

DIGITAL MEDIA

Perform and IMG share the betting spoils after two bruising encounters

By Frank Dunne

Digital media company Perform and the IMG Events & Media agency have come away honours even after head-to-head battles for two of the biggest contracts in the sports betting rights market.

Perform this week renewed and expanded its deal for the global media rights to Women's Tennis Association events for 10 years, from 2017 to 2026 (see separate story, page 2). It is paying \$525m (€420m), plus a profit share, a large part of the value of which lies in the betting and data rights which are sold on to bookmakers. This is almost three times the \$18m per season Perform pays in its current four-year deal, from 2013 to 2016.

The deal was vital to Perform, after it lost out to IMG earlier this month on the betting rights to the portfolio of events held by the MP & Silva agency. IMG is thought to be paying about €21m per season for the rights over three seasons,

from 2015-16 to 2017-18. This is just over double the €10m per season Perform pays in its current contract with MP & Silva, which expires at the end of this season.

The two deals underline the growing importance of selling data and video streaming of sports events to bookmakers for their online betting services. However, analysts predict that it is a sector where margins will be squeezed after several years of high profits.

There are now four aggressive players in the sector – market leader Perform, IMG, the Sportsman Media Group agency, and betting services company Sportradar. Two years ago, Perform's only rival was Sportsman, the company which pioneered video streaming to bookmakers a decade ago.

The increased competition is having two effects. First, it is forcing up prices,

Continued on page 2 ►

TVSM GLOBAL REPORT

Football and NFL underpin market

By Frank Dunne

The global sports-rights market will grow over the next 12 months by nine per cent, from just under \$36.8bn (€29.5bn) to just under \$40bn, according to the *TVSM Global Report 2015*, which is published this week. By 2017 it will have grown to \$44.7bn.


The growth has come despite the global recession which followed the financial crisis of 2008. Some of the market

developments which had been expected to put a brake on growth have not done so. The maturing of the pay-television market in the US and large parts of Europe, for example, has not stopped rights inflation in both regions. The growth of internet-based media platforms, far from hitting traditional broadcast revenues, appears to be helping to drive them.

Continued on page 7 ►

CONTENTS

- 1 Perform hangs on to vital WTA betting rights after IMG snatches MP & Silva portfolio
- 1 Football and US sports leagues are engines of global growth
- 2 Perform goes private then sends signal of intent to industry with \$525m, 10-year tennis deal
- 3 IOC edging towards market value in China despite CCTV power
- 5 IMG gets bigger share of global equestrian rights in renewal
- 6 Pushy Türk Telekom helps Uefa regain lost ground in Turkey
- 7 Ciesla: How WRC Promoter will turn around rally championship
- 8 Sky Italia nets EuroBasket
- 9 Sports Clips

 Where you see this icon, enhanced coverage of a story is available on our website.

All stories and Sports Clips also available online at sportbusiness.com
SportBusiness

Follow us on Twitter
 @TVSportsMarkets

DIGITAL MEDIA

Perform and IMG share the betting rights spoils

Continued from page 1 ►

to the benefit of rights-holders. As one operator put it this week, “the current scrap is more about winning or retaining market share than getting a short-term return on investment. That means buyers are knowingly overpaying. Let’s face it, that’s what broadcasters do all the time with the traditional TV rights for top sport, so it’s not so unusual.”

Second, it is giving bookmakers greater leverage in negotiations, as they can play the four sellers off against each other to try to force prices down. A senior executive at one of the sellers said: “The market is getting hot. There are four of us in it now. They [the bookmakers] are all currently negotiating to force prices down. Streaming is an expensive product for bookies, and not as essential as data.”

Perform’s joint chief executive Simon Denyer told *TV Sports Markets* this week that the company welcomed competition but said that its position as market leader was not under threat.

“If you were to ask a bookmaker who is the supplier of content to the bookmaker industry there’s only one company they would ever quote,” he said. “We are the biggest supplier of content to the sports betting industry by a significant margin. Sportsman are historically second and a couple of others are trying to get into it. We created this sector over the last 10 years and have fantastic relationships with betting companies.”

Tennis and football

Not all sports are of the same value to bookmakers. Top football and tennis are highly prized because their strong media profile is good for marketing purposes and because both provide high-volume, season-long content.

A large part of the value of the MP & Silva portfolio lies in the betting rights to Italy’s Serie A and France’s Ligue 1. Fierce battles are expected for the betting rights

to Germany’s Bundesliga, which will come on the market shortly, and Spain’s La Liga. Both are currently held by Sportsman, whose deals expire after the end of the current season.

Independent experts say the betting rights to top European football leagues are worth between €5m and €10m per season each but that the current battle for the rights could push that up sharply.

Perform v IMG 1

Perform is thought to have narrowly beaten a very aggressive bid by IMG for the WTA rights in final presentations in Florida last week.

Tennis is a core sport for IMG, which has by far the biggest portfolio of any agency, and it was determined to win the property back. IMG held the rights before Perform. As the owner of important WTA events, such as the Miami Open, the agency was expected to have added leverage in its bid.

One informed source said that it had been a complex process because the structure of the two offers was different. “It was a bit like comparing apples with oranges and wasn’t just about the money. Within the WTA there was also a strong sense of loyalty to Perform.”

When Perform paid just over \$18m per year for the rights in the current deal, well-placed sources said that between a third and half of that investment was linked to betting rights. Some experts expect the proportion of earnings from betting rights to increase in the new contract because of the massive increase in the number of games covered by the contract.

One tennis rights expert said: “There should be uplift in revenue for both linear TV rights and betting rights, but how many broadcasters can show 2,000 women’s tennis matches a year? The point where broadcast revenue expires will be at maybe 700 matches, and that’s where the extra betting revenue kicks in.”

Denyer played down the significance of betting in the overall deal, however. “The fact that we have all the digital revenue streams helps,” he said, “but we still expect the majority of the revenue to come from traditional broadcasters, as it has in the current deal.”

IMG held the WTA rights outside Europe until 2012, with pan-regional

broadcaster Eurosport showing the events across the continent. When those contracts came up for renewal, the WTA was unable to secure satisfactory commitments from IMG and Eurosport. It put the global rights, excluding the US and Canada, out to tender, with Perform narrowly beating the IEC in Sports agency. Perform and IEC then teamed up to sell the rights jointly.

Perform v IMG 2

The deal for the rights to the MP & Silva portfolio was unconfirmed late this week, with some sources claiming the agreement had not yet been finalised. Details are not yet available of exactly what content will be included.

In Perform’s current deal, for two seasons, 2013-14 and 2014-15, the rights include: Italian Serie A, French Ligue 1, Brazilian Série A and Campeonato Paulista, Major League Soccer, the Turkish Cup, English football leagues below the Premier League, some ATP 250 tennis tournaments, the Spanish and Italian basketball leagues, EHF Champions League handball and the German handball Bundesliga.

Perform had regained the package in May 2013, having lost it to digital content provider Rightster nine months earlier (*TV Sports Markets* 17:8).

MP & Silva had planned to take the distribution of the betting rights in-house once that contract ended but appears to have abandoned the idea. ■

TENNIS

Perform delists, takes the gloves off and hits a big first serve

By Frank Dunne

Perform’s commitment to produce and distribute live coverage of all 2,000 Women’s Tennis Association matches from 2017 will elevate the WTA to the company of the world’s elite sports leagues. Just two years ago, only 250 of its matches were televised around the world.

