 2016 and 2018 Fifa World Cup tournaments. The CAA Eleven agency brokered the deals (page 6).
- **Football:** Uefa agreed deals for the Euro 2016 tournament in Japan and Finland (page 6).
- **Football:** Sports broadcasters ESPN and Fox Sports retained pay-television rights for the Uefa Champions League and Europa League in Latin America, excluding Brazil. The deal was brokered by the Team Marketing agency (page 1).
- **Football:** US sports broadcaster ESPN acquired rights for the Uefa Champions League and Europa League in a sublicensing deal with the Fox Sports Media Group division of the Fox network. The deal will run for four years, from 2014-15 to 2017-18, covering the last season of the current rights cycle and all of the next (page 1).
- **Football:** Pay-television provider i-Cable retained rights in Hong Kong for the Uefa Champions League. The deal, which includes the Uefa Super Cup, will run for three years, from 2015-16 to 2017-18, and was brokered by the Team Marketing agency.
- **Football:** UK pay-television broadcaster BT Sport acquired rights for Germany national team home friendly matches and the country's domestic knockout competition, the DFB Cup, for what is understood to have been a nominal rights fee. The agreement excludes games involving teams from the British Isles.
- **Football:** BT Sport acquired rights for the Portuguese Primeira Liga for a nominal rights fee. BT Sport will show exclusive live coverage of up to four matches per week in the UK and Ireland, including all matches featuring Benfica, Porto and Sporting Lisbon.
- **Football:** BT Sport agreed a deal with Aberdeen to broadcast the second leg of the Scottish Premiership club's Uefa Europa League qualifying game against Spanish Liga team Real Sociedad on August 14.
- **Football:** German pay-television broadcaster Sportdigital acquired rights for the Dutch Eredivisie, Australian A-League, Japanese J.League, the Scottish Premiership and selected matches from Scotland's second-tier Championship for the 2014-15 season (page 2).
- **Football:** German sports broadcaster Sport1 has retained rights for the Regionalliga, the domestic fourth-tier league. The deal will run for two seasons, from 2014-15 to 2015-16. Sport1 will show up to 20 games per season on a live basis via free-to-air television.
- **Football:** German commercial broadcaster Servus TV acquired live rights for the 2014 Spanish Supercopa two-legged contest between La Liga rivals Atlético Madrid and Real Madrid.
- **Football:** Pay-television broadcaster Ten Sports, which operates in the Indian subcontinent, acquired rights for the English Football League and League Cup club tournaments plus the Brazil World Tour, which features Brazil national team friendly matches. Ten Sports struck the deal with the MP & Silva agency.
- **Football:** Russian pay-television sports channel Sport 1 acquired rights for the English League Cup club knockout tournament. The deal will run for at least one season, 2014-15. Sport 1 will show 20 matches on a live and delayed basis plus a half-hour round-up programme.
- **Football:** Russian pay-television sports channel Sport 1 acquired rights for the 2014-15 season of the Dutch Eredivisie. Sport 1 will broadcast more than 110 Eredivisie games plus highlights.
- **Football:** Cable-television channel Saint Petersburg acquired rights for matches featuring Russian team Zenit St Petersburg. The channel will show Zenit's home games during the 2014-15 season. Zenit acquired the rights in a sublicensing deal with League TV, the Russian Premier League-owned pay-television broadcaster.

