

## FOOTBALL

# Latest crop of deals help Bundesliga to more than double global rights fees

By Robin Jellis

The German Bundesliga is set to earn between €155m (\$194m) and €160m per season in its next international rights cycle, from 2015-16, following a host of deals agreed in recent weeks.

The league has been seeking to double its international rights fees from its current level of €71m per season, from 2012-13 to 2014-15, and looks set to surpass its own expectations (*TV Sports Markets* 17:10).

All deals in Europe are for two seasons, from 2015-16 to 2016-17. The league's media rights are sold by its commercial arm, DFL Sports Enterprises.

In France, the rights have been awarded to pay-television broadcaster beIN Sports, which will pay just over €3m per season. This is slightly more than the fee of €2.5m to €3m per season paid by the MP & Silva agency from 2012-13 to 2014-15. MP & Silva sold rights to beIN Sports and its main rival, Canal Plus.

There is thought to have been strong interest in the rights from Canal Plus. The league could have pushed for a higher fee, but was reluctant to do so following the hugely valuable deal agreed with beIN Media Group in the Middle East and North Africa. BeIN will pay between \$48m and \$50m per season from 2015-16 to 2019-20 (*TV Sports Markets* 18:18).

In Spain, pay-television operator Canal Plus, owned by telco Telefónica, renewed its rights for two seasons. The rights will be worth about €3.5m per season in the new deal, up more than 130 per cent on the €1.5m per season it pays in the existing deal, from 2012-13 to 2014-15.

Canal Plus was always likely to renew its rights, as it has a long-term relationship with the league, but it faced strong competition from beIN Media. BeIN is long thought to have been

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## REGULATION

# Law might not be enough for Ofcom

By Frank Dunne

Ofcom will be fighting a lonely battle in trying to convince the Premier League to make all of its matches available for live broadcast in the UK. It will be up against the entire English football establishment, from the Football Association to supporters' groups. It has a decent case, according to some independent lawyers, but that might not be enough.

Last week the UK competition regulator

opened an investigation into the way the league sells its domestic media rights. This came in response to a complaint from pay-television operator Virgin Media.

Ofcom will examine the collective nature of the rights sale and the fact the league makes only 154 out of 380 matches per season available for live broadcast in the UK. The league is

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## Zenith/IMG in pole position to oust Astro in Malaysia

Agencies Zenith Media and IMG Events & Media are in pole position to win the rights to Malaysia's M-League after an aggressive joint bid.

They have offered the Football Association of Malaysia RM75m (€18m/\$22.4m) per season for the exclusive commercial and broadcast rights to the top-tier M-League.

The deal will cover all broadcast and commercial rights to the M-League, the Malaysian Cup tournament, the second-tier Premier League and third-tier FAM League. IMG would handle domestic and international media rights sales. Zenith would handle the sponsorship and other commercial rights.

Pay-television operator Astro's four-year deal, from 2011 to 2014, comes to an end in December. It pays RM30m per season. For the next cycle, it has partnered with pay-television operator Fox Sports Asia to make a RM50m-per-season bid.

Fox had been expected to provide competition to Astro but the two companies have a good relationship. Astro is the only platform to carry the full range of Fox Sports channels.

A third bid, worth RM70m per season, has been made by telco Telekom Malaysia and media group Media Prima. The content would support Telekom's high-speed broadband and triple-play offerings, while Media Prima's commercial channels would provide a platform for free-to-air coverage.

As part of its existing deal, Astro has right of first refusal and a right to match any offer. FAM is said to have tried to persuade Astro to waive the clause.

The association has not put a limit on the duration of the new contract and different bidders have proposed different terms. Negotiations began in March 2014. The M-League is scheduled to begin in the second week of January.

Rights to matches of Singapore-based M-League side LionsXII are sold

by the Football Association of Singapore via an agreement with FAM. Pay-television operator StarHub holds the rights in a four-year deal, from 2012 to 2015, worth about \$1m (€800,000) per season. ■

## Fis welcomes EBU breakthrough

The international skiing federation this week welcomed the European Broadcasting Union's deal in the US for Austrian World Cup skiing events.

The EBU, the consortium of public-service broadcasters, agreed a two-year deal with the US Ski and Snowboard Association (USSA), the national governing body for skiing, for coverage of World Cup events from Austria.

The deal is from 2015-16 to 2016-17 and is worth about \$120,000 (€96,000) per season. USSA will agree time-buy deals with media group NBCUniversal. The US federation is expected to make a profit on the rights.

It is the first time Austrian skiing World Cup events, including the classic races in Kitzbühel and Schladming, will be shown live in the US. Sarah Lewis, general secretary of the Fédération Internationale de Ski, told *TV Sports Markets*: "To go from recorded highlights and packaged programming to having live coverage means that winter sports can really thrive there."

There is relatively strong interest in skiing in the US, mainly due to top alpine skier Lindsey Vonn, who won the ladies World Cup overall in 2008, 2009, 2010 and 2012.

The EBU holds global rights, outside Austria, to Austrian World Cup events in a deal with the Austrian federation. The deal is worth about €8.5m per year from 2014-15 to 2017-18.

The new US deal follows December's EBU deal with USSA for the Alpine and the Nordic World Championships in 2015 and 2017 worth between €400,000 and €600,000.

Coverage of the 2015 World Championships, which is being hosted in Vail, will be split three ways. Network

NBC will provide nationwide coverage, showing two two-hour highlights programmes. Pay-television channel NBC Sports Network will show 15 hours of live and highlights coverage. And cable channel Universal Sport will show the whole event in its entirety.

"In the US, it's huge to have the Alpine World Championships broadcast live on free-to-air TV," Lewis said. "The deal will help promote the sport and these athletes in the US. The World Cup deal means NBC can build it up, not just in a one-off championship, but with events throughout the year."

The EBU holds global rights to the 2015 and 2017 Alpine and Nordic World Championships in a deal worth €93.5m with Fis. In 2019 and 2021 the rights will be held by the Infront Sports & Media agency in a deal worth €110m.

Lewis said Fis had no regrets about ending its partnership with the EBU. "We don't regret it at all. It was a process that we went through and that was the decision we took," Lewis said.

She said that Fis was "happier to have two top-level candidates who are in the market and interested in the rights" than not having any bidders. "When the opportunity comes up for these rights in future, for 2023 and 2025, it looks as though both Infront and the EBU will be interested," she said.

In Canada, the EBU is also close to a deal with Alpine Canada, the national governing body for alpine ski racing, for the Alpine World Championships in 2015 and races in Kitzbühel and Schladming in the 2015-16 World Cup season. The deal would be worth about \$15,000, with a revenue share based on income Alpine Canada gets from commercial inventory in a time-buy. There is an option to extend the deal for the 2016-17 World Cup season.

Alpine Canada's interest in the rights was triggered by USSA's deal last year. Pay-television broadcaster Rogers Sportsnet is in advanced talks with Alpine Canada to acquire the rights and a deal is expected soon. ■

## FOOTBALL

## Latest deals help Bundesliga to double its money

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studying a launch in Spain, and played a role in the Mediapro agency acquiring Uefa Champions League rights in October (*TV Sports Markets* 18:18).

### Sportsman cut out

The Sportsman Media Group agency, which acquired Bundesliga rights in Greece, Turkey, Cyprus and Malta for the current cycle, has been left out in each of these markets in the new deals.

Sportsman's deal is worth about €3.5m per season from 2012-13 to 2014-15.

