

## CYCLING 1

# Centralisation takes back seat as UCI focuses on calendar and production

By Frank Dunne

The Union Cycliste Internationale's long-standing goal of centralising the media rights to the UCI World Tour looks set to be put on the back burner under new president Brian Cookson in favour of more achievable objectives: creating a coherent calendar and improving cycling as a television product.

There is a widespread and long-held view in the industry that cycling punches below its true commercial weight, given the scale and passion of its global following, for three main reasons:

- the fragmented structure for the sale of media rights
- a confusing calendar, with clashing events, which does not offer fans a clear narrative or a sense of who is the best rider
- broadcast coverage which has failed to keep pace with improvements in the media coverage of sport in general.

Speaking exclusively to *TV Sports*

*Markets* this week, Cookson addressed these issues. He did not rule out further attempts at centralisation, but made it clear that the governing body's immediate priorities lay elsewhere.

"Our current main focus at the UCI is helping to ensure the product is as good as it can be, and we are working with the stakeholders to see in which areas we can work together more effectively," he said.

"I think we need to work as much on the product as the distribution," he added. "Professional road cycling has a huge fan base and produces incredible images of sporting competition. However, it is true that the broadcast experience has not evolved as much as it could have done, and that's an area we're looking at."

He pointed out, however, that there were a number of "very high quality organisations" in the sport, including

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## HANDBALL

# Busy December for beIN and Pitch

By Robin Jellis

BeIN Media Group and the Pitch International agency have agreed a host of deals for the International Handball World Championships over the past few weeks, *TV Sports Markets* understands.

A deal in Scandinavia is on the verge of being completed, but a deal in the other most valuable handball market, Germany, is yet to be finalised with the 2015 men's event just two months away. The 2015

men's World Championships in Qatar will run from January 15 to February 1.

BeIN acquired global rights to the men's and women's World Championships in 2015 and 2017 from the International Handball Federation last year in a deal worth a total of about CHF100m (€83m/\$103m) (*TV Sports Markets* 18:1).

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## CYCLING 1

## UCI will 'work with stakeholders, not in opposition to them'

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rights-owners and agencies. "Perhaps the position is not as weak as some may suggest," he added.

Media-rights income from the World Tour does not go to the governing body to feed back into the sport, however. It goes to the event organisers. Amaury Sport Organisation, organiser of the Tour de France, earns about €65m (\$81.3m) per year from the sale of its media rights. The UCI's media-rights income from the sale of its world championships in 2013 was CHF3.84m (€3.2m/\$4m).

### Mutual benefits

One result of the fragmented commercial structure of the UCI World Tour is that it does not exist as a media product. In order to show it all, a broadcaster has to conduct eight or nine separate negotiations.

In May 2013, under former president Pat McQuaid, the UCI conducted a major consultation exercise. Centralising media rights was not identified as a "critical priority." Cookson said this week it was "an over-simplistic analysis" to argue that cycling was missing out on potential revenue growth because of the existing commercial structure.

He did not rule out further discussions over centralisation but said any move towards it would have to be consensual. "The UCI is under new management and we are actively looking at new solutions to deeply entrenched issues. Our approach is to do this with our stakeholders, not in opposition to them."

UCI's previous presidents – McQuaid, from 2006 to 2013, and Hein Verbruggen, from 1991 to 2005 – tried to bring about centralisation of media rights. Both failed, largely because of the opposition of the sport's most important event organiser, ASO.

Cookson said cycling was "a very diverse sport with a complex heritage," and that any fresh initiatives would have to be done "in

## Existing World Tour structure is 'opportunity'

Not everybody involved in cycling sees the decentralised commercial structure of the UCI World Tour as a problem.

Pan-regional sports broadcaster Eurosport and the IMG Events & Media agency both told *TV Sports Markets* this week that it represented an "opportunity."

Laurent Prud'homme, director of sports-rights acquisitions at Eurosport, said: "The decentralised nature of the World Tour means that we have the freedom to work directly with an organiser... and we can test a lot of things. In our industry it is rare to have direct relationships with organisers. So as a broadcaster when you have this direct relationship it is crucial in order to discuss broadcast improvements."

Géraldine Filiol, the broadcaster's deputy managing director for international communications, marketing and external relations, added: "It is also of value to an organiser to be able to work directly with broadcasters. For every race it is a tailor-made relationship. Not all of the races are at the same level. Having a tailor-made relationship enables each race to get to the next level."

Eurosport showed 24 of the 29 UCI World Tour races in 2014. It did not show the entire Tour for several reasons, Prud'homme said. This was down to clashes with other events, or agencies

bundling rights with other content that the broadcaster didn't want, asking too high a price for the rights or refusing to sell on a pan-European basis.

IMG Events & Media sold the media rights for nine of the races in 2014. The agency's head of cycling, Floris Weisz, said that the non-centralised nature of the World Tour had enabled the agency to build up a portfolio of rights, first through deals with the Tour de Suisse and Tour de Romandie, later through its eight-year deal with RCS Sport for the Giro d'Italia and other Italian events.

He said that IMG had targeted cycling as a sport because of the huge growth in participation around the world and the emergence of teams like Sky, owned by UK pay-television operator BSkyB, whose riders were brilliant athletes and seen as "cool" by young people. A third key reason was the availability of the rights.

He said that within the sport, the centralisation of the media rights to the Tour was now considered to be "a dead horse" because it was virtually impossible to achieve given the complex political structure of the sport. ■

[www. For the full interview with Laurent Prud'homme and Géraldine Filiol visit our website.](#)

strong, mutually beneficial, partnerships." He added that previous attempts at centralisation had failed "because they did not recognise the realities of this."

### Breakthrough

In addition to clashes, the other problem with the current calendar is that there are too many days of racing. The demands on riders who want to compete in all the major tours are super-human. Many believe this is behind the doping scandals which have undermined the sport.

The 2013 stakeholder consultation exercise resulted in UCI making six "critical priority" recommendations. One of these was to create a "simpler, multi-tiered competition structure that promotes the idea of the best riders in the best races."

UCI will hold a seminar for stakeholders in the UCI World Tour in Switzerland on December 4-5. Informed sources say a major breakthrough on the much-needed reform of the calendar is expected. Cookson said the UCI was optimistic.

### Innovation

Cookson said improving broadcast coverage through innovation remained a priority for the governing body.

"The incorporation of new technologies is something that will serve as a catalyst in this area, and that is something we are pro-actively encouraging and supporting in order to enhance the viewer experience," he said.

He said innovations like cameras on bikes, seen for the first time this season,

would continue. UCI also tested geo-location technology for the first time in the junior races at this year's World Road Championship in Spain. A device is mounted on each rider's bike to provide their exact position, speed and altitude.

"We can already say that some technologies are now reliable and work well, enhancing the race narrative of TV commentators, and providing added value for viewers," Cookson said. ■

[www.uci.ch](#) For the full interview with Brian Cookson visit our website.

## CYCLING 2

# Infront strategy paying off for UCI championships

By Frank Dunne

The Union Cycliste Internationale's decision to move away from pan-regional deals for its world championship events and appoint the Infront Sports & Media agency to sell the rights on a market-by-market basis appears to be paying off.

The agency has secured greater coverage for its Road World Championship and World Track Championship and higher rights fees than ever before.

In 2012, the UCI ended its long-term relationships with the European Broadcasting Union for coverage in Europe and with pan-regional broadcaster Eurosport for coverage across Asia.

