

FOOTBALL

Seifert: New deals reinforce Bundesliga's position as one of world's top three leagues

By Robin Jellis

Christian Seifert, chief executive of the German football league, told *TV Sports Markets* this week the latest domestic Bundesliga deals would entrench it as one of the world's top three football leagues.

Two weeks ago, the Deutsche Fußball Liga finalised domestic media-rights deals for the Bundesliga over four seasons, from 2017-18 to 2020-21, worth a total of €4.64bn (\$5.23bn), an average of €1.16bn per season.

The deals represent growth of 85 per cent on the current four-season cycle, from 2013-14 to 2016-17, worth just over €2.5bn in total, or €626.2m per season (*TV Sports Markets* 20:9).

Seifert said: "From the very beginning our goal was to achieve financial results

that will enable the Bundesliga to be one of the top three leagues, money-wise.

"Right now we are number two behind the Premier League [in terms of domestic rights revenue]. We want an interesting, entertaining national competition while allowing our top clubs to compete with other top clubs in Europe."

The introduction of a no-single-buyer rule by the Bundeskartellamt, the German competition authority, meant no single broadcaster could acquire live rights to all matches in the new cycle.

Pay-television broadcaster Sky Deutschland shows all 306 matches per season live in the current cycle, in a deal worth an average of €485.7m per season.

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DARTS

PDC revenues could jump by 50% in 2017

By Richard Welbirg

A series of recently-agreed and impending deals will see the Professional Darts Corporation reach global income of about £10m (€12.6m/\$14.2m) in 2016, potentially rising by 50 per cent in 2017.

Fees this year have been boosted by a series of deals in Japan, the Nordics and sub-Saharan Africa which extracted value from previously weaker markets, as well as the start of a new deal with UK commercial broadcaster ITV.

Next year's increase will be driven by a new deal in Germany, and planned renewals in the two biggest darts markets,

the UK and the Netherlands.

Rights to PDC events are sold by sports promotion company Matchroom Sport, the majority shareholder in the PDC.


Speaking exclusively to *TV Sports Markets* this week, Barry Hearn, PDC chairman and founder of Matchroom Sport said: "We've educated the world through the media, broadcast predominantly. We've shown broadcasters around the world, whether there's a darts interest or not, look at this.

"And they've been staggered by the

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CSL first property for new digital platform Baofeng

New Chinese OTT player Baofeng Sports' first move in the sports sector was to acquire rights to the Chinese Super League.

The deal covers the rest of the 2016 season and 2017. Baofeng struck the deal with the China Sports Media agency. Baofeng is expected to pay the equivalent of CNY50m (€6.7m/\$7.6m) per year for rights to one non-exclusive CSL match per week.

A subsidiary of Chinese internet entertainment and technology provider Baofeng, Baofeng Sports International was launched earlier this month in tandem with Baofeng's acquisition of a stake in the MP & Silva agency (*TV Sports Markets* 20:9). MP & Silva founder Andrea Radrizzani has been appointed president of Baofeng Sports.

CSM acquired CSL global rights in a five-year, CNY8bn deal from 2016 to 2020. The rights are worth CNY1bn per year in 2016 and 2017 (*TV Sports Markets* 19:19).

CSM sold on digital rights to LeSports in March. The deal was worth CNY2.7bn in 2016 and 2017, or CNY1.35bn per year (*TV Sports Markets* 20:4).

The agency retained the right to sell one match per week non-exclusively. LeSports' contract specified firms to which these rights could not be sold: IPTV operator BesTV, and streaming platforms Tencent, PPTV, and iQiYi.

Smart TV startup Whaley Technology has acquired the same package as Baofeng. China Media Capital, which owns CSM, is a major investor in Whaley, but the two companies are managed independently. Internet portal Sohu has acquired highlights rights.

The match shown by Baofeng and Whaley will also be shown by CCTV5, the national sports channel operated by state broadcaster CCTV. CCTV struck a deal in March covering the one match

per week and 20 additional matches during the 2016 and 2017 seasons.

CSM's deal dictated it sell some matches to CCTV5. Local sources put the deal at about CNY15m. ■

PPTV pulls out of French Open deal

Chinese OTT player PPTV pulled out of its deal for French Open tennis rights shortly before this year's tournament began, *TV Sports Markets* understands.

PPTV was awarded rights in a new cycle after the Fédération Française de Tennis held a tender in March. It is thought to have faced competition from rivals including LeSports and Tencent.

Its deal would have covered digital highlights rights for three years from 2016 to 2018, and digital live and highlights rights from 2019 to 2021.

All live rights are currently included in the FFT's five-year deal, from 2014 to 2018, with state broadcaster CCTV. CCTV is thought to be paying the FFT about \$750,000 (€660,000) per year.

One local expert said any deal would likely have been less valuable than that for Wimbledon rights. These are held by LeSports in a three-year deal, from 2016 to 2018, worth about \$3m per year.

The reasoning behind PPTV backing out of the agreement is unclear, though it is understood to have come from senior management. Sources said it was not for financial reasons.

For this year's Open, which ran from May 16 to June 5, the FFT agreed a highlights deal with Chinese digital media company Sina Sports. As digital rights fees increase across the board in China, Sina has looked to buy highlights rather than live rights.

It does not generally pay fees for these rights, instead offering right-holders promotional backing and exposure on the Sina and Sina Sports web portals. Sina Sports is the most popular sports website in China.