**SINCE LAST TIME**

- Rupert Murdoch's 21st Century Fox, which operates the Fox Sports channels, withdrew its \$80bn (€60bn) bid for rival media company Time Warner and will buy back \$6bn of its own shares. Meanwhile, BSkyB confirmed deals to acquire 21st Century Fox's 100-per-cent stake in Sky Italia and 57.4-per-cent interest in Sky Deutschland, bringing together pay-television businesses in the UK, Italy and Germany. The Sky Italia deal was worth £2.45bn (€3.1bn/\$4.1bn), with the Sky Deutschland transaction worth £2.9bn.
- BeIN Media Group, which is operated by Qatari pay-television broadcaster Al Jazeera, reached a deal to acquire the Setanta Sports Australia pay-television operation. Financial details were not disclosed, but the agreement is expected to be approved by Australia's Foreign Investment Review Board in September.
- Private equity company Bridgepoint is looking to sell the Infront Sports & Media agency, according to the *New York Post*. Bridgepoint approached multiple potential buyers and is reported to be seeking at least \$1bn (€750m) for the agency.
- France's Ligue Nationale de Rugby will appeal against an order by the Autorité de la Concurrence, the French competition authority, to suspend a rights deal with pay-television broadcaster Canal Plus for the rights to the Top 14 rugby union league.
- Constantin Medien will pursue a claim for damages against Bernie Ecclestone, despite having had its case against the Formula One Group chief executive rejected in the UK High Court. Constantin claims that Ecclestone, the F1 chief's former lawyer Stephen Mullens, the Ecclestone family's Bambino Holdings and former BayernLB banker Gerhard Gribkowsky undervalued F1 when private equity group CVC Capital Partners became F1's main shareholder in 2005.

**SPORTS CLIPS:** News from TVSM Daily from July 24 to August 20**MEDIA RIGHTS 2****Football: Bulgarian league, SPFL, South African national team and more**

- **Football:** Nova Broadcasting Group, part of multi-territory commercial and pay-television broadcaster Modern Times Group, acquired rights for the Bulgarian top-tier Championship, Cup and Super Cup in a two-year deal, from 2014-15 to 2015-16.
- **Football:** The Scottish Professional Football League, which operates the top four divisions in Scotland, awarded rights to commercial broadcaster STV and the BBC Scotland division of the UK public-service broadcaster. BBC Scotland acquired rights for television highlights and online clips of second-tier Championship matches for two seasons, from 2014-15 to 2015-16. STV acquired online and television clip rights.
- **Football:** Northern Ireland's NI Football League, which operates the top-tier Premiership, agreed a long-term deal with TrackChamp, a joint venture between online gaming group Bwin.party digital entertainment and real-time tracking technology company ChyronHego. TrackChamp will stream live coverage of more than 250 Premiership games worldwide during the 2014-15 season.
- **Football:** Pay-television broadcaster Siyaya TV acquired rights for South Africa national team matches in a six-year deal, from 2015-16 to 2020-21, with the South African Football Association. Siyaya will work with other broadcasters, including public-service broadcaster SABC, to provide coverage via free-to-air television. Siyaya's deal is reported to be worth R175m (€12.3m/\$16.4m) per season, an increase of more than 1,000 per cent on the R15m per season paid by SABC in its deal from 2012-13 to 2014-15.
- **Football:** Pay-television broadcaster SuperSport, which operates in sub-Saharan Africa, acquired rights for qualifying matches ahead of the 2015 Africa Cup of Nations tournament. The deal covers 50 matches produced by the Sportfive agency, including all games featuring the South Africa, Nigeria, Ghana, Angola and Zambia national teams. Most matches featuring Uganda, Botswana, Mozambique, Lesotho and Tanzania will also be broadcast.
- **Football:** SuperSport acquired rights for the MultiChoice Diski Challenge, a new competition for South African Premier Soccer League academy teams. SuperSport will also produce the programming and make the coverage available to community television channels via the DStv pay-television platform.
- **Football:** Algerian state broadcaster ENTV retained rights for Ligue 1, the country's top division. The deal was agreed with Algeria's professional football league and covers two seasons, from 2014-15 to 2015-16. ENTV will also be able to sell rights to broadcasters outside Algeria.
- **Football:** The 3Vision Distribution agency will distribute rights for the 2014 Cosafa Cup, which features national teams from sub-Saharan Africa. The deal covers rights outside sub-Saharan Africa.

- Kentaro AB appealed a decision by the Stockholm District Court to place the Swedish division of the Kentaro agency into bankruptcy, according to the Aftonbladet news website. Kentaro AB claimed that an €8m (\$10.7m) interest-free loan from sister company UK-based Kentaro Ltd would settle outstanding tax liabilities, with a quarterly sports-rights fee instalment of €7.4m from Swedish commercial and pay-television broadcaster TV4 also due to be paid on September 20.