A more immediate question for those involved in buying and selling rights is whether the \$525m (€420m), 10-year deal represents a radical change in the way

Perform operates. More specifically, whether the sports-rights market now has another big player.

The same question was raised in 2011 when Perform first acquired the rights to WTA events, for the period 2013 to 2016 (*TV Sports Markets* 15:16). That time the answer proved to be no. Perform teamed up with the IEC in Sports agency to sell the rights and otherwise remained focused on its core digital content activities.

Some insiders say that this time things could be different, and that the new deal has to be seen in a wider context which includes the company's delisting from the London Stock Exchange, confirmed two hours before the WTA deal was unveiled, and the competition which the company is increasingly facing to acquire digital rights (see separate story, page 1).

One well-placed source said: "Until now Perform has been agency neutral and has not wanted to tread on agency toes. But they are adapting to an ever-changing commercial arena. They beat IMG, which was previously a client, to win these rights. To an extent the gloves are now off. As others come for their digital rights business, they may be forced to compete more in the traditional TV rights business."

Being privately owned has advantages. As one agency executive put it, "seeking budget approval in a publicly traded company means making presentations to committees who report to multiple investors. Now decisions will be made by two or three people and they can react quickly to opportunities."

Not having to publish quarterly accounts, which enable your rivals to know every detail of your business, is also an advantage.

Some rival agency executives are closely watching whether Perform again teams up with an agency to sell the rights – which would suggest that is not changing fundamentally – or opts to build up its in-house distribution team.

Perform joint chief executive Simon Denyer said that a decision would be taken on distribution next year. "We will look at all options on distribution early in the New Year. We have no pre-arranged deals with anybody and no prior commitments. We have two full years to prepare for the 2017 season and will be working towards that."

WTA media rights: before and after

New deal

Duration: 10 years, 2017-2026

Value: \$52.5m per year, plus revenue share

Scope: Global

Content: All 2,000 WTA matches per season

Current deal

Duration: four years, 2013-2016

Value: \$18m-\$19m per year

Scope: Global, excluding US and Canada

Content: 22 WTA Premier events, plus end-of-season championships

Biggest deal

Denyer said the WTA deal was "by far the biggest rights commitment we will have," adding: "You don't do a 10-year-deal with a major sports body every day. It's a very important commitment for us."

The big increase in rights fee, from about \$18m per season to \$52.5m per season, is due to a big increase in the content included and an expansion to add the US and Canada to the contract. North America is the third biggest market for the rights after Europe and Asia.

Perform will produce all 2,000 WTA matches each year for live coverage. This year it produced 750 matches from the 22 Premier events. Denyer said the expansion in content had been driven by increasing demands from the market.

"Part of the reason we have centralised the whole tour came from the broadcaster workshops we have been doing during the year. A lot of their feedback was: it's great, we have hired commentators, we have hired presenters, we have got our heads around it – it would be nice to have some more weeks of coverage. We would commit to more weeks if you could secure it."

Denyer said that when Perform inherited the contract in 2012, the WTA had 23 broadcasters around the world. It now has 63 plus a further 40-50 outlets for digital streaming coverage.

"There are now 100 operators as opposed to 23," he said. "They all want extra coverage and more content linked to particular players. There is a demand for more content across the board." ■

[www. For the full interview with Simon Denyer visit our website.](#)

OLYMPIC GAMES

IOC edges closer to true China value in new CCTV deal

By Richard Welbirg

The International Olympic Committee earned a significant increase from Chinese state broadcaster CCTV this month, but the new deal still falls well short of the true market value of the Games.

CCTV will pay \$550m (€440m) for platform-neutral rights to the four editions of the Games spanning 2018 to 2024. The agreement also includes the rights to all editions of the Youth Olympic Games until 2024.

On a per-Games basis, the IOC will earn \$137.5m, up 70 per cent from the \$80m it earned from the 2014 and the 2016 Games. CCTV paid \$160m for the two editions.

The broadcaster paid \$100m for the 2010 and 2012 Games. Before that, CCTV was party to the pan-Asian deals agreed by the IOC with the Asia-Pacific Broadcasting Union. The small rights fees it paid as part of the ABU deal allowed the broadcaster to generate enormous revenues.

CCTV contributed \$6.4m of the ABU's \$17.5m payment for the 2006 and 2008 Games; the lion's share (\$5.8m) for Beijing 2008 (*TV Sports Markets* 11:5). For the Athens Olympics in 2004, CCTV contributed \$3m of the ABU's \$14m deal. It made more than \$60m in advertising revenue.

Michael Payne, former head of marketing at the IOC, told *TV Sports Markets*: "The IOC has done a very solid job increasing the rights value. On the other hand, if you look at the growth of the Chinese market and the chance of hosting in 2022, I think anybody with an understanding of the market would think that there's more to come."

Mark Dreyer, founder of Chinese sports website ChinaSportsInsider.com, agreed but said that per capita value comparisons with deals such as the IOC's \$7.65bn US deal with NBC were misleading about the potential of the Chinese market. He pointed out that a significant proportion

of the Chinese population lives on low incomes and cannot be regarded as a source of revenue for advertisers.

For events such as the Olympics or the Fifa World Cup, CCTV faces no competition. These are effectively listed events in China and the government will ensure they are broadcast by the state broadcaster.

Nonetheless, the IOC has been increasingly successful in extracting value from the Chinese market, for a number of reasons.

Domestic pressure

Above all other sporting events, CCTV values the Olympic Games. The success of Chinese athletes makes the event important to the government both as a focus of patriotism and to highlight the country as a political and economic superpower.

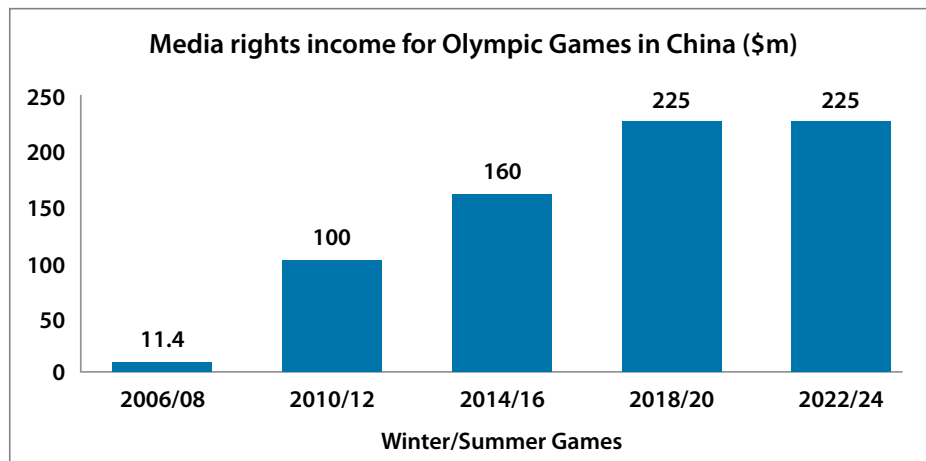
Secondly, though CCTV faces no competition for the rights, it is under pressure due to falling ratings and advertising revenue. In the first nine months of 2014, the state broadcaster's advertising revenue was down 10 per cent compared with 2013, according to CTR Market Research.

CCTV must compete for viewers with provincial television networks, but even more with online services, as an entire generation of Chinese viewers increasingly bypasses television altogether in its media consumption.

