

CRICKET

Gatekeeper deal with Star pushes ICC towards \$3bn global revenues

By Richard Welbirg and Robin Jellis

Giles Clarke, the head of the International Cricket Council's media-rights negotiation team, hailed this month's deal with Rupert Murdoch's Star pay-television operations as "hugely positive for the game around the world."

The joint bid from Star India and Star Middle East – both subsidiaries of media company 21st Century Fox – for global ICC media rights is worth \$2.1bn (€1.67bn) over eight years, from 2015-16 to 2022-23.

The deal provides the basis for the ICC to hit \$3bn in global commercial revenues for the cycle (see panel, page 3).

Clarke told *TV Sports Markets* that the revenue distribution across the game had not yet been finalised but the deal meant "a significant increase in value for all 106 members of the ICC."

He rejected the criticisms of some losing bidders that in doing an eight-year

gatekeeper deal with Star, the ICC had missed an opportunity to develop direct relationships with broadcasters around the world, especially in the Indian subcontinent. Star's bid was only marginally higher than the sum of the best single-territory bids.

"We examined the bids in individual territories very carefully," Clarke said. "We had discussions with global bidders as to exactly who their preferred rights-buyers were in each territory, so I don't think it is a missed opportunity."

He said that the ICC was "very satisfied" with the reach of Star across the Indian subcontinent and added that the broadcaster also had "an important presence in the Middle East."

Star would also guarantee good coverage in South Africa, the UK (see box, page 4), Australia, the Americas and the Caribbean

Continued on page 3 ►

FOOTBALL

Tebas outlines Liga channel plan

By Frank Dunne

The Spanish football league outlined plans to launch its own channel in 2016 at a panel discussion chaired by *TV Sports Markets* this month at Sportel in Monaco.

The panel was part of a series of events organised to celebrate the publication of this issue, the 400th edition of the newsletter.

Javier Tebas, president of La Liga, revealed that the league was looking

closely at launching a league channel from 2016-17, the first season that its rights will be marketed centrally.

Initially, the channel could launch without live content, he said. In the medium term it would include live Liga matches, though some matches could be carved out and made available exclusively to other media companies. The channel

Continued on page 7 ►

CONTENTS

- 1 ICC's Clarke: Star deal is 'hugely positive' for global game
How BSKyB outflanked BT
- 1 La Liga channel plans revealed
- 2 Fastrack: EPCR closes off France; Sauerland hit; Eurosport Germany drives MotoGP revenue hike
- 4 Ecclestone plays the market but ends up renewing vows with Fox
- 5 Why Disney and Turner paid 180% more to keep hold of NBA
- 6 Coliseum takes US PGA Tour off TV screens and onto the web
- 7 Uefa discovers signs of life in troubled Greek rights market
- 8 Murdoch doubles team wins Wimbledon rights across Asia
- 9 Sports Clips

TVSM 400

This is the 400th edition of *TV Sports Markets*, which first published on June 13, 1997. We are grateful to all our readers for supporting us over 17 years. We look forward to covering this ever-changing industry for many editions to come.

EPCR done in France after France Télévisions deal

France Télévisions last week agreed a deal covering the European Rugby Champions Cup and Challenge Cup, taking European Professional Club Rugby to rights fees of between €20m (\$25m) and €21m per season from the French market.

It is thought that public-service broadcaster will pay about €6m per season for its four-year deal, from 2014-15 to 2017-18.

The deal was agreed with EPCR, the new governing body for club rugby union in Europe.

Its rights are non-exclusive. BeIN Media Group, which runs the pay-television beIN Sports channels, acquired all rights to both competitions last month in a deal worth €14m to €15m per season.

Negotiations dragged on because EPCR had sold rights to all Champions Cup matches to beIN, as well as exclusive Challenge Cup rights. France Télévisions had planned to acquire some exclusive Champions Cup rights, and some Challenge Cup rights. EPCR had to renegotiate its initial deal with beIN.

For both the Champions Cup and Challenge Cup, France Télévisions will show one game per round during the group stages, one quarter-final, one semi-final and the final – nine games from both competitions. France 2 will show Champions Cup matches. Digital-terrestrial channel France 4 will show the Challenge Cup.

Fewer games are included in the new deal than its previous one, from 2010-11 to 2013-14. Then, the broadcaster showed between 15 and 17 games per season from the top-tier Heineken Cup. It showed nine games from the old Challenge Cup.

Despite budget cuts, the public-service broadcaster was keen to hang on to what is a strong property. It also shows Six Nations rugby and test matches of the French national team. ■

Sauerland takes a hit in Germany

The Sauerland boxing agency suffered a cut of almost 30 per cent in the value of its events as commercial broadcaster ProSiebenSat.1 replaced incumbent rights-holder ARD.

The new deal with Sat.1 covers at least the 2015 and 2016 seasons. Each event will be worth about €800,000 (\$1m). This is down from the €1.1m per event paid by public-service broadcaster ARD in its existing two-year deal, from 2013 to 2014.

It is understood that senior figures at ARD chose not to renew the rights as they felt boxing was no longer suitable programming for a public-service broadcaster. ARD has shown Sauerland events for the past 13 years.

Despite not renewing its contract, ARD received good ratings for Sauerland events. It had an audience of 3.4m and a market share of 20.4 per cent for the fight between Arthur Abraham and Paul Smith last month.

Fellow public-service broadcaster ZDF has also taken a step back from boxing in recent years. Until 2010 it showed fights run by Universum in a deal worth between €15m and €20m per year. Universum ceased trading after failing to agree another deal (*TV Sports Markets* 15:3).

Sat.1 is thought to have faced little competition to acquire the rights. The broadcaster was keen on the rights as it looks to become the home of boxing in Germany. It also has rights to fights organised by SES-Boxing, plus fights of German boxer Felix Sturm, for which it pays between €1.5m and €2m per fight.

The deal will include a minimum of eight Sauerland events per year, with an option for additional fights. Six will be shown free-to-air, with two on a pay-per-view basis. These are expected to be available through maxdome, Sat.1's video-on-demand service. ARD shows 12 events in the current contract.

Sat.1 was happy to have fewer events than ARD as it has other boxing rights and believes that one per month is sufficient.

Sat.1 is considering launching a fight sports channel to show coverage of Sauerland events. ■

Eurosport drives MotoGP revenues

Dorna Sports, the commercial rights-holder of the MotoGP racing championship, secured an increase of about 14 per cent in its rights fee from the German market in a deal with Eurosport late last month.

Eurosport Germany, the German arm of the pan-regional sports broadcaster, picked up MotoGP rights in a deal worth about €4m (\$5m) per year in the four years from 2015 to 2018.

This is an increase on the €3.5m per year paid by free-to-air and pay-television broadcaster Sport1 in the three years from 2012 to 2014.

Sport1 is understood to have bid to renew its rights, but offered only €2.5m per year – almost 30 per cent less than it pays in the current deal.

The broadcaster is thought to have received only low ratings for its coverage of practice sessions and qualifying races on Fridays and Saturdays respectively – which it showed to promote races on Sundays.

Commercial broadcaster Servus TV, owned by energy drink brand Red Bull, is also understood to have tabled a bid of about €2.5m per year.

The new deal with Eurosport was agreed directly by Dorna. Dorna is thought to have approached all broadcasters in Germany first to gauge interest in the rights.

There is some interest in the performances of German driver Stefan Bradl, who races for Team LCR. Bradl has finished eighth and seventh in the last two seasons.