Infront acquired the global rights, excluding Japan and the US, in a four-year deal, from 2013 to 2016, thought to be worth about €2.8m (\$3.5m) per year plus a share of revenues above the minimum guarantee. The agency is thought to have already comfortably exceeded its guarantee.

Adam Mason, director of summer sports at the agency, declined to comment on the figures but said the agency was "satisfied with the commercial outcome."

The agency has also secured an increase of 160 per cent in overall broadcast hours of UCI events, and a 100-per-cent increase in the number of hours of live coverage. The number of broadcasters around the world showing the World

Road Championships increased from 22 in 2012 to 32 this year.

Mason said it was "a courageous decision" from the UCI to take its rights away from their traditional broadcasters. "The initial concern was that some of the traditional broadcasters would walk away, but they didn't because we offer them an attractive TV product. We ended up doing a combination of deals with traditional terrestrial broadcasters and pay-television operators, such as Viasat in Scandinavia. The channel has come in and really put a lot of effort into extended and in-depth coverage."

UCI president Brian Cookson said: "We've been happy with our partnership with Infront, and were delighted that the 2014 UCI Road World Championships were broadcast in 158 countries. The EBU remains an important partner in the world of cycling and we value their contribution to the sport." He declined to say whether the UCI would put the contract out to tender when it expires in 2016. ■

[www.uci.ch](#) For the full interview with Adam Mason visit our website.

## FOOTBALL JAPAN

# Without rivals, SkyPerfecTV holds all J-League cards

By Richard Welbirg

Japanese pay-television operator SkyPerfecTV is in early talks over a renewal of its deal for the J-League domestic football competition, *TV Sports Markets* understands.

Well-placed sources suggested Sky would seek a discount on its existing five-year deal, worth ¥5bn (€35m/\$44m) per season from 2012 to 2016 (*TV Sports Markets* 17:1).

Sky faces no competition domestically. It sublicenses at least half the matches to other operators, including pay-television network J Sports, in which it holds a 15-per-cent stake, public-service broadcaster NHK, and various regional broadcasters.

The early renewal makes sense for Sky because of the importance of its football package in retaining subscribers. Subscriber growth for the operator has been flat for almost a decade: from 2005 to 2013 subscriber numbers grew from 3.5m to just 3.7m.

As one Japanese industry expert put it, "subscribers have been flat for many years and with the continuing shift to new media content, subscriber pressure is greater than ever for Sky Perfect."

He said their football package, of which the J-League was a key component, was a vital part of their overall content offering which helps them retain subscribers. "It is logical for them to try to lock in these key football rights early – the pressure on Sky Perfect will only increase in the years ahead with the continued proliferation of new media choices and competitors."

The sharing of the rights across multiple platforms creates several problems for the J-League. It is difficult for fans to watch every game or keep track of where games will be broadcast. It is hard to maximise sponsorship income. And Sky's production, utilising five to six cameras, is poor by international standards.

However, the league is said to be happy with its partnership with Sky. One industry expert said the J-League rights were over-valued in the current deal, and would likely still be in the next.

The Japanese market, never particularly open, has become increasingly uncompetitive in recent years. Rival pay-television operator Wowow rarely competes with Sky, and rights-holders have generally found significant increases difficult to achieve.

When Sky renewed its deal for the Champions League in 2012, the fee rose from \$19m per season in the 2009-10 to 2011-12 cycle to just \$20.5m per season in the current cycle, from 2012-13 to 2014-15 (*TV Sports Markets* 16:4).

The MP & Silva agency was forced to create a number of non-exclusive packages as a response to the structure of the market when selling a package of international leagues including the English Premier League in 2010 (*TV Sports Markets* 14:16). ■

## HANDBALL

## BeIN and Pitch in race to finalise World Championships deals

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The Qatari media group will provide coverage on its beIN Sports channels in the Middle East and North Africa, France, the US, Canada, Australia, Indonesia, the Philippines and Hong Kong. It appointed Pitch to sell on the rights elsewhere. BeIN has the final say on all deals.

Pitch said this week that deals had been agreed in about 70 per cent of territories with participating teams, and that the 2015 men's World Championships would be seen "by more people than any other Championships." Most deals cover both the 2015 and 2017 championships.

A source close to beIN said it was "100-per-cent confident" that deals would be secured in each of the countries with teams participating before the start of the competition.

In Europe, deals have been agreed in Bosnia and Herzegovina, Croatia, the Czech Republic, Iceland, Israel, Macedonia, Romania, Russia and Slovenia. The rights in Slovenia are thought to have been awarded to public-service broadcaster RTV. Deals have also been done across Latin America, including the big handball markets of Argentina and Brazil. Pitch is in advanced talks with broadcasters in Asia.

Rights fees are said to have gone up "significantly" in new deals, doubling in certain territories.

The countries which have teams in the men's World Championships and where no deal has yet been agreed are: Austria, Belarus, Germany, Poland and Spain. BeIN and Pitch are thought to have rejected bids from public-service broadcasters TVE in Spain, TVP in Poland and TVR in Romania. The rights in Romania are expected to be awarded to a pay-television broadcaster.

Deals are expected to "go to the wire," according to a source close to the talks, but Pitch is confident of agreeing deals in

the coming weeks. The delay is largely due to disagreements over rights fees, as well as Pitch beginning the sales process only a few months ago.

### Scandinavian breakthrough

In Scandinavia, the biggest market for the sport globally, Pitch is close to completing a deal with a consortium of three local broadcasters.

A deal is understood to have been agreed with commercial broadcaster TV2 in Denmark, commercial broadcaster TV2 in Norway and basic-tier broadcaster SBS Discovery Media in Sweden. The deal is worth about €25m and covers both the men's and women's World Championships in 2015 and 2017.

The rights in the last cycle, covering the 2011 and 2013 championships, were held by a similar consortium of TV2 in Denmark, TV2 in Norway and commercial broadcaster TV4 in Sweden. The deal was worth €14m, with the fee split evenly between the three broadcasters – just under €4.7m each. It is unclear how the fee is split in the new deal.

Danish public-service broadcasters DR and TV2 are thought to have agreed a deal with Pitch last month, for the rights in Denmark alone, but the deal fell through. Informed sources say beIN was seeking a higher rights fee.

Local experts say the rights in Denmark could be worth up to €10m, where the event is must-have content. The Danish men's team was runner-up in 2011 and 2013 and the country is hosting the 2015 women's World Championships.

Agreeing deals for Norway and Sweden is understood to have been harder. Norway has not qualified for the men's tournament, but has a strong women's team – winning the 2011 women's World Championships.

In Sweden, interest in handball has fallen slightly due to the poor performance of its national teams in recent times. The main sticking point with TV4 is understood to have been the rights fee.

Pitch held talks with all broadcasters across the region, including commercial and pay-television broadcaster Modern Times Group and SBS.

*TV Sports Markets* understands that

beIN is seriously studying a launch in the region, and considered showing the rights itself from 2017 if it could not agree a suitable deal for 2015 and 2017. It is looking to bid for English Premier League rights across the region in the next cycle, from the 2016-17 season. The rights are expected on the market next year.

Premier League rights, from 2013-14 to 2015-16, are held by: MTG and SBS in Denmark for €40m; TV2 in Norway for €75m; and MTG in Sweden for €65m.

