

## ATHLETICS

### Outgoing Diack leaves legacy of improved Dentsu deal for successor

By Richard Welbirg

The determination of outgoing International Association of Athletics Federations president Lamine Diack to leave a healthy legacy for whoever succeeds him in 2015 was the driving force behind the IAAF's early extension of its global marketing and media-rights deal with Japanese advertising agency Dentsu.

The agency is only five years into its current 10-year deal, which runs from 2010 to 2019, for the global marketing and licensing rights, and global media rights outside Europe and Africa, to the World Athletics Series. The new 10-year deal, signed earlier this month, will run from 2020 to 2029.

Nick Davies, deputy general secretary of the IAAF, told *TV Sports Markets* this week: "Lamine was very keen to leave a legacy of financial security – a platform for the new president, who won't have to worry about renegotiating these rights. To

take a little bit of pressure off."

For the IAAF the agreement represents an increase of at least 27 per cent on its current guaranteed income from the rights. Davies declined to confirm the value of the deal but said that it was a success. "It has not been an easy climate around the world since 2008. Based on that we think it's a very good deal."

In the existing deal, Dentsu is thought to guarantee the IAAF a minimum income of \$110m (€85m) across the 10 years. Above the guarantee, revenues are shared 60:40 in favour of the agency. Dentsu had already exceeded the guarantee by 2012, just three years into the deal.

In the new deal, the minimum guarantee will rise to \$140m across 10 years. The profit share will remain 60:40. Diack, who has been president since 1999, announced this year he would step down in 2015. The

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## FOOTBALL POLAND

### NC Plus holds the key to Silva deal

By Frank Dunne

In appointing the MP & Silva agency as adviser for its domestic and international media rights, in a deal based on a 'top-up' guarantee, the Polish football league has ostensibly rejected two other business models. But the choice was about the money rather than the model.

The league, the Ekstraklasa, had also been in talks on two other fronts: with Fox International Channels, about

creating a league channel; and with local broadcasters for traditional rights deals, working with its long-time rights adviser Ufa Sports.

Some local experts believe that creating a channel remains the league's best option in the longer term. But it would now have to do so with a sports-rights agency, rather than one of the world's biggest

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## TV2 looks to NBA to beef up new sports channel

Danish commercial broadcaster TV2 last week agreed a deal for National Basketball Association rights to bolster its sport content ahead of the launch of its dedicated sports channel.

The deal is for five years, from 2014-15 to 2018-19, and is thought to be worth close to \$2m (€1.6m) per year. This is understood to be a big increase on the previous deal.

In the 2013-14 season the rights were acquired by the niche channel dk4. It is estimated the deal was worth no more than \$500,000. Some rights were sublicensed by dk4 to public-service broadcaster DR, which showed coverage on its DR3 channel.

The reason for the big increase in value is that more games are included in the new deal. In 2013-14, between two and three matches per week were included. In the new deal, TV2 will show eight games per week – one each day and two on Sundays.

TV2 was keen to secure the rights in the long term for its new sports channel, as yet unnamed, which will launch early next year. The channel will replace TV2 Film.

John Hansen, head of sports rights acquisition at TV2, told *TV Sports Markets* this week that there were two main reasons for setting up a sports channel.

“First, we were missing that kind of channel in the TV2 portfolio,” he said. “And second, it’s important to have a sports channel to be able to acquire top sports rights for the main TV2 channel.”

The NBA rights across Denmark, Finland, Norway and Sweden were sold by the MP & Silva agency from 2010-11 to 2013-14. The agency paid the league about \$8m for the rights, or \$2m per year season (*TV Sports Markets* 18:10). This new deal, however, was agreed directly between the league and TV2.

TV2 will show up to three games per week on its basic-tier channel TV2 Zulu

until its new sports channel is operational from January. It has also acquired a host of other sports rights in anticipation of the channel launch.

These include: Dutch Eredivisie football from 2014-15 to 2017-18; Danish Handball League rights from 2015-16 to 2019-2020; Danish Metal Ligaen ice hockey rights from 2014-15 to 2016-17; men’s ice hockey World Championship rights in 2015, 2016 and 2017; World Championships swimming rights in 2015 and 2017; European Championships swimming rights in 2016; alpine World Ski Championship and Nordic World Ski Championships rights in 2015 and 2017; biathlon World Cup rights from 2014-15 to 2017-18 and biathlon World Championships rights in 2015, 2016 and 2017. ■

## Germany plugs in to Formula E

The Formula E motor racing series secured strong rights fees in Germany for its inaugural season, mostly through a deal with pay-television broadcaster Sky Deutschland agreed earlier this month.

Sky is thought to be paying just under €500,000 (\$645,000) per season, in a two-year deal, from 2014-15.

The deal was agreed with the MP & Silva agency, which is selling the global rights to the racing series.

There is interest in Germany due to the participation of German drivers Nick Heidfeld, a former Formula One driver, and Daniel Abt, who is racing for German motor racing company Abt.

Basic-tier and pay-television sports broadcaster Sport1 will also show a 30-minute highlights show every week in a deal worth about €25,000. It is understood that the broadcaster is expecting to earn between €75,000 and €100,000 from sponsorship and advertising around its coverage.

The deals with Sky and Sport1 both cover Germany, Austria and Switzerland.

In Greece, pay-television broadcaster OTE secured the rights for the 2014-15 season, paying only a nominal fee. Its deal was agreed with the Asset Ogilvy agency,

which agreed this July to market the rights on behalf of MP & Silva in Greece.

OTE also holds Formula One and MotoGP rights in Greece. They run from 2012 to 2014 and from 2015 to 2017 respectively.

Asset Ogilvy also agreed a deal for free-to-air news highlights with commercial broadcaster Alpha for three to five minutes of coverage per week and a deal with the newsauto.gr website for weekly online highlights of 30 minutes. ■

## BT’s last-minute Fiba World Cup deal

UK pay-television broadcaster BT Sport agreed a late deal to broadcast the latter stages of the Fiba World Cup for what *TV Sports Markets* understands was a nominal fee.

The deal was agreed directly between BT and Fiba, basketball’s world governing body. It covered both semi-finals and the final.

It is understood that BT faced no competition for the rights. The tournament ran from August 30 to September 14 in Madrid, Spain.

BT agreed a deal for just the final three matches because it could not schedule the whole tournament. Its interest in the rights was piqued by the progression of the US national team, which won the tournament.

Fiba is understood to have been very keen to agree a deal to guarantee some television coverage in the UK. It was more focused on securing distribution of the tournament than a strong rights fee from the UK market.

The rights complemented BT’s coverage of the NBA, which it holds for two years, from 2013-14 to 2014-15, for slightly less than \$2m per season (*TV Sports Markets* 17:22).