The FFT will return to the market with a new tender by September at the latest. It has not yet decided whether it

will offer the same package to bidders as it did in March. ■

Kwesé payday for Matchroom

Sports promoter Matchroom Sport has secured a lucrative deal for its entire portfolio of live events and archive footage in sub-Saharan Africa with pay-television startup Kwesé Sports.

The five-year deal, from summer 2016 to summer 2021, is worth an average of about \$550,000 (€485,000) per year. It is the first time Matchroom has secured a deal across the region for all its live events. It has previously sold one-off events to broadcasters in the region.

Kwesé will hold free-to-air and pay-television rights to all Matchroom properties across sub-Saharan Africa, but will exploit digital rights only in South Africa.

The vast majority of the value is in Matchroom's live boxing events, of which it promotes about 20 per year. Matchroom's stable of boxers contains eight world champions, including IBF world heavyweight champion Anthony Joshua. The package also includes Professional Darts Corporation events and Matchroom's entire stable of boxing, darts, pool and snooker events.

Kwesé is not thought to have faced any competition. Pay-television broadcaster Fox Sports Africa has historically shown Matchroom events, acquiring archive rights.

Pay-television sports broadcaster Setanta Africa – acquired by Fox in October 2013 – held rights in a three-year deal, from 2009 to 2011, worth \$25,000 per year. By 2015, this fee had risen to about \$50,000 per year. The rights covered sub-Saharan Africa, excluding South Africa.

Commercial broadcaster e.tv previously acquired live rights to Matchroom's portfolio in South Africa. The broadcaster planned to show coverage on Platco, its free-to-air satellite platform that never came to fruition. Local sources say e.tv showed few events on its main channel. ■

DARTS

Hearn: Broadcasters 'staggered' by energy of darts audience

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audience, the energy in the room. And on the back of that, the perception of the sport has changed.”

Home turf

The UK remains the most valuable single territory for the PDC. Rights are split across three broadcasters: pay-television broadcaster Sky, ITV and public-service broadcaster the BBC.

Hearn said: “It’s a very good issue to keep everyone on the edge of their chair, if it’s successful. At the moment, ITV are disappointed they’re not the only free-to-air customer. That’s good – it keeps ITV on their toes. Sky can’t understand why they don’t own everything. That’s good.”

Sky has a deal which runs for slightly more than three years – it began with the 2014 PDC World Darts Championship in December 2013 and will conclude following the 2017 edition in January.

The deal also includes rights to Premier League Darts, the Grand Slam of Darts, the World Grand Prix, World Matchplay and the World Cup of Darts.

The World Darts Championship is by far the most valuable PDC property. Sky pays the lion’s share of the PDC’s domestic rights income – about £5.5m per year of a total of just over £6.5m per year. Discussions over a renewal are expected before the end of the year.

ITV pays slightly over £1m per year for rights to five tournaments – the European Darts Championship, the Masters, the Players Championship finals, the UK Open and the World Series of Darts – over three years from 2016 to 2018.

Matchroom has added the BBC as a partner for the first time this year, with a deal covering the new Champions League of Darts event in 2016 and 2017.

The public-service broadcaster is paying a nominal fee, thought to be between £50,000 and £100,000 per year, for the

two-day event. It will show the entire event live.

Hearn declined to comment on any rights fees, but said the free-to-air exposure of the new event will be a good advert for the season of darts it precedes.

Key territories

Strong ratings and competition between broadcasters will see Germany leapfrog the Netherlands as the PDC’s second-most valuable territory next year, at least until a new deal is agreed for the latter.

Sport1 holds PDC rights in a five-year deal, from 2012 to 2016, worth just over €500,000 per year. It has been a strong property for the broadcaster, providing year-long content and high ratings with the World Championship: viewing figures for the 2015 event had a peak average audience of 1.36m.

When Matchroom approached the market earlier this year there was interest from pay-television broadcaster Sky Deutschland and digital media specialists the Perform Group. Perform is launching its OTT platform, DAZN, this summer. The competition drove up the value.

After discussions with broadcasters a joint agreement was struck with Perform and Sport1. The new deal is expected to be worth a total of just over €3m per year over five years, from 2017 to 2021.

Sport1 will continue to broadcast the World Championships and Premier League Darts. Perform will show the remaining PDC rights on its yet-to-launch OTT platform.

The Netherlands has historically been the second-largest market for darts, driven by the success of Raymond van Barneveld and later Michael van Gerwen. However, commercial broadcaster SBS’s withdrawal from broadcasting sport sucked some value out of the market (*TV Sports Markets* 14:20).

SBS paid about €750,000 per year in a five-year deal from 2006 to 2010 (*TV Sports Markets* 10:4). After SBS chose not to renew, commercial broadcaster RTL returned as the PDC’s broadcast partner. In its most recent three-year deal, from 2014 to 2016, RTL pays about €700,000 per year.

RTL has taken up an option to extend the deal for 2017 and 2018 at about

€850,000 per year, but is in talks with Matchroom over a new five-year deal that would overwrite the extension and take the rights off the market in the long-term. Any such deal is expected to be worth significantly more.

New markets

The emergence of telco Econet as a competitor to pay-television broadcaster SuperSport in sub-Saharan Africa has enabled Matchroom to extract a significant fee from the region for the first time. Econet’s deal includes Matchroom’s boxing rights, which are usually sold separately (see separate story, page 2).

Matchroom has agreed a similar deal – for the entirety of its portfolio – with commercial and pay-television broadcaster Modern Times Group in the Nordics, running from 2016 to 2020.