In three of these four markets, the league has agreed direct deals with the broadcaster Sportsman sublicensed the rights to – Turkey being the exception.

In Turkey, the rights have been sold to pan-regional broadcaster Eurosport, owned by US media group Discovery, in a deal worth just over €4m per season. This is about double the €2m per season state broadcaster TRT paid Sportsman.

Eurosport is only a minor player in the Turkish sports-rights market at present, but it is understood that Discovery has ear-marked Turkey as a territory where it could acquire more exclusive local rights.

The closest bidder is understood to have been Sportsman. There was also interest from several local broadcasters and the Saran Media agency.

In Greece, pay-television broadcaster OTE renewed its rights in a deal worth close to €2.5m per season. This is around double the €1.2m per season it pays in the current cycle, from 2012-13 to 2014-15.

Strong interest in the rights from rival pay-television operator Nova is thought to have pushed up the value. Nova lost out on Champions League rights to OTE last month (*TV Sports Markets* 18:19). There was also interest from Sportsman and the Multimedia Sports agency.

In Cyprus, the fee has increased by 50 per cent, and in Malta by 20 to 25 per cent. In Cyprus, IPTV service

New Bundesliga rights deals, 2015-16 to 2016-17

Territory	Buyer	Fee (per year)
Turkey	Eurosport	€4m
Spain	Canal Plus	€3.5m
France	beIN Sports	€3m
Greece	OTE	€2.5m
Russia, Ukraine, former CIS	Sportsman Media Group	€2.5m
India <sup>1</sup>	Star	\$1m
Cyprus	CyTAvision	€150,000
Malta	Melita	€100,000

Source: *TV Sports Markets* Footnote: <sup>1</sup>The deal in India is for five seasons, from 2015-16 to 2019-20.

CyTAvision acquired the rights for about €150,000 per season. In Malta, pay-television broadcaster Melita picked up the rights for about €100,000 per season.

### Sportsman back in

Sportsman picked up rights covering Russia, Ukraine and former CIS territories for a rights fee of just over €2.5m per season.

The league sold the rights to an agency as it was struggling to secure an increase on the fee of just under €2.5m per season Russian pay-television broadcaster NTV Plus currently pays. Sportsman offered far more than the closest rival bidder.

Sportsman will sell on to broadcasters in the region. In the current cycle, NTV Plus sublicenses rights to Eurosport and some local broadcasters.

### Indian increase

In India, pay-television broadcaster Star agreed a deal for the five years from 2015-16 to 2019-20 for about \$1m per season. This is around 230 per cent up on the \$300,000 per season paid by pay-television broadcaster Neo.

There was strong competition for the rights from rival pay-television broadcaster Ten Sports, forcing up the price. Neo was not the preferred option for the league as its distribution compares poorly with the other two broadcasters.

### Global picture

The league is set to increase its global media rights value, outside Germany, by at least 118 per cent on the current cycle.

This has been driven largely by three big deals: with global channel syndicator Fox International Channels in 80 territories, for about €80m per season; with beIN Media in Mena for about \$48m per season; and with Eurosport in 22 Central and Eastern Europe

territories, for about €20m per season.

The league is still to agree deals in China, Australia and New Zealand, and has valuable betting and streaming rights to sell on a global basis. ■

## FORMULA ONE

### Fox Sports adds a zero to change Mediapro's agenda

By Richard Welburg

Spanish agency Mediapro will dilute the exclusivity of its new Formula One channel in Latin America with a sublicensing deal because it felt the offer from Fox Sports was too good to refuse.

Mediapro will launch the 24-hour Formula One channel – a joint venture with satellite television provider DirecTV – in March 2015, shortly before the Formula One season begins.

Earlier this month the agency agreed a five-year sublicensing deal worth about \$8m (€6.4m) per year with Fox across Latin America and the Caribbean, excluding Brazil, giving the broadcaster non-exclusive live rights to 10 of the 20 races each season from 2015 to 2019.

The deal came as a surprise. Fox's rights are limited but its coverage will still undermine the exclusivity, and therefore the value, of the channel for DirecTV and other platforms. Mediapro is negotiating carriage deals with other major Latin American platforms, including telcos Telefónica and América Móvil subsidiary Claro.

Mediapro did the deal because it felt the size of Fox's offer balanced the loss of exclusivity in sublicensing the races. Additionally, Fox's coverage will carry

advertising sold by Mediapro, increasing the agency's income.

In March this year, Mediapro acquired exclusive rights to Formula One across Latin America and the Caribbean, excluding Brazil, from 2015 to 2019. The agency is thought to be paying \$25m per year (*TV Sports Markets* 18:6).

At the time of the deal, Mediapro's managing director Gerard Romy told *TV Sports Markets*: "From the beginning our goal was to build a channel. This was always our business plan and we have been in discussion with all the operators. Reselling the rights was not the concept. Never say never. If someone puts one zero more they can change your agenda. But the concept was to do the channel."

Fox is paying the same amount as in its existing 2012 to 2014 deal, for half the content and with no exclusivity. Carlos Martinez, president of Fox International Channels Latin America, told *TV Sports Markets* that it was keen to maintain some Formula One content.

Fox has a history in motorsport in the region, in the now-defunct Speed network and in the coverage of Latin American drivers like Pastor Maldonado, Sergio 'Checo' Pérez and Esteban Gutiérrez as they moved up the ranks to Formula One.

"To get out of this would have been a waste of the things we had done over the last 10 years," he said. He added that the network needed to have Formula One content as part of a serious motorsport offering.

The Mexican Grand Prix returns to Formula One in 2015. It will boost the profile of the sport in the region, and Martinez said it was vital Fox was involved with the broadcasting of the region's key events.

### Fox deal

The sublicensing agreement covers all the territories in Mediapro's deal, although the agency has carved out some free-to-air rights in Mexico and Venezuela. The latter was not included in Fox's previous deal.

Fox will show the races on its motorsport-oriented Fox Sports 3 channel and its online Fox Play platform. Fox can choose which 10 of the 20 races it will simulcast. It has the first two choices from grands prix in the Americas, leaving

Mediapro the remaining two. Choices are then sequential: first Fox, then Mediapro.

Fox can air the remaining 10 grands prix on a delayed basis. The length of the delay will vary between European, American and Asian races.

Fox will show the Mexican Grand Prix live, including live qualifying and practice races. For other races these will be shown delayed.

Mediapro has also agreed a one-off deal with Mexican media group Televisa for live free-to-air coverage of the Mexican Grand Prix.

Mediapro is also in talks with multiple free-to-air broadcasters in Venezuela for coverage of all 20 races. FOM secured deals in the territory thought to be worth between \$1.5m and \$2m per season from 2012 to 2014.

A one-hour highlights package will be sold in other territories for which Mediapro holds the rights.

### Mediapro channel

All 20 races will be shown live on Mediapro's 24-hour Formula One channel. The deal confirming the extent of DirecTV's shareholding in the channel is expected to be finalised before Christmas. The channel will be positioned among carriers' premium sports packages. Production will be handled by Mediapro, alongside its production for the Spanish market. Mediapro holds free-to-air rights to Formula One in Spain in 2014 and 2015, in a deal worth €32m per season. ■

## WINTER SPORTS

# Eurosport renews ski rights as Infront sale draws closer

By Robin Jellis

Pan-European sports broadcaster Eurosport last week renewed a host of top skiing rights, with expanded exclusivity and at slight fee increases, in a deal with the Infront Sports & Media agency.

The combined value of the deals is thought to be in excess of €38m (\$47.5m), a decent increase on the €31m plus it pays for the same rights in the existing cycle.