Though CCTV will immediately recoup some revenues by sublicensing rights to provincial networks and online platforms, it will retain the majority of Olympics coverage. For the broadcaster, the event brings a big and broad audience to its national channels.

Advertising revenue will be boosted by the favourable time zones of the 2018 winter Games in Pyeongchang, South Korea, and the 2020 summer Games in Tokyo, Japan.

More importantly, Beijing is regarded as a strong favourite to host the 2022 winter Games, ahead of Almaty in Kazakhstan. The potential of a home Games will have boosted what CCTV was prepared to pay for the four Games and weakened incentives to negotiate aggressively with the IOC.



Leverage

Other rights-holders will view the increase positively. As a senior figure at one major sports body put it this week, "this is good news for all of us. Rights-holders look to the IOC and Fifa to raise the bar. Other sports won't get the same treatment but it is still a benchmark which can be used in negotiating." He said that CCTV's head of sport, Jiang Heping, was a tough negotiator because "he is fully aware of his market power." But he added: "At least CCTV is negotiating these days. In the old days they would send you a fax with the price and it was take it or leave it."

Ahead of the 2008 Beijing Games, the IOC used a number of tactics to encourage CCTV to pay a rights fee closer to the true market value for the 2010/2012 cycle.

Before Beijing was awarded the Games in 2001, the IOC had agreed with organisers an option that would allow the committee to either re-buy the rights or take a share of CCTV's advertising income, should Beijing win in its bid.

In 2007, the IOC agreed to waive its option on the 2008 Games, conditional on a more realistic CCTV offer in the imminent negotiations for 2010/2012 (*TV Sports Markets* 10:7).

In the same year, the IOC tendered China-only internet and mobile rights to the Beijing 2008 Games. CCTV only held television rights as part of the ABU deal. The Chinese government intervened to ensure CCTV could acquire the additional rights, paying at least \$5m on top of its ABU contribution.

The IOC used what little leverage it had against a monopoly buyer to make clear

CCTV's fee would have to increase significantly after China was carved out of further deals with the ABU after 2008.

Extending

It has become common practice for the IOC to sell over a longer period than the two-Games cycles of the past. The governing body has emphasised the importance of long-term relationships with major broadcasters, and the benefits of guaranteed income.

Timo Lumme, managing director, IOC television and marketing, told *TV Sports Markets*: "Long-term commercial agreements help provide a certain financial stability and security to the entire Olympic Movement, as the IOC redistributes 90 per cent of the revenue it generates to sports federations, national Olympic Committees and future organisers of the Games. For these reasons we are delighted to continue working with our trusted partner CCTV for at least another decade."

Opening up

The Chinese government has recently introduced measures to liberalise the sports-rights market. In October, the State Council issued new guidelines aimed at boosting the country's sports industry through deregulation, allowing private investment and preferential treatment for sport as a developing industry.

The guidelines say the government will "relax the rebroadcast rights of sporting events, allowing each television network to directly purchase or resell their broadcast rights to domestic and international events, except the Olympic Games, Asian Games and Fifa World Cup." ■

EQUESTRIANISM

IMG increases its share of rights to top FEI events

By Richard Welbirt

IMG Events & Media will provide the lion's share of the Fédération Equestre Internationale's media-rights income after the governing body this month renewed its deals with long-term partners IMG and the European Broadcasting Union.

Industry sources say the FEI will earn a total of CHF10m (€8.3m/\$10.4m), or CHF1.25m per year, from the two eight-year deals, which run from 2015 and 2022, although a source close to the governing body disputed the figures. It is believed IMG will guarantee somewhere in the region of CHF8m, with the EBU paying the remaining CHF2m.

It is not known who else bid for the rights. Lisa Lazarus, FEI chief of business development and strategy, told *TV Sports Markets* that "a large number of the most important, best known market players responded positively and with serious and attractive offers to FEI's invitation for proposal, but also some more boutique types of agencies/players."

The FEI invited offers for an eight-year period rather than the four-year agreements they have previously had in order to allow its partners "to play a more active role in the further development of the FEI's broadcast assets."

In the new deals, the proportion of the income coming from IMG, compared to that from the EBU, is much greater than in the current deal, reflecting a bigger package of rights than IMG holds in its current four-year distribution and consultancy deal, from 2011 and 2014 (see table). That deal followed a two-year deal covering 2009 and 2010.

It is the FEI's fourth consecutive deal with the EBU. The consortium paid CHF750,000 between 2003 and 2006, CHF800,000 between 2007 and 2010, and is thought to pay at least CHF2m in the existing four-year deal from 2011 to 2014 (*TV Sports Markets* 15:9).

Equestrianism is an important sport

FEI media rights		2015-2022		2011-2014	
Buyer	Property	Territories	Property	Territories	
EBU	World Cup finals, European Championships, World Equestrian Games	Finland, Germany, Italy, Netherlands, Norway, Poland, Sweden, Switzerland and the United Kingdom ¹	World Cup finals, European Championships, World Equestrian Games	Europe	
IMG	World Cup finals, European Championships, World Equestrian Games	Global ex-EBU territories. Non-activated content in EBU territories	World Cup finals, European Championships, World Equestrian Games	Global ex-Europe	
IMG	World Cup circuit, Nations Series (until end of 2019 season)	Global	World Cup circuit, Nations Series	Global	

Source: *TV Sports Markets* Footnote: ¹UK for the European Championships and World Equestrian Games only

in several European countries. Julien Ternisien, the EBU's head of summer sports, told *TV Sports Markets*: "There's strong interest from EBU members. It's an Olympic sport so that's enough to continue our partnership, and on top of that it's part of the public-service remit to show a diversity of sports."

Interest is driven largely by German public-service broadcasters ARD/ZDF, Italy's Rai and the BBC in the UK, which are likely to be the main guarantors of the deal.

The consortium will pay a smaller average annual fee under the new deal because there are fewer territories in its package, and because it will no longer have pay-television rights. Until now, these have been acquired by the EBU and exploited by pan-regional pay-television broadcaster Eurosport, whose previous owner, French commercial broadcaster TF1, was an EBU member.

The broadcaster lost its automatic access to EBU content in November as a consequence of its takeover by US channel syndicator Discovery Communications (*TV Sports Markets* 18:22). However, one source close to the deal said the FEI's decision to carve out the pay-television rights from the EBU deal had nothing to do with the change of ownership at Eurosport.

The FEI has not yet awarded its production contract. The governing body believes separating the production and distribution tender would maximise the number of potential bidders for each. It also allows the FEI to compare bids like-for-like.

The FEI has a long-term partnership with production company MBPTV, whose existing deal runs from 2011 to 2014.

Content

The FEI's flagship events are the World Equestrian Games and the biennial European Championships in the disciplines of dressage, eventing and jumping.

These, along with the finals of the annual World Cup series in various disciplines, are part of the FEI's 'Championship Package,' which IMG and the EBU have acquired until 2022.

IMG has also acquired the 'Series Package,' covering the World Cup series and the Nations Cup team series, in a five-year deal until the 2019 season.

The new agreements see a significant shift in distribution responsibilities, with IMG taking on some of the rights currently held by the EBU.

The EBU's coverage is reduced from the entirety of Europe to a handful of countries. These are key territories for equestrian sport where the FEI wants to ensure free-to-air coverage.