**FOOTBALL**

- Leading MPs for the opposition Labour party in the UK parliament said they would implement a "proper levy" on the sale of domestic media rights for the English Premier League. The money raised would be used to fund grassroots sport and tackle problem gambling.
- The English Premier League pledged to clamp down on fans posting videos of goals via online video-sharing service Vine, saying it was developing technologies to "curtail this kind of activity."
- Pay-television broadcaster beIN Sports did not show online coverage of some English Premier League football matches in the United Arab Emirates on the opening weekend of the season on August 16-17 due to piracy concerns. Several games were not shown online by beIN Sports, which has multi-platform rights for the league in the Middle East and North Africa for three years, from 2013-14 to 2015-16.
- The English Football League launched an initiative to allow fans to

watch coverage of their team playing away from home during midweek at their home stadium. The league said that a new fibre-optic network "vastly" reduced the price of broadcasting away matches.

- French commercial broadcaster TF1 registered a loss of at least €30m (\$40m) on its coverage of football's 2014 Fifa World Cup despite impressive audience ratings.
- Spanish Liga football club Barcelona agreed a content distribution deal with video-sharing website Dailymotion, which will also manage the video player on the club's official website on an exclusive basis. Additionally Dailymotion will provide content covering Barcelona's handball, basketball, roller hockey and futsal teams.

**MEDIA INTERNATIONAL**

- The Fox Sports Digital and Sporting News Media digital services sealed a multi-platform content, distribution and media partnership in the US. Fox Sports Digital, a division of media company 21st Century Fox, and Sporting News Media, operated by digital sports media company Perform, will reach at least 55m sports fans with sports video and editorial coverage through digital platforms under the "long-term" partnership.
- Major League Baseball's Baltimore Orioles secured an extension to an injunction preventing the league from forcing the franchise to pay