The deal covers alpine, cross country, Nordic combined, ski jumping, freestyle and snowboard World Cup events in the five years from 2016-17 to 2020-21.

This part of the deal is worth close to €6m per season, up from around €5m per season in the existing five-year deal, from 2011-12 to 2015-16.

However, one difference in the new deal is that Eurosport has exclusive rights in the UK, France, Poland, Romania and Spain for alpine, cross country, ski jumping and Nordic combined World Cup races. It also has exclusive rights in Sweden for US and Canadian alpine World Cup races.

Infront is selling rights to World Cup events beyond its terms with each of the skiing federations but has matching-rights clauses in each of its contracts and is confident of being able to renew its deals.

Eurosport also agreed a deal covering the 2019 and 2021 Alpine and Nordic World Championships worth €8m-€9m. This is up from the €6m-€7m Eurosport is contributing for the same Championships in 2015 and 2017 in a deal with the European Broadcasting Union.

The deal with Infront also covers the snowboard and freestyle World Championships in 2015 and 2017. These are thought to be worth slightly more than €100,000. Eurosport held exclusive rights across Europe for 2011 and 2013 for around €300,000 in a deal with production and media company Sunset+Vine. Eurosport sublicensed some rights to broadcasters, generating about €200,000.

Eurosport's rights for the Alpine and Nordic World Championships, as well as the snowboard and freestyle World Championships, cover Europe, but are not thought to be exclusive in any territories.

Eurosport is not thought to have faced any competition for the rights, but the value of each property was propped up by the fact the rights are core content for Eurosport, and the long-term deals provide it with planning security in the coming years.

Eurosport's coverage is valued by the international skiing federation, the Fédération Internationale de Ski, as its pan-European reach means the events are shown even in territories where there is weak interest in skiing.

## 'No link' to Infront sale

Infront has successfully renewed a number of its core long-term deals ahead of the sale of the agency by its owner, private equity group Bridgepoint Capital. However, the agency insists there is no connection between the timing of the deals and the impending sale. "This agreement is completely unrelated to the ongoing strategic review process," Infront told *TV Sports Markets*. It said all its deals were based on "the respective market situation, the long-term sales strategy for the property as well as – first and foremost – the needs of our clients." ■

## REGULATION

# Ofcom not bound by blocked hours rule in Premier League case

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unique among major sports leagues in making such a small proportion of its matches available live.

The league's defence for this has always been the FA's invocation of Uefa's Article 48, also known as the 'Blocked Hours' rule. This means that no football can be broadcast in England between 2.45pm and 5.15pm on Saturday, when most Premier League matches are played. The associations of Scotland and Northern Ireland have also invoked the rule, which exists to protect stadium attendances and grassroots participation in football.

The European Commission has tried on at least two occasions to force the league to make all its matches available. It was concerned that the 20 clubs act as a cartel: restricting output to push up rights prices, which are passed on to the consumer through higher pay-television subscriptions.

The commission has so far failed to enforce change because it could not get around one of its own rulings. The commission granted a 'negative clearance' for Uefa's Article 48 in April 2001.

Brussels granted the clearance because it found that the restriction on output had no "appreciable restrictive effect" on inter-state trade between EU members.

This is the threshold established under European competition law for any regulatory intervention. Ofcom is not bound by this threshold.

The UK regulator can look purely at the impact of the restriction on the UK broadcast market under the UK's Competition Act and can intervene if it feels there is an impact on competition which is to the detriment of the consumer.

However, even if it identifies anti-competitive effects, Ofcom may still consider that the public interest benefits of the current system outweigh them.

This is why the input into the investigation of the football authorities and supporters' groups, probably backed by lobbying from MPs with big football constituencies, will be crucial. Ofcom said last week that it understands that attending 3pm matches on Saturday is "important to many fans."

## Value on the table

Premier League clubs last month approved the sales strategy for the forthcoming cycle, from 2016-17 to 2018-19. It includes an increase in the number of live games but still stops well short of making all games available.

The league met representatives from Ofcom last week. The regulator will have been able to voice its concerns before the Premier League comes to market – with an auction expected in the UK as early as next month. However, without a completed investigation it will not be able to force any major changes.

Many independent rights experts believe the Premier League could increase its already substantial UK media-rights income by making all games available.

The additional income would more than compensate for any reduction in gate receipts, they argue. Income from centrally-sold media rights is pure profit. Income from match-day activities, such as ticket sales, has to be set against very substantial operating costs.

There is also a view that smaller clubs would enjoy a greater share of the additional income. The 'facility fee' by which 25 per cent of UK media-rights income is currently distributed, based on the number of times each team is broadcast live, would have to be replaced

with another mechanism.

The original idea of the facility fee – that clubs whose games are televised should be 'compensated' for lower gate receipts – has been lost. Those clubs which are televised the most, such as Manchester United, Liverpool, Chelsea, Manchester City and Arsenal, also have the highest stadium attendances and the greatest demand for season tickets.

A further economic benefit of making all matches available on television is that the rampant piracy of Premier League matches – both on peer-to-peer streaming services and in pubs taking an unauthorised signal from abroad – would be vastly reduced. And the league would not have to spend time and money 'policing' pubs and taking publicans to court.

The league would also be able to go back to offering broadcasters in the EU the rights to all of its matches, including all 3pm kick-offs, which would make the product more valuable. In the most recent rights cycle, the league limited the number of Saturday 3pm matches EU broadcasters could show in order to limit the number of matches being beamed into UK pubs from abroad.

For Premier League clubs, the potential benefits of making all matches live are significant. Most of the feared negative impact appears to relate to clubs in the Football League and Football Conference.

This raises the question of why Premier League club owners are so committed to the blocked hours rule. The obvious answer is that the current model delivers cycle-on-cycle increases, so there is no desire for change. But some insiders believe another answer lies in the league's relationship with BSkyB.

Rivals of Sky believe the broadcaster is a beneficiary of the current system. The small number of matches available makes it extremely difficult for any new player to create a strong rival product. In addition to a good choice of matches, volume is essential for pay-television companies.

The current system has had the effect of making the Premier League a two-player product. Putting all 380 matches onto the market would almost certainly open up the market to new players, possibly weakening the stranglehold Sky has had on the rights since the league was created in 1992.

Well-placed insiders say many club chairmen fear that any weakening of Sky's financial commitment could be to their long-term detriment.

### Facts or fears?

Demonstrating a direct causal link between live sports broadcasts, stadium attendances and grassroots participation is extremely difficult, as there are so many factors at play.

*TV Sports Markets* this week asked the Football Association, the Premier League, and the Football League if there was any research to support fears of a negative impact of live coverage. By the time of going to press, none had been provided.

The Premier League said: "The most relevant statistic we can present is that our attendance last season was at an all-time high – stadiums were 95.9-per-cent full. We believe the 3pm blackout is important to protect not only our own attendances but for those in the Football League and the Conference, as well as for grassroots participation."

The Football Supporters Federation, which represents over 500,000 football supporters from all levels of the sport, said its members were largely supportive of the blocked hours rule because of fears of lower-league crowds being hit by showing all games live.

"Would a child growing up in Macclesfield or Hartlepool still go to home games if they could watch Man Utd or Sunderland on TV instead? The fear is they'd choose TV," the federation said. ■

## RUGBY UNION

# Coliseum interest pushes up World Cup value in NZ

By Richard Welbirg

World Rugby, the sport's governing body, exceeded expectations in a deal agreed earlier this month with pay-television operator Sky New Zealand for the rights to the 2015 Rugby World Cup.