IMG will distribute all FEI events outside of these territories. The FEI said the agency would also be able to sell rights that are part of the new EBU package but which are not activated by EBU members to avoid 'warehousing' of rights, once EBU members "have advised the FEI in advance about their level and configuration of coverage of an individual event." ■

[www. For the full interview with Lisa Lazarus visit our website.](#)

FOOTBALL

Uefa benefits from aggressive Türk Telekom push

By Robin Jellis

Uefa secured an uplift of just under 80 per cent in the value of its Champions League and Europa League rights in Turkey in a deal with Türk Telekom worth close to €50m (\$63m) per season.

European football's governing body benefited from the telco's aggressive move to boost its subscriber numbers in a crowded broadcast market. The deal is for three years, from 2015-16 to 2017-18.

In the current cycle, from 2012-13 to 2014-15, media group Doğan Holding pays €28m per season (*TV Sports Markets* 16:8).

Both deals cover all Champions League and Europa League matches and were agreed by Team Marketing, Uefa's sales agent for its club competitions.

The new deal means Uefa has more than recovered the value of its rights in Turkey after a 36-per-cent fall in the last cycle. From 2009-10 to 2011-12, Doğan paid €44m per season. The fee fell because a match-fixing investigation, implicating top Turkish clubs Fenerbahçe and Beşiktaş, prevented some from playing in Europe.

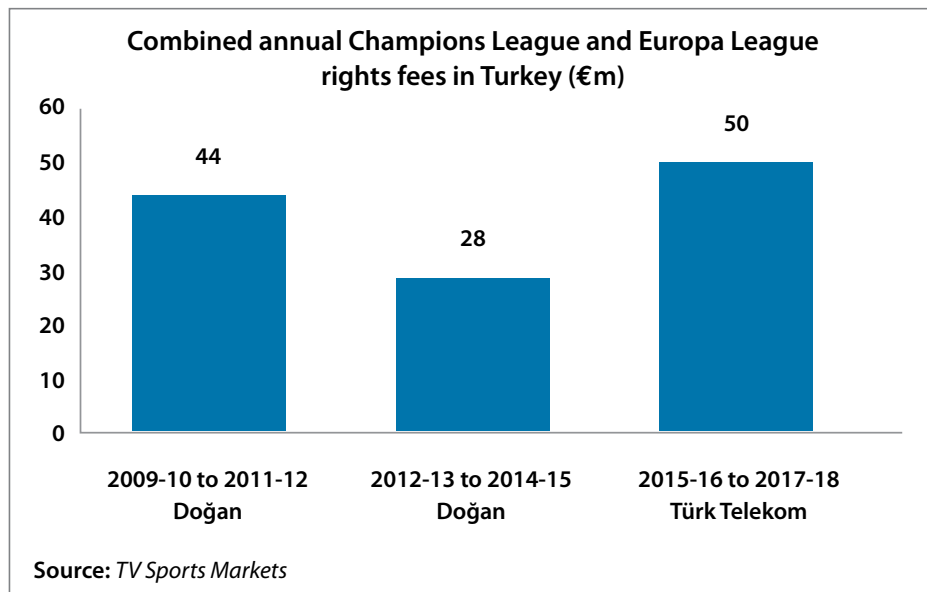
Türk Telekom, the former state telco, runs TNet, Turkey's leading internet service provider and IPTV platform Tivibu. Türk Telekom claims to have 1.8m television subscribers.

Bidding

Türk Telekom won the rights in the first round of bidding, blowing its rivals out of the water with an unexpectedly big offer. Its determination to secure the rights was the main factor behind the fee increase.

The company beat a rival joint bid for all rights from Doğan and the Doğu Holding media group, a bid for pay-television rights only from pay-television operator Digiturk, and a bid for all rights from the Saran Media agency.

It is understood that Doğan offered



about €30m per season, and Digiturk close to €35m per season. Saran's offer is thought to have been substantially lower.

Uefa and Team do not traditionally sell Champions League and Europa League rights to agencies, so Saran would have had to pay a big premium to win the rights. It is thought that had it done so, it would have launched its own channel.

Despite match-fixing incidents in recent years, there is strong interest in the performance of Turkish teams. This season, Galatasaray played in the Champions League in place of banned Fenerbahçe, but have been knocked out. Beşiktaş and Trabzonspor have both qualified from the group stages in the Europa League.

Sublicensing

Türk Telekom has sublicensed some rights to public-service broadcaster TRT. TRT will show the first-pick Champions League match on Tuesdays and the first-pick Europa League match on Thursdays, as well as the final of both competitions.

In the current cycle, Doğan sublicenses the same rights to Doğu in a deal worth €11m per season. Doğu shows its matches on its commercial channels Star TV and NTV.

Doğan shows its matches on pay-television platform D-Smart. TRT is expected to pay more than Doğu because of Türk Telekom's increased fee.

Crowded market

The Champions League and Europa League will be Türk Telekom's flagship sports properties. It also has mobile clip rights to the domestic football league, the Süper Lig, and live broadcast rights to Italy's Serie A, France's Ligue 1 and England's FA Cup.

It is a statement of intent from Türk Telekom, one of three main pay-television operators along with D-Smart and Digiturk. The telco could strengthen its position even further: it is considered a potential buyer of Digiturk, Turkey's biggest pay-television broadcaster, whose owner, media group Çukurova Holding, is understood to be searching for a buyer. Digiturk has around 3m subscribers. D-Smart has about 1.3m subscribers.

This may provide some consolidation for the Turkish market, which has become increasingly crowded, with a host of broadcasters buying sports rights.

Türk Telekom was a bidder for live Süper Lig broadcast rights in the 2010-11 to 2013-14 cycle, but it was outbid by an aggressive Digiturk.

Commercial broadcasters are also strongly interested in sport, including: Doğan's Kanal D, Doğu's Star TV and NTV, ATV, Show TV and NTV Spor – a joint-venture between Doğan and Doğu.

Pan-regional broadcasters Eurosport and Fox International Channels are also active. And it is thought the beIN Media Group has acquired a licence to operate its beIN Sports channels in Turkey. ■

TVSM GLOBAL REPORT

Football and US leagues underpin continued growth

Continued from page 1 ►

Between 2013 and 2014, the value of the market increased by a staggering 15 per cent, from just over \$32bn. However, that growth rate was something of an anomaly. It reflected big new deals for the world's most valuable property, American football's National Football League, and increases in the value of football properties around the world, particularly the English Premier League. New deals for the NFL lifted its annual income by over \$2bn this year, and for the Premier League by about \$600m.

Not surprisingly, football proved to be very much the world game in terms of income, generating \$13.1bn in 2014, or

Top 5 properties by media rights income, 2010-2014 (\$m)						
Property	Sport	2010	2011	2012	2013	2014
NFL	American football	4,290.0	4,290.0	4,385.0	4,385.0	6,505.0
MLB	Baseball	1,815.8	1,840.8	1,942.8	2,072.1	3,067.5
Premier League	Football	1,593.1	1,770.8	1,770.8	2,368.1	2,965.4
NBA	Basketball	1,676.0	1,698.5	1,745.0	1,802.3	1,858.5
Champions League	Football	1,308.4	1,350.8	1,424.3	1,492.2	1,492.2

Source: TVSM Global Report 2015 Footnotes: The order is based on the 2014 value

36 per cent of the global total. It is set to grow further to \$15.8bn by 2017, which would represent a 55-per-cent increase since 2010. Football was twice as valuable as the second-biggest sport, American football, in 2014.