In August, BT also showed the qualifiers of the GB national team in its failed attempt to qualify for EuroBasket 2015. This deal, agreed with the British Basketball governing body, was also worth only a nominal fee. It covered the home and away legs against Bosnia and Herzegovina and Iceland. ■

## ATHLETICS

## Dentsu success persuades IAAF to look no further

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IAAF tradition is for the departing president to nominate a successor. Diack is likely to choose either Sergey Bubka or Sebastian Coe, both current IAAF vice-presidents. Both are believed to support the renewal of the Dentsu deal.

The World Athletics Series includes the World Championships, World Indoor Championships, Continental Cup, World Relays, World Junior Championships, World Youth Championships and other events (see Sports Clips, page 10).

Around 80 per cent of the value of sponsorship and media rights sales derives from the World Championships, with most of the remaining 20 per cent coming from the World Indoor Championships.

### Upside for IAAF

The deal will invite inevitable comparisons with the deal signed in May between the International Olympic Committee and US media group NBCUniversal (*TV Sports Markets* 18:9). Each was signed with many years to run on an existing contract, for rights which stretch into an unknowable future, and without an open tender process.

Davies admitted that there was risk in signing such a long deal so far in advance. But he argued that unlike straight buyout deals, the profit-share arrangement means the IAAF will benefit even if the media rights increase dramatically in value during the lifetime of the contract.

"If it was a maximum figure you could argue that. But this is a minimum figure," he said. He admitted that a tender could bring in a higher fee but noted there was also a risk in not extending the deal with Dentsu.

### No tender

The early renewal was not pushed by Dentsu or the IAAF; discussions arose in the course of the existing relationship. Negotiations over the terms of the deal

began last year, in the wake of the World Championships held in Moscow in August.

The IAAF decided to stick with Dentsu, and not put the rights out to market, because it believes that no other agency could do such a good job.

The business model behind the World Athletics Series is one which is more attractive to Dentsu than most agencies, and one which Dentsu can exploit better than most, the association believes.

The IAAF is committed to maximising exposure by placing the series on free-to-air television. That limits the ability of any agency to maximise media-rights income by playing free-to-air broadcasters off against pay-television operators. It also suits Dentsu, whose expertise in placing sponsorship cannot be matched by many traditional rights agencies.

"Dentsu are a fantastic corporation. And what are the alternatives?" Davies asked. "The feeling is that no one could be as solid as Dentsu. Look at the list of IAAF sponsors compared to those of other governing bodies. They are all Fortune 500 companies and that's what Dentsu delivers you."

One experienced marketing executive agreed that other agencies would struggle to emulate Dentsu's relationship with advertisers. He pointed out that an agreement with a company like Seiko, which has been an IAAF sponsor since 1983, and has a good relationship with Dentsu, could be renewed more quickly and easily by the Japanese agency than anyone else in the business.

For Dentsu, selling sponsorship to the IAAF's events complements its position as the marketing agency for the 2020 Olympic Games in Tokyo. Athletics is the key sport at the Games.

It makes financial sense for the agency to continue a relationship it has found consistently profitable since its inception. Dentsu's partnership with the IAAF began when the ISL agency declared bankruptcy in 2001, and defaulted on its 10-year deal for the federation's worldwide marketing and television rights outside Europe and Japan.

The Japanese agency stepped in to acquire the rights in an eight-year deal, from 2002 to 2009, worth about \$90m. Dentsu reportedly turned a profit on the

deal with more than two years left to run.

Dentsu does not hold media rights in Europe, but deals in the region are key to the value of the agency's global marketing rights. Maintaining free-to-air coverage in Europe is crucial to sponsorship revenues.

This is guaranteed by the IAAF's \$20m-per-year deal with the European Broadcasting Union, the consortium of public-service broadcasters, from 2014 to 2017. ■

[www.iaaf.org](#) For the full interview with Nick Davies visit our website.

## MOTORSPORT

## MTG pays small increase for 'magnificent' F1

By Robin Jellis

Modern Times Group said this week that the emergence of Nordic drivers in Formula One was transforming the championship into a "magnificent" media rights property. Yet the pan-regional broadcaster was able to renew its deal for the series with only a modest fee increase because of a lack of competition for the rights across the Nordic region.

Last week's deal with commercial and pay-television broadcaster MTG is for three years, from 2016 to 2018, and is worth just over \$20m (€16m) per year. This is slightly more than 10 per cent up on the broadcaster's current three-year deal, from 2013 to 2015, which is worth close to \$18m per year.

Both deals were agreed with Formula One Management, the championship's commercial rights-holder. Both deals cover Denmark, Norway and Sweden.

"Formula One is a very strong property in the Scandinavian countries," Peter Nørrelund, MTG's head of sport, told *TV Sports Markets*. "With the entrance of [Danish driver] Kevin Magnussen, who races for a competitive team in McLaren, it has gone from being a strong property to a magnificent property."

There was no official tender process for the rights, but FOM is understood to have held talks with interested broadcasters in the region.

MTG will show qualifying sessions and races from all grand prix weekends live on its main free-to-air channel TV3 Plus in Denmark, and on its premium motorsports channel Viasat Motor in Norway and Sweden.

It will also show coverage on its online pay-television service Viaplay across the three territories. This is broadly the same coverage as in the current deal.

### Competition

FOM is understood to have held talks with broadcasters in individual markets and pan-regional players. In the end, no strong rival emerged to MTG. Local sources said the broadcaster paid an increase because of the threat of a bid from SBS Discovery Media, which operates free-to-air and basic-tier channels across the region. However, the company is not thought to have tabled a formal bid.

Broadcaster interest in Denmark was strong due to the emergence of Magnussen. Commercial broadcaster TV2 is thought to have been keen. Interest in Sweden is driven by Swedish driver Marcus Ericsson, although he has yet to register one point in the 2014 season.

However, it is understood that broadcasters in these territories did not bid, as they felt they would be unable to dislodge MTG as the rights-holder across the region.

FOM enjoyed an increase of around 80 per cent the last time the rights were sold. Then, there was strong interest from media group Bonnier, which was looking to buy the rights for its Canal Plus pay-television channels, which helped force the price up (*TV Sports Markets* 14:15). MTG held the rights from 2010 to 2012 in a deal worth about \$10m per year.

Canal Plus, later renamed C More, has been far less aggressive on a pan-regional basis in recent times, and plans to cease its operations in Denmark and Norway (*TV Sports Markets* 18:13).

### Pole position

The Formula One deal reflects the financial strength of MTG, which is forging a dominant position in the Nordics with pan-regional rights to top sports properties like the English Premier

League and Uefa Champions League.

The Formula One rights complement MTG's football coverage and provide the broadcaster with a different audience, one which MTG would have been very keen to retain, one media rights expert said.

Nørrelund added that the Formula One deal, together with its top football rights, put MTG in a "super position" in the region.

### Baltic boost

MTG also picked up the rights in the Baltic countries in a separate three-year deal, from 2015 to 2017.

The deal covers Estonia, Latvia and Lithuania and is thought to be worth about \$2m per year across the three countries. It is thought to be a slight increase on the previous deal, also with MTG, from 2012 to 2014.