Sky paid \$8.25m (€6.6m). This is a 50-per-cent increase on the NZ\$7m (€4.5m/\$5.5m) paid by commercial

broadcaster TV3 for the 2007 tournament held in France, the previous northern hemisphere World Cup, and the most meaningful benchmark. The 2015 tournament will be played in England and Wales.

Local experts had predicted a significant decrease in the rights value because of a lack of competition to Sky (*TV Sports Markets* 17:22). There is little interest from commercial broadcasters because Saturday games will air early on Sunday morning in New Zealand, and there are restrictions on advertising in the time slot.

However, Coliseum set the running in negotiations and pushed Sky's offer upward. It is understood Coliseum's final bid was higher than Sky's, but World Rugby decided against an OTT model.

The fee is even a small increase on the NZ\$10m public-service broadcaster TVNZ paid for the 2003 World Cup, held in Australia. Tournaments held in the southern hemisphere rugby-playing nations are in a more favourable time zone for broadcast in New Zealand, and therefore more valuable in general.

Comparisons with the 2011 World Cup are misleading because it was hosted by New Zealand, giving a huge boost to the value of the rights in the country. World Rugby earned NZ\$21m, after rights were split into free-to-air and pay-television packages (*TV Sports Markets* 14:5).

Sky acquired the pay-television package for a fee of about NZ\$15m. As host broadcaster, it produced and aired all 48 matches.

Free-to-air rights were sold to a consortium of broadcasters including public-service broadcaster Maori TV, TVNZ and TV3. The New Zealand government put up NZ\$3.2m towards the deal and the rest of the NZ\$6m fee was split between the three broadcasters.

For 2015, Sky has to show 12 games on a free-to-air basis. It could exploit these rights on its free-to-air channel Prime, or sublicense them to another of New Zealand's free-to-air broadcasters.

### Japan

World Rugby also agreed a deal for the 2015 tournament in Japan, where

advertising agency Dentsu acquired the rights for about \$2m.

Dentsu's fee is the same as that paid by pay-television network J Sports for the 2011 tournament. The agency will sublicense the rights to J Sports and free-to-air broadcasters NHK and NTV.

Adding a free-to-air element in Japan was very important for World Rugby in spreading the popularity of the sport ahead of the 2019 tournament, which will be hosted by the country. The governing body needs to achieve a significant uplift in its media rights fees in 2019 and to make sure the competition is a success generally.

It felt a consortium of free-to-air and pay-television broadcasters would offer the best balance of income and coverage and that the easiest way to organise such a deal was to go through Dentsu.

The deals in Japan and New Zealand were agreed with Rugby World Cup Ltd, the commercial rights-holder of the World Cup, which was advised by the IMG Events & Media agency. World Rugby changed its name from the International Rugby Board earlier this month. ■

## FOOTBALL

# Uefa closes club deals in Brazil, Greece and Portugal

By Richard Welbirg and Robin Jellis

ESPN's desire for football content after losing out on the Champions League has helped Uefa achieve a significant rise in the value of the Europa League in Brazil.

The pay-television network acquired the rights in a deal worth \$7m (€5.6m) per season. Free-to-air rights will remain with commercial broadcaster Esporte Interativo, which will pay about \$1m per season.

European football's governing body also finalised a stronger-than-expected rights cycle in Greece, but suffered a cut in the value of its Champions League rights in the tough Portuguese market.

It agreed a free-to-air rights deal with Greek public-service broadcaster Nerit

for about €3.3m per season.

In Portugal, Uefa agreed a deal with public-service broadcaster Rádio e Televisão de Portugal (RTP) for free-to-air rights worth close to €5m per season.

All three deals are for three years, from 2015-16 to 2017-18, and were brokered by Team Marketing, Uefa's sales agent for its club competitions.

## Brazil

Neither ESPN nor Esporte Interativo faced any competition, and the 74 per cent rise in the total value of the Europa League was entirely driven by ESPN Brazil's need for football as it faces losing the Champions League and German Bundesliga from 2015-16 (*TV Sports Markets* 18:21; 17:19).

In the current cycle, from 2012-13 to 2014-15, pay-television and digital rights are held by internet company Terra in a deal worth \$4m per season. Esporte Interativo pays \$600,000 per season for free-to-air rights.

Terra showed all its games online, and sublicensed the second and fourth picks each week to ESPN. The first and third picks were included in Esporte Interativo's free-to-air deal.

In the previous cycle, from 2009-10 to 2011-12, ESPN held the pay-television rights, paying \$900,000 per season. Commercial channel Record held free-to-air rights.

## Greece

Nerit beat a rival bid from commercial broadcaster Antenna, thought to have been close to €3m per season.

The fee represents a decrease of around 70 per cent on the €10.8m per season paid by now-defunct public-service broadcaster ERT. The fee has fallen because free-to-air broadcasters cannot refinance such high rights fees from a struggling advertising market, and because there are fewer free-to-air matches in the new deal. Uefa sought a higher rights fee for the pay-television rights.

Nerit, which has replaced ERT as state broadcaster, will show 13 games per season, down from the 18 games per season it shows at present. The broadcaster will show first-pick games on Wednesdays. The deal covers six

group-stage matches, two matches from the round of 16, the quarter-finals and the semi-finals, as well as the final.

Pay-television broadcaster OTE last month agreed a deal for all Champions League matches, most of which are exclusive, and exclusive Europa League matches in a deal worth €35m per season.

The deal with Nerit means Uefa will earn a total of €38.3m per season for its Champions League and Europa League rights in Greece. This is up almost 19 per cent on the €32.3m per season it earns from 2012-13 to 2014-15.

Then, pay-television broadcaster Nova paid around €19m per season for rights to both competitions; ERT paid €10.8m per season for first-pick Champions League rights; and Antenna paid €2.5m per season for first-pick Europa League games.

There is no free-to-air coverage of the Europa League in the new cycle.

## Portugal

RTP's €5m-per-season fee represents a cut of around 13 per cent on the €5.75m per season paid by commercial broadcaster Televisão Independente (TVI) in the three years from 2012-13 to 2014-15 (*TV Sports Markets* 15:19).

TVI is thought to have been the only rival bidder to RTP, and is understood to have tried to force its fee down even further – offering about €4m per season.

The fee has not fallen further as there is strong interest in Porto, Benfica, and Sporting, all of whom are taking part in the 2014-15 Champions League season.

The pay-television rights in the current cycle are held by Sport TV in a deal worth €9m per season. Sport TV has a near monopoly on the Portuguese market.

The rights fee increased from €4m per season to the current level the last time a deal was agreed due to strong interest in the rights from Portuguese businessman Miguel Pais do Amaral.

Although his interest has cooled, rival pay-television broadcaster Benfica TV may provide competition for the rights in the next cycle. It has showed an appetite for top sport, acquiring exclusive Premier League rights in March 2013 for €2.3m per season (*TV Sports Markets* 17:5). ■

## GOLF

# Ancient club has modern dilemma: money or exposure?

By Robin Jellis

The Royal and Ancient Golf Club (R&A) could be forced to sell at least some of the rights to the British Open to pay-television if it is to increase the media rights value of the competition.

UK public-service broadcaster the BBC holds exclusive rights in a five-year deal, from 2012 to 2016, worth about £9m (€11.3m/\$14.1m) per year. It also pays more than £2m per year in production costs – the Open is filmed by 60 to 70 cameras.