BeIN could roll out its premium sports channels, buy an existing operator or enter into a joint venture. One option would be to purchase pan-Nordic pay-television broadcaster C More Entertainment. Its owner, Bonnier, is looking to sell its operations in Denmark and Sweden (*TV Sports Markets* 18:13).

### Germany

In Germany, public-service broadcasters ARD and ZDF are understood to have tabled a bid for the rights in August. ARD and ZDF are the long-time broadcasters of the IHF World Championships.

In the previous cycle, the broadcasters agreed a deal worth just over €6m if its men's team was to reach the semi-finals in both 2011 and 2013. However, in 2011 they came 11th and in 2013 were knocked out at the quarter-final stage. As a result, ARD/ZDF paid just under €4m.

The broadcasters are thought to want a similar, performance-based agreement in a new deal. They are also understood to be worried that it is getting very late to schedule the January event. Most local sources expect a deal to be done, however, even at the last minute. As one source put it, ARD/ZDF have shown the championships "since time immemorial" and will have saved space in their schedule. Further, ARD/ZDF are the only realistic buyers. Commercial broadcaster RTL paid about €5m for the 2009 championships in a deal with the Sportfive agency, but its interest in handball has cooled.

### Recouping investment

As well as in Scandinavia, an improved deal in Germany will be vital to beIN recouping its investment. Its winning bid



was double the CHF50m paid by the Ufa Sports agency for the same rights in 2011 and 2013, and it is understood that Ufa struggled to refinance the deal.

Many of the deals done so far are of relatively low value. One rights expert estimated the market values for 2015 and 2017 in selected territories as: Argentina (€200,000), Bosnia and Herzegovina (€350,000), Brazil (€200,000), Croatia (€1m), Czech Republic (€400,000) and Romania (€700,000).

Outside of Europe and Mena there is less interest in the sport, although it is growing in Latin America. Brazil won the 2013 women's World Championships. The sport is also fairly popular in South Korea.

Breaking even will also depend on the internal allocation beIN places on the value of the rights in France and Mena, both important strategic territories for beIN, and also for the sport.

In France, the rights for 2011 and 2013 were held by pay-television broadcaster Canal Plus in a deal worth about €2m. They will be worth much more as part of the global beIN deal.

Listed-events legislation in France requires a final featuring the men's or women's national team to be shown free-to-air. These matches would be worth between €300,000 and €400,000 each.

It is thought that the European Broadcasting Union, the consortium of public-service broadcasters, approached beIN about a pan-European deal in April. However, it did not provide enough guarantees of coverage across the region or a high enough rights fee.

BeIN is looking to secure coverage of other content around the event, including shoulder programming such as magazine shows. It is thought that a deal with the EBU would not have provided extensive coverage outside of the main IHF events.

### Team drop-outs

Bahrain and the UAE will not take part in the 2015 men's World Championships in an apparent political boycott.

It is not yet clear which teams will replace Bahrain and the UAE. Iceland is a likely replacement, while Hungary may also be drafted in. The IHF is expected to decide on replacement teams at a meeting on November 21. ■

## WINTER SPORTS

# SVT goes it alone to strengthen grip on Infront skiing rights

By Robin Jellis

The Infront Sports & Media agency's deals last week for World Championship and World Cup skiing events with Swedish public-service broadcaster SVT are thought to represent an overall increase of around 20 per cent on the current value of the rights.

SVT acquired the 2019 and 2021 Alpine and Nordic Ski World Championships in a deal worth slightly more than €10m (\$12.5m). This is up from the €8m paid jointly by SVT and commercial broadcaster TV4 for the World Championships in 2015 and 2017.

The broadcaster also acquired the rights to World Cup skiing events for five seasons, from 2016-17 to 2020-21. The deal is thought to be worth about €15m, or about €3m per year. This is understood to be an increase of around 20 per cent on its existing fee.

A deal is thought to have been agreed in principle with SVT several months ago. *TV Sports Markets* understands that TV4 made a late bid for the same set of rights – thought to be about €35m in total, 40 per cent more than the total value of the deals with SVT. Infront, however, was committed to its deal with SVT and was unable to accept the offer from TV4.

Infront declined to comment when contacted by *TV Sports Markets* this week.

Infront holds the global rights to the World Championships in a deal with the Fédération Internationale de Ski, skiing's global governing body, worth €110m, covering 2019 and 2021. The rights in 2015 and 2017 are held by the European Broadcasting Union, the consortium of public-service broadcasters, in a deal worth €93.5m (*TV Sports Markets* 17:11).

The agency also sells the rights to almost all World Cup events, through a series of deals with national skiing federations. It does not hold rights to events organised by the Austrian federation. These are held by the EBU in a four-year deal, from 2014-15 to 2017-18,

worth about €8.5m per year (*TV Sports Markets* 18:3).

### SVT keen

The 2019 Alpine World Championships are of particular interest as they are being hosted in Swedish skiing resort Åre.

Production costs of between €4m and €5m will be shared by SVT, Infront and the Swedish skiing association. The costs were previously handled by organisers, but Infront agreed to cover these as part of its deal with Fis for the championships in 2019 and 2021.

SVT was keen on the rights as it looks to boost its market share, which has fallen in recent years. The Alpine and Nordic World Championships attract strong audiences, while World Cup events will provide high season-long ratings.

There is also thought to have been interest in the rights from commercial and pay-television broadcaster Modern Times Group.

Infront has sold rights to World Cup events beyond its terms with each of the federations. It has matching-rights clauses in each of its contracts and is confident of being able to renew them.

The long-term deals will help boost Infront's value. The agency is up for sale and its owner, private equity company Bridgepoint Capital, is currently talking to potential bidders.

### IHF deal close

Infront is also thought to be close to agreeing a deal to sell rights to the International Ice Hockey Federation World Championship in Scandinavia.

The rights in Denmark, Norway and Sweden are currently held by TV4, from 2012 to 2017, in a deal worth about €11m per year. Most of the value is in Sweden. TV4 sells the rights on in Denmark and Norway.

MTG is thought to be close to a deal from 2018 worth €17m-€18m per year, an increase of about 60 per cent.

In May, Infront renewed its global rights with the IIHF, ice hockey's global governing body. The deal covers six years, from 2018 to 2023, and is worth about CHF26m (€21.5m/\$26.8m) per year (*TV Sports Markets* 18:10). ■

## AGENCIES

## Too many football rights losses for Kentaro to absorb

By Robin Jellis

The UK division of the Kentaro agency, Kentaro Ltd, was placed in administration last month in what looks like the end of the company as an active player in the sports-rights market. Kentaro was one of the fastest-growing agencies in the last decade but failed to absorb the loss of several major football rights contracts in the last two years.

Its biggest single loss was that of the second- and third-party federation rights to qualifier matches for the Fifa World Cup and Uefa European Championships, following the centralisation of the rights by Uefa, which took effect this season.

The second biggest blow to the agency was the loss in August 2012 of the rights to friendly matches of the Brazil national football team.

Other bad losses were those of the English and Swedish football associations.

Kentaro was founded in 2003 by joint chief executives Philipp Grothe and Philippe Huber. Both were former heads of football at the IMG agency. Kentaro was mainly a football agency, but also held some boxing rights.

The plan by Uefa, European football's governing body, to centralise the media rights to the qualifier matches of its member federations was first revealed in April 2010 (*TV Sports Markets* 14:7).

So Kentaro arguably had time to diversify before the full effects of the centralisation kicked in. It did so by moving more heavily into player representation, football club marketing and the organisation and distribution of commercial rights to friendly matches. But it was too little too late.