In Japan, Matchroom has agreed an output deal with Perform, which plans to launch its OTT platform there this summer. The deal will run from the summer of 2016 to summer 2019. ■

[www. For the full interview with Barry Hearn, visit our website.](#)

FOOTBALL

Sky pays 80% more, Eurosport gets one package of live rights

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In the new cycle, Sky will retain most live matches – it will show 266 per season after acquiring four of the five available live rights packages to the top tier. It also retained the league’s most valuable package, C, for ‘conference’ rights. This gives Sky near-live highlights coverage of all Saturday 3.30pm matches.

It also acquired rights to all 306 matches per season from the second tier Bundesliga 2. The no-single-buyer rule only applied to the top tier.

Sky will pay an average of €876m per season for its rights – an increase of 80 per cent on its current contract – despite having 13 per cent fewer top-tier matches than it shows at present.

However, Sky has pointed out it will pay only 32 per cent more in the first season of the new deal, 2017-18, than in the final season of its current deal, 2016-17.

Sports broadcaster Eurosport acquired the other package of live Bundesliga rights in a deal worth close to €85m per season. Its package, A, contains 45 matches per season, including relegation play-off matches and the Supercup competition.

The league also agreed deals with public-service broadcasters ARD and ZDF, sports broadcaster Sport1 and digital media specialists the Perform Group (see table, online).

Level of competition

It is unclear which broadcasters bid aggressively for live rights. In the run-up to the auction, the likeliest bidders – along with Sky and Eurosport – were telco Deutsche Telekom and Perform.

Sky is said to have made a low offer for package A, which was won by Eurosport.

The no-single-buyer rule mandated that if one broadcaster had acquired all rights the league would have had to sell a package of OTT rights, comprised of

three live matches per week.

Sky felt this would have been an incursion on its Sky Go digital service so bid low on package A and aggressively for all other live rights. It hoped another broadcaster would win package A.

Sky is thought to have regarded it as the least valuable of the five live packages. This is primarily because these matches, on Friday evenings, will generally be contested by weaker teams.

Top clubs will play league matches on Saturdays and Sundays – these clubs cannot play on Fridays as they will be involved in midweek matches of the Uefa Champions League or Europa League.

Seifert declined to comment on who bid for the live rights, but said: “When you finish up with 85 per cent more you have seen aggressive competition all over the place. We saw a rise in competition over all the packages we sold, even between the free-to-air broadcasters.”

He added that the main reason for the rights-fee increases was “a good product”, but also that there were German media companies who felt the Bundesliga could “help them achieve their goals”.

Pay-TV challenge

Seifert described the German pay-television market as “very challenging”. “Germany is the biggest single market in Europe, but pay-TV still does not have the market position of other countries. There is a lot of potential though,” he said.

Sky paid 94 per cent more when the league’s last domestic rights deals were agreed in April 2012 – up from €250m per season to an average of €485.7m per season (*TV Sports Markets* 16:8).

Then, Sky had 3.012m subscribers. Today, it has 4.567m. Its average revenue per user is €35 per month.

Sky Deutschland chief executive Carsten Schmidt last week told newspaper *Handelsblatt* that Sky’s objective over the next Bundesliga contract was to raise arpu.

He said Sky is aiming to reach arpu of €40 per month over the next few years, and that this should be possible as the German economy is stronger than those of the UK and Italy, where Sky’s sister businesses operate. In the UK and Italy, Sky’s arpu is £47 (€53/\$67) and €42 per month respectively.

Bundesliga set to earn close to €130m per season from Europe

Germany’s Bundesliga is close to finalising European deals which are expected to take its media-rights revenue across the region to about €130m (\$147m) per season.

The league currently earns close to €60m per season across Europe, outside Germany, in 2015-16 and 2016-17. Rights in the new cycle will cover four seasons, from 2017-18 to 2020-21.

More than doubling the current fees across Europe is an impressive result, especially considering the rights have been sold after those of Spain’s LaLiga and England’s Premier League. Both are generally seen by broadcasters across the region as more important properties than the Bundesliga.

When announcing its new domestic deals (see main story, page 1), the

Bundesliga said the sale of rights in Europe will take it close to a global media-rights total of €1.4bn per season.

With its domestic rights worth €1.16bn per season, this means international rights will be worth €240m per season. The league currently earns about €110m per season for international rights outside Europe, meaning rights in Europe are likely to be worth €130m per season.

Rights in Austria and Switzerland – two territories where the league is very popular – are currently folded into a deal with pay-television broadcaster Sky Deutschland for domestic rights.

Sky pays no additional fee for the rights in the current cycle. It is understood to have offered about €30m per season for rights in both territories in the new cycle.

Pay-television broadcaster BT Sport has renewed in the UK and Ireland for about £6m (€7.6m/\$8.5m) per season, up from about £3m per season in the

current cycle. BT faced competition from pay-television rival Sky and the IMG agency.

The Bundesliga complements BT’s coverage of Italy’s Serie A and France’s Ligue 1, as well as its deal for the Uefa Champions League and Europa League.

Global channel syndicator Fox Networks Group is understood to have renewed rights in both Italy and the Netherlands for a combined fee of just over €11m per season. This is thought to be split about €6m per season for Italy and €5m per season for the Netherlands. Fox is not thought to have faced much competition in either territory.

Fox currently holds Bundesliga rights in 80 territories, three of which are in Europe, for about €62m per season. Of the total, about €3m per season is thought to be allocated for Italy, €2.5m per season for the Netherlands, and €1m per season for Belgium.