Interest in Formula One in Estonia, in particular, is very strong, Nørrelund said. There is less interest in Latvia and Lithuania, but the rights complement the broadcaster's premium sports offering.

MTG will provide coverage on pay-television channel Viasat Sport Baltic. ■

## HANDBALL

# EHF Champions League value in Germany recovers

By Robin Jellis

The European Handball Federation saw the value of its Champions League rights in Germany rebound in a new deal with Sky Deutschland, following a drop in the previous cycle.

Pay-television broadcaster Sky picked up the rights in a three-year deal, from 2014-15 to 2016-17, worth about €1.2m (\$1.5m) per year. Sky also has an option to extend the contract for a further three years.

The previous deal, covering just the 2013-14 season, with the German arm of pan-regional sports broadcaster Eurosport, was worth about €1m (*TV Sports Markets* 17:17). Eurosport also held rights in the four years from 2009-10 to 2012-13, paying about €1.4m per year. The value dropped for 2013-14

as the deal was agreed late, and Eurosport is thought to have pushed for a lower fee.

The new deal and last season's deal were agreed with EHF Marketing, the federation's commercial arm, and the MP & Silva agency, which is advising the federation on the sale of its media rights to its club competitions from 2013-14 to 2019-20.

Sky's deal covers the men's Champions League tournament in Germany and Austria and also covers internet, IPTV and mobile rights.

It is thought that Sky faced little competition for the rights. Eurosport no longer wanted to broadcast the competition. Sports broadcaster Sport1 would have struggled to schedule matches as it shows matches from the domestic handball league in similar slots.

Sky was keen on the rights due to the success of German clubs in recent years. The last three tournaments have been won by a German team. Although the property is not considered a premium one, Sky believes there is strong interest in the sport in Germany and wants to broadcast matches of the dominant German teams.

Sky also believes that the rights will complement its coverage of Bundesliga football, with handball Champions League matches played on Saturday evenings after the day's football coverage. It will also show matches on Wednesdays and Thursdays. The three German teams in the 2014-15 tournament are Flensburg, THW Kiel and Rhein-Neckar Löwen.

Sky will show each of the 30 group-stage games of the competing German clubs, as well as all games with German participation from the last 16 and the quarter-finals. It will also show the Final4 season-ending event. The international feed is provided by Wige Broadcast, a subsidiary of production company Wige Media.

Interest in handball in Austria, on the other hand, is low. Austrian teams have historically not been successful in the tournament. Austrian public-service broadcaster ORF held rights in the three seasons from 2011-12 to 2013-14, and is thought to have paid less than €50,000 per year. ORF is expected to agree a deal to provide coverage of the women's Champions League in Austria from next season onwards. ■



## FOOTBALL POLAND

# NC Plus holds the key for now but channel may be better bet

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channel syndication businesses, Fox.

FIC had proposed the creation of a joint venture to operate a channel on the model of the Dutch Eredivisie channel, Fox Sports Eredivisie, in which Fox holds a 51-per-cent stake. Such a deal would have given FIC a strong position to get good deals for the rest of its bouquet of channels across multiple platforms. FIC's income projections, however, are thought to have fallen below MP & Silva's.

The league also had long discussions with broadcasters. It was being advised by Ufa, with whom it has a relationship dating back to the mid-1990s. The agency was not prepared to change the nature of its deal with the league and guarantee any income.

The MP & Silva offer accepted by the league, from 2015-16 to 2020-21, is understood to represent a big increase on current values, with a sharp uplift between the first and second three-year cycles. In the first year of the deal, the clubs will earn about PLN130m (€31m/\$40m) per season, an increase of just over 18 per cent on the media-rights income this season (see panel). This is only a little higher than the PLN125m per season the clubs were earning in the 2008-09 to 2010-11 cycle (see table).

Some sources claim that by 2020-21, income is projected to rise to almost double the current levels, about PLN200m. One club source said that the average value of the deal across the six years would be PLN150m per season.

The model is the same as that used by MP & Silva in its deal with the Belgian Pro League, an approach pioneered by the Infront Sports & Media agency in its deal with Italy's Serie A. The agency will be liable to cover any shortfall below its targets and will be paid a commission plus a share of revenues above its targets.

The agency was this week making presentations to local media and communications operators in a Warsaw

## Ekstraklasa domestic rights deals, 2005-06 to 2020-21

Period	Duration (years)	Rights-holders/adviser	Annual value (PLNm)
2015-16 to 2020-21	6	MP & Silva <sup>1</sup>	150
2014-15	1	NC Plus	110
2011-12 to 2013-14	3	Canal Plus <sup>2</sup>	92
2008-09 to 2010-11	3	Canal Plus/Orange	125
2005-06 to 2007-08	3	Canal Plus/TVN/Orange	50

Source: TV Sports Markets Footnotes: <sup>1</sup> Also covers international rights <sup>2</sup> Renegotiated (see panel)

## Ekstraklasa rights deals

MP & Silva's deal is for six years, from 2015-16 to 2020-21 and covers domestic and international rights. In the first season, the clubs will earn about PLN130m per season. Some sources claim the average over the six years is PLN150m per season.

The current domestic rights deal with NC Plus is an extension of a deal which had been signed by Canal Plus before it merged with rival platform N in 2012. The original three-year deal, from 2011-12 to 2013-14, was worth PLN87.5m per season. It included exclusive rights to three league games per week and non-exclusive rights to the other five.

The final season was renegotiated after the merger, and then extended for one year. In 2013-14, NC Plus paid PLN100m and in 2014-15, for which it secured

complete exclusivity, about PLN110m.

From 2011-12 to 2013-14, Canal Plus sublicensed rights to live matches to both Polsat (four per week) and Eurosport (one per week). However, this arrangement was not extended for the current season. There was no free-to-air coverage other than news access during the cycle.

In the 2008-09 to 2010-11 cycle, the rights were jointly held by Canal Plus and Orange Sport, in a deal worth PLN120m per season. State broadcaster TVP paid a further PLN5m per season for highlights. From 2005-06 to 2007-08, the league earned PLN50m per season from deals with Canal Plus, TVN, and Orange (the latter for mobile rights).

The league's international rights are currently worth about €1m per season.

hotel. There were differing views among local media experts about the level of risk the agency has taken on board. Most say that it is a massive challenge. Some argue, however, that the agency has bought itself a position at the heart of Europe's fifth largest pay-television market in a deal with limited risk. In the worst-case scenario, its losses would be a few million euros and could probably be justified by the strategic advantages of controlling the market's must-have content.

As one agency executive put it, "they are bullish and bold about the marketplace, which could mean they have more information than their rivals or have deals in place already with potential buyers. The amount [guaranteed] is ambitious to say the least, but the Polish league is the one and only asset with which you can play the market."

### Short-term gloom

For MP & Silva, the short-term picture does not look promising. Consolidation

has taken much of the competitive edge out of the pay-television market. In 2009, there were four operators: Polsat, Canal Plus, N and Orange. Canal Plus and N merged to form NC Plus in 2012.