Although the BBC has said that it would fight to hang on to its “crown jewel” sports events, is not thought to be willing to increase its fee for the Open. It has been forced to reduce its sports-rights budget by 20 per cent due to a freeze in the licence fee, its primary source of funding. It is also thought to consider the existing fee a high one as it is only for four days of golf.

The main free-to-air broadcasters in the UK, other than the BBC – ITV, Channel 4 and Channel 5 – are not thought to be interested in the rights.

Pay-television broadcaster BSkyB, which holds the UK rights to most major golf events, is expected to bid. Rival pay-television broadcaster BT Sport is thought to have considered making a bid, but is unlikely to do so.

The rights in a new cycle, expected to cover the five years from 2017 to 2021, were tendered earlier this month. The deadline for bids was November 24. A deal is expected in the coming weeks. The IMG Events & Media agency is advising the R&A on the sales process.

Peter Dawson, R&A chairman, who is stepping down in September 2015, has said on several occasions that the BBC risks losing its rights if it does not offer a decent rights fee or innovate its broadcast coverage.

The R&A is understood to be seeking further improvements in production

standards. A pay-television broadcaster would be able to dedicate an entire channel to the event, as Sky did with this year's Ryder Cup.

One possible scenario is a sharing deal between the BBC and Sky, similar to the one currently in place for the US Masters. The current deal, agreed in April for three years, from 2015 to 2017, is worth about \$14m per year. Sky pays a slightly larger share. It is thought that there is an option to renew the deal for an additional year.

The fee is up from \$12m per year in the existing contract, from 2011 to 2014, split evenly between the broadcasters (*TV Sports Markets* 14:17). ■

## FOOTBALL

### DFB holds value despite lack of competition

By Robin Jellis

The German football federation, the Deutscher Fußball-Bund, last week secured a small fee increase for a host of rights in a renewal with public-service broadcasters ARD and ZDF.

The deal is for two seasons, from 2016-17 to 2017-18, and covers men's national team friendly matches, the men's third-tier league, 3. Liga, women's national team friendly matches and the women's top-tier Bundesliga. ARD and ZDF currently hold the same rights in a four-year deal, from 2012-13 to 2015-16.

The total value of the deal is expected to be between €39m (\$49m) and €41m per season, depending on the number of friendly matches played over the two seasons.

The fee for men's national team friendlies has increased to about €4.5m per match, up from about €4.3m per match in the existing deal.

The fees for the other properties are thought to have stayed steady. The 3. Liga has stayed at about €12.8m per year, while the combined fee for women's national team friendlies and the women's Bundesliga has remained about €3.7m per year.

It is understood that neither of Germany's two biggest commercial broadcasters, RTL and ProSiebenSat.1, were interested in the rights. RTL was not interested after acquiring men's national team qualifying matches for Euro 2016 and the 2018 World Cup in a €110m deal last July (*TV Sports Markets* 17:13). Sat.1 has shown little appetite for top football rights in recent times. It is also thought that commercial broadcasters would have failed to refinance the fee.

German men's national team matches must be shown free-to-air in line with listed-events legislation, limiting the number of bidders.

Germany usually play strong teams in friendly matches. This year the men's national team has played top teams Chile, Argentina and Spain. In its Euro 2016 qualifying group, on the other hand, it faces weaker nations such as Poland, Scotland, the Republic of Ireland, Georgia and Gibraltar.

ARD/ZDF was keen to retain national team matches after losing out on the qualifier matches to RTL. The deal was agreed by SportA, ARD and ZDF's rights-buying arm. ■

## REGULATION

### Eurosport loses automatic access to EBU content

By Robin Jellis and Frank Dunne

Pan-regional broadcaster Eurosport has lost its automatic right to share content acquired by the European Broadcasting Union, the consortium of public-service broadcasters.

The issue has been under discussion for several months and the decision is expected to be ratified shortly by the EBU's general assembly.

This is a consequence of the change in ownership of Eurosport from French commercial broadcaster TF1, which was a member of the EBU, to US channel syndicator Discovery Communications, which is not.

The development had been widely expected in the industry since Discovery

took a 51-per-cent stake in Eurosport in May. Discovery initially took a 20-per-cent stake in 2012.

The ending of a relationship which has existed since Eurosport was created by EBU members in 1989 will have negative consequences for both parties. The broadcaster is involved in most EBU deals, except for those for major football tournaments, such as the Fifa World Cup. The EBU benefits by having Eurosport as a guarantor of its deals. Eurosport funding helped the EBU land the 2010 and 2012 Olympic Games after a first-round bid without the pay-television broadcaster failed.

In practice, the change may not have a huge impact on the amount of content Eurosport secures from the EBU in the short to medium term. The consortium will still look to sublicense pay-television rights which its European members have acquired and cannot use. The consortium will decide on a case-by-case basis what to do with the rights and Eurosport still represents the only 'one-stop shop' solution for rights across Europe.

Longer term, the strength of Eurosport's bargaining position with the EBU will depend on two things. First, whether channel operators like Fox International Channels and beIN Media Group roll out their channels more widely across Europe, creating rivals with a comparative reach and considerable financial resources.

As a source close to the consortium put it, "if there were challengers to Eurosport across Europe, the EBU would be obliged to speak to them. It would be more or less obligatory. Anyone could take the EBU to court for not doing so. As a non-member, Eurosport cannot be given preferential treatment."

Second, the extent to which Discovery comes into direct competition with EBU members for sports content in individual markets. This could either be through Eurosport moving away from pan-European acquisitions and acquiring more content on a market-by-market basis, or through other Discovery-owned operators, such as SBS Discovery Media in the Nordics, acquiring local rights which EBU members had targeted. ■





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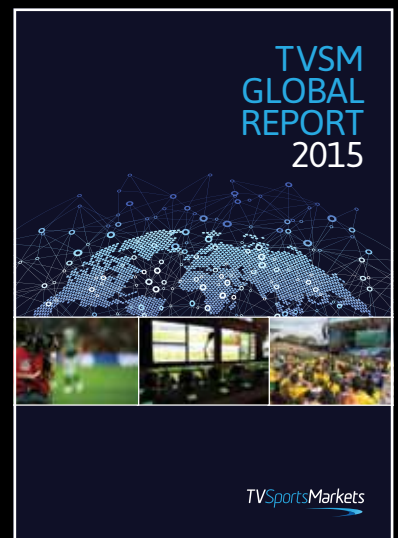
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**TVSportsMarkets**

**SPORTS CLIPS:** News from TVSM Daily from November 13 to November 26**MEDIA RIGHTS 1****Football: Euro 2016, Champions League, Major League Soccer and more**