# SPORTS CLIPS: News from TVSM Daily from July 24 to August 20

## MEDIA RIGHTS 3

### Football: Gulf Cup of Nations, Barcelona, Saudi Arabian league and more

- **Football:** The MP & Silva agency struck an exclusive worldwide deal to distribute rights for the 2014 Gulf Cup of Nations to all platforms and devices. The agreement with SAFF, which is organising the event, includes production rights.
  - **Football:** Mexican mobile entertainment provider Binbit agreed a three-year deal, from 2014-15 to 2016-17, with Barcelona for the exclusive mobile distribution rights for the Spanish Liga club's digital content. The deal covers Mexico, Guatemala, Belize, Honduras, Nicaragua, Costa Rica, El Salvador, Panama, Colombia, Venezuela, Peru, Ecuador, Bolivia, Chile, Argentina, Paraguay, Uruguay, Dominican Republic, Bangladesh, Thailand, Malaysia, Singapore, Hong Kong, the Philippines, Sri Lanka, Serbia, Croatia, Albania, Bosnia, Bulgaria, Macedonia, Montenegro, Slovenia, Poland, Czech Republic, Azerbaijan, Kazakhstan, Tajikistan, Uzbekistan and Kyrgyzstan.
  - **Football:** Mexican telco América Móvil acquired rights for home matches featuring Mexican top-tier club Universidad de Guadalajara. The rights will be exploited on the TV Uno website on a global basis. The deal is worth \$9m (€6.7m) per year and will run for at least one year.
  - **Football:** Cypriot First Division champion Apoel signed a five-year rights deal, from 2014-15 to 2018-19, with CytaVision, the Cyprus Telecommunications Authority's IPTV service. CytaVision secured rights for Apoel's home games in the league and cup plus rights to home qualifying games for European competitions.
  - **Football:** Modern Times Group-owned pay-television broadcaster Viasat acquired rights in Norway for the national team's friendly game against England on September 3.
  - **Football:** The Infront Sports & Media agency acquired global distribution rights for the pre-season friendly between Real Madrid and Italian Serie A club Fiorentina on August 16 in a deal with Polish Sport Promotion, the game's organiser.
  - **Football:** Middle Eastern broadcaster MBC Group and Saudi Arabian state-owned broadcaster Al Riyadiah agreed a 10-year rights deal, from 2014-15 to 2023-24, for the Saudi Professional League top division. The deal, which includes coverage of the King's Cup knockout competition and other domestic youth and cup competitions, is worth more than \$1bn (€750m). The rights were acquired from the Saudi Arabian Football Federation. The top division, King's Cup, Crown Prince Cup and Super Cup will be shown by MBC. The second-tier First Division, Prince Faisal bin Fahad Cup, U-20 Youth League and U-17 Youngster League will be broadcast by Al Riyadiah.
- rival the Washington Nationals higher payments from their jointly-owned US regional cable-television broadcaster MASN. In June, the league's arbitration panel ruled that the Orioles owed the Nationals an additional \$20m (€15m) per year.
- US cable-television operator Time Warner Cable is willing to let an arbitrator determine a fair price for carriage of the SportsNet LA regional pay-television sports channel in the hope of ending a dispute with other operators over distribution of the platform, which is owned by Major League Baseball team the Los Angeles Dodgers.
  - The NBC Sports Group division of US media company NBCUniversal struck a deal with Fathom Events to offer live English Premier League football in US cinemas during the 2014-15 season.
  - Pay-television operators Time Warner Cable, Charter Communications and Bright House Networks plus US satellite-television provider DirecTV agreed carriage deals with sports broadcaster ESPN for the SEC Network, a new US pay-television sports channel dedicated to college sport's Southeastern Conference. The channel launched on August 14.
  - North American pay-television broadcaster One World Sports signed a multi-year, multi-platform carriage agreement with US pay-television operator Charter Communications.
  - WWE Network, the pay-television channel operated by the WWE wrestling organisation, launched in more than 170 countries worldwide, including Australia, New Zealand, Hong Kong, Singapore, Mexico, Spain and the Nordics. The channel is expected to be available in the UK by October, with further launch dates in Italy, UAE, Germany, Japan, India, China, Thailand and Malaysia to be confirmed.
- The channel is available for \$9.99 (€7.50) per month for a minimum period of six months. The single-month price was reduced from \$19.99 to \$12.99. WWE said the new offer "better reflects the variety of economies that exist internationally."
- Ajit Pai, a member of the Federal Communications Commission board in the US, said that the time had come to repeal the so-called 'blackout' rule that blocks certain sports events from being shown live on television in their local market if they fail to meet a specified level of ticket sales. He called upon fellow FCC board members to vote on scrapping the rule.
  - Digital sports video agency SendtoNews agreed a media partnership with Canadian public-service broadcaster CBC for its coverage of the Glasgow 2014 Commonwealth Games. SendtoNews provided video highlights of CBC Sports' coverage through its News Partnership Network of digital and broadcast partners.
  - UK telecommunications provider TalkTalk added specialist boxing channel BoxNation and pay-television broadcaster Premier Sports to its pay-television service YouView. BoxNation is available to TalkTalk customers as an add-on for £12 (€15/\$20) per month.
  - Now TV, the internet streaming service operated by UK pay-television broadcaster BSkyB, launched a new weekly pass for Sky Sports channels priced at £10.99 (€13.75/\$18.30) for seven days.
  - German public-service broadcasters ARD and ZDF are interested in broadcasting the Tour de France cycling race again. The broadcasters stopped showing the race in 2012 due to doping scandals in the sport. ARD sports director Axel Balkausky told the SID news agency that the emergence of German cyclists such as Marcel Kittel, Tony Martin and

**SPORTS CLIPS:** News from TVSM Daily from July 24 to August 20**MEDIA RIGHTS 4****American football, aquatics, Paris Marathon, Fiba World Cup and more**