The major platforms are also losing subscribers. In the first quarter of 2014, Polsat lost 0.2 per cent of its subscribers, down to 3.53m. Subscribers to NC Plus fell four per cent, from 2.3m to 2.2m.

The future of the third major pay-television player, Orange Sport, is uncertain following its sale this week by its owner, French telco Orange, to RMVC, a company controlled by Roman Młodkowski, the former head of business and financial news channel TVN CNBC. The new owner has said the service will continue to target sports rights but it remains to be seen with what budget.

The impact of the consolidation on rights fees has been considerable. Historically, there has been strong competition for the top four football properties – the Ekstraklasa, the English

Premier League, the Uefa Champions League and the German Bundesliga. However, in June, Uefa found itself with only one bidder – NC Plus – for the rights to the Champions League.

European football's governing body was able to secure a small increase, from about €19m per season to €20m per season, largely by offering a far greater level of exclusivity. Two cycles earlier, in 2009, Uefa had enjoyed a 200-per-cent increase.

### Reasons to be cheerful

Some local media commentators believe that the longer-term picture is a far more positive one, and that the fundamentals of the economy and of the media and communications markets are healthy.

The economy remains robust. Poland was the only European Union country not to slip into recession after the economic crisis of 2008 to 2009. After a few relatively sluggish years, GDP is set to grow by over three per cent in 2014 and 2015.

Poland has about 11.5m pay-television homes, one of the highest penetrations in Europe. The number doubled between 2010 and 2014. However, the market is not yet saturated, with analysts predicting growth of one to two per cent per year.

The mobile market is experiencing rapid growth. Media group Polsat enjoyed an increase of 63 per cent in year-on-year net profit in the second quarter of 2014, largely on the back of the performance of its mobile division, Polkomtel.

Poland is also expected to lead the way in a relatively novel form of bundling, in which media and communications companies offer utilities such as electricity with their core products. Polkomtel and cable operator Multimedia Polska are already doing this. Media content could be a distinguishing factor for consumers.

### Four options

MP & Silva has four basic options for exploiting the domestic media rights, with varying chances of success.

#### Option 1

Finding one pay-television player willing to pay a large premium to secure absolute exclusivity.

### Chances of success

The league's chance of success here rest squarely on NC Plus. The platform has been hardening a strategy based on total exclusivity since it was created in 2012 from the merger of Canal Plus and N.

This season it will be the exclusive broadcaster of the Ekstraklasa in Poland for the first time. When it agreed to extend the three-year Canal Plus deal for a further year, it did so on the basis of securing absolute exclusivity and paid an increased fee for the rights.

When renewing with Uefa for the Champions League it agreed to pay a small increase, but only if it could secure total exclusivity, with no live coverage on free-to-air television.

The question for the broadcaster is this: why pay an additional PLN20m or more per season, when none of its rivals are likely to compete with it?

It would be a massive surprise if Polsat bid aggressively for the rights. It has built the country's largest pay-television platform without premium sport and does not see the need to change its approach now. The broadcaster has shown coverage of the league for the last three seasons, but only after agreeing a favourable sublicensing deal with Canal Plus. It paid just PLN20m per season for four live matches per week.

Fox could still bid for some rights but it is thought that the company has shelved plans to launch a Fox Sports premium channel in the market for the moment. This would mean that any league matches would have to be shown on one of Fox's general entertainment channels, which would limit the number of matches the broadcaster could show each week.

Sports broadcaster Eurosport is interested and showed one live match per week between 2011-12 and 2013-14 through a sublicensing deal with Canal Plus. The broadcaster now has the financial backing of US giant Discovery Communications. However, the broadcaster is already heavily committed to showing the Bundesliga, which is one of its crown jewels in Poland. Eurosport 2 shows five live Bundesliga matches each match day.

A problem for Eurosport, and for Fox if it launched a sports channel, is that sports

channels are tied into carriage agreements with multiple platforms based on cost-per-subscriber fees which tend to be agreed three or four years at a time. Loading a huge amount of additional cost on for one property during these deals makes little financial sense, as it would be extremely difficult to renegotiate the carriage deals.

The unknown variable is the intention of beIN Sports. If the Qatari broadcaster wanted to move into Poland this would represent the best opportunity. However, local broadcast executives say that there have been no concrete signs that a roll-out in Poland is imminent and that building a complete premium sports channel in time for the 2015-16 season would be difficult.

### Option 2

Create a league channel and distribute on all platforms.

### Chances of success

The market characteristics are ideally suited to a league channel: a very large pay-television market where no single player appears willing to pay a massive exclusivity premium.

The league has been looking into launching a channel for several years. In 2011, it commissioned research from marketing company Pentagon which said that it could earn PLN156m per season from an in-house channel. In February 2013, it applied to the government for a channel licence.

However, the plan would require all three major pay-television platforms – Polsat, NC Plus and Orange Sport – to carry the channel to generate carriage fees that would cover the agency's minimum guarantee.

"If one doesn't take it, your model is bust," one pay-television executive said. "On the other hand, if the big three take it, all the smaller ones will follow." In addition to the major operators, Poland has numerous small and medium-sized cable operators which offer pay-television packages.

This option would appear to be more realistic for the second three-year cycle of MP & Silva's deal. It would be a huge challenge to get a complete new premium sports channel in place before next season and to build the kind of expert local sales team that could negotiate successful

carriage agreements with Poland's multiple pay-television operators.

### Option 3

Finding two players prepared to make a joint bid and pay an increase on the current value of the rights.

### Chances of success

Joint bids are common for expensive rights properties and there are already a number of loose alliances in the market. Recent exclusive deals by NC Plus, and previously, Canal Plus, have been followed by sublicensing agreements (with Polsat and Eurosport). For the three-year deal from 2011-12 to 2013-14, the main rival bidder to Canal Plus was a joint bid by Orange Sport and the TVN Group, owner of the N satellite platform.

### Option 4

Agree non-exclusive rights deals with multiple players, as in Belgium.

### Chances of success

This would require a cultural shift in Polish television. Alliances between two players are common. The three main pay-television rivals all acquiring the same sports content would be a first. The value of this model for existing sports channels such as Eurosport or potential newcomers such as Fox or beIN Sports would be limited. ■ [www.](#)

## RUGBY UNION

# Setanta boosts Asian portfolio as Eurosport cools

By Richard Welbirg

Pay-television broadcaster Setanta Asia doubled the value of European club rugby in Asia this month, adding the new Champions Cup competition to a strong rugby portfolio.

Setanta paid \$1.5m (€1.2m) per season to acquire the rights from the IMG Events & Media agency for four seasons, from 2014-15 to 2017-18. The deal covers the Asia-Pacific region excluding Japan and Australasia.

IMG distributes the rights to the top-tier Champions Cup and second-tier Challenge Cup competitions on behalf of European Professional Club Rugby, the new European governing body for club rugby in that period (*TV Sports Markets* 18:10).