- **Football:** Danish state broadcaster DR and commercial broadcaster TV2 acquired rights for the Euro 2016 national team tournament in a deal with the CAA Eleven agency, which brokered the deal on behalf of Uefa, the sport's European governing body. DR and TV2 will share live coverage of all 51 matches and will show highlights and magazine programmes. The rights cover all platforms.
- **Football:** Icelandic media company Skjárninn acquired rights for Uefa Euro 2016 in a deal with CAA Eleven. The multi-platform deal includes live coverage, highlights and magazine programmes.
- **Football:** Public-service broadcasters ARD and ZDF extended a rights deal with the Deutscher Fußball-Bund, the sport's governing body in Germany, for national team matches and club tournaments. The two-year deal covers 2016-17 and 2017-18 (page 8).
- **Football:** Greek public-service broadcaster Nerit acquired free-to-air rights for the Uefa Champions League for three seasons, from 2015-16 to 2017-18. Nerit will broadcast live coverage of Wednesday games and highlights on Tuesday and Wednesday evenings. The deal was agreed with the Team Marketing agency (page 6).
- **Football:** Pay-television broadcaster Fox Sports acquired rights in Italy to the finale of the 2014 Major League Soccer season. In a deal agreed with the MP & Silva agency, Fox Sports 2 and Fox Sports Plus will provide live coverage of the conclusion of the MLS Playoffs.
- **Football:** Media company Mediaset, which owns Spanish commercial channels Telecinco and Cuatro, acquired rights for the 2015 Fifa Club World Cup in Morocco. Mediaset will broadcast live coverage of two quarter-finals and two games featuring Spanish Liga club Real Madrid – either the semi-final and final or semi-final and third-place play-off. Mediaset's Mitele.es website will also show live coverage of games featuring Real and Argentinian club San Lorenzo.
- **Football:** Public-service broadcaster Česká Televize acquired rights for the 2015 Euro U-21 national team tournament which will be hosted in the Czech Republic. The deal was brokered by CAA Eleven on behalf of Uefa. The deal includes live coverage and highlights
- **Football:** Media company TVJOJ acquired exclusive rights in Slovakia for the 2015 Euro U-21 tournament. The deal with CAA Eleven includes television, online and mobile rights.
- **Football:** UK public-service broadcaster the BBC acquired rights for the 2015 Fifa women's World Cup, taking place in Canada. The broadcaster will show every game on its BBC Two and BBC Three channels and the Red Button digital service.

**SINCE LAST TIME**

- US private investment group Providence and two Chinese companies, including property firm Wanda, are considering bids for the Infront Sports & Media agency. Infront's parent company, private equity firm Bridgepoint, is said to have set a deadline of the end of November to receive bids.
- Aereo filed for bankruptcy protection five months after the US Supreme Court ruled that the online streaming company breached the copyright of major sports leagues and their broadcast partners. Aereo suspended its operations following June's ruling and failed in an attempt to reclassify itself as a cable-television provider in order to continue to operate.
- BSkyB will be renamed Sky after the UK pay-television broadcaster completed acquisitions of Sky Italia in Italy and a majority stake in Sky Deutschland in Germany and Austria. BSkyB acquired 100 per cent of Sky Italia and just under 90 per cent of Sky Deutschland. Both were owned by 21st Century Fox. BSkyB paid £6.88bn (€8.6bn/\$10.75bn) to create the pan-European pay-television company.
- French pay-television broadcaster Canal Plus lodged an appeal against the decision to hold a new tender process for the rights to the country's Top 14 rugby union league. In October, the Court of Appeal in Paris dismissed an appeal by the Ligue Nationale de Rugby and Canal Plus over the decision by the Autorité de la Concurrence, the French competition authority, to suspend the rights deal and hold a new tender process by March 31, 2015, at the latest.
- Digital sports media company Perform Group is to be delisted from the London Stock Exchange next month after privately-held investment group Access Industries confirmed a further increase in its shareholding to 77 per cent.

**FOOTBALL**

- Javier Tebas, president of the Liga de Fútbol Profesional, the Spanish football league, outlined how media rights income will be split between clubs when a new collective model is introduced. Tebas said money would be distributed to clubs: 50 per cent evenly; 25 per cent based on "historical results"; and the remaining 25 per cent based on "social standing." Tebas said the goal is to make the media rights income ratio between the top and bottom club in the top tier Liga "one to 3.5 rather than one to 6.5."
- The Ligue de Football Professionnel, the French football league, will step up legal action against social media website Twitter and video-sharing website Vine. The league's head of legal affairs, Jerome Perlemuter, said that Twitter had ignored requests to halt clips of games being shown on a slight delay via Vine.
- Football Federation Australia, the sport's national governing body, defended its stance on continuing to play A-League top-tier fixtures during breaks for international matches. FFA chief executive David Gallop said that halting the domestic programme during the international breaks would "adversely affect our broadcast value."

**SPORTS CLIPS:** News from TVSM Daily from November 13 to November 26**MEDIA RIGHTS 2****NBA basketball, Tour de Pologne, handball World Championships and more**

- **American Football:** US regional broadcaster WEWS NewsChannel 5 agreed a multi-year rights deal with the NFL's Cleveland Browns, beginning with the team's pre-season games from the 2015-16 campaign. Further details will be disclosed at the end of this season.
- **Athletics:** The Dentsu Sports Asia subsidiary of the Dentsu advertising agency secured a deal to produce and distribute coverage of the Singapore Marathon. The deal with Spectrum Worldwide, the event's organiser, will run for three years, from 2014 to 2016.
- **Aussie Rules:** Australian commercial broadcaster Seven struck a rights deal for the Victorian Football League regional competition. The agreement will run for two years, from 2015 to 2016. Seven will broadcast live coverage of the match of the round every week as well as most VFL finals and the Grand Final in the Victorian market.
- **Basketball:** The Saran Media agency expanded its multi-year partnership with the NBA by acquiring rights covering Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Tajikistan, Turkmenistan and Uzbekistan. Saran Media will broadcast a minimum of three regular-season games per week during the 2014-15 regular season in Russian and Turkish, along with events such as All-Star 2015, the conference playoffs, NBA finals and NBA Action, a weekly highlights show.
- **Basketball:** Norwegian commercial and pay-television broadcaster TV2 agreed a two-year rights deal, from 2014-15 to 2015-16, for the NBA. TV2 will show live coverage of more than 50 games per season across its TV2 Sport and TV2 Sumo channels. The broadcaster will also provide a weekly magazine programme plus highlights on Mondays and Thursdays.
- **Basketball:** The NBA's Miami Heat signed a long-term extension to its local rights deal with Sun Sports, a regional subsidiary of the Fox Sports network. Sun Sports will show live coverage of the team's games and first round play-off games.
- **Basketball:** The American Sports Network pay-television channel acquired rights for the 2014-15 Horizon League US collegiate tournament. ASN will produce and broadcast coverage of 10 games per season. All nine members of the Horizon League basketball division will appear on ASN at least once per season.
- **Boxing:** Sports marketing company Octapixx Live was awarded the global marketing and distribution rights to the middleweight world championship bout between Gennady Golovkin and Martin Murray in Monaco on February 21.
- **Cycling:** Polish public-service broadcaster TVP acquired rights for the Tour de Pologne, Poland's annual race on the UCI WorldTour calendar. The deal will run for five years, from 2015 to 2019, and includes support programming.
- **Fencing:** The Fédération Internationale d'Escrime, the sport's global governing body, signed a rights and content distribution agreement with multi-lingual and multi-national news broadcaster Euronews. The deal is for three years, from 2014-15 to 2016-17. Euronews will show highlights of FIE events along with reports from competitions via the channel's sports bulletins and digital platforms.
- **Handball:** Norwegian commercial and pay-television broadcaster TV2 acquired rights for the 2015 and 2017 World Championships for men and women. The deal was agreed with the Pitch International agency, which struck an agreement in May with pay-television broadcaster beIN Media Group to distribute the rights. The men's tournament will take place in Qatar in 2015 and France in 2017. The women's event will take place in Denmark next year and then Germany in 2017.
- **Handball:** Pan-Nordic basic-tier and pay-television broadcaster SBS Discovery and pan-European sports broadcaster Eurosport, owned by Discovery, jointly acquired exclusive rights in Sweden for the 2015 World Championships for men and women.