Rights in Belgium in the new cycle have been acquired by IMG for about

Sarah Simon, senior analyst at Berenberg Bank, told *TV Sports Markets* Sky had secured the best possible outcome by acquiring the majority of live rights.

But she added: "We don't think there are any real costs to cut at Sky Deutschland, so it is likely that Sky will try and pass on the increase in the form of price increases."

Simon said the new deal won't see Sky add many subscribers – those who want to watch the Bundesliga generally already subscribe – but that retaining most live rights would limit subscriber losses.

Eurosport rationale

Eurosport bid for package A because it anticipated little competition, meaning the rights could be acquired relatively cheaply.

Eurosport currently operates two channels in Germany: Eurosport 1 and Eurosport 2, which are free-to-air and pay-television channels respectively. Most Bundesliga matches are expected to be shown on Eurosport 2, though some matches can be shown on Eurosport 1.

The majority of Eurosport's revenue in

Germany comes from advertising.

Most experts believe Eurosport will use the Bundesliga rights to command higher carriage fees from pay-television platforms. Eurosport's current carriage deals in Germany are understood to expire ahead of the 2017-18 season.

Berenberg's Simon said: "This will help improve leverage in terms of affiliate fees, although clearly the 'must-have' remains the Sky Sports offering."

Eurosport, owned by US media company Discovery Communications, is carried on most major platforms in Germany. But it is understood to be considering an exclusive carriage deal with cable operator Kabel Deutschland, owned by Liberty Global. Liberty's owner, John Malone, is the main shareholder in Discovery.

Kabel Deutschland currently carries all Sky channels on its platform – an exclusive deal with Eurosport would make it the only platform able to show all Bundesliga matches.

Eurosport has not ruled out the possibility of agreeing carriage deals with other platforms, including Sky.

Free-to-air battle

Competition between public-service broadcasters ARD and ZDF forced up the value of the league's free-to-air rights.

ARD will pay a decent increase – from €106m per season to about €121m per season – despite the fact it will have fewer rights. It has lost some live rights to ZDF but retained its highlights rights.

Local experts say there are two reasons why the free-to-air fees went up. First, ARD was not allowed to communicate with fellow public-service broadcaster ZDF during the process.

This meant the two were unaware of each other's bidding strategy. The SportA agency usually handles rights acquisitions for both broadcasters. Each broadcaster handled its own negotiations this time.

This resulted in ZDF acquiring live rights to package H, which contains rights to six live matches per season. It is thought to have been bidding against ARD for the package.

Second, ARD's failure to acquire key rights – notably the Olympic Games and rights to the German national football team – over the last year put pressure on it

€2.5m per season. There is thought to have been little interest from local broadcasters.

In the current cycle, Fox sublicenses coverage to pay-television broadcaster Telenet as part of a deal which saw the latter carry Fox's channels on its platform. In the previous cycle, from 2012-13 to 2014-15, Telenet acquired Bundesliga rights from the MP & Silva agency in a deal worth €1m per season.

Sports broadcaster Eurosport has renewed rights in the Baltics – Estonia, Latvia and Lithuania – in a deal worth about €500,000 per season. Eurosport currently holds Bundesliga rights in 22 territories for about €25m per season.

It is thought that rights in Poland were close to being awarded to the Lagardère Sports agency but *TV Sports Markets* understands the deal fell through as the agency decided it would struggle to get a return on its investment.

Local interest in the league is almost entirely due to the presence of Polish

striker Robert Lewandowski. Media reports suggest he may leave Bayern Munich, which would make the rights less valuable to local broadcasters.

BeIN Media Group has renewed rights in France for about €7.5m per season, an uplift of about 150 per cent on the €3m per season it pays in the current cycle.

In Spain, pay-television broadcaster Canal Plus has renewed for close to €5m per season, about 43 per cent more than its current €3.5m-per-season deal.

The Pragospport agency has won rights covering the Czech Republic and Slovakia, and Hungary. The deals are thought to be worth about €2m per season and €4m per season respectively. Rights in these territories are currently held by Eurosport.

The league is in ongoing discussions with MP & Silva about rights in a swathe of territories across Europe. The agency has acquired rights in the Nordics and most of Central and

Eastern Europe, including the Balkan territories. But it is now speaking with the league about the possibility of adding rights in Cyprus, Greece, Malta and Portugal after the league received low offers from broadcasters in each territory.

The sale of rights in the remaining territory – Turkey – is understood to have been complicated by beIN's takeover of pay-television broadcaster Digiturk. The acquisition was this month signed off by the country's Savings Deposit Insurance Fund, which held a 53-per-cent stake in Digiturk.

An interesting development in this European sales cycle is that the league has agreed deals covering large numbers of territories with agencies. The league is thought to have been frustrated by broadcaster offers in many territories.

One expert said: "The agencies now have to package in a more creative way, or find some leverage or competition the Bundesliga wasn't able to find." ■

to renew rights for its Saturday evening highlights programme, *Sportschau*.

Changes

As well as the no-single-buyer rule, there were several differences between the latest and previous Bundesliga auctions.

This time packages were sold sequentially, creating competitive tension between bidders. Losing bidders were not told who had been awarded rights.

The 'conference' rights were also sold as a separate package for the first time. Seifert said this was to encourage bidders who felt they could not acquire both conference rights and rights to the individual matches.

He added that the league has to be "a bit more creative" as it has to make all 306 matches per season available live. By comparison, the English Premier League doesn't make all matches available live

and can use the addition of new matches as leverage to increase live domestic fees.