Local experts believe the deal is part of a move from Eurosport, and new owners Discovery, to buy more premium sports rights, with Germany one of the markets the broadcaster is focusing on. This is thought to be the main reason why Dorna was able to command a rights fee increase. ■

CRICKET

Gatekeeper deal with Star helps ICC to double its money

Continued from page 1 ►

through its sublicensing deals, he said.

As well as a pre-deal with pay-television broadcaster BSkyB in the UK, Star is understood to have deals in place with pay-television broadcaster SuperSport in sub-Saharan Africa and with commercial broadcaster Channel Nine in Australia.

Nine currently shares the rights with pay-television broadcaster Fox Sports. One source said Fox Sports was uninterested in renewing its rights due to anti-siphoning legislation in the country, which mandates a significant number of cricket World Cup and Twenty20 World Cup matches be shown on free-to-air television.

The gap between Star's bid and the total of the individual offers was "quite small, but still a significant amount of money." Clarke said that the ICC had a "responsibility to the game" to see what could be earned in each territory but did not necessarily have to take the highest financial offer. "We gave ourselves the flexibility to sell the rights to the bidder who was most capable," he said.

Star competition

Star faced strong competition for the rights, with 12 broadcasters making 16 separate bids.

There were two rounds of bidding, and no broadcasters were eliminated after the first round. All 12 had the opportunity to adjust their bids. Indian pay-television broadcaster Sony Six is believed to have bid \$1.6bn for the global rights.

Indian rivals and some independent experts believe that Star breaks even at best in the current cycle, despite making a \$100m profit on sublicensing rights outside India (*TV Sports Markets* 16:16).

The ICC rights are an important strategic property, one of the three must-haves in India. The other two are the Indian domestic cricket rights, which Star also holds, and the rights to the Indian Premier League, which are held by Sony.

How the ICC could earn \$3bn

The International Cricket Council's deal with Star India and Star Middle East has put the game's global governing body on course to earn up to \$3bn in commercial revenues.

The Star deal is understood to be worth \$2.1bn. Of this, about \$1.9bn is for the media rights and the balance, about \$180m, is in marketing expenditure. This covers things like poster campaigns and ground advertising by Star and its sublicensees.

The ICC carved out digital clip rights for exploitation on its own website and mobile applications, and worldwide digital streaming rights which it can sell in any market and for any match not exploited by primary rights-holders. It also carved out content for airlines.

These will be sold on an event-by-event basis and are expected to bring in a further \$150m to \$250m over the eight years. The higher figure would bring total media rights revenues to about \$2.15bn.

In its current eight-year cycle, from 2007-08 to 2014-15, the ICC earns \$1.1bn in a deal with ESPN Star Sports (ESS). The joint venture behind ESS has since dissolved, with Rupert Murdoch's 21st Century Fox buying out Disney's 50-per-cent stake in the broadcaster.

The ICC is also expected to bring in between \$600m and \$650m for its global sponsorship rights. This would bring the total value of the ICC's commercial rights across the cycle to about \$3bn, at the upper end of projections.

Three of the six major international tournaments included in the new agreement will be hosted in India, which adds significant value for Star.

In the joint bid, about \$1.2bn has been put up by Star India, with Star Middle East providing the remaining \$700m. This figure is understood to represent the value of the rights across the rest of the world. It is understood that Star acquired the rights covering the rest of the world through its division in the Middle East and North Africa in order to minimise tax payments in dealing with the Dubai-based ICC. Star India will have to pay a higher rate of tax as an Indian company than Star Middle East. The current deal, signed with ESPN Star Sports, was contracted in Singapore, sidestepping the problem.

The structure of the deal also allows Star to handle sublicense fees from broadcasters outside India in dollars, rather than converting to the more volatile rupee.

However, the value of the rupee still represents a significant risk to Star in India. The broadcaster earns domestic revenues in rupees, but will pay the ICC in US dollars. The value of the currency has been in long-term decline against the dollar. If the decline continues or accelerates, the deal will become increasingly expensive for Star India.

Clarke said of the split: "How Star divides

the money up between Star India and Star Middle East is up to them. They made a joint global bid for a single sum of money. Any specific divisions are their own affairs."

Overhaul cemented

The deal will help the ICC cement the controversial overhaul of the global game pushed through earlier this year by the boards of England, India and Australia (*TV Sports Markets* 18:7).

In February, the ICC ratified an overhaul of its commercial structure which included a major change to the way media-rights income is shared, despite major reservations from the boards of South Africa, Pakistan and Sri Lanka.

One of the key objectives of the overhaul was to ensure the amount India earns from its share of the global ICC media-rights sales reflects the fact that the country provides about 80 per cent of the total media value. The Board of Control for Cricket in India only receives \$52m from the current rights cycle, the same amount as the other nine full ICC members.

The change was crucial in getting the BCCI to commit to taking part in ICC events for the long term. The two bodies have long had a fractious relationship. The flipside was that other ICC members needed to be reassured that they would not end up worse off than at present.

“The biggest countries will receive the largest reward but they are driving the income to the game,” Clarke said. He said that there would be “important increases” for both the Sri Lanka and West Indies cricket boards, and also associate members like Ireland, the Netherlands and Afghanistan. “Afghanistan are ranked the 12th best team in the world, but their budget is tiny. This is a fantastic opportunity for them, as it is for the Dutch and the Irish,” he added.

He said that it had been agreed by all members that the BCCI, in particular, should have a share that was measured against the contribution from the value of the rights in India, and that England should also get a big contribution.

Sponsorship

The ICC believes that the coverage which will be provided by Star and its sublicensees, as well as an increased take-up of digital content, will help it close lucrative sponsorship deals.

“We are very confident we will see some very significant interest for the key sponsorship positions. In particular, there is significant interest from Asian companies – not necessarily from India – who want to expand their activities and brand awareness,” Clarke said.

He said that South Korean companies like carmaker Hyundai and consumer electronics manufacturer LG were already important to the game. ICC board members have been invited to

BT outflanked by Murdoch’s global reach

UK pay-television operator BSkyB saw off strong competition from rival BT Sport for the UK rights to International Cricket Council events by teaming up with Indian pay-television operator Star in the latter’s global bid.

However, its determination to hold on to the rights was such that it would have won the head-to-head battle with BT had the ICC chosen to go market by market.

Sky, the incumbent UK rights-holder, is thought to be paying about \$200m (€159m) over the eight years, from 2015-16 to 2022-23, as part of a pre-deal with Star.

In the present eight-year cycle, Sky bought the rights for a total of \$50m, split \$24m from 2007-08 to 2010-11 and \$26m from 2011-12 to 2014-15 (*TV Sports Markets* 16:9).

As well as having a pre-deal with Star, Sky also made a standalone bid for the UK rights which is thought to have been even higher than the fee it will pay Star. The standalone bid was

other major companies in South Korea, Japan and China to pitch the global appeal of cricket. He said that there was “serious interest” from consumer brands in those countries and beyond.

He said that many brands were unaware of the huge audiences that cricket

to see off BT in case Star lost out on the global rights.

Sky is 39.1-per-cent owned by Rupert Murdoch’s 21st Century Fox. Star is wholly-owned by 21st Century Fox.

The 300-per-cent increase in value highlights the intense competition between the UK broadcasters. The cycle includes two major events in England and Wales: the Champions Trophy in 2017 and the World Cup in 2019.

BT does not yet have any major cricket content, and the ICC events were viewed as a prime opportunity for BT to break Sky’s stranglehold on the sport.