The Premier League is the most successful football property in the world, followed by the Uefa Champions League, Italy's Serie A, France's Ligue 1 and Spain's La Liga.

The Premier League was third overall, trailing two US leagues: American football's NFL and baseball's MLB (see table).

The US is the biggest market in terms of value but is only the joint fourth fastest growing of those markets surveyed between 2010 and 2017. Canada and Brazil lead the way, each enjoying an 83-per-cent growth in rights values across the period. The two countries are followed by the UK, on 80 per cent. Australia and the US both grew 67 per cent across the period.

The two biggest deals of 2014 were the NBA's nine-year, \$24bn renewal with ESPN and Turner Broadcasting, and the NFL's \$12bn, eight-year renewal for its Sunday Ticket rights package with DirecTV. ■

MOTOR RACING

WRC investments slowly beginning to bear fruit

By Robin Jellis

The organisers of motor racing's World Rally Championship believe they are well on the road to achieving something no other promoter has so far been able to: making a commercial success of the championship.

There has long been scepticism that WRC can be profitable. Large production costs require big rights fees to cover them, but the nature of the races – which are long and lack head-to-head duels – has made the championship a hard sell.

Previous promoters who have struggled to make a profit include Formula One boss Bernie Ecclestone, motorsport entrepreneur Dave Richards, and Neil Duncanson's motorsport production house North One Sport.

WRC Promoter, the current commercial rights-holder, believes it can turn a profit on the rally series by the end

of its current contract, although it is still understood to be losing money on it. The promoter is thought to earn close to €5m (\$6.25m) per season from media rights, and is expected to increase this year on year. It is thought to earn a similar amount from sponsorship.

WRC Promoter is a joint operation of the Red Bull Media House and the Sportsman Media Group agency. It holds WRC rights in a six-year deal, from 2013 to 2018 (*TV Sports Markets* 17:1).

The promoter's managing director, Oliver Ciesla, told *TV Sports Markets* this week that it was engaged in a number of things necessary to make a success of the championship. These include:

- securing more live coverage
- maintaining high standards of production
- making slight changes to the format
- improving its digital offering
- increasing the number of broadcast deals in place.

Improved coverage

Ciesla said the promoter had two main goals for the 2015 season to help boost interest in the series.

"First, we wish to close the blank spots

where we have no linear broadcast partner. We will have some new broadcast deals in place before the first rally of 2015 in Monte Carlo," he said.

"Second, simultaneous to the linear offering, we want to build a strong digital offering as a complementary offering to our broadcast partners."

In 2013, the world feed produced 40 hours of highlights. In 2014, the output almost doubled, with 30 hours of live content accompanying the 40 hours of highlights available.

Audiences are expected to rise in 2015, with WRC to begin selling rights to 20 hours each season of historical archive footage which is popular with fans. "This will help increase not only our broadcast coverage, but our rights fees," Ciesla said.

Audiences are on the rise. The global television audience for the championship has grown by around 35 per cent over the last year, from 600m in 2013 to an estimated 800m in 2014. Broadcasters also gave WRC content 70 per cent more airtime in 2014 than in 2013.

Ciesla believes these results are a direct result of the "substantial investments" the promoter makes in live production of rallies. WRC Promoter is thought to

spend about €8m per season on production, of which €6m to €7m is for the world feed. WRC uses a helicopter to film rallies as well as on-board and on-site cameras, all filming in high definition, and it has about 65 staff members at each rally.

Format changes

Standardising the time live events take place (12.00 local time) has helped create appointment-to-view television, one of the reasons for the increased audience figures.

The promoter has also made two important changes to the 'power stage,' the final stage of each rally, to make the rallies more exciting. Both will come into force for the 2015 season.

First, it can change the starting order for certain races. On some occasions it can be a disadvantage to go first, such as on gravel surfaces. This means the times between cars can be lessened, making rallies more competitive and more dramatic.

Second, teams will be prohibited from communicating with drivers about time splits between cars. This is to encourage drivers to drive "flat out" at all times. "The more unpredictable it is the more interesting it is to viewers," Ciesla said.

WRC Plus

An additional expense has been WRC Plus, an online platform providing live rally coverage, plus additional content. The cost of developing and improving WRC Plus, along with hefty production costs, means the promoter is currently losing money overall on WRC.

The promoter believes WRC Plus is a vital pillar in the sport's offering as it complements coverage for its broadcast partners, and also offers a platform to watch rallies in territories where there is no linear broadcast deal.

Via WRC Plus, fans can access live races, full highlights, live race maps and unique coverage via on-board cameras which can show the driver's point of view or the faces of the driver and co-driver. "Investing in platforms is as important as investing in the programming," Ciesla said.

Access to WRC Plus costs either €4.99 per month or €50 for a full season.

Longer term, the promoter would like to develop a video game where fans could race against drivers in live races.

Broadcast deals

WRC Promoter's most valuable deals are understood to be with: pay-television operator Nelonen in Finland; French pay-television operator Canal Plus; public-service broadcaster SVT in Sweden; UK pay-television operator BT Sport; public-service broadcaster TVP in Poland; pay-television broadcaster J Sports in Japan; and pay-television broadcaster Fox Sports in the Americas.

WRC Promoter agrees one- or two-year broadcast deals to provide flexibility. It will soon be agreeing deals for 2015, or for the 2015 and 2016 seasons. It is understood to be close to agreeing deals with new broadcast partners in the Middle East and in China.

Most existing deals are with pay-television broadcasters, but the promoter looks to agree highlights or news access deals with free-to-air broadcasters in order to reach a wider audience, Ciesla said.

In territories where rallies are hosted, WRC Promoter often retains domestic rights to secure a free-to-air deal for live coverage. This is the case in Argentina, where rights are held by Fox Sports, but a free-to-air deal for 2014 was agreed with regional broadcaster Canal 12.

Troubled history

The Fédération Internationale de l'Automobile, the international automobile federation, cancelled its previous promoter deal with North One Sport at the end of 2011, claiming breach of contract. The deal was a loss-maker for North One Sport, a division of UK television producer North One Television. In 2011, North One lost between £2m (€2.5m/\$3.1m) and £3m.

In 2012, the European Broadcasting Union, the consortium of public-service broadcasters, and pan-regional sports broadcaster Eurosport helped the FIA with television production and media rights distribution.

In 2003, motorsport promoter Dave Richards said that although his company, International Sportsworld Communications, was losing money on WRC it would "be profitable by 2006-07" (*TV Sports Markets* 7:2).

It suffered heavy losses between 2001 and 2003, before making a modest profit in 2004 and 2005. It made a profit of

£250,000 in 2005 but lost £4m in 2006 (*TV Sports Markets* 12:12). North One took over the rights in 2009 with a deal that was due to run until 2020.

The FIA was forced to divest itself of its commercial rights by the European Commission. It agreed a 10-year deal with ISC, from 2001 to 2010. Richards acquired ISC from Ecclestone in April 2000 for £30m (€38m/\$47m). ■

[www.](#) For the full interview with Oliver Ciesla visit our website.

BASKETBALL

Sky Italia sees off Rai to land rights to EuroBasket 2015

By Frank Dunne

Italian pay-television operator Sky Italia beat competition from state broadcaster Rai to land the rights to next year's EuroBasket, the sport's biennial European championship.