- French pay-television broadcaster beIN Sports, operated by beIN Media Group, launched a multiplex service for its coverage of the Uefa Champions League European club football tournament.
- Media company Mediaset switched live coverage of the Spanish top-tier football Liga from its Cuatro channel to Energy in an effort to revive audience figures on the digital-terrestrial channel.
- German pay-television broadcaster Sportdigital struck a carriage deal with cable-television broadcaster Kabel Deutschland for its new Sportdigital HD channel. The high-definition channel, which is dedicated to football coverage, was added to Kabel Deutschland's 'Premium Extra' package on November 25.

**MEDIA INTERNATIONAL**

- US sports broadcaster ESPN will use the 2015 Cricket World Cup to begin a new initiative of selling standalone streaming subscriptions for sports programming.
- UK pay-television broadcaster BSkyB will rebrand one of its Sky Sports channels to provide blank coverage of the Professional Darts Corporation's 2015 World Darts Championship. The broadcaster's Sky Sports 3 channel will become Sky Sports Darts from December 18 until January 5.
- Italian media company RTI approved the transfer of sports media-rights and pay-television operations to a new company, Mediaset Premium Spa, on December 1. Mediaset Premium Spa will be formed following a deal by Spanish telco Telefónica to acquire an 11.1-per-cent stake in the new company. RTI will have the remaining 88.9-per-cent stake. Mediaset Premium Spa will also focus on content production and distribution across pay-television platforms.
- Betradar, a division of sports and betting-related services company Sportradar, struck a carriage deal with Italian bookmaker Sisal Matchpoint for its Live Channel service. Live Channel is available in-store or online and offers live coverage of sporting events as well as statistics and betting odds.

**SPORTS CLIPS:** News from TVSM Daily from November 13 to November 26**MEDIA RIGHTS 3****Formula One, Formula E, European Games, Top 14 rugby, WWE and more**

- **Motorsport:** Pay-television broadcaster Fox Sports acquired rights for the Formula One world championship in Latin America, excluding Brazil, in a sublicensing deal with Spanish agency Mediapro. Fox acquired non-exclusive rights for 10 races per season over five years, from 2015 to 2019. Mediapro will launch a new channel, available on pan-regional pay-television provider DirecTV across Latin America, offering live coverage of every race (page 3).
- **Motorsport:** German sports broadcaster Sport1 acquired rights for the ADAC GT Masters series in a three-year deal from 2015 to 2017. Sport1 will broadcast live coverage of every race during the 2015 series plus a regular magazine programme. Sport1 will also stream content via its online and mobile platforms.
- **Motorsport:** Malaysian state broadcaster RTM acquired rights for live coverage of the country's Putrajaya ePrix, the second round of the inaugural season of the Formula E electric car-racing championship, on November 22. The one-race deal included delayed coverage of the qualifying plus pre-race and post-race programming and driver interviews.
- **Multi-sport:** Organisers of the 2015 European Games in Baku, Azerbaijan, awarded rights to pay-television operators Tring Media and Digi Sport in Albania and Slovakia respectively, commercial broadcaster RTL in Luxembourg, pay-television broadcaster Moldova Sport TV in Moldova and state-owned broadcaster Belarus S in Belarus.
- **Multi-sport:** Digital sports media company Perform struck a deal to show news and features from the 2015 European Games.
- **Multi-sport:** US pay-television broadcaster ESPN Deportes acquired Spanish-language rights for the 2015 Central American and Caribbean Games in Veracruz, Mexico.
- **Rugby Union:** Online subscription service Coliseum Sports Media acquired rights in New Zealand for the French top-tier Top 14. The agreement includes live rights and highlights. Coliseum – which agreed the deal with Ligue Nationale de Rugby, the operator of the league – launched Top14Pass.com, a new direct-to-customer platform, to exploit the rights.
- **Skiing:** US media company Universal Sports Network agreed a rights deal for Austrian events on the international ski federation's (Fédération Internationale de Ski) World Cup calendar. The deal with the European Broadcasting Union consortium of public-service broadcasters covers the 2015-16 and 2016-17 seasons (page 2).
- **Volleyball:** German sports broadcaster Sport1 acquired rights for the European Volleyball Confederation 2015 women's championship. Sport1 will broadcast live coverage of all games featuring the Germany national team plus other selected matches. The deal includes exclusive rights in Germany plus non-exclusive rights in Austria, Switzerland and Luxembourg. Live coverage will be broadcast on the Sport1 and Sport1 Plus channels. The agreement also covers delayed and highlights coverage across all Sport1 television, online and mobile platforms. The deal was brokered by the Infront Sports & Media agency, the confederation's exclusive rights distributor.
- **Winter Sport:** Pan-European sports broadcaster Eurosport struck a rights deal with Infront Sports & Media for live coverage of events operated by the Fédération Internationale de Ski. The deal includes World Cup events over five years, from 2016-17 to 2020-21, as well as the snowboard and freestyle World Championships in 2015 and 2017, and the 2019 and 2021 Alpine and Nordic World Championships. Coverage will be shown on the Eurosport, Eurosport 2 and Eurosport Asia-Pacific channels (page 4).
- **Wrestling:** Spanish commercial broadcaster Atresmedia agreed a two-year extension, from 2014-15 to 2015-16, to its rights deal with US organisation WWE.
- **Wrestling:** US media and entertainment company Discovery Communications signed a multi-year rights deal with TNA Impact Wrestling to broadcast the series on the Destination America channel. The deal will begin in 2015 and include international rights in selected territories, to be announced at a later date.
- **Wrestling:** The New Japan Pro Wrestling organisation secured a rights deal in the US with pay-television broadcaster AXS TV, beginning in January.
- Greek pay-television broadcaster OTE launched OTE Sport 6HD and will launch another new sports channel, OTE Sport Highlights HD, in December.
- ABC will end its coverage of regional sports tournaments and various women's sports in Australia due to the federal government cutting A\$254m (€178m/\$221m) from the public-service broadcaster's budget. ABC will no longer show women's club football competition the W-League, the Women's National Basketball League, New South Wales rugby union competition the Shute Shield or regional Aussie rules competitions the VFL, WAFL and NTFLL.
- DeporTV, the sports channel operated by the Argentinian government, launched on the country's cable-television platforms. The channel launched in 2013 on DTT-based and free-to-air television and online platforms.
- Siyaya TV secured a broadcasting licence ahead of the start of its rights deal for coverage of the South African national football team. The licence was awarded by the Independent Communications Authority of South Africa. The pay-television broadcaster acquired exclusive rights for games featuring the national team in a six-year deal with the South African Football Association, beginning next year. Siyaya TV plans to offer a package of between 15 and 20 channels, including Bafana Bafana TV, which will be dedicated to the national team.
- German public-service broadcasters ARD and ZDF, plus the Deutscher Handballbund, the governing body of handball in the country, expressed their frustration that a rights deal was yet to be

**MEDIA RIGHTS NEGOTIATIONS**

- German public-service broadcasters ARD and ZDF, plus the Deutscher Handballbund, the governing body of handball in the country, expressed their frustration that a rights deal was yet to be