Sky holds English domestic rights in a deal with the England and Wales Cricket Board worth about £60m (€76m/\$97m) per year. The contract runs from 2014 to 2017, and includes an option to extend for two years (*TV Sports Markets* 16:4). Acquiring the ICC rights would have shown BT’s appetite for top cricket rights ahead of a future auction. ■

reached. “The final of our last worldwide event, the Champions Trophy in 2013, had 1.6bn viewers. We had 1.25bn for the World Cup final in Mumbai in 2011. And our audiences are rising dramatically.” ■

[www.fox.com](#) For the full interview with Giles Clarke visit our website.

MOTORSPORT

Fox forced to double its fee in Asia to renew F1

By Robin Jellis

Strong interest in Formula One rights across Asia from individual markets and on a pan-regional basis forced Fox International Channels to double its fee to hang on to its rights.

FIC, the global channel syndicator owned by media company 21st Century Fox, renewed the rights across Asia for

seven years, from 2016 to 2022, earlier this month in a deal worth about \$60m (€47m) per year. The deal includes Japan but excludes China. The rights in the same territories are understood to have been worth slightly more than \$30m last season.

The deal is a renewal and an extension of FIC’s existing two-year deal, from 2014 to 2015, across Asia. The new deal includes Japan, which is a strong market for the sport.

The deal was agreed with Bernie Ecclestone’s Formula One Management, the commercial rights-holder of the championship.

FIC pays about \$23m per year in its

existing deal. The rights in Japan were held by commercial broadcaster Fuji TV in a deal worth close to \$7m per year. The deal excludes China, where the rights are held by CCTV.

FOM had talks with local broadcasters in many markets, and there was a high level of interest. Agencies such as IMG Events & Media and MP & Silva also considered bids. But FIC was always going to be difficult to unseat.

Local interest was strongest in the following markets: Hong Kong, from telco PCCW; Singapore, from pay-television operators SingTel and StarHub; Malaysia, from pay-television platform Astro; and India, from pay-

television broadcasters Sony Six and Star. Other markets where there was local interest included Indonesia, Vietnam and Myanmar.

Determined Fox

FIC was desperate to hold on to its rights across Asia having lost the rights, somewhat surprisingly, across Central and South America and the Caribbean to Mediapro in March. At the time, one agency executive said the loss of those rights would have been a “wake-up call” for FIC (*TV Sports Markets* 18:6).

FOM is thought to have continued, and extended, its relationship with FIC for two reasons beyond the increased rights fee.

First, the broadcaster’s commercial reliability. Second, its output. FIC provides comprehensive coverage of Formula One with shoulder content (pre- and post-race coverage), studio discussion, highlights and additional coverage on Fox Sports News. FIC will also provide coverage in six languages, allowing it to tailor content to individual markets.

Coverage

FIC will show the championship on the Fox Sports and Star Sports pay-television channels which it operates in 26 territories across the region. As well as the races, FIC will provide live coverage of every practice and qualifying session.

Viewers will be able to access commentary in Bahasa Indonesia, Bahasa Malaysia, Cantonese, Mandarin and Thai, as well as English.

In August, FIC rebranded several of its channels in Asia, with the exception of South Korea and China, where the Star Sports brand has remained.

Previous deal

Fox inherited the rights from ESPN Star Sports (ESS), the joint venture between News Corp and Disney which was dissolved in 2012, with News buying out Disney’s 50-per-cent stake.

In 2008, ESS paid \$100m for the rights across 26 territories in Asia for five years, from 2009 to 2013, or \$20m per year. The deal was then extended to cover 2014 and 2015, with ESS paying an increased fee of about 15 per cent.

Hike in Holland

FOM has also secured a new deal in the Netherlands, renewing with pay-television broadcaster Sport1.

The deal is for three years, from 2016 to 2018, and is worth close to €2m per year. This is almost double the €1m per year Sport1 pays in its existing deal, from 2013 to 2015 (*TV Sports Markets* 16:20).

The deal means that rights fees in the Netherlands have exceeded the level of two cycles ago, when RTL paid close to €1.5m per year.

Sport1 is understood to have fought off competition in the new cycle from Fox Sports, with Sport1 holding on to the rights after two rounds of bidding. There is understood to have been little interest from commercial broadcasters RTL and SBS. Both would struggle to refinance the rights fee from advertising revenue.

Interest in the rights has been fuelled by the emergence of 17-year-old Max Verstappen. The Dutch racing driver will compete in the 2015 season with the Scuderia Toro Rosso team.

“Next to the biggest leagues we have in football, Formula One has proved to be the most important product we have,” Will Moerer, vice president of Sport1, told *TV Sports Markets*.

Moerer added that Sport1 was hoping to add between 25,000 and 35,000 new subscribers due to Verstappen’s involvement from next season.

Sport1, at the request of FOM, sublicenses live rights to two or three races per season plus highlights or delayed coverage of other races to SBS in the current cycle. Coverage is shown on SBS’s Veronica channel. A similar agreement is expected in the new cycle.

Sport1 will continue to provide live coverage of races free from advertising.

Sport1 would have been especially keen to hold on to Formula One having lost its grip on MotoGP. Sport1 holds MotoGP rights from 2013 to 2014 in a deal worth about €350,000 per year. Dorna Sports, the commercial rights-holder of the MotoGP championship, agreed a four-year deal with Eurosport from 2015 to 2018 late last month. ■

BASKETBALL

Disney and Turner pay big premium to keep out rivals

By Richard Welbirg

There are three main reasons why the National Basketball Association secured a 180-per-cent increase in the value of its domestic media rights this month, according to US rights experts.

First, incumbent rights-holders Disney and Turner Broadcasting wanted to deny other broadcasters the opportunity to talk to the NBA. With most of the major US sports properties locked down for at least the next seven years, competition would have been fierce, and losing the rights would have been a disaster.

Second, the deal includes more games for Turner’s TNT channel and Disney’s ESPN and ABC channels, and significantly expands their digital rights.

Third, the NBA continues to grow in popularity, particularly with younger viewers, giving the broadcasters greater opportunities in future to refinance their investments.

Under the new nine-year deal, the NBA will earn between \$2.6bn (€2.06bn) and \$2.7bn per season between 2016-17 and 2024-25. Disney will pay at least \$1.4bn per season and Turner at least \$1.2bn per season.

In the current eight-year deals that end in June 2016, Disney pays \$485m per season and Turner \$445m per season, for a total of \$930m per season.

Doug White, senior director programming and acquisitions at ESPN, told *TV Sports Markets* this week: “We have been in partnership for over a decade now and it has been on an upward trend and we think that’s going to continue. It’s one of the biggest growth sports in the world, right up there with football and cricket.”

Harvey Schiller, former president of Turner Sports, said that it made sense for the NBA to look to renew with the two broadcasters, given the length of their relationships with the NBA – 41 years for Turner and 23 years for ESPN by the end of the next cycle.

Matt Balvanz, vice president of analytics at sports and entertainment experts Navigate Research, said that the income for the NBA compared favourably with what American football's NFL was earning. In the new deal, ESPN and Turner would be paying approximately \$5 per viewer. In the NFL's various rights deals, broadcasters pay between \$2 and \$3 per viewer.

Lock down

Formal negotiations over a renewal began in February, more than two years before the existing deal expires. It follows the trend of US broadcasters locking down their major properties with very long-term deals.

The NFL and Major League Baseball deals run until 2021. NBC's National Hockey League agreement lasts until the 2020-21 season. Nascar, the Olympic Games, the US PGA Tour and Major League Soccer rights are all off the market until the 2020s.

Outside of the Big Ten college sports conference, the NBA was the last opportunity for broadcasters to shake up the US market. Turner and Disney had an exclusive negotiation window until mid-2015, and the increase is in part driven by Turner and Disney's desire to prevent the rights ever coming to market.