Rights were sold on a platform-neutral basis, provided the bidder could show rights on at least three out of five delivery mechanisms: terrestrial, satellite, cable, mobile or web. Broadcasters can also sublicense rights, with the league's approval. ■

[www. For the full interview with Christian Seifert, visit our website.](#)

FOOTBALL

Mediapro snares LaLiga rights for new DTT channel, Gol

By Richard Welbirg

The Mediapro agency acquired a slate of Spanish LaLiga rights this week in order to fill the schedule of its recently-launched digital-terrestrial sports channel Gol.

LaLiga was selling five packages of rights for the 2016-17 to 2018-19 cycle, all of which were unsold from its initial tender in December 2015 (*TV Sports Markets* 19:23). Four of the five packages were for free-to-air rights (see table).

Mediapro won three of the five packages for a total outlay of €55.8m (\$63m), or €18.6m per season: €4.6m per season for package 1, €9m per season for package 3 and €5m per season for package 4.

TV Sports Markets understands Mediapro was the only bidder to reach LaLiga's reserve price for the three packages it won. Mediapro was less interested in package 2 as the Copa del Rey runs for a total of approximately three months each season.

Two packages went unsold as their reserve prices were not met, and have been opened to a second round of bidding with a deadline of June 28.

In the 2015-16 season, public-service broadcaster TVE paid €12m for exclusive highlights rights and €13m for the second-pick match from each round of the Primera Liga and the Copa del Rey.

LaLiga now stands to earn at least €1.001bn per season for its domestic rights from 2016-17 to 2018-19.

LaLiga packages			
Package	Content	Winner	Per-season fee
1	Free-to-air rights to the second-pick live Primera División match. Cannot include Real Madrid, Barcelona, Valencia, Atlético Madrid, or teams in European competition.	Mediapro	€4.6m
2	Free-to-air rights to the second-pick live Copa del Rey match; first-pick semi-final. Does not include the final.	None	N/A
3	Free-to-air highlights of all LaLiga content, up to 12 minutes.	Mediapro	€9m
4	Free-to-air rights to four live Segunda División matches.	Mediapro	€5m
5	Digital on-demand rights to all matches.	None	N/A

Source: LaLiga

Tender again

Seven packages of rights were left unsold after December's tender. Five were re-tendered on June 2.

The remaining two – a package of pay-television rights for up to 10 live second-tier Segunda matches, and a package of 90-second clips for online exploitation – will be made available non-exclusively at a fixed price once the latest tender is completed.

There are key differences between the June and December tenders. First, LaLiga reduced its reserve price for each package.

Second, it changed package 4 to include four Segunda matches rather than "up to six", at the behest of Spain's competition regulator, the Comisión Nacional de los Mercados y La Competencia.

Third, it allowed the buyer of package 3 to sublicense highlights rights to third parties. This is thought to have been the reason Mediapro made its largest bid for this package. The €9m-per-season fee is seen as high for exclusive extended highlights rights. Other broadcasters expect the agency to make rights available on a non-exclusive basis.

Mediapro will be able to set conditions on highlights it sublicenses, including their duration and how soon after a match they can be broadcast.

Way behind

The broadcasters that bid in last year's tender – commercial broadcaster Mediaset, public-service broadcaster TVE and Forta, the union of regional public-service broadcasters – bid again. Commercial broadcaster Atresmedia bid only for package 2.

There are several reasons why the broadcasters have generally been unwilling to meet LaLiga's reserve prices.

First, highlights are less valuable in the new cycle than in the 2015-16 season, when they were exclusive to TVE. Mediaset challenged this exclusivity and in January the CNMC ruled broadcasters should be allowed access to stadiums for news clips of up to 90 seconds per match. As a result, TVE and LaLiga ended the highlights contract in March.

Second, broadcasters generally want extended highlights for review shows or discussion programmes. But ratings over

the past year have shown they can survive without them.

Third, TVE is cash-strapped while Mediaset recently committed €28m for free-to-air rights to the Euro 2016 tournament (*TV Sports Markets* 20:9).

Fourth, ratings for the weekly LaLiga match on TVE during 2015-16 were poor, leading the broadcaster to move the match to its Teledeporte sports channel.

Gol

Mediapro launched Gol as a digital-terrestrial channel earlier this month. Beyond football, the channel will exploit rights from the agency's portfolio including basketball, cycling, motor racing and tennis.

Oliver Seibert, Mediapro's director of media and new business told *TV Sports Markets* this week: "Slowly but surely the advertising market is recovering – we believe this can be profitable."

Packages 1 and 4 give Gol premium content on weekends for nine months of the year. While weak for an established free-to-air channel like TVE, the ratings would be relatively good for an emergent digital-terrestrial channel. ■

TV UK

Dave buys into CPL as move into live sport continues

By Frank Dunne

UK commercial channel Dave continued its move into live sport with a deal thought to be worth about £500,000 (€630,000/\$710,000) for rights to this year's Caribbean Premier League Twenty20 cricket series.

The deal represents only the channel's fourth foray into live sport. It showed fights of British boxer David Haye in January and May and the British Darts Organisation's World Trophy competition, also in May. Dave is owned by UK channel operator UKTV.

The CPL fee is understood to be slightly down on the £525,000 per year paid by pay-television operator BT Sport in a two-year deal, covering 2014 and

2015.

But the league is likely to be satisfied with the outcome. The reduction in rights fee is small but the audience, on a free-to-air channel, will be far bigger. BT Sport's average audience per match in 2015 was just under 10,000.

Steve North, the general manager of Dave, told *TV Sports Markets* this week the channel had been encouraged by the success it had enjoyed with its coverage of the Haye fights and darts.