The closure will not come as a surprise to many in the industry. There have been a number of outward signs that all was not well in the last year.

In November 2013, Swiss company registry Moneyhouse and other sources reported that Kentaro AG, the company's Swiss division, had gone into liquidation

on November 11. Grothe told *TV Sports Markets* at the time that this was a "misunderstanding of complicated accountancy procedures regarding the equity position of a Swiss company" and that the company had actually recapitalised.

In July this year, the Stockholm District Court declared the company's Swedish arm, Kentaro AB, bankrupt. Kentaro appealed the decision, arguing that Kentaro AB had secured an €8m interest-free loan from Kentaro Ltd to settle its tax liabilities.

Despite its problems, the agency continued to attract high-level managers. In February, it appointed former Sportfive executive Walter Böhm as global head of media distribution. In December, experienced Brazilian media executive Jose de Lorenzo Messina was put in charge of Kentaro Figer, the agency's Brazilian joint venture. The same month, highly-regarded digital expert Greg Davies was made Kentaro's head of club business and digital media.

However, word was spreading among rights-holders that Kentaro was defaulting on payments, which did not help the agency's chances of picking up new business.

Kentaro's failure is further evidence of a shrinking of the agency business. As rights prices continue to rise and margins are squeezed, it is getting harder for smaller, independent agencies to compete with the likes of IMG Events & Media, Infront Sports & Media and MP & Silva.

### Uefa loss

Kentaro, at its peak, held the rights to qualifier matches of between 16 and 17 European football federations. In 2010, it is understood to have had turnover of around €140m, with the federation rights making up more than 25 per cent of its business.

Its rapid expansion was due to bidding aggressively for the federation rights, outbidding agencies like IMG, Infront and Sportfive.

All four agencies lost some business when Uefa awarded the newly centralised European Qualifiers package to start-up agency CAA Eleven (*TV Sports Markets* 16:17). But Kentaro was hit the hardest.

Centralisation put intense financial pressure on Kentaro from a profit and turnover point of view, but also created cash flow issues. Uefa is understood to

have paid Kentaro compensation of about €12m for its loss of qualifiers rights, plus some value-in-kind contracts (*TV Sports Markets* 18:7).

### Brazil rights

The loss of rights to Brazil friendly matches was probably the second most important reason for the agency's failure after its loss of qualifier matches, and is seen by some as a turning point for Kentaro. The rights were a "cash cow" for the agency, according to one source. They provided significant income on a regular basis.

The Pitch International agency and beIN Media Group now hold the rights to Brazil national team friendly matches in a deal worth about \$2.1m per match. The deal was agreed with sports marketing company International Sports Events, which holds the rights in a 10-year deal with the Confederação Brasileira de Futebol, the Brazilian football federation, worth about \$1.05m per match (*TV Sports Markets* 16:15).

Brazil is a marquee team which attracts strong interest from broadcasters around the world. The national team also played more friendly matches than usual in the run up to the 2014 World Cup. As host, it did not have to play qualification matches.

### Other federation losses

Independently of the centralisation process, Kentaro lost out on two important federation deals between 2012 and 2013.

The agency held English Football Association rights jointly with Pitch in a four-year deal, from 2008-09 to 2011-12, worth about \$50m, or \$12.5m per season. The rights covered Western Europe (*TV Sports Markets* 16:1).

Pitch renewed the rights alone for six years, from 2012-13 to 2017-18, in a deal worth about \$87m, or \$14.5m per season, outbidding Kentaro. Although not hugely profitable for Kentaro, the deal provided a decent return for the agency.

In April 2013, Kentaro also lost out on the rights to Swedish football sold by the national governing body, Föreningen Svensk Elitfotboll. From 2011 to 2015, Kentaro paid between SEK270m (€29m/\$37m) and just over SEK300m per year for rights to the top league and some national team games (*TV Sports Markets* 17:7).

From 2016 to 2019 however, the rights were sold to the TV4 Group for between SEK200m and SEK225m, with Kentaro cut out. At the time, Huber told Swedish media that Kentaro had offered at least SEK10m more than TV4. The rights fee decreased as competitive national team games were not covered by the new deal.

### Diversification

Kentaro's expansion into friendly football tournaments was no substitute for the loss of its federation business. The Audi Cup and the Emirates Cup pre-season tournaments are not thought to have been particularly profitable for the company. The calendar is quite crowded with pre-season tournaments.

Kentaro also organised the Schalke 04 Cup, another pre-season tournament. For the 2014 tournament, from August 2 to 3, it is understood that Kentaro had budgeted for around 40,000 fans to attend all matches across both days, but the tournament only attracted around half that number. ■

## OLYMPIC GAMES

# Big coverage makes up for small increase for IOC in Canada

By Richard Welbirg

The breadth and depth of coverage the 2018 and 2020 Olympic Games will achieve in Canada is seen by the International Olympic Committee as an acceptable trade-off for a minimal increase in media-rights income.

Public-service broadcaster CBC acquired the rights to the 2018 winter Games in Pyeongchang, South Korea, and the 2020 summer Games in Tokyo, Japan, for a fee understood to be close to the \$85m (€68m) it paid for the 2014 and 2016 Games, and no more than \$90m.

Jeffrey Orridge, executive director of CBC Sports, told *TV Sports Markets*: "We were successful in extending our tremendous success of the Sochi business model which allowed for the broadest possible coverage in Canada. We [CBC and partners] were able to cover all Olympic sports live, regardless of the

time, on some platform. The IOC is particularly pleased with us in terms of our ability to steward their brand."

There are two main reasons for the minimal increase. First, there was a complete lack of competition for the rights. Five broadcasters were involved in talks for the 2010 and 2012 Games but no other broadcaster spoke to the IOC about 2018 and 2020. The IOC was effectively confronted with a buying cartel. CBC had agreed sublicensing deals with telco Rogers Communications and media company BCE, which operates Bell Media, before the deal.

Second, the time zones of the 2018 winter Games and 2020 summer Games are not favourable for live viewing in the North American market.

The deal is a good one for CBC. It made a profit on Sochi 2014 and expects to do the same in 2018 and 2020.

For the IOC, there are two benefits. First, guaranteed exhaustive coverage. Between the three operators, every minute of the Games will be broadcast live.

Second, it maintains a good relationship with a partner in a major market, which the IOC sees as important for the impending launch of its year-round Olympic channel.

The committee will work with its existing partners on the channel's production, and possibly also on distribution. A source close to the IOC said CBC would be a key partner in bringing the channel to life.

Olympic members will vote on the proposal at the IOC's end-of-year session in Monaco on December 8.

### CBC strategy

In April, CBC said it would no longer bid for the rights to professional sports events as it sought to cut C\$130m (\$115m/€92m) from its 2014 budget. However, the cuts were never likely to hit its Olympic investment. As Orridge explained: "In terms of our acquisition strategy, it has shifted. We are no longer going to pursue the competitive bid process for pro sports. Our endeavour is to ensure all our propositions are breakeven or revenue positive."

The public-service broadcaster will in future cover fewer events, but intends to increase its focus on amateur and Olympic sports, with the Games the

lynchpin of the new strategy.

"We think it is incumbent upon a public broadcaster to showcase those sports and tell the stories behind those athletes," said Orridge. "It's important for us to cultivate and showcase Canadian talent and all the achievements and struggles and journeys that these athletes have, on their way to the most iconic event in the world."