Neal Pilson, former president of CBS Sports, said: "That's the reason for these long-term deals. It's to lock down the rights fee for a period of time. And put a hold on escalation of costs. The major carriers now have their basic budget items in place, predictable over the next seven to 15 years."

Online and international

The NBA was expected to carve out some digital rights from the deal. The NFL and MLB have made very profitable use of their retained digital content. In the end, the new deal gives ESPN and Turner more digital content than ever before, which is reflected in the higher fee.

ESPN's greater fee represents the inclusion of radio and international rights. White said ESPN was particularly keen to develop its Latin American offering. The new deal also includes an extension to ESPN's women's NBA rights until 2024-25.

Another new element in the deal is the agreement under which ESPN would create an 'over-the-top' internet offering

which could be acquired on a standalone basis, without a subscription to cable television. The NBA would take an equity stake in the service, which is expected to launch in 2016.

Media reports suggest that it would initially be US-only and cover out-of-market games – those games which are not being televised nationally or on the viewer's local network. This would effectively be an ESPN-branded version of the existing NBA League Pass, and little more than a toe in the OTT water.

Were ESPN to start delivering more of its sports content via standalone internet services, it could represent a significant shift in the structure of US pay-television. ■ [www.fox.com](#)

GOLF

Coliseum snatch of PGA rights shifts US Tour from TV to web

By Richard Welbirt

Online subscription service Coliseum Sports Media continued to shake up the previously moribund New Zealand market with the acquisition of the US PGA Tour this month.

In its five-year deal, from 2015 to 2019, with the US PGA Tour, Coliseum will host and market PGA Tour Live, an online platform for the competition.

Coliseum is thought to be paying about \$1m (€790,000) per season. Agency sources suggest that incumbent rights-holder, pay-television platform Sky New Zealand, pays about \$500,000 per season in its most recent three-year deal, from 2012 to 2014.

Sky could have outbid Coliseum in a straight battle, and the broadcaster is believed to have made a late, unsolicited bid when negotiations were advanced. But Coliseum's online subscription model was a major factor in the deal.

The PGA Tour has been keen to experiment with an internet offering for some time. It decided to end its partnership with Sky and move forward with Coliseum for several reasons.

First, there was little financial risk. The

Tour felt its rights were undervalued in the current deal, signed when Sky was the only viable option for coverage. Sky was slow to react when discussions began between Coliseum and the PGA Tour.

Second, New Zealand is a good test bed from a technical perspective. It has the broadband infrastructure necessary to make such an internet service viable. A deal for free-to-air coverage is expected within a month, to further widen the potential audience.

Third, in the Premier League Pass, its English Premier League subscription service, Coliseum has a proven track record of providing an internet service.

PGA Tour Live allows deeper coverage compared to the current deal. Content such as featured holes or featured player groups will be available during and outside the traditional golf broadcast window.

Coliseum will keep all sponsorship revenue earned around the service, but potential sponsors must align with the PGA Tour's existing partners.

Coliseum is shortly expected to announce additional deals with the IMG Events & Media agency for the European Tour and the Asian Tour.

Coliseum broke up Sky's pay-television monopoly when it entered the market last year, buying exclusive English Premier League rights from the MP & Silva agency for a fee thought to be between \$1.2m and \$1.5m per season (*TV Sports Markets* 17:12).

Rights-holders have benefited from the competition, with Coliseum bidding against Sky for New Zealand cricket and, more recently, for Sanzar rugby packages (*TV Sports Markets* 18:15).

Coliseum expanded its Premier League Pass service beyond New Zealand into the Chinese Taipei market in early August, ahead of the new Premier League season. The deal, with MP & Silva, is for digital rights only and runs for two seasons, 2014-15 and 2015-16. Coliseum is in talks over a similar deal in the Philippines.

MP & Silva bought Premier League rights in Chinese Taipei and the Philippines from the league for \$500,000 per season between 2013-14 and 2015-16 (*TV Sports Markets* 17:19). ■

FOOTBALL

Eredivisie channel success provides model for leagues

Continued from page 1 ►

could also be distributed internationally.

“It is important that when there is no live football, there is a focus on clubs, which means all clubs – not just Barça and Real,” he said. “It is important to ensure that all clubs can grow. There is no intention of taking anything away from Real and Barça, but there is a risk that without this kind of channel, broadcasters would focus largely on those two clubs.”

Tebas said that once the law had been passed to clear the way for a return to central selling, the league would tackle other key issues. First among those is the 1997 listed-events law which requires one Liga match per week and one cup match per round to be made available on free-to-air television. The law “devalues the Liga product,” Tebas said, as it limits the exclusivity the clubs are able to offer pay-television companies.

The collective selling law which is currently going through the Spanish parliament will establish the revenue distribution among Liga clubs. Tebas said that it was not possible to predict when the law would be passed, but that it could be as early as next month.

Channel ‘now easier’

Jörg Daubitzer, managing director of DFL Sports Enterprises, the commercial arm of the German Bundesliga, said that launching a channel was now easier than it would have been a decade ago, due to the development of the technical infrastructure.

He pointed out that DFL Sports Enterprises had its own subsidiaries to handle host production and editorial content. The league would consider launching a channel if it felt it was necessary. An alternative was to make its services available to companies like Deutsche Telekom, Germany’s biggest telco, for whom sports broadcasting was “not in their DNA.”

Mathieu Ficot, chief commercial officer of the Ligue de Football Professionnel, the French football league, admitted that the league had used the idea of a league channel as “a threat to broadcasters” in times when there was little competition in the market. He added that the league was unlikely to ever launch a channel as long as there were at least two strong players in the domestic television market, as France currently has with beIN Sports and Canal Plus.

So far the Dutch Eredivisie has been the only major European football league to have launched its own channel, in the 2008-09 season. Frank Rutten, the chief executive of Eredivisie Media & Marketing, said the channel had been a success. It was delivering revenues to the platforms which carry it and providing secure income to the clubs as part of a 13-year agreement with Fox International Channels, the channel syndication company which took a 51-per-cent stake in Eredivisie Media & Marketing in 2012.

Tebas, Daubitzer, Ficot and Rutten appeared on the panel [European Football: Winning Media Strategies](#). ■

CHAMPIONS LEAGUE

OTE v Nova rivalry gives Uefa surprise boost in Greece

By Robin Jellis

Uefa is set to secure an increase of between 15 and 20 per cent in rights fees for its Champions League and Europa League club competitions in the Greek market.

Pay-television broadcaster OTE this week bought rights to the Champions League and Europa League, ousting incumbent rights-holder, and its main rival, Nova. The deal is for three years, from 2015-16 to 2017-18, and is worth about €35m (\$44m) per season.

The deal covers the entirety of both competitions. OTE’s Champions League rights are exclusive, apart from the first-pick match on Wednesdays which will be sold to a free-to-air broadcaster,

and the final. Its rights to the Europa League are exclusive.

The free-to-air Champions League rights are expected to be sold to either public-service broadcaster Nerit or commercial broadcaster Antenna for between €3m and €4m per season.

This will give Uefa a total fee for both competitions of between €38m and €39m per season. This compares to a total fee for both competitions of between €31.8m and €32.8m per season in the current cycle. The rights are sold by the Team Marketing agency, which markets the rights to Uefa’s club competitions.

The main reason for the increase was the competition between rivals OTE and Nova. Nova’s offer is not thought to have been far behind that of OTE.

In the current three-year cycle, from 2012-13 to 2014-15, pay-television broadcaster Nova holds rights to both competitions for between €18m and €19m per season.