North added Dave would continue to look for opportunities in the sports-rights market but would not get drawn into bidding wars with leading pay-television broadcasters BT and Sky, which have far greater resources. "We are not going to be going after the Premier League or other premium football rights," he said. "Some things are beyond our reach."

North declined to comment on the rights fees Dave has paid so far but said that, in each of its sports-rights acquisitions to date, it felt each property represented good value.

In identifying rights targets, the channel weighs up potential advertising income with the 'halo' effect – the intangible benefits of improved brand image and positioning – that sport delivers.

"For a commercial channel it will always be a balance between those two things," North said.

Dave, whose target audience is young males, primarily shows archive comedy shows but in the last two years has been gradually investing in more original content to try to expand its reach and audience share.

As part of that strategy, sport is an obvious choice with which to expand the audience within Dave's target demographic. Strong live content which cannot be time-shifted is one of the few things that can still deliver big one-off audiences.

"In this on-demand world, content which is live, in the moment, an event, is increasingly important," North said.

He added the CPL would provide 140 hours of attractive live content in July, a traditionally difficult month to drive big audiences. He said Twenty20 cricket was still growing in popularity on the back of the success of the Indian Premier League.

The channel is planning an aggressive marketing campaign around the CPL.

BT is thought to have been keen to continue showing the CPL, but given the small audiences it provided and its irrelevance as a driver of subscriptions, the broadcaster did not want to pay anything like its previous fee.

When the last deal was signed, BT faced an aggressive offer from commercial broadcaster ITV. BT had no top cricket at the time and was determined to hang on to the rights. It paid only £50,000 for the rights in 2013, the inaugural CPL season.

By the time the 2016 rights came on the market BT had acquired Cricket Australia rights, including the hugely popular Ashes Tests between England and Australia in a five-year deal, from 2016-17 to 2020-21, worth £75m (*TV Sports Markets* 19:15).

UKTV is jointly owned by UK public-service broadcaster the BBC and US pay-television operator Scripps. It owns both pay-television and free-to-air channels. ■

FOOTBALL

Value of women's Euros up by more than 500% in France

By Robin Jellis

Uefa increased the value of the women's European Championship tournament by about 525 per cent in a deal with France Télévisions last month.

The deal with the French public-service broadcaster for Euro 2017 will be worth about €5m (\$5.6m), up hugely on the deal for Euro 2013 with digital-terrestrial channel W9, worth €800,000.

France Télévisions agreed the deal with the CAA Eleven agency on behalf of Uefa, European football's governing body. The process began in mid-February, with bids due by mid-March. There is thought to have been only one round of bidding.

The agreement continues the growth of women's football in France.

In January, commercial broadcaster TF1 acquired rights to the 2019 women's World Cup for about €10m. This was almost 12 times the value of the 2015

edition, shown by W9 under a deal worth €850,000 (*TV Sports Markets* 20:2).

The fee was inflated as the tournament will be hosted in France. Euro 2017 will be hosted in the Netherlands.

There are two reasons behind the large fee increase paid by France Télévisions for Euro 2017 compared with Euro 2013.

First, competition for the rights. France Télévisions faced rival bids from M6 – the commercial broadcaster which owns W9 – and digital-terrestrial channel D8, operated by pay-television broadcaster Canal Plus. There is also thought to have been interest from TF1 and digital-terrestrial channel L'Équipe 21.

Second, the fact women's football provides strong audience ratings. The quarter-final of the 2015 World Cup between France and Germany attracted an average audience of 4.1m, a share of about 25 per cent, despite kicking off at 10pm French time. Coverage peaked at 5.3m.

France Télévisions was keen to acquire the rights due to a growing interest in women's football, and women's sport more widely.

The coverage will help fulfil its public-service remit. The rights are also relatively inexpensive compared to its deals for the

Tour de France cycle race, Six Nations rugby union, the Olympic Games and French Open tennis – its four most valuable sports properties.

Under the deal, France Télévisions must show at least 17 of the 31 matches at the tournament. It must show all matches of the French national team, the semi-finals and final.

Its coverage in France will be non-exclusive: sports broadcaster Eurosport has a pan-European deal to show Euro 2017 on pay-television.

France Télévisions has a tradition of broadcasting women's sport. It holds rights to the women's Coupe de France competition and the women's top football league, the Division 1 Féminine.

It holds these rights as part of a joint deal with Eurosport agreed with the French football federation, the Fédération Française de Football. The deal includes the men's Coupe de France – the most valuable component of the deal – and is worth €16.5m per season over four seasons, from 2014-15 to 2017-18 (*TV Sports Markets* 18:3).

The FFF is expected to tender its rights covering a new cycle late this year or early next. It is understood to be targeting a big increase in the value of its women's rights.

France Télévisions also holds rights to the women's national rugby team in the Six Nations as well as the Top 8 domestic league under a deal with the French rugby union federation, the Fédération Française de Rugby (*TV Sports Markets* 20:6).

It also showed the women's Rugby World Cup in 2014, and in each of the last two seasons has agreed deals with Uefa for the women's Champions League final.

Men's national team

CAA Eleven is also selling rights to men's national team matches over a four-year period, from 2018-19 to 2021-22.

The rights were tendered on April 25 with bids due by May 30. The agency is selling rights to the European Qualifiers, the Nations League tournament and other friendly matches over the four seasons.

In December 2013, TF1 acquired rights to 40 France matches from 2014-15 to 2017-18 for €135m, or just under €3.4m per match (*TV Sports Markets* 18:1).