- **American Football:** Pay-television broadcaster ESPN extended a rights deal in Brazil for the NFL for three years, from 2014-15 to 2016-17. The deal covers television, online and mobile platforms.
- **Aquatics:** Fina, the sport's global governing body, agreed an eight-year deal, from 2015 to 2022, with Brazilian pay-television operator Globosat (page 8).
- **Athletics:** Eurosport France, the French arm of pan-European broadcaster Eurosport, extended a rights deal for the Paris Marathon in a deal with Amaury Sports Organisation, the event's organiser.
- **Baseball:** Pay-television broadcaster Fox Sports Taiwan acquired rights for the Uni-Lions' home games in the Chinese Professional Baseball League against rival team Lamigo-Monkeys for the remainder of the current season.
- **Baseball:** Mexican media company AYM Sports acquired rights in the Americas for the 2014 U-15 Baseball World Cup. The deal agreed with the World Baseball Softball Confederation covers multiple platforms and includes production rights.
- **Basketball:** UK pay-television broadcaster BT Sport acquired rights for the Great Britain team's home qualifying games for the EuroBasket 2015 national team tournament in a deal with British Basketball.
- **Basketball:** Sportitalia, the Italian free-to-air digital-terrestrial sports broadcaster, acquired exclusive live rights for the 2014 Fiba World Cup (page 8).
- **Basketball:** US pay-television broadcaster Comcast SportsNet extended a local rights deal with the NBA's Sacramento Kings. The deal will run for 20 years, from 2015-16 to 2034-35, and includes 80 games per season.
- **Boxing:** British Eurosport, the UK arm of pan-European sports broadcaster Eurosport, acquired rights for Wladimir Klitschko's defence of his world heavyweight titles against Kubrat Pulev on September 6. The fight in Hamburg, Germany will be shown on British Eurosport 2 and through the broadcaster's online streaming service Eurosport Player.
- **Boxing:** Kazakh middleweight fighter Gennady Golovkin's promoter, K2 Promotions, signed a rights deal with US pay-television broadcaster HBO that will run for at least four fights.
- **Boxing:** The Octapixx Live sports marketing company reached an agreement to distribute international rights for the IBF super-bantamweight title fight between Kiko Martinez and Carl Frampton on September 6.
- **Commonwealth Games:** Australian commercial broadcaster Seven acquired exclusive rights for the 2018 Games, which will be staged in Gold Coast, Australia. The multi-platform deal is worth about A\$40m (€28m/\$37m).
- **Cricket:** Australian pay-television broadcaster Fox Sports acquired rights for the Australia national team's One-Day International matches against Zimbabwe on August 25 and 31 and South Africa on August 27 and September 2. Fox Sports will also broadcast the final of the series, which will take place in Harare, Zimbabwe, on September 6. Cricket Australia will show video highlights of the matches on its official website.
- **Cricket:** Pay-television broadcaster Sky New Zealand signed a six-year extension, from 2014-15 to 2019-20, to its rights deal with New Zealand Cricket. Sky will show New Zealand's international matches and the country's domestic competitions (page 7).
- **Cycling:** The Eurosport France division of pan-European sports broadcaster Eurosport extended a rights deal for the Tour de France for five years, from 2016 to 2020. The agreement with the race's organiser, Amaury Sports Organisation, includes the Paris-Roubaix, Paris-Nice, Paris-Tours, Critérium International, Liège-Bastogne-Liège, La Flèche Wallonne and Critérium du Dauphiné races.

André Greipel in a sport that is making efforts to be clean was "very positive."

- Newspaper publisher Axel Springer sealed carriage deals with the Mobilcom-debitel and Klarmobil telcos for online highlights clips of the Bundesliga, the top football division in Germany.
- The Fight Sports pay-television channel, which focuses on martial arts programming, will launch in Germany this October.
- The German Olympic Committee will expand its online sports television channel and rebrand it from Splink.TV to Sportdeutschland.TV.
- French premium sports channel operator beIN Sports will launch a new multi-sports channel, beIN Sports 3, on September 15. The channel will feature handball, tennis, volleyball, athletics and overspill football matches from beIN Sports 1 and 2.
- Movistar TV, the IPTV platform of Spanish telecommunications company Telefónica, launched a new channel to exploit its rights to European qualifiers for the Uefa Euro 2016 and 2018 Fifa World Cup football tournaments. Movistar Fútbol will broadcast two live games per day at 6pm and 8.45pm local time from September.
- Romanian cable-television operator Romtelecom sealed a carriage deal with media company Intel Sky Broadcasting for coverage of the domestic football Liga 1 tournament. ISB's Look Plus channel, which shows four of the nine matches from each round of the league, will be available through Romtelecom's Dolce TV service at no extra cost. The Look TV channel, which shows the other five matches, will be available for an add-on fee of €1.70 (\$2.30) per month for a minimum of three months. The Romanian competition authority also launched an investigation into the sale of media rights for the country's Liga 1 domestic top-tier football tournament to ISB for five years, from 2014-15 to 2018-19, after receiving a complaint from cable-television operator RCS-RDS.