Former public-service broadcaster ERT, which was closed in June last year, agreed to pay €10.8m per season for its right to show first-pick Champions League matches on Wednesdays, the final and the Super Cup. These are the same rights which are available in the next cycle. The fee is expected to fall by more than 60 per cent as free-to-air broadcasters cannot refinance such rights fees from advertising.

Antenna pays about €3m per season to show the first-pick Europa League match each week. There will be no free-to-air Europa League coverage in the next cycle.

The new deal means the value of the Champions League and Europa League rights will return to its level in the 2009-10 to 2011-12 cycle, when the competitions were worth €38m per season (*TV Sports Markets* 15:18).

Blow for Nova

In ousting its main rival, OTE has delivered what one local expert described as “a devastating blow” to Nova. Nova held off competition from OTE for the rights the last time they were sold.

Nova’s top remaining sports property is the domestic football league, the

Superleague. It holds exclusive rights to the matches of all clubs in a four-year deal, from 2013-14 to 2016-17, worth about €39m per season. The fee is 11 per cent lower than the previous agreement, worth €44m per season.

OTE has rights to the top football leagues from England, Spain, Germany and Italy.

Nova has a bigger subscriber base. About 500,000 people subscribe to Nova, whereas OTE has about 320,000 subscribers. Both have had steady growth in recent years, despite the economic situation, but the loss of the Uefa rights will weaken Nova.

The Champions League is as popular as the Superleague. Current domestic champions Olympiacos are the sole Greek team in this year's Champions League. There are three Greek teams in this season's Europa League: Asteras Tripoli, Panathinaikos and PAOK.

The loss of the rights comes as Nova's owner, telco Forthnet, is looking to sell the broadcaster due to financial difficulties. Forthnet has debts of about €324m.

OTE, majority owned by German telco Deutsche Telekom, has made an offer to acquire Nova. Local media sources put the offer at between €250m and €300m. Telcos Vodafone and Wind Hellas own 39.5 per cent of Forthnet, and have made an offer for the rest of the company. Vodafone and Wind want to bolster their triple-play services.

Boost in Belgium

Uefa also earned a decent increase in Belgium in its deal for pay-television rights to the Champions League with pay-television broadcaster Belgacom.

The new three-year deal, from 2015-16 to 2017-18, covers pay-television rights across Flanders and Wallonia. The fee is thought to be close to €3m per season, up from about €2.2m per season in the current deal.

The fee is thought to have increased due to a rival bid, although a relatively low one, from pay-television operator Telenet. Belgacom is understood to have been determined to hang on to one of its key properties, and upped its fee in a second round of bidding.

The Champions League differentiates Belgacom's sports offering from its rivals. The three main pay-television broadcasters – Belgacom, Telenet and BeTV – share domestic Pro League rights. Telenet sees the Premier League as its key non-Belgian content.

One local expert said the maintenance of the status quo suggested the main pay-television operators "are happy with their current position on the market."

Coverage will be on the 11 and 11 Plus channels. The deal covers all 146 matches per season. Free-to-air deals are expected to be agreed in both French-speaking Wallonia and Flemish-speaking Flanders.

In Wallonia, commercial broadcaster RTL currently has rights to first-pick matches on Tuesdays and Wednesdays in a deal worth about €3m per year.

In Flanders, commercial channel 2BE, owned by Mediahuis, has rights to one first-pick match each week in a deal worth about €1m per year.

Both RTL and 2BE are expected to retain their rights at similar fees. ■ [www.fox.com](#)

TENNIS

Fox and Star keep grip on Asian Wimbledon rights

By Richard Welbirt

Rupert Murdoch-owned media companies Fox International Channels and Star India have maintained their grip on the Wimbledon Championships, renewing deals in East Asia and the Indian subcontinent respectively.

Fox's exclusive deal with the All England Lawn Tennis Club runs for six years, from 2015 to 2020. Fox is believed to be paying between \$10m (€7.9m) and \$12m per season. In India, Star will pay \$3.5m-\$4.5m per year for six years between 2015 and 2020.

Until 2012, Fox Sports Asia and Star were a single entity under the ESPN Star Sports (ESS) brand. The joint venture between Fox and ESPN was dissolved after Rupert Murdoch took full control of the company, buying out ESPN's

50-per-cent stake.

The combined value of the new Fox and Star deals dwarfs the \$4m per year paid by ESS for pan-Asian rights including the Indian subcontinent between 2009 and 2014. That deal included digital rights for the first time. Star and Fox Asia retained the rights after ESS's dissolution.

ESS also held the rights between 2004 and 2008, paying £1m (€1.3m/\$1.6m) per year.

There was no tender for the new cycle. Both deals were agreed in direct talks, and the increased value partly represents both Fox and Star's desire to keep a marquee tennis property from the open market.

Star lost its hold on the Australian Open when the rights were sold to Sony Six in January. In India, each of the four major pay-television broadcasters now holds one of the tennis grand slams.

Sony pays about \$1.75m per year for the Australian Open from 2015 to 2019; Ten Sports holds the US Open between 2013 and 2016 while Neo Sports has the French Open between 2012 and 2016.

The AELTC's expanded court coverage during the Championships – Hawkeye coverage was added to another three courts in 2014 – increases the appeal for Fox, whose business model in Asia is based on producing many feeds tailored to local audiences.

In Indonesia, Malaysia, Hong Kong, Chinese Taipei and Thailand, Fox Sports will broadcast in Bahasa Indonesia, Bahasa Malaysia, Cantonese, Mandarin and Thai respectively, in addition to English. The deal covers 20 territories.

Fox also holds pan-Asian rights to the French Open and the Australian Open. In January, it struck a five-year deal worth \$5m per year for Australian Open rights from 2015 to 2019 across the same 20 Asian territories (*TV Sports Markets* 17:19).

Its deal for the French Open, which runs from 2014 to 2018 across the same 20 territories, is worth \$4m per year (*TV Sports Markets* 18:2).

The AELTC was advised on both deals by the IMG Events & Media agency, with whom it has a long-term media-rights advisory agreement. ■

TVSportsMarkets RIGHTSTRACKER

NEW AND
AVAILABLE
NOW

Rights Tracker is a brand new business intelligence tool from TV Sports Markets. The first of its kind, Rights Tracker is an interactive platform which allows clients to interrogate the TV Sports Markets deals database.