## SPORTS CLIPS: News from TVSM Daily from November 13 to November 26

- signed in Germany for the 2015 men's World Championships, which will take place in Doha, Qatar, from January 15 to February 1. SportA, the agency that acquires sports rights for ARD and ZDF, said it had been "asked to wait" since lodging a bid for the rights in August.
- The CAA Eleven agency launched an invitation to tender for the rights in the UK to the Uefa Euro 2016 and Euro 2020 national team football tournaments. Bids must be submitted by December 17.
  - CAA Eleven launched a tender process for the rights in Denmark, Finland, Norway and Sweden to the Uefa Euro U-21 national team tournament. Bids must be in by December 11.
  - Dutch public-service broadcaster NOS decided against bidding for the next cycle of rights, from 2015-16 to 2017-18, to the Uefa Champions League due to budget cuts.
  - The Premier League could begin scheduling matches on Friday nights in the next three-year rights cycle, from 2016-17 to 2018-19, according to the *Sunday Mirror*. The number of games shown live in the UK is set to increase from 154 per season, with broadcasters favouring Friday night kick-offs over Sunday evening matches.
  - UK commercial broadcaster ITV is preparing a bid to acquire domestic highlights for the English Premier League in the next rights cycle, starting in 2016-17, according to *The Guardian* newspaper.
  - Sports content company Aurora Media Worldwide signed an agreement with the Falcon and Associates agency to support host broadcaster, state-owned Dubai Sports, in its coverage of badminton's World Superseries Finals in Dubai. Aurora Media will produce live coverage of all men's and women's finals matches from the Badminton World Federation event for two years, from 2015 to 2016.
  - Foxtel chief executive Richard Freudenstein denied that Australia's anti-siphoning regulations would become redundant if the pay-television operator acquired commercial broadcaster Ten in a joint deal with pay-television broadcaster Discovery Communications. Foxtel and Discovery are thought to be considering a joint bid for Ten. Anti-siphoning regulations reserve certain major sporting properties for free-to-air television, but Freudenstein played down the impact of a possible takeover on "ridiculous anti-siphoning laws."
  - Commercial broadcaster Channel 4 awarded Sunset+Vine a contract to produce the UK commercial broadcaster's live coverage of the 2016 summer Paralympic Games in Rio, Brazil.
  - Sports betting company bwin will stream live coverage of the 2014-15 Euroleague basketball tournament through its mobile betting service. Bwin is a global partner of Euroleague Basketball and its upgraded sports app will also supply users with up-to-the-minute odds, game stats and in-play betting.
  - Online video distribution and marketing company Rightster became an online video partner of the Formula E electric car-racing series. Rightster will manage Formula E's channel on video-sharing website YouTube and will be responsible for programming support and cross-promotion of the series across relevant channels in the company's network.
  - A total television audience of 358m watched the 2014 European Athletics Championships in Zürich, Switzerland, from August 12-17.
  - The MP & Silva agency unveiled a new executive management structure. Group commercial director Roberto Dalmiglio assumed the role of chief commercial officer and will be supported by Roland Nikolaou and Jeroen Oerlemans, who were named vice-president of global sales and vice-president of global acquisitions, respectively. Konstantinos Filippas, former vice-president of content at Greek pay-television broadcaster OTE, was appointed managing director of Europe. Peter Hutton will step down as joint chief executive.

### ALSO SINCE LAST TIME

- The Rio 2016 summer Olympic Games will feature athletics finals during morning sessions following a request by the local organising committee and Olympic Broadcasting Services, the Games' host broadcaster, to the IAAF, the global governing body of athletics. There will be 13 finals in the mornings, which will include five road events and eight stadium events. IAAF competitions director Paul Hardy said the move would maximise visibility for the events "across all time zones."
- The IMG Events & Media agency extended a deal with the BBC to continue producing the UK public-service broadcaster's snooker coverage. The deal runs for three years, from 2015 to 2017, and covers the World Championship, Masters and UK Championship. IMG also agreed an additional two-year deal to produce coverage of snooker's Welsh Open for the broadcaster's BBC Wales division.

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# WORLD SPORTS

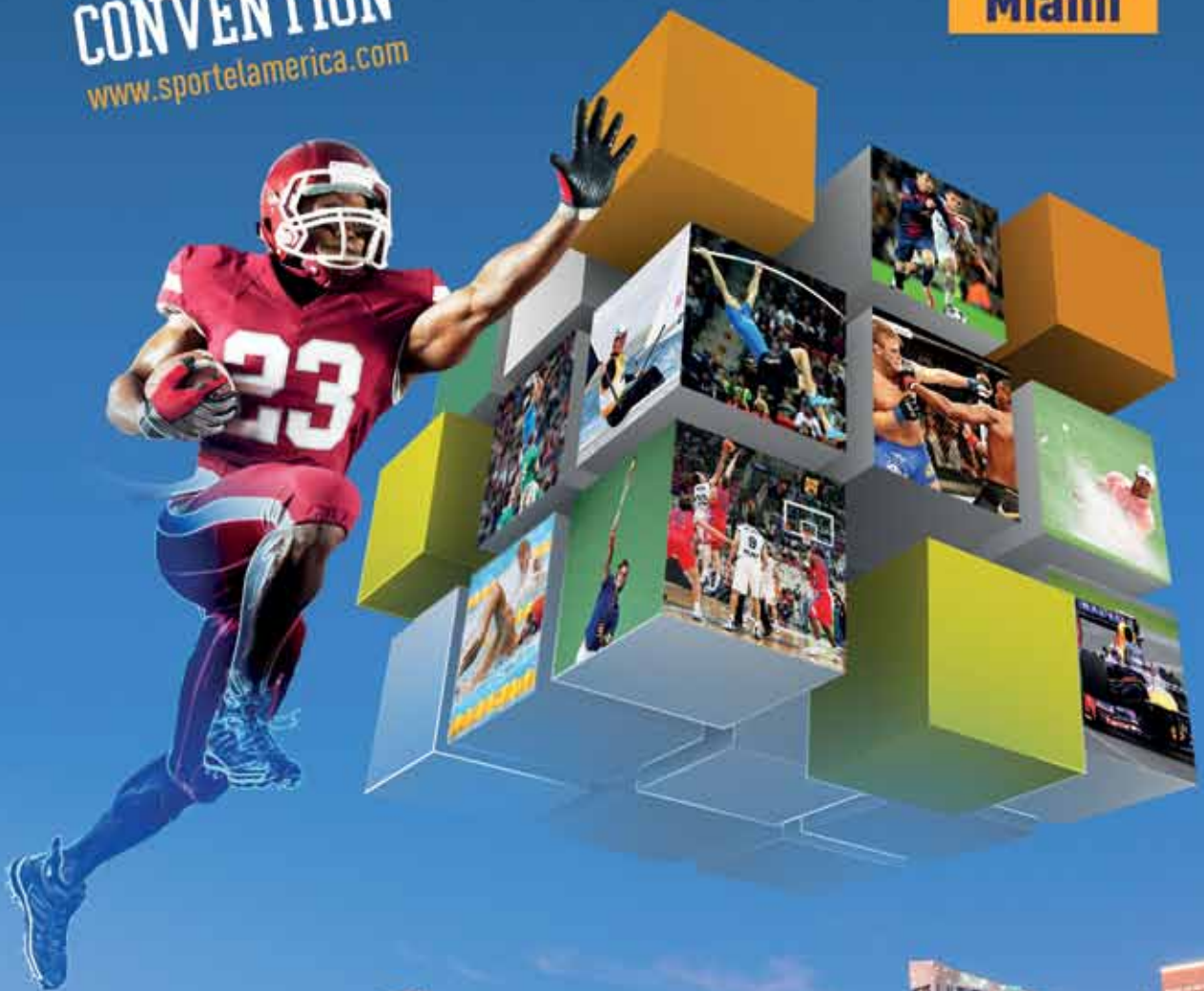
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