**SPORTS CLIPS:** News from TVSM Daily from July 24 to August 20**MEDIA RIGHTS 5****Cycling, handball, ice hockey, kabaddi, kickboxing, Nascar and more**

- **Cycling:** Eurosport acquired exclusive live television and digital rights for the 2014 Tour of Poland in 70 territories across Europe and Asia-Pacific, with the exception of the host nation where the rights are non-exclusive.
- **Cycling:** Organisers of the 2014 Tour of Britain awarded rights in the UK to free-to-air digital channel ITV4 and British Eurosport, the UK division of Eurosport.
- **Handball:** Pay-television broadcaster SportKlub acquired rights in Poland for the 2014-15 season of the Handball-Bundesliga, the top division in Germany. SportKlub will broadcast at least 24 games.
- **Ice Hockey:** North American pay-television broadcaster One World Sports acquired rights for the new Champions Hockey League European club tournament. The three-year deal, from 2014-15 to 2016-17, was brokered by the Infront Sports & Media agency. The agreement covers pay-television and free-to-air television, broadband internet and mobile rights.
- **Ice Hockey:** German sports broadcaster Sport1 acquired rights for the Champions Hockey League. The deal with the Sportsman Media Group covers the inaugural 2014-15 season (page 2).
- **Ice Hockey:** Norwegian commercial and pay-television broadcaster TV2 acquired rights for the 2014-15 season of the Champions Hockey League. TV2 will broadcast all games featuring Norway's two CHL teams, Stavanger Oilers and Vålerenga Oslo, plus the final.
- **Kabaddi:** Canadian pay-television broadcaster Asian Television Network acquired rights for the inaugural season of the Pro-Kabaddi League.
- **Kickboxing:** Glory Sports International exercised a renewal clause with Spike TV to retain the US pay-television channel as its broadcast partner for another year. Glory and Spike TV initially agreed a rights deal in June 2013.
- **Motorcycling:** French basic-tier sports broadcaster Ma Chaine Sport acquired rights for the 2014 Speedway World Cup. The live and exclusive rights will be exploited on the MCS Extrême channel.
- **Motorsport:** The IMG agency struck a 10-year deal, from 2015 to 2024, to develop North American stock car-racing series Nascar's media business outside the Americas (page 5).
- **Motorsport:** French pay-television broadcaster Canal Plus acquired rights for the Formula E Championship, the new electric car-racing series operated by the FIA, the sport's global governing body. The exclusive rights will cover France, Andorra and Monaco and will run for three years, from 2014-15 to 2016-17. Canal Plus will show live coverage and highlights of all races after striking a deal with the MP & Silva agency.
- **Motorsport:** Eurosport France renewed a rights agreement for the Dakar Rally in a five-year deal, from 2016 to 2020, with Amaury Sports Organisation, the race organiser.
- **Motorsport:** Pay-television broadcaster Fox Sports, state-owned broadcaster Canal 7 and Canal 12, the regional channel of Córdoba, acquired rights for the Argentina event of the World Touring Car Championship on August 2-3. The rights were sold by from Eurosport Events, the championship's promoter.
- **Olympic Games:** The International Olympic Committee confirmed a deal in Australia with commercial broadcaster Seven for the 2016 and 2020 summer Games, the 2018 winter Games and the 2016 youth Olympics.
- **Rugby Union:** Public-service broadcaster BBC Wales and Welsh-language channel S4C acquired live rights for the Pro12 league for four years, from 2014-15 to 2017-18. S4C will show Sunday afternoon games, with BBC Two Wales broadcasting Friday evening fixtures.

- Cable-television operator UPC Austria launched an on-demand service for sports content broadcast on the Sport1 Plus and Sport1 US channels. The on-demand content is available for free to subscribers of the UPC TV Plus, Super Fit, Super Fit Family, Top Fit and Mega Fit packages.
- Pay-television broadcaster Digi will launch three new sports channels, Digi Sport 3, 4 and 5, in Slovakia.
- Australian public-service broadcaster SBS switched coverage of the A-League from SBS Two to its main SBS One channel for the 2014-15 season to ensure more prominent free-to-air coverage of the domestic club football competition.
- Singaporean pay-television broadcaster StarHub rebranded its sports channels on August 15. Five channels, previously known as Football Channel, Racquet Channel, SuperSports, SuperSports Plus and Sports HD, were reorganised into three, and rebranded as SuperSports 1, SuperSports 2 and SuperSports 3.
- The Abu Dhabi Media Company agreed a deal for pay-television broadcaster OSN in the Middle East and North Africa to carry its four subscription-based sports channels from September 1.