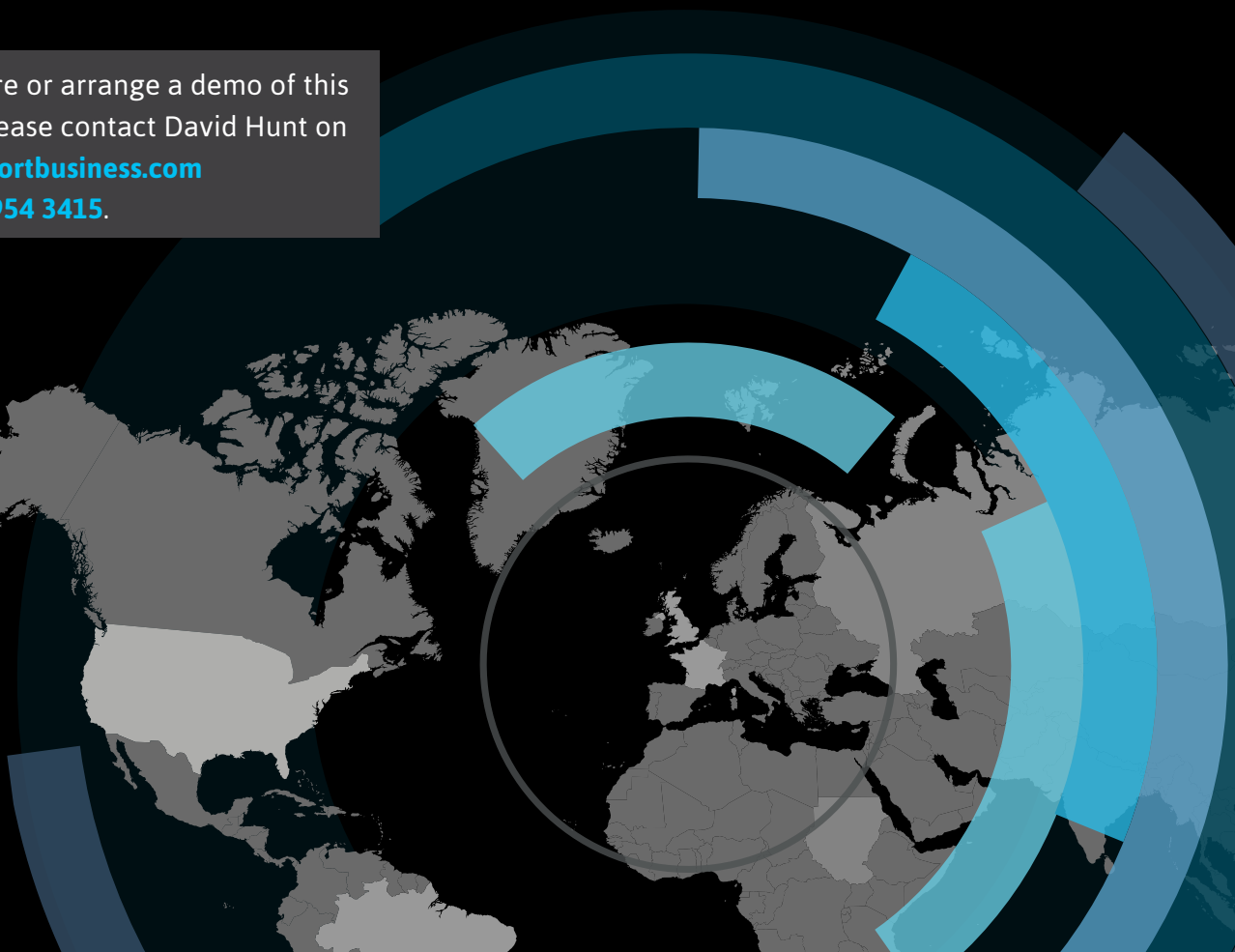
Since 1997, TV Sports Markets has brought its clients unrivalled accuracy and insight into the trading of sports media rights through the pages of its fortnightly newsletter. Now Rights Tracker provides the most sophisticated service yet to help you with your media rights strategy.

Rights Tracker enables you to find out:

- when media rights are available with our unique renewal timeline
- where properties are distributed around the world by different rights-holders and agencies, and which territories generate the most revenue
- what broadcasters and agencies have in their rights portfolios, what they paid for them and the relative importance of the rights to their strategies
- how historic trends might affect the value of rights in a particular market
- and much, much more

Constantly updated by our new research analyst team, the platform also features analysis by the renowned TV Sports Markets team as well as up-to-date company financial and key market data.

To find out more or arrange a demo of this new service, please contact David Hunt on david.hunt@sportbusiness.com or +44 (0) 207 954 3415.



SPORTS CLIPS: News from TVSM Daily from October 2 to October 15

MEDIA RIGHTS 1

Football: Champions League, FA rights, Indian Super League and more

- **Football:** Belgian pay-television operator Belgacom renewed a rights deal for the Uefa Champions League from 2015-16 to 2017-18. The rights will be exploited on 11 and 11 Plus, two channels operated by Belgacom subsidiary Proximus TV (page 7).
- **Football:** Greek pay-television broadcaster OTE acquired rights for the Uefa Champions League and Europa League, dislodging incumbent rights-holder Nova (page 7).
- **Football:** UK pay-television broadcaster BT Sport acquired rights for matches featuring England's development teams for four years, from 2014-15 to 2017-18. BT Sport will broadcast live coverage of all England U-21 home competitive and friendly matches plus one U-17 and U-19 game per season. BT Sport struck the deal with the Football Association, the sport's national governing body.
- **Football:** Pan-European sports broadcaster Eurosport acquired rights across the continent, excluding the UK, for the inaugural Indian Super League club campaign. Sixteen games will be shown live on Eurosport 2 through to the 2014 final on December 20. The league is co-promoted by IMG Reliance, a joint venture between the IMG agency and Indian conglomerate Reliance Industries, and pay-television broadcaster Star India.
- **Football:** Pay-television broadcaster Fox Sports acquired rights for the Indian Super League in Australia, the US and sub-Saharan Africa, where pay-television broadcasters SuperSport and Zuku also acquired rights.
- **Football:** Pay-television broadcaster OSN acquired rights in the Middle East and North Africa for the Indian Super League.
- **Football:** Satellite-television broadcaster Channel 9 acquired rights in Bangladesh for the Indian Super League.
- **Football:** Canadian broadcast group Asian Television Network acquired exclusive rights in the country for the Indian Super League. ATN secured live coverage of all 61 games during the inaugural campaign. The rights will be exploited across ATN-owned channels CBN, ATN Cricket Plus, ATN Punjabi Plus and ATN Bangla.

SINCE LAST TIME

- The Court of Appeal in Paris dismissed an appeal by the Ligue Nationale de Rugby and pay-television broadcaster Canal Plus over the decision to suspend their domestic rights deal for the Top 14 rugby union league in the country. The LNR and Canal Plus appealed against an order by the Autorité de la Concurrence, the French competition authority, that the league must hold a new tender process for rights to run from the start of the 2015-16 season, one year into Canal Plus's five-year deal, from 2014-15 to 2018-19. The competition authority originally ordered the league to hold the tender by January 31, but the court said that the league should carry it out "no later than March 31, 2015."
- UK pay-television broadcaster BSkyB moved closer to taking control of pay-television broadcasters Sky Deutschland and Sky Italia after receiving approval from German state media authorities in Bavaria, Hamburg and Schleswig-Holstein as well as the Italian broadcaster's shareholders. Sky wants to acquire 57.4 per cent of Sky Deutschland, which operates in Germany and Austria, and 100 per cent of Sky Italia, from media company 21st Century Fox, bringing together three major sports broadcasters.
- Privately-held investment group Access Industries increased its stake in digital sports media company Perform to more than 50 per cent. With a controlling stake, Access is obliged to acquire all shares offered to it by shareholders who take up the company's previously-submitted takeover offer of 260p per share.
- Talent management company CAA and CVC Capital Holdings, the private equity company that owns the Formula One motor-racing world championship, tabled initial offers to acquire the Infront Sports & Media agency, according to UK news channel Sky News. Several other bids were submitted to investment bank Lazard, but the Blackstone and Bain Capital investment companies did not table bids. Infront's owner, the Bridgepoint private equity company, is seeking offers of about £850m (€1.08bn/\$1.37bn) for Infront.
- Comcast and Time Warner Cable shareholders approved a deal for the media company to acquire the US pay-television operator for \$45.2bn (€35.9bn). Time Warner Cable operates numerous sports channels in the US through the NBC Sports Group. The deal is expected to receive regulatory approval by the end of 2014.