### Going it alone, together

CBC reclaimed the rights to the 2014 and 2016 Games after losing the 2010 Vancouver winter Games and the 2012 summer Games in London to the Olympic Broadcast Media Consortium, formed between rivals Rogers and Bell, with the latter thought to be contributing about 80 per cent of the investment (*TV Sports Markets* 9:2).

The consortium paid \$153m, with the Vancouver Games valued at \$96m: the first time that the winter Games were valued more highly than the summer Games in Canada.

Before that, the public-service broadcaster had been the long-term Olympic rights-holder, showing the five Olympics from 2000 to 2008. It paid \$28m, \$37m and \$45m for the summer Olympics in 2000, 2004 and 2008, and \$22m and \$28m for the winter Games in 2002 and 2006.

Joint bids with Bell for 2014 and 2016 were twice rejected by the IOC. CBC later agreed a deal with the IOC, subsequently sublicensing rights to Bell and Rogers (*TV Sports Markets* 16:15).

CBC began discussing a deal for 2018 and 2020 with the IOC over the summer, having ascertained the interest of the pay-television broadcasters beforehand.

Orridge said: "The last time they [Bell and Rogers] joined the party. This time we all came to it together."

### Content

The sublicensing deals agreed with Rogers and Bell are similar to those which covered Sochi 2014 and will cover Rio 2016, although the two companies have increased their input in terms of production resources.

CBC will be able to request the use of both presenters and technical staff from Bell's TSN pay-television network and Rogers' Sportsnet pay-television network.



As the primary broadcaster, CBC will show the major Olympic events. Less important events will be shown on the TSN, Sportsnet, TSN2 and Sportsnet One channels, in that order.

The hierarchy is based on each channel's penetration in order to maximise the Games' potential audience, although it is understood Bell would not have agreed to a deal in which TSN played second fiddle to Sportsnet.

Events will be shown in French on pay-television networks RDS (part-owned by Bell) and TVA Sports, the French-language sports channel owned by Quebecor with which Rogers entered into a content acquisition and production partnership in 2011.

Despite a time difference of about 12 hours to both the 2018 and 2020 Games, CBC will not follow the model of US commercial broadcaster NBC, which will delay coverage and blackout results in order to maximise prime time audiences. Every event will be shown live on some platform.

"We are confident [the time zone] won't affect the audience because of the number of platforms it will be on in multiple languages," said Orridge. "It will also depend on when the IOC decides to schedule certain events. It could be better than Sochi in that there's a 12-hour difference, so if some begin at 9am they are on prime time North America."

Each broadcaster will have mobile and internet rights to the events shown on their linear channels.

Advertising on all channels, including mobile and internet, will be sold by CBC, who will retain all revenues from this stream. ■ [www.](#)

## CHAMPIONS LEAGUE

# Enter Turner, exit ESPN in Brazil as Uefa gets tough

By Richard Welbirg

The acquisition of the Champions League rights earlier this month paves the way for Brazilian commercial channel Esporte Interativo to enter the pay-television market, while simultaneously damaging

its future rival ESPN.

Esporte Interativo will pay \$45m (€36m) per season for pay-television and online rights to the Champions League for three seasons, 2015-16 to 2017-18. The fee represents a 180-per-cent increase on the \$16m per season ESPN pays in the current cycle, from 2012-13 to 2014-15.

The agreement is awaiting approval from Uefa, European football's governing body. It was brokered by Uefa's sales agent Team Marketing.

The free-to-air rights were sold as a separate package and acquired by commercial network Globo.

Esporte Interativo fought off competition from a partnership between ESPN and Globosat-owned pay-television network SporTV. Offers were closely matched in the first round of bidding before Esporte Interativo won out in the second. ESPN/SporTV is thought to have offered about \$36.6m per season in the second round.

There was no bid from pay-television channel Fox Sports Brasil. Aggressive bidding from Fox helped Uefa achieve a six-fold increase in the current cycle, up from \$2.1m per season in 2009-10 to 2011-12 (*TV Sports Markets* 15:18).

At the time, Fox required strong content to help strike favourable carriage agreements on Brazil's major pay-television platforms but now has long-term agreements in place. It is thought it did not bid as it would be unlikely to recoup the outlay in increased carriage fees.

## Turner in Brazil

Esporte Interativo would not have been able to finance such a significant outlay independently. Its bid was backed by Turner Broadcasting System, its largest shareholder.

Turner acquired a stake of around 20 per cent in Esporte Interativo in June 2013, paying R80m (\$32m/€26m) (*TV Sports Markets* 17:12). This is the first time the US-based broadcaster has flexed its financial muscle in pursuit of Brazilian sports rights.

Esporte Interativo will use the Champions League as its key content in a new pay-television channel. It will have a strong position from which to negotiate carriage deals with Brazil's major pay-television operators, satellite platform Sky Brasil and cable platform Net. DirecTV-owned Sky and Net, owned by telco Embratel, have

29.8-per-cent and 33.5-per-cent shares of the pay-television market respectively.

The deal came as a surprise to many; ESPN has broadcast the competition since its launch in Brazil. Its long relationship with Uefa was not enough to see off Esporte Interativo's aggressive bidding, and the loss is a major blow. The network's football portfolio will be much diminished from 2015; it also lost the next cycle of Bundesliga rights in Brazil to Fox Sports in late 2013 (*TV Sports Markets* 17:19).

## Free to air

Rights to show first-choice Tuesday and Wednesday matches on free-to-air channels were sold as a separate package. Esporte Interativo bid but was beaten by Globo in the first round of bidding.

Globo will pay \$15m per season between 2015-16 and 2017-18. In the current deal, from 2012-13 to 2014-15, Globo pays \$5m per season for the first-choice Wednesday matches, and the first-choice match from the quarter-finals.

It sublicenses all its matches up to the last 16 to commercial channel Bandeirantes. Thereafter, the two channels simulcast matches.

Esporte Interativo pays \$4m per season for free-to-air rights to the first-choice Tuesday match and second-choice match from each knockout round. It airs the Champions League final delayed on the same day.

The pay-television and free-to-air deals take Uefa's total income from the Champions League in Brazil to \$60m per season, a 150-per-cent increase on the \$24m per season in the current cycle.

The deals follow one in August for the pay-television rights to the Champions League and Europa League in the rest of Latin America worth \$50m per season with ESPN and Fox.

The Europa League in Brazil is Uefa's one remaining pay-television property for sale in the Latin American market. The tender process is expected to be completed later this month.