Sky is understood to be paying between €600,000 (\$750,000) and €700,000 for the event. This is about three times what Rai paid for the 2013 event. The broadcaster paid €200,000 in rights fees and provided airtime for Fiba, the sport's world governing body.

The qualification of the national side was crucial to Fiba being able to place the property with a rights fee that makes the deal one of the six or seven most valuable in Europe. Italy was this week drawn in a tough group in the competition in September. Italy will play Spain, Serbia, Turkey, Germany and Iceland.

When Italy failed to qualify for last year's World Cup, Fiba struggled to sell the rights. Rai lowballed and neither Sky nor commercial and pay-television group Mediaset was interested. Fiba eventually agreed a deal with small sports channel Sportitalia worth less than €100,000 (*TV Sports Markets* 18:15).

Sky is also understood to be in talks with the national basketball federation, the Federazione Italiana Pallacanestro, to do a deal for other national team rights to create a regular magazine programme. Sky also holds the Italian rights to the NBA. ■



The most accurate assessment ever of the global sports media rights business

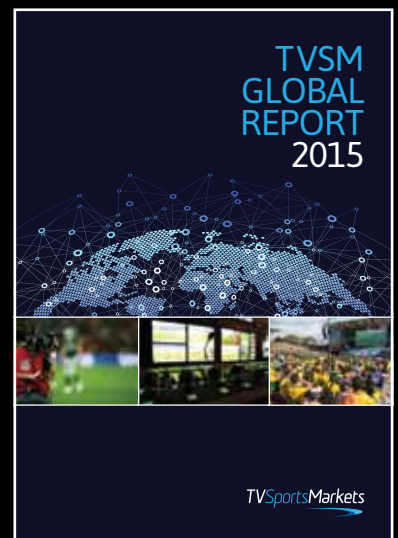
For the first time, TV Sports Markets is opening its sports media rights database to provide an analysis of the value of the global market, in the *TVSM Global Report 2015*.

Essential reading for anyone working in sports media, the report will help you understand the global value of the rights industry, and of the top sports, properties and markets. It includes historical and projected future figures, with written analysis looking at the movements in value. The *TVSM Global Report 2015* includes information on:

- The total value of all sports media rights globally
- The world's top sports by media rights value
- The world's top sports properties by media rights value
- The world's top markets by sports media rights value
- Key trends driving the industry, with analysis and insight from the TV Sports Markets editorial team.

Thanks to our extensive and exclusive media rights database, and the expertise of our analysts, we believe that this report will present the most accurate picture ever of the sports media rights industry.

The report is available to buy now
For more details, contact David Hunt
+44 (0) 207 954 3415
david.hunt@sportbusiness.com



TVSportsMarkets

SPORTS CLIPS: News from TVSM Daily from November 27 to December 10**MEDIA RIGHTS 1****Football: Fifa, Nations League, Champions League, Bundesliga and more**

- **Football:** The European Broadcasting Union consortium of public-service broadcasters extended a rights deal with Fifa, the sport's global governing body. The deal covers the 2017 Confederations Cup in Russia, the 2015 women's World Cup in Canada and other events over the next two years, from 2015 to 2016. The agreement includes the U-20 World Cup in New Zealand, U-17 World Cup in Chile and Beach Soccer World Cup in Portugal in 2015 plus the Futsal World Cup in Colombia, U-17 women's World Cup in Jordan and U-20 women's World Cup in 2016. The deal covers the following 37 territories: Albania, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia-Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Georgia, Hungary, Iceland, Israel, Kazakhstan, Kosovo, Latvia, Liechtenstein, Lithuania, Luxemburg, Macedonia, Malta, Moldova, Montenegro, Netherlands, Poland, Portugal, the Republic of Ireland, Romania, Serbia, Slovakia, Slovenia, Switzerland, Turkey and Ukraine.
- **Football:** Pan-European sports broadcaster Eurosport acquired rights for nine Fifa tournaments over two years, from 2015 to 2016. The deal includes the women's World Cup, U-20 World Cup, U-17 World Cup, Beach Soccer World Cup and Blue Stars/Youth Cup in Switzerland in 2015, and the U-20 women's World Cup, U-17 women's World Cup, Futsal World Cup and Blue Stars/Youth Cup in 2016. Eurosport will show live television and digital coverage in all European territories, excluding Sweden, Denmark, Norway and Finland for the 2015 women's World Cup.
- **Football:** French digital-terrestrial broadcaster W9 acquired rights for the 2015 Fifa women's World Cup. W9 will show the tournament on a free-to-air basis.
- **Football:** Uefa, the sport's European governing body, expanded its rights distribution deal with the CAA Eleven agency to include the new Nations League national team competition. The agency will now be responsible for managing rights for the Nations League as well as the European Qualifiers, European Championships and friendly matches for four years, from 2018-19 to 2021-22. The first edition of the Nations League is expected to run from September to November 2018.
- **Football:** Turkish telco Türk Telekom acquired rights for the Uefa Champions League and Europa League European club competitions. The rights cover three seasons, from 2015-16 to 2017-18 (page 6).
- **Football:** Pay-television broadcaster Star Sports acquired rights in India for the Bundesliga, the top division in Germany. The deal with DFL Sports Enterprises, which distributes the league's rights, will run for five years, from 2015-16 to 2019-20.
- **Football:** Eurosport acquired exclusive live rights in Germany for the 2014 Fifa Club World Cup. Eurosport's coverage will focus on games featuring Spanish Liga club Real Madrid, which features Germany national team players Toni Kroos and Sami Khedira.
- **Football:** US pay-television channel Gol TV struck rights deals with Portuguese Primeira Liga club Benfica and English Premier League club Everton. Gol TV will broadcast all of Benfica's home games for two years, from 2014-15 to 2015-16. Gol TV will show three-hour programming blocks from Everton's in-house channel, Everton TV.

SINCE LAST TIME

- The International Olympic Committee voted unanimously to approve the launch of a new Olympic television channel. The channel will cost €490m (\$613m) over its first seven years, from 2015 to 2021, and will be run by Olympic Broadcasting Services, the IOC's host broadcaster for the Olympics, from Madrid, Spain. The channel will launch in English, and possibly Spanish and Chinese, before other languages are introduced. The channel's primetime programming will be the same worldwide, but the channel will offer tailored programming in different regions.
- Senators from both main US political parties warned the NFL to scrap its 'blackout' rule – which allows the league to block a game from being shown on television in a home team's market if a ticket sales threshold has not been reached – or risk action to restrict its antitrust exemption which allows teams to negotiate collective media rights deals. Republican John McCain and Democrat Richard Blumenthal co-sponsored a bill to revoke the NFL's antitrust exemption unless the league removes the blackout rule.
- Pan-European broadcaster Sky agreed to sell a controlling interest in its gaming business Sky Bet in order to concentrate on its pay-television operations "across the five markets in which it now operates." Private equity company CVC Capital Partners will acquire the stake in a deal that values the company at £800m (€1bn/\$1.25bn). Sky will retain an equity stake of about 20 per cent in Sky Bet as well as board representation.
- About 100 jobs will be cut at the IMG agency. The agency, which was acquired by entertainment talent agency William Morris Endeavor earlier this year, will reduce its workforce by about three per cent, without focusing on a specific division. Job cuts were widely expected following the takeover, which was ratified in May after being announced last December.