In Asia, Setanta is a pure rugby channel. The Champions Cup ranks alongside the national Rugby Championship and southern hemisphere international club competition Super Rugby as one of its blue-riband properties. It will broadcast every game of the Champions Cup in high definition.

The channel has carriage deals covering 19 territories, mostly as a basic-tier sports channel for pay-television operators. The main exceptions are Hong Kong, Indonesia and the Philippines, where it is a premium channel.

Setanta has a separate feed in Australia, with a broader portfolio. It does not broadcast in China, and it will look to sublicense the rights for that country.

The Champions Cup and the Challenge Cup replaced the Heineken Cup and Amlin Cup competitions when European club rugby was restructured earlier this year. The Pitch International agency paid €1.6m per year over four years, from 2010-11 to 2013-14, to distribute the rights to the Heineken Cup and Amlin Cup outside the territories of the competing clubs.

Eurosport Asia struck a \$750,000 per year deal with Pitch for the rights to the Heineken Cup only for four seasons between 2010-11 and 2013-14.

Eurosport held discussions with IMG over the new cycle, but did not bid. The broadcaster did not find the package offered value for money.

The Eurosport deal covered a comparable area to the new deal between IMG and Setanta, but did not include India or China. Eurosport broadcast two matches live from each Heineken Cup match day. There were between one and six games on each match day. ■

## PREMIER LEAGUE

# SuperSport steps up again as another African deal fails

By Frank Dunne

Sub-Saharan Africa pay-television operator SuperSport has stepped in to acquire the free-to-air rights in the region to England's Premier League after local rights-holder, Optima Sports Management International, defaulted on its payments.

The agency was forced to hand its rights back to the league, which reassigned them to SuperSport. It is not the first time that SuperSport has stepped in when a

Premier League rights-holder has failed. In July 2010, it took over the rights in Nigeria after local pay-television operator HiTV defaulted on numerous payments in its \$125m (€97m) three-year deal.

Osmi was in the second season of its three-season deal, from 2013-14 to 2015-16, thought to be worth over \$10m per season. In the previous three-year cycle it was paying about \$10m per season and struggled to break even.

The agency refinanced its investment by obtaining a combination of rights fees and airtime from local broadcasters. It was able to build decent sponsorship deals around the airtime in some markets. Local experts say that this time, the agency had greater difficulty building its sponsorship deals.

The view of many in the market is that

the Premier League is getting a stronger free-to-air partner in the region.

SuperSport can use the rights on its GoTV digital-terrestrial platform. It also has a stronger sales team than Osmi.

Brandon Foot, SuperSport acting chief executive, told *TV Sports Markets* this week: "We are talking to various potential free-to-air partners, but this is not limited to operators that previously had relationships with Osmi." He confirmed that the rights would also be exploited on the GoTV platform.

SuperSport already holds the pay-television rights to the league in the region, paying just over \$113m per season in its three-season deal.

Nobody at Osmi was available for comment when contacted by *TV Sports Markets*. ■



## IMG beats Yes TV to NFL but keeps rival on board

The IMG Events & Media agency beat off strong competition for the Asian rights to the US National Football League earlier this month, including a bid by incumbent rights-holder Yes TV.

The agency is thought to be guaranteeing the NFL about \$2m (€1.6m) per season for three years, from 2014-15 to 2016-17. The deal is also thought to include a revenue share above the minimum guarantee.

Yes TV, the pan-Asian pay-television broadcaster, held the rights between 2007-08 and 2013-14. It uses the NFL and the National Hockey League as the cornerstones of its All Sports Network, a 24-hour US-oriented channel.

The channel has carriage deals on platforms in China, Hong Kong, Indonesia, Macau, Malaysia, the Philippines, Singapore, Chinese Taipei and Thailand.

IMG immediately agreed to sublicense pan-Asian rights to Yes TV in a three-year deal, from 2014-15 to 2016-17, but carved out a number of territories for market-by-market sales.

These include: South Korea, Vietnam, Mongolia, Hong Kong, Thailand and Chinese Taipei. These territories already have a strong interest in the NFL or are seen as potential growth markets.

IMG's deal excludes the Indian subcontinent, Japan and China.

The agency has the rights to the full suite of NFL matches, including regular season, play-offs and the Super Bowl, as well as companion programming such as NFL Gameday, NFL Extra and NFL Draft and the NFL Films Library archive. ■

## Montreal Canadiens' digital value

Canadian pay-television broadcaster Rogers Communications' acquisition of the English-language regional rights to Montreal Canadiens games this month was driven by its desire to offer the full complement of Canadiens games in

English on mobile and online platforms.

The package of 42 Canadiens games was the only Canadian National Hockey League property unsold after the spate of regional deals which followed Rogers' 12-season, C\$5.23bn (\$4.79bn) national deal with the NHL in December 2013 (*TV Sports Markets* 17:22).

With 40 games in the national package, Rogers channels will now carry all 82 Canadiens games in the English language. It is the first time every Canadiens game will have been broadcast in English.

Rogers is thought to have paid C\$2m-3m across three seasons from 2014-15 to 2016-17. This is understood to be a similar value to the previous English-language deal with pay-television broadcaster TSN.

TSN held the rights to show between 24 and 30 regional Canadiens games for four seasons from 2010-11 to 2013-14. The broadcaster did not attempt to renew its deal after it enjoyed little success with TSN Habs, a part-time channel created around the English-language broadcasts of the regional Canadiens games.

The majority of the Canadiens' regional fan base is French-speaking. French-language rights are held by pay-television broadcaster RDS in a 12-year deal from 2014-15 to 2025-26. Canadian media reports put the value of the deal as C\$816m, or C\$68m per season. ■

## Hong Kong league finds home

The Hong Kong Premier League agreed a deal with free-to-air broadcaster ATV earlier this month, just days before the kick-off of the league's inaugural season.

*TV Sports Markets* understands there is no rights fee in the one-season deal. The league clubs and the Hong Kong Football Association will pay close to HK\$3m (€300,000/\$390,000) per season to ATV towards the cost of producing matches.

ATV will share any income from

advertising revenue with the clubs.

ATV's offer was viewed as more commercially attractive than that of TVB, Hong Kong's other main free-to-air broadcaster, which was invited to join talks with the clubs and the FA. Local media reports TVB asked for close to HK\$4m toward production costs.

The newly-created Premier League is the top level of football in Hong Kong. It is made up of seven clubs from the 2013-14 First Division and two clubs promoted from the 2013-14 Second Division. The First Division becomes the second tier of Hong Kong football from 2014-15.

Broadcast rights to the First Division were held by pay-television platform Now TV in a three-year deal which ran from 2011-12 to 2013-14.

The Premier League discussed a new deal with Now TV, but negotiations failed after the pay-television operator asked the clubs to pay HK\$6m towards production costs in any new deal. It claimed total production costs were as high as HK\$20m.