In the current cycle, Esporte Interativo pays \$600,000 per season for free-to-air rights to one live match per kick-off window. Telefónica-owned online media company Terra pays about \$3.9m per season for all other rights. ■ [www.](#)



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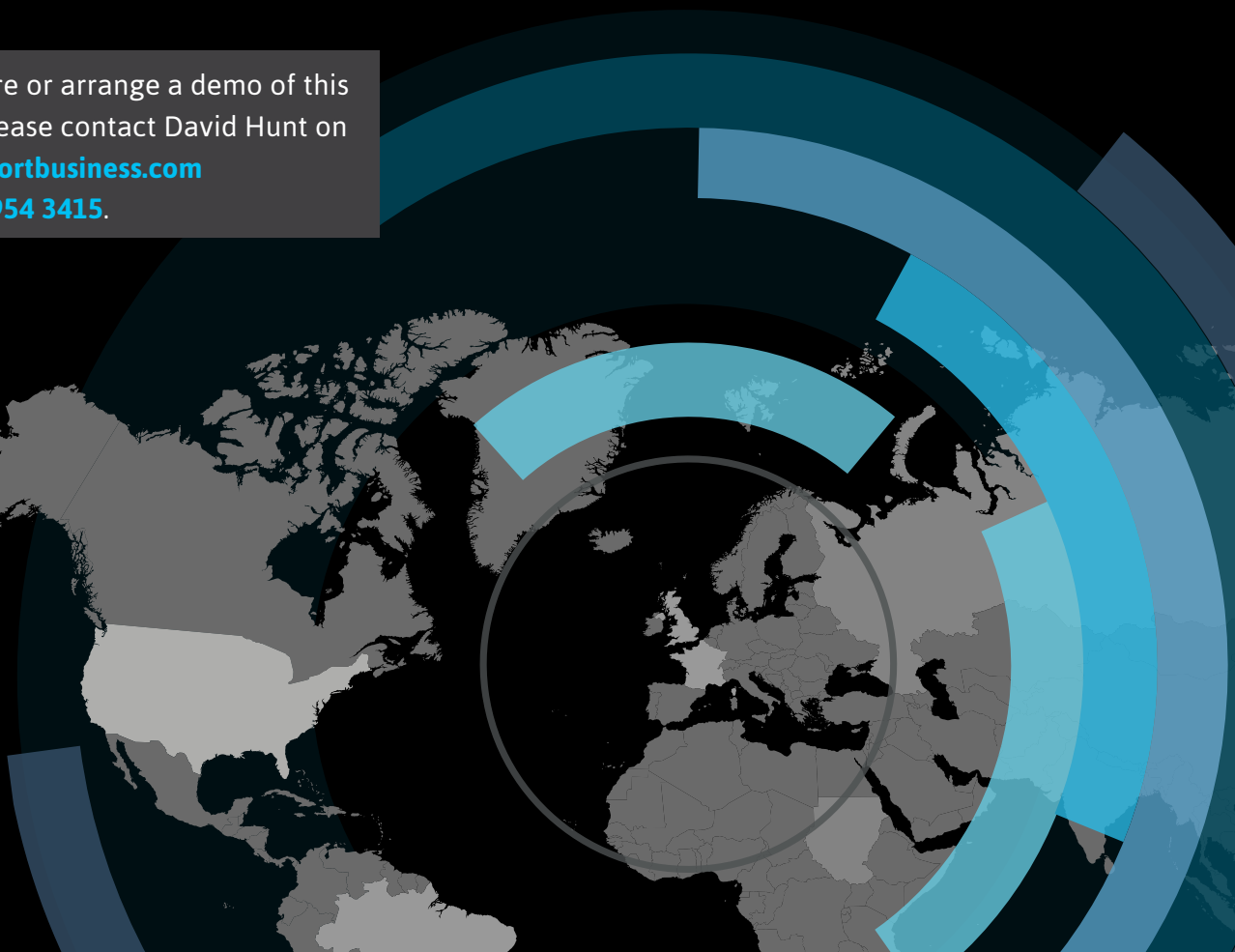
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**SPORTS CLIPS:** News from TVSM Daily from October 30 to November 12**MEDIA RIGHTS 1****Bundesliga basketball, NBA, Bowls Grand Prix, boxing, T20 cricket and more**

- **Basketball:** Publishing group Axel Springer agreed a sublicensing deal with telecommunications company Deutsche Telekom for rights to the Bundesliga, the sport's top division in Germany. The deal will run for the 2014-15 season. The Bild.de and SportBild.de websites, plus associated mobile portals and applications, will offer a five-minute highlights clip of one contest per game day and 90-second clips of the other games from 8am on the day after the games.
- **Basketball:** The SportSouth channel operated by regional US pay-television broadcaster Fox Sports South, which is available in Georgia, Alabama, Mississippi, South Carolina and Tennessee, extended a rights deal with the NBA's Atlanta Hawks. The long-term deal will begin with the 2015-16 season. SportSouth will produce all locally-available, regular-season games that are not exclusively selected by a national network. SportSouth will also show three pre-season games, selected Hawks playoff games and will produce 10 hours of original Hawks-related programming per season.
- **Bowls:** Sports data and media content company Sportradar will show the Grand Prix of Bowls on its Betradar Live Channel, which is available through bookmaker shops and websites, under an agreement with the event's operating group, Nigel Oldfield Sports Promotions. The deal covers the 2014-15 season.
- **Boxing:** US pay-television broadcaster HBO acquired rights for the heavyweight world title fight between Wladimir Klitschko and Kubrat Pulev on November 15 in Hamburg, Germany. HBO will also show the next two fights featuring Klitschko under the deal with the Ukrainian's management, according to US pay-television broadcaster ESPN.
- **Cricket:** Indian sports and entertainment pay-television channel Sony Six acquired rights in the Indian subcontinent for the 2014-15 edition of South Africa's domestic T20 Challenge tournament. The deal was agreed with Cricket South Africa, the tournament's organiser.
- **Cricket:** Indian media group Multi Screen Media's Liv Sports digital division acquired mobile and internet rights for the 2014-15 South African T20 Challenge.
- **Cycling:** Australian commercial broadcaster Seven acquired rights for the Cadel Evans Great Ocean Road Race, the final professional event of the Australian's career. Seven will show live coverage of the elite men's road race on February 1, 2015 and highlights of the women's road race and the people's ride event from the previous day. Seven agreed the deal with the Victorian Major Events Company, the event's organiser.

**SINCE LAST TIME**

- The WWE wrestling organisation delayed the UK launch of its WWE Network pay-television channel 20 minutes prior to its launch time of 8pm on November 3. No explanation was given. The organisation originally scheduled a summer launch in the UK before pushing it back to October and then to November. The delays are reportedly due to continuing negotiations between the WWE and Sky, which in January signed a five-year deal for exclusive WWE rights in the UK.
- UK pay-television broadcaster BSkyB must offer its Sky Sports 1 and 2 channels to telco BT, according to the UK's Competition Appeal Tribunal. In an interim ruling following four years of legal wrangling, the tribunal said that the channels should be available to customers of BT's YouView packages.
- WRC Promoter, the commercial rights-holder of motorsport's World Rally Championship, reported significant increases in viewing figures and broadcast hours for the first 10 races of the 2014 season. WRC Promoter, a joint venture between the Red Bull Media House production company and Sportsman Media Group, said the total audience had increased by 35 per cent to 581.8m, while total broadcast hours had increased by 70 per cent to 7,275.
- East and North Africa, offered restricted coverage in the kick-off slot so far this season due to piracy concerns.
- Manchester City became the first English Premier League football club to launch a dedicated match-day second-screen service through its CityMatchDay app. Initially available as a free iPhone and Android download, the service allows fans at City home games to stream highlights and watch multi-camera angle replays of key moments. A second channel, Tactical Cam, provides views of the match from above the pitch, while the CityTV Live service offering exclusive behind-the-scenes video content and interviews.
- Premier League club Liverpool launched LFC Xtra, a new international website for English-speaking supporters that will offer extensive video content via mobile and tablet platforms.
- The Liga de Fútbol Profesional, the Spanish football league, signed an agreement with the country's Association of Media Agencies, the Mediapro agency and media company Prisa to combat the piracy of Spanish football rights. The signatories agreed to cooperate in the prosecution of those who violate copyright and intellectual property in football, with advertising income restricted to media portals that comply with copyright law. LFP president Javier Tebas said that the initiative had been launched due to inaction from the Spanish government.
- Lega Serie A, which operates the top division of football in Italy, could launch its own television channel as early as 2018, according to Marco Bogarelli, the president of the Infront Italy division of the Infront Sports & Media agency. Bogarelli told the *Gazzetta dello Sport* that Infront, which is the league's adviser on media-rights sales, would also like to be the league's adviser on stadium and marketing matters.