MEDIA INTERNATIONAL

- The Constantin Sport Marketing division of the Constantin Medien media company was rebranded as Sport1 Media, bringing the unit under the umbrella brand of Sport1, the German sports broadcaster operated by the parent company. Sport1 Media will operate a new "concept department" called Unit 360, which will launch by the end of this year and offer a new brand activation service. Sport1 Media will move to a new office in Düsseldorf, Germany, from the first quarter of 2015.
- Spike, the US pay-television brand that features a variety of martial arts properties, will launch in the UK following parent company Viacom's takeover of UK commercial broadcaster Channel 5. Spike will replace general entertainment channel Viva on digital-television service Freeview next spring. Viacom is hoping to secure more carriage deals for Spike on other platforms. The channel's advertising sales will be handled by UK pay-television broadcaster BSkyB's Sky Media subsidiary.
- The Mediapro agency established a new package offering sports programming from its Spanish pay-television broadcaster Gol T alongside entertainment content from over-the-top platforms

SPORTS CLIPS: News from TVSM Daily from October 2 to October 15**MEDIA RIGHTS 2****NFL, NBA, Basketball Bundesliga, Euroleague basketball and more**

- **Action Sports:** US-based production company Warren Miller Entertainment struck a deal to distribute media company Red Bull Media House's action sports content on a global basis. The agreement covers broadcast, digital and online rights.
 - **American Football:** Satellite-television provider DirecTV extended an exclusive rights deal for the NFL Sunday Ticket out-of-market subscription package, which allows viewers to access Sunday afternoon games shown by US networks CBS and Fox. The deal will run for eight years, from 2015-16 to 2022-23, and is worth an average of \$1.5bn (€1.2bn) per season – a 50-per-cent increase on the current arrangement worth \$1bn per season. DirecTV will also offer Sunday Ticket on mobile and broadband platforms and continue showing the NFL's Red Zone Channel on a non-exclusive basis. The deal paved the way for US telecommunications company AT&T to complete its proposed \$48.5bn takeover of DirecTV. AT&T had the right to scrap the agreement, which is expected to close early in 2015, if DirecTV failed to extend the Sunday Ticket deal.
 - **American Football:** US pay-television broadcaster ESPN acquired rights for the inaugural edition of the Fall Experimental Football League development tournament. ESPN will provide coverage via online streaming platform ESPN3. The league, which features players that are hoping to win professional contracts, also agreed deals with several regional services including cable-television broadcaster SportsNet New York and the Chicago division of US media company Comcast.
 - **Basketball:** The National Basketball Association sealed rights extensions with media companies Disney and Turner Broadcasting for nine years, from 2016-17 to 2024-25 (page 5).
 - **Basketball:** The MP & Silva agency agreed a one-year partnership with the NBA to distribute regular- and post-season programming from the league across selected territories in Latin America. The agency will distribute NBA free-to-air television rights to Belize, Bolivia, Chile, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Paraguay and Peru.
 - **Basketball:** SportA, the sports-rights agency for German public-service broadcasters ARD and ZDF, acquired rights for the country's top-tier Bundesliga in a sublicensing deal with telecommunications company Deutsche Telekom. The deal will run for two years, from 2014-15 to 2015-16. ZDF will broadcast the season-ending BBL-Pokal competition live, and both ARD and ZDF will show highlights of the Bundesliga in their news and sports magazine programming.
 - **Basketball:** UK pay-television broadcaster BT Sport acquired rights for the Euroleague club competition. BT Sport will broadcast weekly magazine programme One Devotion as well as "the best" of the competition during the 2014-15 season, Euroleague said.
 - **Basketball:** Pay-television broadcaster SportKlub extended a rights deal in the Balkans for the Euroleague. The deal will run for four seasons, from 2015-16 to 2018-19, and cover Bosnia and Herzegovina, Croatia, Macedonia, Montenegro, Serbia and Slovenia. SportKlub will show live coverage as well as One Devotion.
 - **Basketball:** Polish pay-television broadcaster NC Plus signed a two-year rights deal, from 2014-15 to 2015-16, for the Euroleague. NC Plus will provide multi-platform coverage of every game featuring Polish team PGE Turów Zgorzelec as well as other major games, plus the season-ending Final Four event.
 - **Basketball:** Czech Republic public-service broadcaster Česká Televize acquired rights for the 2014-15 Euroleague season. Česká Televize will show at least 60 games, as well as One Devotion, via the CT4 channel or the channel's website. The broadcaster also acquired rights to show the Final Four live or on a delayed basis.
- TotalChannel and Wuaki.tv. The package will be offered for a promotional monthly fee of €14.90 (\$18.80) for the first three months, before rising to €24.75 per month.
- Indian media group Multi Screen Media's Liv Sports digital service will exploit the mobile and online rights for qualifying matches ahead of the Uefa Euro 2016 national team football tournament. MSM said Liv Sports would offer live coverage for \$3 (€2.40) per match as well as video-on-demand content through to November 2015.
 - BeIN Media Group closed a deal to acquire the Setanta Sports Australia pay-television operation. Setanta Sports Australia will be rebranded as beIN Sports Australia.
 - Golf's PGA Tour will link up with online subscription service Coliseum Sports Media to establish PGA Tour Live, a new online service in New Zealand on January 1, 2015. The service will provide live and on-demand coverage of all PGA Tour, Champions Tour and Web.com Tour events plus archive content (page 6).
 - International sports broadcaster Setanta Sports struck carriage deals with Latvian cable-television operator Baltcom, Estonian pay-television operator STV, and SES in Eastern Europe and Central Asia. Under the deal with pay-television operator SES, Setanta Sports and Setanta Sports Plus are now available in Armenia, Azerbaijan, Belarus, Estonia, Georgia, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Moldova, Tajikistan, Turkmenistan and Uzbekistan.
 - Saudi Arabian telecommunications company STC expanded its partnership with MUTV to carry the in-house television channel of English Premier League football club Manchester United throughout the Middle East.
 - The Fox International Channels Latin America broadcast subsidiary of media company 21st Century Fox agreed carriage deals for its Fox Sports 2 channel with Argentinian cable-television operator Cablevision and Brazilian pay-television operator Sky Brasil. The agreement will take effect from November 4.

SPORTS CLIPS: News from TVSM Daily from October 2 to October 15**MEDIA RIGHTS 3****Eurocup, Sauerland boxing, ICC cricket, UFC, Formula One and more**