In the three-year deal with Now TV, the clubs of the First Division paid a similar amount toward production costs as in the new deal with ATV. There was no financial input from the FA.

Fewer matches will be shown live under the new deal. Twenty games are guaranteed to be shown live at peak or close to peak times. Each team will play in at least one live broadcast match.

*TV Sports Markets* understands the deal contains a mechanism for the clubs to pay additional fees to ATV in return for more live games being broadcast.

Under the deal with Now TV, all First Division games were broadcast on the platform's basic-tier Hong Kong Football channel. Some matches were shown on a delayed basis.

Production quality will be improved, with ATV covering matches with six cameras compared to the three cameras used by Now TV. ■



# TV SPORTS MARKETS CELEBRATES ITS 400<sup>TH</sup> EDITION IN OCTOBER

TVSportsMarkets 400

Since 1997, we've brought the best insight and analysis on the key developments and trends in the media rights sector. To celebrate this landmark, we are proud to present a series of events at SPORTELMonaco in the Grimaldi Forum, which will bring together some of the biggest names in the sports broadcasting industry to talk about the state of the industry 17 years on since our first newsletter.

## MONDAY OCTOBER 6

### TVSM Live

The third annual, invitation-only event features presentations from:



**Garry Cook**  
chief global brand officer  
UFC



**Guy-Laurent Epstein**  
marketing director  
Uefa Events



**Richard Verow**  
commercial director  
Sky Sports

## TUESDAY OCTOBER 7, 2PM

### Sport Online:

The evolution of business models for digital sports content. A panel discussion featuring:



**Tomos Grace**  
senior partner manager  
YouTube/Google



**Simon Greenberg**  
global head of rights  
News Corp



**Frank Leenders**  
director general  
Fiba Media & Marketing Services

**John Gleasure**  
chief commercial officer  
Perform

## TUESDAY OCTOBER 7, 5.15PM

### JB Perrette:

Exclusive Interview

TV Sports Markets' editor Frank Dunne in an exclusive one-to-one interview with



**JB Perrette**  
president of Discovery  
Networks International

## WEDNESDAY OCTOBER 8, 3.30PM

### Winning Media Strategies:

the media-rights strategies of Europe's top football leagues

A panel discussion featuring:



**Jörg Daubitzer**  
managing director  
DFL Sports Enterprises



**Mathieu Ficot**  
chief commercial officer  
Ligue de Football Professionnel



**Frank Rutten**  
chief executive  
Eredivisie Media & Marketing



**Javier Tebas**  
president  
Liga Nacional de Fútbol Profesional

Join us at the Grimaldi Forum for these special events or visit our stand (F03) to celebrate our 400th edition.

**SPORTS CLIPS:** News from TVSM Daily from September 4 to September 17**MEDIA RIGHTS 1****Football: Euro 2016, Ekstraklasa, KNVB Cup, Greek Super League and more**

- **Football:** Russian state broadcaster VGTRK agreed an outline deal with the CAA Eleven agency for the rights to the qualifying games for the Uefa Euro 2016 national team competition. VGTRK's pay-television sports channel Sport 1 will show every game, while qualifiers featuring the Russia national team will also be broadcast by the Russia-1 and Russia-2 channels. The deal was a last-minute pre-agreement ahead of the start of the Euro 2016 qualifying campaign, with the contract yet to be finalised.
- **Football:** MP & Silva became the media adviser for the Ekstraklasa, the top division in Poland, for six years, from 2015-16 to 2020-21 (page 1).
- **Football:** Spanish agency Mediapro acquired rights for the KNVB Cup, the cup competition in the Netherlands. The rights will be exploited on the agency's pay-television channel, Gol T, which will provide coverage of the tournament from the second round, starting on September 23.
- **Football:** Gol T struck a deal with the RFEF, the Spanish football federation, to show coverage of Primera División Femenina, the country's top women's division. Gol T will broadcast one game every Saturday at 11.45am.
- **Football:** Welsh public-service channel S4C acquired rights for highlights of the Spanish Liga top division. The deal includes weekly highlights, which will be shown alongside highlights of the Welsh top-tier Premier League as part of the Sgorio programme on Monday evenings. Liga highlights will also feature in the Welsh-language channel's new Sunday sports programme, Clwb. Wales national team star Gareth Bale plays for Liga club Real Madrid.
- **Football:** French basic-tier sports broadcaster Ma Chaîne Sport acquired live rights for the Greek Super League top division, with coverage beginning on September 20.
- **Football:** Danish website Bold.dk acquired rights for highlights clips of English tournaments and the England national team in a sublicensing deal with pan-Nordic free-to-air and basic-tier broadcaster SBS Discovery Media. Bold.dk will launch a new website, PL.dk, that will be dedicated to the coverage, which will include the top-tier Premier League, as well as the FA Cup and League Cup knockout competitions.

**SINCE LAST TIME**

- The management and board of Sky Deutschland recommended that shareholders in the German pay-television broadcaster should reject a takeover offer from UK pay-television broadcaster BSkyB due to the "inadequate... proposed return." BSkyB offered €3.7bn (\$4.8bn) for the 57.4-per-cent stake held by media company 21st Century Fox and €6.75 per share for the outstanding shares. The European Commission approved BSkyB's proposed acquisitions of Sky Deutschland and 100 per cent of Italian pay-television broadcaster Sky Italia.
- The Federal Communications Commission will vote on September 30 on a proposal to end the '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, according to the US media regulator's chairman, Tom Wheeler. Under NFL rules, a game is 'blackout' in the local television market unless it has sold out 72 hours before kick-off. The league is fighting to retain the policy. Wheeler said that the rules "make no sense at all" in the current marketplace.
- US media and entertainment company Discovery Communications is in talks to acquire Talpa Media's 33-per-cent stake in Dutch commercial broadcaster SBS, according to the media company's owner, Jon de Mol. De Mol said that Talpa and fellow SBS shareholder Sanoma Media, which has a 67-per-cent stake, had been in contact with Discovery. Last year, Discovery acquired the SBS channels in Scandinavia, creating SBS Discovery Media, and earlier this year the US media and entertainment company finalised a deal to acquire pan-European sports broadcaster Eurosport.

**MEDIA INTERNATIONAL**

- The Big East Conference college sports organisation linked up with the Fox Sports division of US network Fox to launch a new digital channel offering free live streaming of between 80 and 100 of the conference's events per year. The Big East Digital Network will have its own branded channel within Fox Sports Go, the application that provides live streaming video of Fox Sports content. The channel, which will launch on September 25, will show support programming, live coverage and highlights of various sports, including women's basketball and the conference's 20 Olympic sports.
- ESPN president John Skipper said that the US pay-television sports broadcaster would like to be offered as part of smaller as well as larger cable-television packages. Skipper said that pay-television operators should offer smaller packages of channels to consumers who do not already receive cable or satellite services.
- Canadian telecommunications company Rogers Communications will stream live coverage of 1,000 NHL ice hockey games for free to its wireless and broadband internet subscribers during the 2014-15 season. The regular-season and play-off games will be shown via Rogers' NHL GameCentre Live service. The online coverage is in addition to the 500-plus games to be shown on Rogers' television channels this season as part of a recent 12-year deal, from 2014-15 to 2025-26. Customers of other wireless and internet providers can subscribe to the package for C\$199.99 (€142) for the season, with a discount of C\$179.99 available until October 13. Half-season passes from January will cost C\$129.99. A French-only package comprising 60 Montreal Canadiens games and 54 Ottawa Senators games is available for C\$59.99.