**FOOTBALL**

- Pay-television broadcaster beIN Sports resumed full live coverage in the Middle East and North Africa of English Premier League football matches that kick off at 15.00 on Saturdays in the UK. The broadcaster, the exclusive rights-holder of the league in the Middle

**SPORTS CLIPS:** News from TVSM Daily from October 30 to November 12**MEDIA RIGHTS 2****Turkish Süper Lig, Spanish football, Suzuki Cup, German handball and more**

- **Football:** Turkish pay-television operator Digiturk renewed a rights deal for the Süper Lig, the top division, after the agreement was approved by Turkey's competition authority, Rekabet Kurumu. The deal will run for two years, from 2015-16 to 2016-17, and will be worth \$450m (€360m) per year, up from \$321m per year in the current four-year cycle, from 2010-11 to 2013-14. The deal between the broadcaster and the Turkish Football Federation was first agreed in May 2012, but the watchdog launched its investigation after the rights were awarded without being put out to tender.
- **Football:** Pay-television broadcaster Fox Sports acquired rights in the Netherlands for events operated by the Real Federación Española de Fútbol, the Spanish football federation. The deal includes coverage of Spain national team home friendly matches, the Supercopa between the winners of the previous season's Copa del Rey knockout competition and the top-tier Liga, and the final of the Copa del Rey. The deal runs for four years, from 2014-15 to 2017-18, and will start with the Spain v Germany friendly match on November 18.
- **Football:** Vietnamese public-service broadcaster VTV acquired exclusive rights for the 2014 Suzuki Cup national team tournament. The VTV2 and VTV6 channels will provide coverage of 18 matches taking place in Vietnam from November 22 to December 20. VTV struck the deal with the World Sport Group agency.
- **Handball:** German sports broadcaster Sport1 acquired rights for the national male and female teams' away qualifying matches for the 2016 and 2018 European Championships. Sport1 will show the games in Germany, Austria and Switzerland on television, online and mobile platforms. Sport1 brokered the deal with the Infront Sports & Media agency, the European Handball Federation's media and marketing partner.
- **Handball:** SportA, the sports rights agency for ARD and ZDF, agreed a rights deal with sports broadcaster Sport1 to extend the German public-service broadcasters' coverage of the Bundesliga, the sport's top division in the country. ARD and ZDF will provide highlights of regular-season match days plus the Final 4 tournament for the DHB Cup, the Super Cup and All Star Game for three years, from 2014-15 to 2016-17. The broadcasters will also show the 2. Bundesliga second tier and coverage in the ZDF Sportreportage and ARD *Sportschau* magazine programmes.
- **Horse Racing:** The NBC Sports Group division of US media company NBCUniversal extended a rights deal for the Breeders' Cup for 10 years, from 2016 until 2025. The NBC network and pay-television channel NBC Sports Network will show at least eight hours of live coverage per year across the two-day event.
- **Ice Hockey:** The NHL struck a rights deal with Chinese state broadcaster CCTV, which will broadcast 119 regular-season games per season on its CCTV 5 channel, starting immediately.

■ The Fédération Française de Football, the French football federation, launched its first channel on video-sharing website Dailymotion, with the service dedicated to live coverage of the domestic game's amateur competitions. The service is a joint initiative between the FFF, French amateur football leagues and the country's regional league bodies. The channel will broadcast matches live and in full.

**MEDIA INTERNATIONAL**

- The North American NBA basketball league signed up regional partners for its new NBA Sundays initiative, which will allow viewers around the world to access tailored coverage of games on Sundays. The initiative will allow localised pre-game, half-time and in-game content to be shown in different regions. The initiative will be available through pay-television broadcasters beIN Sports in France, the Middle East and North Africa; BT Sport in the UK and Ireland; Sky Italia in Italy; SuperSport in sub-Saharan Africa; and Danish commercial and pay-television broadcaster TV2.
- Satellite-television provider DirecTV and telco AT&T were granted permission to launch Root Sports Houston, a new pay-television sports channel that will provide coverage of Houston Astros MLB baseball and Houston Rockets NBA basketball games in the US. The new network will replace Comcast SportsNet Houston, the two teams' local rights-holder, which launched two years ago.
- Kroenke Sports & Entertainment, a company that owns and operates live sports events, completed the acquisition of InterMedia Outdoors Holdings, a US media group and channel operator dedicated to outdoor sports. The deal includes assets such as US national cable-television broadcaster Sportsman Channel, 17 websites, 15 magazines and various television production operations.
- North American stock car-racing series Nascar agreed a content partnership with children-focused, US pay-television broadcaster Nickelodeon. A new series, Hammer Down, will be shown during the NickSports programming block on the Nicktoons channel. The series of eight- to 12-minute shows was produced by the Nascar Productions division of the series, which will also broadcast 60- to 90-second vignettes during the NickSports programming block.
- UK telco BT will produce the BT Sport pay-television channel's coverage of the Uefa Champions League club football tournament in-house from the 2015-16 season. Production company Sunset+Vine will continue to produce BT Sport's coverage of the English Premier League and FA Cup club tournaments.
- UK pay-television broadcaster BSkyB will provide near-live clips of England's autumn international rugby union matches on social networking website Twitter.
- Pay-television broadcaster Sky Deutschland launched a new OTT platform, Sky Online, which will allow subscribers to access



**SPORTS CLIPS:** News from TVSM Daily from October 30 to November 12**MEDIA RIGHTS 3****European Games, English rugby union, Italian rugby union and more**