MEDIA INTERNATIONAL

- US satellite-television company Dish Network agreed a multi-year extension to continue its carriage of the CBS network's stations and cable channels, including the CBS Sports Network pay-television service. The agreement includes TV Everywhere authentication and video-on-demand rights.
- German pay-television broadcaster Motorvision TV agreed carriage deals with pay-television operator Wizzie TV in

SPORTS CLIPS: News from TVSM Daily from November 27 to December 10**MEDIA RIGHTS 2****College football, World Baseball, EuroBasket, bobsleigh, boxing and more**

- **American Football:** US pay-television broadcaster ESPN extended a rights deal for the 2015 edition of the annual Collegiate Bowl. The ESPN2 channel will broadcast live coverage of the game on January 17, 2015, with sister channel ESPNU showing live coverage of the training sessions ahead of the match-up at California State University. ESPN struck the deal with the NFL Players' Association, which organises the game.
- **Baseball:** The MP & Silva agency acquired exclusive global media and sponsorship rights for the first two editions of the World Baseball Softball Confederation's Premier 12 tournament, which will feature the top 12 national baseball teams, in 2015 and 2019. The rights cover all media platforms.
- **Basketball:** Italian pay-television broadcaster Sky Italia acquired rights for the EuroBasket 2015 men's and women's national team tournaments in a deal with Fiba, the sport's global governing body (page 8).
- **Bobsleigh:** Polish public-service broadcaster TVP struck a three-year rights deal, from 2014-15 to 2016-17, for coverage of the International Bobsleigh and Tobogganing federation's World Cup.
- The TVP Sport channel will show coverage of the series, beginning with all eight events during the 2014-15 campaign.
- **Boxing:** UK pay-television broadcaster BSkyB acquired rights for the welterweight title fight between Britain's Amir Khan and American Devon Alexander in Las Vegas on December 13. The Golden Boy agency is promoting the fight.
- **Boxing:** German free-to-air broadcaster DMAX acquired rights for the Khan v Alexander bout.
- **Curling:** US pay-television broadcaster ESPN acquired rights for the Canadian Curling Association's Season of Champions events during the 2014-15 season, including the Canada Cup, Continental Cup, Tournament of Hearts and Canadian Junior Curling Championships. The ESPN3 online streaming service will show the coverage.
- **Equestrian:** The FEI, the sport's global governing body, renewed a rights deal with the European Broadcasting Union consortium of free-to-air broadcasters for eight years, from 2015 to 2022 (page 5).
- **Equestrian:** The FEI extended a rights agreement with the IMG Events & Media agency for eight years, from 2015 to 2022 (page 5).
- **Golf:** Online subscription service Coliseum Sports Media acquired rights in New Zealand for the European Tour, Ryder Cup, USPGA Championship, Asian Tour and LPGA Tour. The deals are all for five years, from 2015 to 2019. Coverage will begin in January via Coliseum's WorldGolfPass service, with the PGA Tour events available through the PGATourLive service. The two services will show more than 2,000 hours of live golf every year and will be available as a package for NZ\$19.90 (€12.60/\$15.70) per month or NZ\$199 for a season pass.
- **Golf:** Modern Times Group, the multi-territory commercial and pay-television broadcaster, renewed rights deals in Denmark for tournaments operated by the European Tour and the Ladies Professional Golf Association plus the Ryder Cup, World Golf Championship, Open Championship and US PGA Championship. The deals were struck through the IMG Events & Media agency. MTG's Viasat Golf channel and online streaming service Viaplay will provide subscribers with 1,200 live hours of golf per year.

Australia, telecommunications and pay-television operator PrimeTel in Cyprus, cable-television provider NOS in Portugal and satellite-television operator Zap in Angola and Mozambique.

- Eurosport France will withdraw from the country's digital-terrestrial television market when media and entertainment company Discovery Communications increases its stake in the French division of pan-European sports broadcaster Eurosport from 20 per cent to 51 per cent on January 1. French legislation dictates that a non-European company cannot hold a stake of more than 20 per cent in a DTT channel.
- Pan-European motorsports television channel Motors TV agreed a carriage deal with UK pay-television operator Virgin Media.
- Swiss telco Swisscom linked up with pay-television broadcaster Teleclub to launch a new subscription video-on-demand service offering sports and entertainment content. Swisscom said an extensive and exclusive archive of sporting events would complement live coverage of football, ice hockey and tennis matches on Teleclub Play.
- Modern Times Group, the multi-territory commercial and pay-television broadcaster, struck a deal to offer its Viaplay online streaming service, which provides coverage of properties such as the NHL North American ice hockey league, English football's Premier League and the NFL American football league, to customers of Swedish telecommunications company Tele2.
- Pay-television sports broadcaster ESPN International's entire output in Latin America will be shown in high definition from 2015.
- Channel syndicator Fox International Channels launched its Fox Sports channels in Nigeria through a carriage agreement with new pay-television platform African Cable TV (ACTV). Fox Sports and Fox Sports 2 are among eight FIC channels to be added to ACTV's direct-to-home service.
- Betradar, a division of sports and betting-related services company Sportradar, sealed a carriage deal with Nigerian bookmaker 1960Bet for its Live Channel service, which offers live coverage of sporting events as well as statistics and betting odds. The service will be rolled out across 5,000 outlets in the country and will be available on the 1960bet.ng website.

SPORTS CLIPS: News from TVSM Daily from November 27 to December 10**MEDIA RIGHTS 3****Handball World Championships, Formula E, European Games and more**

- **Handball:** The DHB, the sport's governing body in Germany, agreed a five-year extension, from 2016 to 2020, to its media and marketing rights partnership with the Sportfive agency. The deal covers the men's and women's national teams.
- **Handball:** TVP acquired rights in Poland for the 2015 and 2017 editions of the men's and women's World Championships. The men's tournaments will take place in Qatar in 2015 and France in 2017, while the women's events will be staged in Denmark next year and Germany in 2017. The rights will be exploited on the TVP Sport and TVP2 channels.
- **Motorsport:** Argentinian free-to-air channel América TV acquired rights for live coverage of the Buenos Aires ePrix Formula E electric car-racing event in the country on January 10.
- **Motorsport:** Uruguayan free-to-air broadcaster Channel 4 acquired live rights for the Punta del Este ePrix Formula E event on December 13.
- **Multi-sport:** Chinese state-owned broadcaster CCTV acquired exclusive television, online and mobile rights for the inaugural 2015 European Games. The CCTV 5 and CCTV 5 Plus sports channels will show live coverage of the opening and closing ceremonies and highlights of all 20 sports competitions from the Games in Baku, Azerbaijan.
- **Olympic Games:** CCTV extended an exclusive rights deal in China for four editions of the Games, from 2018 to 2024 (page 3).
- **Pool:** US pay-television broadcaster ESPN acquired rights for the 2014 Mosconi Cup in Blackpool, UK. ESPN exploited the rights via the ESPN3 online streaming service after striking the deal with event promoter Matchroom Sport.
- **Skiing:** The US Ski and Snowboard Association (USSA) extended a rights deal with the NBC Sports Group division of US media company NBCUniversal. The deal will run for five years, from 2015 until 2019, and includes the 2017 International Ski Federation World Cup finals in Aspen, Colorado, and the 2019 World Championships in snowboarding, freeskiiing and freestyle at Park City, Utah. The deal includes online rights.
- **Skiing:** The USSA renewed a rights deal with pay-television broadcaster Universal Sports Network in the US. The agreement, which includes rights to selected domestic USSA events and the 2015 Fis Alpine World Ski Championships, includes online rights.
- **Softball:** Pay-television broadcaster Sky New Zealand acquired rights in the country for the World Baseball Softball Confederation's Oceania qualifying competition in Auckland for the 2015 men's World Championship.
- **Softball:** Pay-television broadcaster Fox Sports acquired rights in Australia for the Oceania qualifying tournament for the 2015 men's World Championship.
- **Squash:** UK pay-television broadcaster BT Sport acquired rights for the 2014 British Squash Grand Prix. BT Sport showed live coverage and highlights of the event in Manchester, UK, from the quarter-final stage onwards following the deal with the internationalSPORTgroup agency.
- **Tennis:** Digital media company Perform extended its rights and production deal with the WTA, the top women's tour, for 10 years from 2017 to 2026 (page 1).
- **Tennis:** Modern Times Group acquired exclusive live rights in Denmark for the Wimbledon Championships. The deal will run for four years, from 2015 until 2018.
- **Tennis:** The B4 Capital agency acquired global rights for the Match for Africa 2 exhibition match between Roger Federer and Stanislas Wawrinka on December 21. The agreement excludes rights in North America and the two players' home nation of Switzerland.