**SPORTS CLIPS:** News from TVSM Daily from September 4 to September 17**MEDIA RIGHTS 2****American football, athletics, badminton, baseball, basketball and boxing**

- **American Football:** The NFL appointed the IMG Events & Media agency to distribute rights in parts of Asia for three years, from 2014-15 to 2016-17. IMG will distribute live coverage of regular season and play-off games plus the Super Bowl and support programming (page 8).
  - **Athletics:** The Dentsu agency struck a 10-year extension, from 2020 to 2029, to continue to market the rights of the IAAF, the sport's global governing body, outside Europe and Africa. The deal, which comprises marketing and licensing rights, covers the IAAF World Athletics Series, featuring the World Championships, World Indoor Championships, Continental Cup, World Relays, World Junior Championships, World Youth Championships, World Cross Country Championships, World Half Marathon Championships and World Race Walking Team Championships (page 1).
  - **Badminton:** Pan-regional sports broadcaster Eurosport Asia-Pacific acquired rights for the National Badminton League, a new competition launched by the Badminton England governing body. Eurosport Asia-Pacific will broadcast live coverage in 16 countries, including Australia, Malaysia and Indonesia. The deal will run until at least the end of the 2014-15 campaign. The league, comprising six franchises, will run from October to April before a one-day knockout competition featuring the top four teams takes place in June.
  - **Baseball:** KDOC, a regional broadcaster in California, acquired rights for the final six games of the Los Angeles Dodgers Major League Baseball regular-season campaign in a sublicensing deal with US cable-television operator Time Warner Cable. TWC's regional pay-television channel SportsNet LA and KDOC will simulcast coverage of the Dodgers' games against the San Francisco Giants on September 22, 23 and 24 and the Colorado Rockies on September 26, 27 and 28.
  - **Basketball:** Commercial broadcaster Mediaset Spain agreed a deal with Fiba, the sport's global governing body, to show live coverage of all games at the 2014 World Cup national team tournament in Spain. Mediaset initially planned to broadcast two games per day during the group phase of the tournament, but then reached a deal with Fiba to show six additional group games via its Mitele.es website after more than 1,000 fans signed a petition against the broadcaster's limited coverage of the event.
  - **Basketball:** UK pay-television broadcaster BT Sport struck a rights deal for the concluding stages of the 2014 Fiba World Cup. BT Sport provided live coverage of the semi-finals and final after agreeing a deal with Fiba (page 2).
  - **Boxing:** The Octapixx Live agency was appointed by Warriors Boxing Promotions to market the international rights for the promoter's US world championship bouts on October 4 and November 1. The October 4 event will feature an International Boxing Federation super featherweight title fight between Rances Barthelemy and Fernando Saucedo, while the November 1 event will feature the World Boxing Organisation bantamweight title fight between Tomoki Kameda and Alejandro Hernandez.
- Football's English Premier League signed a partnership with media protection company Irdeto in an effort to protect its intellectual property. Irdeto will investigate the unauthorised supply of set-top boxes that allow commercial organisations – including pubs and bars in the UK and overseas – to receive online streaming coverage of the league's matches.
  - The DLM, Germany's conference of directors of media authorities, granted the Basketball Bundesliga, the sport's top division in Germany, a 10-year licence for a new television channel. BBL-Kanal was granted a licence for nationwide distribution, with programming set to focus on games from the Bundesliga and European competitions.
  - Betradar, a division of sports and betting-related services company Sportradar, launched its Live Channel service for retail betting shops by striking a deal with German bookmaker Tipico. Live Channel, which shows live coverage of sporting events as well as betting odds and statistics, will be available in 200 Tipico betting outlets across Germany. Tipico plans to take Live Channel into 1,000 more betting outlets in Austria, Belgium and Denmark.
  - Lyon president Jean-Michel Aulas said that French Ligue 1 football clubs that compete in Uefa tournaments should be awarded a greater share of domestic media-rights income because they are boosting the country's Uefa ranking, which can lead to more places being granted to a nation for European tournaments.
- He called for a redistribution of domestic rights income so that €50m (\$64.5m) is awarded to teams based on their performance in European club competitions.
  - Spanish top-tier Liga football club Barcelona launched a new channel on video-sharing service Vine, a free application accessible via social networking website Twitter. Barcelona will upload a series of six-second videos to the service.
  - Russian telecommunications company Akado added the NTV Plus HD and NTV Plus Tennis pay-television channels to its pay-television service. The channels are now available through Akado's Sport and HD Sport packages in the Moscow and St Petersburg regions.

**MEDIA RIGHTS NEGOTIATIONS**

- US satellite-television provider DirecTV expects to extend its Sunday Ticket rights deal with the NFL American football league by the end of this year. The existing agreement for the out-of-market subscription package, which allows subscribers to access Sunday afternoon games broadcast by US networks CBS and Fox, ends with the 2014-15 season. DirecTV chairman Mike White said that he was "highly confident" that a new agreement will be reached. He added that he expected a proposed merger between DirecTV and telco AT&T to close early next year.

**SPORTS CLIPS:** News from TVSM Daily from September 4 to September 17**MEDIA RIGHTS 3****Cricket, cycling, darts, handball, ice hockey and motorcycling**