Local media reports say TF1 and M6 are the only bidders in the new cycle and have made a joint offer of €3.3m per match. CAA Eleven is said to have been seeking closer to €4m per match. ■

IN-FLIGHT

Sport 24 gets Euro 2016 ahead of new channel launch

By Callum McCarthy

IMG this month added a second Sport 24 in-flight channel to its offering following its deal for Euro 2016, for which it paid considerably more than Euro 2012.

The agency paid about €2.7m (\$3m) for in-flight rights to all 51 matches at Euro 2016, an increase of about 80 per cent on its in-flight rights deal for Euro 2012. That deal is thought to have been worth about €1.5m.

IMG faced little competition when bidding for either tournament – there is no known competition to Sport 24 in the in-flight sector.

While IMG usually acquires in-flight and in-ship rights, the agency only acquired the former as in-ship rights were unavailable for Euro 2016.

The new Sport 24 Extra channel will allow Sport 24 to broadcast all 51 matches from the 2016 tournament. It broadcast 27 of the 31 matches from Euro 2012, as the final round of group games contained four fixture clashes.

“The [new] channel has always been part of the plan, but with the Euros on the horizon it was a good time to launch and allows us to broadcast all the matches,” Tim Wood, vice president, Sport 24, and business development, said.

Wood also said the extra channel would be beneficial for IMG's other in-flight content, such as the upcoming 2016 Olympic Games, the English Premier League and the Uefa Champions League.

Sport 24 is currently available on 11 airlines and IMG is seeking to expand this.

However, due to technical constraints many airlines are unable to offer the Sport 24 Extra channel.

In-flight longevity

IMG's investment in Sport 24 gives it an edge over its rivals in the sports-rights market, as well as providing airlines with a useful marketing tool to secure business during major sporting events. But some industry experts have questioned Sport 24's longevity as a business model.

According to research conducted this January, wireless internet access is now available on at least 60 airlines, eight of which carry Sport 24. The quality of these wi-fi services is variable, and the vast majority of airlines require customers to pay an additional fee to use the service.

But experts expect in-flight internet connections to improve in coming years and, eventually, for these services to be included in the cost of travel.

This would theoretically enable travellers to watch content on their own devices instead of the airline's entertainment systems.

However, as one expert pointed out, geo-blocking presents a problem for in-flight sports streaming, and leaves the door open for a licensed channel, such as Sport 24, to successfully operate regardless of changes in viewing habits. ■

ICE HOCKEY

Infront grows IIHF value as it aims for free-to-air deals

By Callum McCarthy

The Infront Sports & Media agency signed off relatively lucrative long-term deals for ice hockey's World Championship in three markets last month.

Infront agreed six-year deals in Canada, Denmark and Germany, all running from 2018 to 2023. Fees increased in Canada and Germany in deals with pay-television broadcaster TSN/RDS and sports broadcaster Sport1 respectively.

The change in value of the agency's deal in Denmark with commercial and pay-television broadcaster TV2 is harder to gauge as the rights were previously sold across the Nordics to TV4 Group.

Despite the fee increases, the agency this week told *TV Sports Markets* its priority was not purely to secure higher rights fees.

Amikam Kranz, director of winter sports at Infront Sports & Media, said: "The objective isn't always to increase rights fees because TV exposure is so important for ice hockey. Wherever possible we try for free-to-air exposure to grow the product. Sometimes it works [getting free-to-air coverage], sometimes it doesn't."

Infront holds global media and marketing rights to the World Championship in a deal with the International Ice Hockey Federation. The deal is for six years, from 2018 to 2023, and is worth about CHF26m (€23.8m/\$26.9m) per year (*TV Sports Markets* 18:10).

In Canada, TSN/RDS acquired the rights for about €1m per year. This is a

large increase on TSN/RDS's current four-year deal, from 2014 to 2017, worth between €500,000 and €600,000 per year.

In Germany, Sport1 acquired both the World Championship and the Spengler Cup – an annual club/national-team hybrid tournament – in a deal worth about €750,000 per year. This is an increase of about 25 per cent on Sport1's current deal, from 2014 to 2017, worth an average of just over €600,000 per year.

In Denmark, TV2 has acquired the rights for just under €1m per year.

TV4 paid about €11m per year, from 2012 to 2017, for rights in Denmark, Norway and Sweden. TV4 allocated fees of about €9m to Sweden, €1m to Norway and €1m to Denmark. However, local experts believe Denmark and Norway were overvalued by this allocation.

TV2 sublicenses coverage in Denmark in the current cycle from TV4.

The IIHF World Championship is an annual national team tournament made up of 16 teams, usually played each May.

Canadian coverage

The huge interest in ice hockey in Canada is yet to translate into large rights fees for the World Championship.

This is partly because the World Championship takes place at the same time as the National Hockey League's end-of-season playoffs. This takes the limelight and also means the Canadian national team rarely has its top stars available.

The tournament is also usually held in Europe, meaning games are shown either in the morning or early afternoon in Canada, negatively affecting ratings. Experts believe if conditions were better for a North American audience, fees in Canada would be much higher.

However, in 2015 and 2016, the IIHF and Infront enjoyed good fortune with the availability of Canadian players and the poor performance of Canadian teams in the NHL. No Canadian teams qualified for the playoffs in the 2015-16 season, and Canada's top star Sidney Crosby was available for the 2015 tournament.

As a result, the World Championship received greater support from TSN/RDS. TSN/RDS broadcast 58 of the 64 games in 2015 and all 64 games in 2016 – a huge

increase on their coverage prior to 2015.