MEDIA RIGHTS NEGOTIATIONS

- ARD chairman Lutz Marmor said the German public-service broadcaster would make a decision over a possible return to live coverage of the Tour de France cycling race by the end of this year. ARD and fellow public-service broadcaster ZDF stopped showing the race in 2012 due to doping scandals in the sport.
- The German Olympic Committee offered to show the 2015 men's handball World Championships on its online sports television channel, Sportdeutschland.TV, if a late deal for the tournament's rights on German television is not sealed. Hans-Peter Krämer, the committee's vice-president of finance, said the committee would be happy to acquire the rights for "well under" €100,000 (\$125,000) if a "last-minute deal" is not reached with another broadcaster. German public-service broadcasters ARD and ZDF pulled out of talks to acquire the rights.
- Coverage of domestic cricket could return to free-to-air television in the UK as soon as the 2015 season, according to Richard Gould, chief executive of English championship county Surrey. The England and Wales Cricket Board's current rights deal with pay-television broadcaster BSkyB will expire in 2017, but the broadcaster has an option for a further two years, until 2019. The board's member counties are reportedly applying pressure to secure at least a highlights package from the T20 Blast Twenty20 competition on free-to-air television.
- Paul Goze, the president of the Ligue Nationale de Rugby, said invitations to tender for the domestic rights to the Top 14, the top division of rugby union in France, would be sent out "before the end of this year, and probably before Christmas." The league will receive bids between January 20 and 25. The rights will run from the start of the 2015-16 season after the Court of Appeal in Paris dismissed an appeal by the league and pay-television broadcaster Canal Plus over a decision by the Autorité de la Concurrence, the French

SPORTS CLIPS: News from TVSM Daily from November 27 to December 10

competition authority, to suspend their existing rights deal and hold a new sales process.

- The Pakistan Cricket Board has shortened the duration of its soon-to-be-tendered rights package. The contract will begin next year and will run for five years, until 2019, instead of eight years as previously planned. Ehsan Mani, chairman of the board's media rights committee, said there were concerns the value of the deal might not reach expectations in the final three years, from 2020 to 2022.
- World Rugby, rugby union's global governing body, suspended its rights deal with Fijian commercial broadcaster Fiji TV for the Sevens World Series. World Rugby acted in response to the introduction of the "Television (cross-carriage of designated events) decree" in Fiji. Under the decree, Fiji TV would have had to share coverage of the series with other broadcasters in the country. Susan Ahern, World Rugby's head of legal and legislative affairs, said that countries which had introduced similar legislation in the past had engaged in "prior consultation" with the governing body. Attorney general Aiyaz Sayed-Khaiyum, who drafted the decree, said the new measure did not undermine the rights, but "enhances... and popularises rugby even further in Fiji."

ALSO SINCE LAST TIME

- UK sports production and media company Sunset+Vine was awarded production rights for pay-television broadcaster BT Sport's coverage of the Uefa Europa League club football competition. The length of the deal, which will start with the 2015-16 season, was not disclosed. BT Sport has rights for the tournament for three seasons, from 2015-16 to 2017-18.
- The European Handball Federation will stream live and on-demand coverage of its women's Euro 2014 national team tournament via online sports broadcaster Laola1.tv, a subsidiary of the Sportsman Media Group agency, through the governing body's EHFTV.com online platform. All 47 matches from the tournament in Hungary and Croatia will be available live with English commentary.
- The editor of UK newspaper *The Sun*, David Dinsmore, called on social media platform Twitter to crack down on the illegal posting of sports content. The newspaper's publisher, News UK, has exclusive digital rights for highlights of England's Premier League in

a three-year deal from 2013-14 to 2015-16. Dinsmore believes the rights are undermined by social media websites which allow members to upload clips via applications such as Vine.

- The Gaelic Athletic Association and Irish public-service broadcaster RTÉ committed to showing more than double the number of games through the GAAGO global online streaming service in 2015 after a successful debut this year. GAAGO will stream more than 120 events in 2015, including over 45 matches from the Gaelic football and hurling Senior Championships on a worldwide basis in 2015.
- Australian commercial broadcaster Ten received non-binding, conditional investment proposals from a "number of parties." Pay-television operator Foxtel and the Discovery Communications media company made a joint takeover bid that valued the company at A\$605m (€412m/\$515m). Investment funds Saban Capital Group and Anchorage Capital Partners also tabled bids.
- The International Shooting Sport Federation's 2014 World Championship and World Cup events reached 240m television viewers in more than 100 countries.
- The International Floorball Federation will provide live coverage of its 2014 men's World Floorball Championship national team event in Gothenburg, Sweden, via video-sharing website YouTube and the International World Games Association's online channel.

INDUSTRY MOVES

- The IMG agency appointed Christian Salomon as managing director of its business operations in Germany, Austria and Switzerland.
 - Susanne Aigner-Drews was appointed as the new managing director of the German division of pan-European sports broadcaster Eurosport.
 - Consolidated Media Industries, the parent company of sports data and media company Infostrada Sports Group, appointed Arthur Zuijderwijk and Ernst Veldkamp as co-managing directors of Infostrada Productions, which provides production services in sport. The duo will begin in the New Year after Danny Menken departs as chief executive of Infostrada Sports Group, which will split into two independent companies on January 1.
 - Major League Baseball appointed Rob McClarry as president of its MLB Network pay-television service. McClarry, who previously served as the executive vice-president of the MLB Network, will replace Tony Petitti, who will become the league's new chief operating officer in January.

EDITORIAL

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

DESIGN & PRODUCTION

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

SALES & COMMERCIAL

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

TV Sports Markets

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



SportBusiness

Important Terms and Conditions

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

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

Sportel

AMERICA

WORLD SPORTS

CONTENT MEDIA CONVENTION

www.sportelamerica.com

17 | 19

MARCH 2015

Miami



With the support of



INTERNATIONAL
OLYMPIC
COMMITTEE

PRINCIPALITY
OF MONACO

PLAYING A SPECIAL ROLE IN THE WORLD.