- **Basketball:** Slovakian pay-television broadcaster Slovak Sport acquired rights for the 2014-15 Euroleague campaign. Slovak Sport will broadcast live coverage of the 'game of the week' throughout the season.
- **Basketball:** German sports broadcaster Sport1 agreed an exclusive live rights deal with Brose Baskets for the German Bundesliga top-tier club's 2014-15 campaign in the continental Eurocup competition. The live rights for all of the team's games, apart from a possible appearance in the final, will be exploited on pay-television channel Sport1 Plus and online platform Sport1.de.
- **Basketball:** The Ufa Sports agency extended its exclusive global rights distribution agreement with the United League European club tournament for an undisclosed period.
- **Boxing:** German media company ProSiebenSat.1 acquired rights for fights promoted by the Sauerland agency (page 2).
- **Cricket:** The International Cricket Council, the sport's global governing body, awarded global rights covering its major events for eight years, from 2015-16 to 2022-23, to Star India and Star Middle East (page 1).
- **Cricket:** UK pay-television broadcaster BSkyB acquired rights for events operated by the ICC in a sublicensing deal with Star. The deal will run for eight years, from 2015-16 to 2022-23 (page 1).
- **Ice Hockey:** SportA renewed a rights deal for the Deutsche Eishockey Liga, the sport's top division in Germany. SportA agreed the two-year deal, from 2014-15 to 2015-16, with the Sportsman Media Group agency. Public-service broadcasters ARD and ZDF will show live coverage plus highlights in round-up programmes such as ARD's Sportschau and ZDF's Sportreportage.
- **Mixed Martial Arts:** The Kombat Sport pay-television channel agreed a deal to broadcast the Ultimate Fighting Championship in France, Belgium, Switzerland, Luxembourg and sub-Saharan Africa for two years, from 2015 to 2016. Kombat Sport will show all UFC events and support programming, including the UFC Countdown show.
- **Mixed Martial Arts:** European pay-television broadcaster the Fight Channel expanded its rights deal with the UFC to include reality show the Ultimate Fighter, documentaries and archive material. The deal covers Bosnia and Herzegovina, Croatia, Macedonia, Montenegro, Serbia and Slovenia.
- **Mixed Martial Arts:** US multimedia entertainment studio Electus acquired international distribution rights for the Bellator organisation. The rights include monthly event programming, previews, fighter profiles and highlights.
- **Motorsport:** Fox International Channels renewed an exclusive rights deal in 26 Asian territories for the Formula One world championship for seven years, from 2016 to 2022. The rights will be exploited on the Fox Sports and Star Sports pay-television channels operated by FIC in Bangladesh, Bhutan, Brunei, Cambodia, Chinese Taipei, East Timor, Hong Kong, India, Indonesia, Japan, Laos, Macau, Malaysia, the Maldives, Mongolia, Nepal, New Caledonia, Pakistan, Papua New Guinea, the Philippines, North Korea, Singapore, South Korea, Sri Lanka, Thailand and Vietnam. Coverage will also be provided via the RaceMateLive app, Fox Sports Play online service and Fox Sports Mobile (page 4).
- **Motorsport:** Dutch pay-television broadcaster Sport1 renewed a rights deal for Formula One from 2016 to 2018. Sport1 will continue to show live coverage of races, qualifying and practice sessions as well as the GP2 and GP3 development series (page 4).

- Mexican mobile entertainment provider Binbit agreed a deal with Real Madrid for the Spanish Liga football club's exclusive mobile distribution rights across various regions.

TV RIGHTS NEGOTIATIONS

- Australian pay-television broadcaster Fox Sports and commercial broadcaster Network Ten are set to acquire rights for matches featuring the Australia national rugby union team, according to *The Australian Financial Review* newspaper. The deal will run for five years, from 2016-17 until 2020-21, and will be worth a total of between A\$175m (€122m/\$152m) and A\$200m.
- Football Federation Australia will begin talks over the next cycle of domestic rights, beginning in 2016-17, for the country's top-tier A-League by the end of this year. Damien De Bohun, head of the A-League, said a potential expansion of the tournament from 10 to 12 teams hinges on the rights income secured in the next cycle.

- Pay-television broadcaster Sky New Zealand is in talks to acquire rights for golf's NZ Open and wants to show more domestic sports programming, according to spokeswoman Kirsty Way.
- Golf's PGA Tour is finalising a free-to-air rights deal for live and highlights coverage in New Zealand.

ALSO SINCE LAST TIME

- The Fédération Internationale de Ski, the global governing body of skiing, will stream live coverage of its 2015 Freestyle and Snowboard World Championships free via video-sharing website YouTube. Fis will provide full coverage of all 24 finals in all markets except host country Austria, and other territories where exclusive rights agreements are already in place. The streaming service will be provided by the Infront Sports & Media agency, Fis's exclusive media rights partner for the event.

SPORTS CLIPS: News from TVSM Daily from October 2 to October 15**MEDIA RIGHTS 4****Formula E, European Games, European rugby, Welsh Rugby Union and more**

- **Motorsport:** Portuguese pay-television broadcaster Sport TV acquired rights for the Formula E electric car-racing championship. Sport TV will show live coverage of every round during the inaugural 2014-15 championship. Sport TV, which struck the deal with MP & Silva, will show a 60-minute highlights programme as well as live coverage of every race, qualifying and practice session.
- **Motorsport:** Marine motorsport promoter Powerboat P1 signed a rights deal with the Fox Sports International division of media company 21st Century Fox. The deal covers the P1 SuperStock and P1 AquaX championships in the UK and US plus Powerboat P1's new race series in Singapore. The coverage will be shown in more than 100 countries worldwide.
- **Multi-Sport:** The Arab States Broadcasting Union consortium of broadcasters acquired rights for the 2015 European Games in Baku, Azerbaijan. The deal covers Algeria, Bahrain, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Qatar, Saudi Arabia, Somalia, Sudan, Syria, Tunisia, the UAE and Yemen. The union will provide free-to-air live and highlights coverage of all 17 days of competition, and the opening and closing ceremonies through its member broadcasters with Arabic commentary. The deal covers broadcast and digital coverage.
- **Multi-Sport:** Sports broadcaster Sport1 acquired exclusive free-to-air rights in Germany, Austria and Switzerland for the 2015 European Games. Sport1 will provide a minimum of 45 hours of coverage across television, internet, radio and mobile platforms, with the majority being broadcast live. An additional 20 hours will be shown on Sport1's pay-television channels.
- **Rugby Union:** French public-service broadcaster France Télévisions finalised a rights deal for coverage of the new European Rugby Champions Cup and European Rugby Challenge Cup club tournaments (page 2).
- **Rugby Union:** The Pitch International agency renewed an international rights distribution deal for the Wales national team's home fixtures. The exclusive four-year deal, which excludes the UK and Ireland, will run from 2015 to 2018. Pitch International sealed the agreement with the Welsh Rugby Union national governing body.
- Jacques Lambert, the head of the local organising committee for Uefa Euro 2016, wants more games from the national team football tournament in France to be shown on free-to-air television in the country. Pay-television channel beIN Sports has rights for live coverage of all matches, while commercial broadcasters TF1 and M6 will show 11 games live each. An outstanding package of rights covering a further 11 matches, to be sublicensed by beIN Media Group, is still available.

served as executive vice-president for affiliate distribution in Europe and Africa at Fox International Channels, 21st Century Fox's broadcast division.

- Perform appointed Dirk Ifsen as the digital sports media company's managing director for Germany. Ifsen, who previously served as a managing director of Perform's sports data company Opta in Germany, succeeded Manuel Lopez, who left the company in March.
- SportBusiness Intelligence, the market intelligence and advisory arm of SportBusiness Group, added industry veteran Karl Bistany, the former chief executive of the Octagon CSI marketing agency, as a consultant.

INDUSTRY MOVES

- The Wasserman Media Group agency appointed Georgina Twiss as its new managing director for global media. Twiss previously

EDITORIAL

Editor	Frank Dunne
Senior Reporter	Richard Welbirg
Reporter	Robin Jellis
Telephone	+44 (0) 20 7954 3506
Fax	+44 (0) 20 7954 3511
Email	tvsm@tvsportsmarkets.com

DESIGN & PRODUCTION

Designer	Stewart Henson
----------	----------------

SALES & COMMERCIAL

Telephone	+44 (0) 20 7954 3483
Email	sales@tvsportsmarkets.com
Paul Santos	Head of Sales & Commercial paul.santos@sportbusiness.com
David Hunt	Senior Account Manager david.hunt@sportbusiness.com

TV Sports Markets

Registered Office:
St Mark's House, Shepherdess Walk, London, N1 7BQ
© TV Sports Markets Ltd 2014.
Printed by Rapidity, Citybridge House,
235-245 Goswell Road, London EC1V 7JD



SportBusiness

Important Terms and Conditions

All rights in this newsletter are reserved. No part of this newsletter may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of TV Sports Markets.

For full terms and conditions of use, please visit: <http://www.sportbusiness.com/terms-and-conditions-0>

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

PERFORM KANTAR MEDIA SportBusiness



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