**ALSO SINCE LAST TIME**

- Pac-12 Networks, the content and multi-platform media company for the Pac-12 US college sports conference, will distribute programming to international audiences through a subscription channel on video-sharing website YouTube. The channel will initially be available to 27 countries.
- Pay-television broadcaster Star India linked up with telco Vodafone India to become the country's first broadcaster to use Twitter's Amplify platform. Star will show clips of sports coverage on the social media platform.
- UK sports production and media company Sunset+Vine agreed a

**SPORTS CLIPS:** News from TVSM Daily from July 24 to August 20**MEDIA RIGHTS 6****Pro12 rugby union, tennis, US College Sport and WWE wrestling**

- **Rugby Union:** The BBC Northern Ireland division of UK public-service broadcaster the BBC acquired rights for the Ulster province's games in the Pro12. The deal covers four seasons, from 2014-15 to 2017-18. The BBC Two NI channel will show Ulster's league-stage games that are not shown by UK pay-television broadcaster BSkyB and the team's possible play-off matches and final. Live coverage and highlights will also be streamed online via the BBC Sport NI website.
- **Rugby Union:** French digital-terrestrial television channel L'Équipe 21 acquired live rights for the 'SuperCrunch' – a pre-season competition featuring French Top 14 and English Premiership teams which took place on August 9.
- **Tennis:** The Ufa Sports agency became the exclusive distributor of global media rights for the inaugural International Premier Tennis in November.
- **Tennis:** Indian sports and entertainment pay-television channel Sony Six acquired rights for the Champions Tennis League in India (page 2).
- **US College Sport:** Syracuse University in the US signed a new multi-year multimedia rights deal with the IMG agency.
- **US College Sport:** US sports broadcaster ESPN agreed a new rights deal with the Mid-American Conference. The deal will run for 13 years, from 2014-15 until 2026-27, and replace an existing eight-year agreement that was due to expire in 2017.
- **US College Sport:** The Learfield Sports agency extended its multimedia rights partnership with Boise State University in the US for five years, from 2020-21 to 2024-25.
- **US College Sport:** Learfield Sports struck a 10-year deal, from 2014-15 to 2023-24, to manage the multimedia rights of Northern Illinois University in the US.
- **Wrestling:** Canadian telecommunications company Rogers Communications agreed an exclusive 10-year rights and distribution deal, from 2014-15 to 2023-24, with the WWE wrestling organisation. Rogers will continue to show WWE programming on pay-television channel Sportsnet 360. Coverage will be available through the Sportsnet Now and Rogers Anyplace TV services, with the WWE Network pay-television channel also added to Rogers' platform.

wide-ranging social media content partnership with the Marylebone Cricket Club. The deal includes management of the Lord's Cricket Ground channel on video-sharing platform YouTube.

- The PGA Tour agreed a deal with technology company Apple to make the golf organisation's video archive of major tournaments available on the iTunes on-demand viewing service.
- CNN International will enhance its coverage of equestrian sport under a new three-year plan. CNN Equestrian, a 30-minute programme screened four times a year, will be broadcast on CNN International across Europe, the Middle East and Africa. Bi-weekly coverage on CNN's World Sport programme will be broadcast across EMEA, Asia Pacific and Latin America.

- The International Softball Federation will stream every game from its 2014 Women's Softball World Championship via its official website on a subscription basis. The games will also be available on-demand.

**INDUSTRY MOVES**

- IMG Sports and Entertainment president George Pyne is leaving the newly combined WME/IMG agency to pursue new business interests.
  - WME-IMG appointed Chris Liddell as its new chief financial officer and Doug Scott as executive vice-president of marketing and brand solutions.
  - Matteo Mammi was promoted to the role of director of sports, outside production and operations at Italian pay-television broadcaster Sky Italia.

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