- **Multi-sport:** French digital-terrestrial television channel L'Équipe 21 acquired rights for the Baku 2015 European Games in Azerbaijan. L'Équipe 21 will provide a minimum of five hours of live coverage per day on television, online and mobile platforms, including the opening and closing ceremonies, as well as daily highlights every evening. L'Équipe 21 will also broadcast a one-off programme to mark 100 days to go until Baku 2015 and will feature a weekly report on athletes preparing for the Games as part of the French National Olympic Committee's magazine programme, *Esprit Bleu*, which is shown on the channel.
- **Multi-sport:** Japanese commercial broadcaster Tokyo Broadcasting System acquired rights for the Baku 2015 European Games. The rights include coverage of all 17 days of competition, the opening and closing ceremonies and highlights.
- **Multi-sport:** Multi-national news broadcaster Euronews agreed a deal with SportAccord to provide coverage of sports represented by the umbrella association for international federations. Starting in January 2015, Euronews will distribute original sports news from SportAccord's members through the Sports United weekly programme plus other magazine shows focusing on specific sports. Each programme will be produced in 13 languages and available in more than 420m households across 156 countries as well as on digital media platforms.
- **Rugby Union:** The Rugby Football Union, the sport's governing body in England, extended a rights deal with UK pay-television broadcaster BSkyB for five years, from 2015-16 to 2019-20. The deal comprises exclusive live coverage of England's autumn home internationals and international matches before the Rugby World Cups in 2015 and 2019 plus the annual England spring fixture. Sky will also show live coverage of two England women's team games per season; England U20, U18 and England Saxons youth team fixtures; and at least 11 domestic second-tier Championship matches per season plus an in-match clips package.
- **Rugby Union:** The B4 Capital agency struck a deal to distribute global media rights for the Italy national team. The exclusive deal with Federazione Italiana Rugby, the sport's governing body in the country, will run for four years, from 2015-16 to 2018-19.
- **Skiing:** Swedish public-service broadcaster SVT agreed a deal with the Infront Sports & Media agency covering Alpine skiing, cross country, ski jumping, Nordic combined, snowboard and freestyle World Cup events, plus the 2019 and 2021 Alpine and Nordic ski World Championships and the 2015 and 2017 snowboard and freestyle World Championships (page 5).
- **Tennis:** Pan-European sports broadcaster Eurosport acquired exclusive continental rights for the ATP Stuttgart men's tournament in Germany. The agreement will run for three years, from 2015 until 2017, and covers television and digital rights.
- **Tennis:** US pay-per-view and closed circuit sports events distributor Integrated Sports Media acquired rights for the inaugural International Premier Tennis League franchise tournament in Asia. Coverage will be provided via television and online pay-per-view platforms in the US. Live coverage and replays of all 24 matches between November 28 and December 13 will be available via Integrated's partners, including the iN Demand, DirecTV, Dish and Vubiquity television platforms and the GFL.tv online platform from \$9.95 (€8) per match.
- **US College Sport:** The IMG agency extended its multimedia rights partnership with Baylor University in the US for 10 years, from 2015 to 2024.

premium sports content through the internet. Subscribers to the Sky Starter or Sky Film packages can order the Sky Supersport day pass for €19.99 (\$25) per day.

- German pay-television broadcaster Sportdigital launched a high-definition channel on November 4, with Swiss pay-television operator UPC Cablecom signing up as the channel's first carriage partner.
- Italy's RCS MediaGroup plans to spend up to €60m (\$75m) over five years on a new sports television channel, according to the TV Digital Divide website. The new channel, *Gazzetta TV*, will be distributed on free-to-air DTT services. The channel will be managed by Digital Factory, a subsidiary of production company Digicast.
- Hungarian public-service broadcaster MTV will launch a new sports channel, *M4 Sport*, next year. The broadcaster will seek to acquire rights to events in the 16 most popular sports in Hungary.
- Times Internet, the online and mobile arm of Indian publishing company Times Group, acquired a majority stake in cricket-dedicated digital news and information service Cricbuzz. Times Internet will merge Cricbuzz with its own online cricket service GoCricket, which launched earlier this year, and will provide live coverage of matches and other video content through the new service.
- A new television channel offering coverage of Australian sports properties, and targeted at the Asian market, launched on November 1. Australia Channel is supported by Sky News Australia, a joint venture between Australian commercial broadcasters Seven and Nine and UK pay-television broadcaster BSkyB. The channel will offer coverage of the AFL Aussie rules league, rugby league's NRL, national and international cricket, and horse racing events such as the Melbourne Cup. It will be targeted at Australian expatriates and a wider audience in north Asia, Southeast Asia, the Pacific Islands and the Indian sub-continent and will be distributed by Hong Kong-based distributor Lightning International.
- Filipino telco Globe Telecom sealed a multi-year deal with the NBA to develop and distribute video content in the Philippines. Globe Telecom will offer its mobile and broadband customers the opportunity to access the NBA League Pass subscription service, which allows fans to view games live and on-demand. Globe Telecom will show additional content through its new PisoMall platform.

**SPORTS CLIPS:** News from TVSM Daily from October 30 to November 12**MEDIA RIGHTS NEGOTIATIONS**

- Australian pay-television broadcaster Fox Sports is set to conclude an extension to its rights deal with the Australian Rugby Union by the end of November. The deal will be worth more than Fox Sports' current deal, which is worth A\$15m (€10.5m/\$13m) per year through to 2016, with the national rugby union governing body. Fox Sports will continue to sublicense free-to-air rights to commercial broadcaster Ten.
- French commercial broadcaster TF1 launched a tender for pay-television rights to the 2015 Rugby World Cup. TF1 is offering a package of 29 games, 27 of which will be available on an exclusive basis, plus a magazine programme. TF1 will retain exclusive rights to France's group-stage games against Ireland, Italy and Canada plus the opening match, the bronze medal game, the semi-finals and the final.
- North American Major League Baseball franchise the Arizona Diamondbacks is close to extending its regional rights deal with Fox Sports Arizona, the local affiliate of Fox Sports Networks. The franchise's current contract with Fox Sports Arizona is due to expire after the 2015 season. Diamondbacks chief executive officer Derrick Hall said that the franchise is "getting very close" to agreeing a new deal that will run for 15 or 20 years.
- UAE-based sports broadcasters united to boycott covering the 2014 Gulf Cup of Nations national team football tournament amid a dispute over the rights sales process. State-owned broadcasters Abu Dhabi Sports and Dubai Sports were offered an initial quote by the MP & Silva agency of \$8m (€6.4m) for the rights – more than double the fee for last year's tournament in Bahrain.
- The IEC in Sports and RDA TV agencies provided free live streaming coverage of the USA v New Zealand rugby union international on November 1 in 127 territories. The agencies linked up with live streaming platform Eversport and national team sponsor, insurance company AIG, to provide the coverage via the New Zealand Rugby Union's official website, AllBlacks.com.
- Live coverage of the World Karate Federation's 2014 World Senior Karate Championships was available on television in 120 countries. Live coverage, interviews, action shots and behind-the-scenes action were streamed in other countries via the federation's official channel on video-sharing website YouTube.
- The FIVB, volleyball's global governing body, will create an in-house television production unit. The plan was put forward by the FIVB TV and New Media Commission during the federation's world congress in Cagliari, Italy.
- Online sports broadcaster Laola1.tv, a subsidiary of the Sportsman Media Group, will stream live coverage of every game from the 2014-15 European Volleyball Confederation Champions League club tournament.
- The inaugural 2014 edition of the International Premier Tennis League, which will take place in Dubai, India, the Philippines and Singapore from November 28 to December 13, will be shown in more than 125 countries worldwide.
- French commercial broadcaster TF1's Sunday morning *Téléfoot* programme will only be able to show clips of goals from the previous weekend of action from January 1, according to director of sport François Pellissier. Téléfoot will not be able to show action from games until at least 24 hours after they have initially been broadcast under new rules that are being introduced by the Conseil Supérieur de l'Audiovisuel, the country's media regulator.

**ALSO SINCE LAST TIME**

- The Deutscher Handballbund (DHB), the governing body of handball in Germany, launched a new magazine programme dedicated to the country's national teams for men and women on November 11. *DHB Time Out*, which will be broadcast every Tuesday evening, will be produced by the studio360grad agency. The programme will be shown on the DHB's website and its official pages on social network Facebook and video-sharing website YouTube.

**INDUSTRY MOVES**

- Jamie Aitchison, the commissioning editor for sport at UK commercial broadcaster Channel 4, was appointed commercial and development director at media company Aurora Media Worldwide. • The Fox International Channels Europe and Africa division of media company 21st Century Fox appointed Hannelie Bekker as managing director of FIC Africa.

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OUT THIS  
MONTH



## KNOWTHEFAN

# The Global Sports Media Consumption Report 2014

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

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

Markets researched in the 2014 report include:

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

\* new for 2014 report

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