- **Cricket:** SuperSport, the pay-television broadcaster that operates in sub-Saharan Africa, acquired rights for the 2014 edition of the Champions League Twenty20 tournament, featuring South African teams the Nashua Cape Cobras and the Sunfoil Dolphins.
- **Cycling:** US media company NBCUniversal acquired rights for the Richmond 2015 UCI Road World Championships. The broadcaster will show 64 hours of programming across various channels, including the NBC network, pay-television broadcasters NBC Sports Network and Universal Sports Network, and the CNBC business news channel. NBCU will stream live coverage via a dedicated mobile app. Universal Sports will also produce daily pre- and post-race shows.
- **Cycling:** Pan-regional sports broadcaster Eurosport acquired exclusive rights for German Jens Voigt's attempt to break the record for the longest distance cycled in one hour on September 18. Eurosport broadcast live coverage of the event to 70 markets across Europe and the Asia-Pacific region. The deal included worldwide sublicensing rights and support programming.
- **Darts:** Eurosport acquired worldwide rights for a number of events operated by the British Darts Organisation. Eurosport will broadcast the British Open, Romanian Open, Winmau World Masters, Tops of Ghent and the Northern Ireland Open to audiences in Europe and the Asia-Pacific region. Eurosport struck the deal with BDO Events, the BDO's commercial partner and exclusive sales agent.
- **Handball:** Pay-television broadcaster Sky Deutschland acquired rights in Germany and Austria for the Champions League club competition operated by the European Handball Federation, the sport's European governing body. The deal will run for three years, from 2014-15 to 2016-17, and includes internet, IPTV and mobile rights as well as television. Sky will also be the exclusive broadcaster of the season finale, the EHF Final4, and will show on-demand highlights of the German clubs' games for free via the Sky.de/mediathek website (page 4).
- **Ice Hockey:** French media group L'Équipe extended a rights deal with the Fédération Française de Hockey sur Glace, the sport's governing body in France, for one year, covering the 2014-15 season of the top-tier Ligue Magnus. The lequipe.fr online portal will stream live coverage of one match per game day during the regular season plus a selection of play-off games.
- **Motorcycling:** Italian commercial broadcaster Mediaset renewed an exclusive rights deal for the Superbike World Championship for three years, from 2016 to 2018. Mediaset will exploit the rights on the Italia 1 and Italia 2 channels, which will provide a total of 14 hours of live programming per race weekend, including coverage of practice and qualifying sessions as well as the races. Live coverage will also be provided on the Sportmediaset.it website, with repeats available through the Videomediaset.it service.
- The CAA Eleven agency launched an invitation to tender for the rights in various European countries to the Uefa Euro 2016 tournament. CAA Eleven invited bids in Albania, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Georgia, Gibraltar, Greece, Hungary, Iceland, Israel, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Montenegro, Portugal, Republic of Ireland, Romania, Serbia, Slovakia, Slovenia, Spain, Switzerland and Turkey. The process was launched on September 16 and bids must be submitted by October 24. The rights will be offered on a platform-neutral basis. CAA Eleven is selling the rights on behalf of football's European governing body, Uefa.
- DFL Sports Enterprises, the commercial division of the DFL, the German football league, launched an invitation to tender for overseas rights to the country's top-tier Bundesliga and second division Bundesliga 2 for two seasons, from 2015-16 to 2016-17. DFL Sports Enterprises invited bids from Armenia, Azerbaijan, Belarus, Cyprus, Georgia, Greece, Kazakhstan, Kyrgyzstan, Malta, Moldova, Russia, Spain (including Andorra), Tajikistan, Turkmenistan, Turkey, Ukraine and Uzbekistan. Bids must be submitted by October 1.
- Australian commercial broadcaster Seven is in talks to expand its partnership with TVN to carry all of the pay-television channel's horse racing coverage. Seven currently shows about 28 of TVN's meetings per year on its 7Two channel. As part of the proposed partnership, Seven is considering acquiring a wagering licence, initially in Western Australia and then in Victoria.
- Pay-television broadcaster Sky New Zealand will not renew a rights deal for coverage of various golf events, including tournaments on the US PGA Tour, European Tour and Asian Tour, according to the Stuff.co.nz news website.

**ALSO SINCE LAST TIME**

- The Sunset+Vine production company was appointed to produce coverage of the 2014 Sailing World Championships. As part of the deal, sister company Sunset+Vine International distributed coverage of the International Sailing Federation event. The company produced daily news bulletins and live coverage of all 10 medal races with coverage reaching more than 40 countries.
- Technology developer 360 Racing launched a free new mobile application to provide live on-board camera feeds of the new Formula E Championship, the electric car-racing series that is operated by the FIA, motorsport's global governing body. The app will enable fans to access features such as news, results and standings as well as videos and information.



**SPORTS CLIPS:** News from TVSM Daily from September 4 to September 17**MEDIA RIGHTS 4****Formula E, Super Formula, European Games, Champions Cup and WWE**

- **Motorsport:** Modern Times Group, the multi-territory commercial and pay-television broadcaster, signed extensions to exclusive rights deals for the Formula One championship in multiple Scandinavian and Baltic markets (page 3).
- **Motorsport:** Commercial broadcaster Mediaset Spain acquired exclusive rights for the Formula E Championship, the new electric car series, which is operated by the FIA, motorsport's global governing body. The deal will include live coverage of the 2014-15 season.
- **Motorsport:** Pay-television broadcaster OTE acquired rights in Greece for the Formula E Championship, covering the 2014-15 season (page 2).
- **Motorsport:** Asian pay-television broadcaster Star Sports reached an agreement with Japan Race Promotion for live rights in India for the Super Formula series.
- **Multi-sport:** Pay-television broadcaster DigiSport acquired rights in Romania and Hungary for the 2015 European Games in Baku, Azerbaijan. The deal with the organisers of the event includes live coverage of all 17 days of the event, including the opening and closing ceremonies, plus highlights and preview programming.
- **Multi-sport:** Belgian sports broadcaster Sport 10 acquired rights for the 2015 European Games in a deal with the event's organisers. The rights include live coverage, highlights and preview programming.
- **Rugby Union:** Pay-television broadcaster Setanta Asia acquired rights for the new European Rugby Champions Cup club competition. Setanta Asia will show live coverage of every game of the tournament across Asia, excluding Japan and Australasia (page 7).
- **Wrestling:** Pay-television broadcaster Ten Sports, which operates in the Indian subcontinent, acquired rights for events operated by the WWE organisation. The deal will run for five years, from 2015-16 to 2019-20. Live coverage and other programming will be provided in multiple languages. Some of the WWE's events covered by the deal might be staged in India.
- Organisers of golf's 2014 Ryder Cup launched a channel for this year's tournament on video-sharing website YouTube. The Ryder Cup Channel will feature behind-the-scenes content, features, player profiles and additional footage from the event, which will take place at Gleneagles in Scotland from September 26-28.
- The Professional Squash Association's online channel, SquashTV, will undergo a revamp in 2015. From January, all matches will be streamed in high definition via a new website that will be compatible on all devices. SquashTV, which shows more than 300 matches per year, will also offer new features such as multi-stream viewing, instant replays and live stats plus an updated archive.
- The International Basketball Federation (Fiba) launched a second screen video replay application for the closing stages of the 2014 World Cup in Spain. Fiba Replay was available as a free download from the Apple App Store from the quarter-final stage, offering replays from multiple camera angles.
- MotoGP's commercial and television rights-holder Dorna Sports produced the motorcycling series' first live ultra-high definition broadcast during the San Marino Grand Prix on September 14.
- The Star India broadcast subsidiary of media company 21st Century Fox generated a cumulate audience of 435m for its coverage of the inaugural 2014 Pro-Kabaddi League.

**INDUSTRY MOVES**

- Fox International Channels appointed Caleb Weinstein as its executive vice president of affiliate distribution for Europe and Africa • The IMG agency appointed Mark Shapiro, a former executive at US sports broadcaster ESPN, as its new chief content officer. • Satellite Information Services, a provider of services to the betting and broadcast industries, appointed David Johnson as its new head of digital rights.

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