The 2015 and 2016 World Championship recorded strong ratings: 2015 garnered an average audience of about 1.5m, while 2016 is thought to have attracted a similar average. One source said the 2016 final, played on May 22, rated higher than any NHL playoff game up until that date. Both finals involved the Canadian national team.

"Canada is one of the most valuable markets by definition – and I'm not primarily talking about rights fees," Kranz said. "If you come with your stars, or even your future stars, it's clear you take this tournament very seriously. TSN and RDS understand the tournament's importance, the audience do as well and that's why the audience figures have increased."

Telco Rogers Communications pays C\$5.23bn (€3.6bn/\$4.1bn) for exclusive rights to show NHL games in Canada (*TV Sports Markets* 17:22). ■

REGULATION

TVR and Antena 1 fail to block late Pro TV deal for Euro 2016

By Frank Dunne

Romania's public-service broadcaster TVR and general entertainment channel Antena 1 failed in a last-gasp attempt to block a deal by commercial broadcaster Pro TV for free-to-air rights to 23 Euro 2016 matches.

Pro TV, which is owned by Central European Media Enterprises, bought the rights one month before the tournament started for about €2.2m (\$2.5m). Uefa and its sales agency CAA Eleven had originally sought €6m for the rights.

The rights are non-exclusive. In April 2015, telco and pay-television operator Telekom Romania acquired the rights to all 51 matches, 28 of which are exclusive, for about €6m (*TV Sports Markets* 19:7.)

The total income of about €8.2m is down on the €9m Uefa earned from the market for Euro 2012, but the governing body is likely to see it as an acceptable result given the consolidation in Romania's pay-television market and

recession in its economy.

Both TVR and Antena 1 are thought to have tried to acquire the free-to-air rights from CAA Eleven. TVR had originally bid as part of the European Broadcasting Union but its valuation of the rights was considered too low by Uefa. As a result, Romania was carved out of the eventual 26-territory EBU deal worth about €120m (*TV Sports Markets* 19:13).

For Euro 2012, TVR contributed €9m for exclusive rights to all 31 matches as part of an EBU deal. In April this year, the broadcaster lost its membership privileges after failing to pay its debts of €14.5m to the consortium of public-service broadcasters. TVR has not been excluded from the EBU but will not be able to take part in collective rights acquisitions.

TVR and Antena 1 contested the award of the rights to Pro TV because they argue it is not a free-to-air channel, either

by the criteria laid down by the Romanian Audiovisual Council or the definition used by CAA Eleven in its original tender document.

On June 7, three days before the tournament began, the Audiovisual Council ruled that TVR1 was the only channel which properly qualified as free-to-air under the country's listed-events legislation. A qualified broadcaster must have universal penetration and be accessible without the payment of any fees.

Until 2013, Pro TV had been freely available. However, because of the country's advertising crisis it changed its business model from one based on advertising revenue to one based on charging carriage fees to cable operators.

In 2015, its penetration rate was 99.1 per cent. The broadcaster argues it is free-to-air as there are no additional

charges to the basic cable fees which householders already pay. The regulator disagreed.

Despite ruling against Pro TV, the regulator decided it was too late to intervene in the Euro 2016 deal as any intervention could have resulted in the 23 matches not being broadcast on free-to-air television, which would not have benefited the public.

It is understood Uefa is happy Pro TV satisfies its own criteria of free-to-air and has not been notified by the regulator there is anything wrong with the deal.

Pro TV is unlikely to be able to acquire rights to listed events in future. However, one local source said the ruling would not have much impact on the rights market. "All major rights have already been sold for the next two years and it is quite possible that Pro TV could overturn the ruling in that time," he said. ■

GOLF

Sky brings PGA back to linear TV after Coliseum NZ exit

By Richard Welbirg

Pay-television broadcaster Sky New Zealand this month stepped in to acquire PGA Tour golf rights after streaming service Coliseum negotiated the termination of its deal.

Coliseum was paying about \$1m (€866,000) per year in a three-year deal, from 2015 to 2017. It had the option to extend for 2018 and 2019.

TV Sports Markets understands the new agreement with Sky is a three-and-a-half-year deal starting in July, running until the end of 2019, on the same financial terms.

Coliseum is winding down its operations in New Zealand in order to focus on its pan-Asian OTT service Rugby Pass (*TV Sports Markets* 20:5). It had acquired PGA Tour rights in October 2014 and exploited them through the PGA Tour Live subscription service.

In December 2014, Coliseum took its content into Lightbox Sport, a joint venture with telco Spark (*TV Sports*

Markets 19:2). It aimed to challenge Sky's dominance but never got off the ground, with local experts saying the telco never committed to the venture.

TV Sports Markets understands Coliseum informed the Tour it wanted to end the deal in early May. The Tour then entered discussions with Sky.

For the PGA Tour the switch is largely a positive one. It will not complete its trial of showing its events via a digital broadcaster – one of the driving factors behind the original deal.

But it has maintained the rights-fee increase it earned from Coliseum and will reach a wider audience. Sky had paid about \$500,000 per year in its previous three-year deal, from 2012 to 2014.

Subscribers to PGA Tour Live were within the targets set by Coliseum and the Tour, but the latter had concerns the service was not reaching golf fans outside the fastest broadband areas.

The creation of Lightbox Sport had appeared to herald a new period of competition in the New Zealand market. Instead, Spark is winding down its sports broadcasting operation just as Sky expands into the telecoms sector.

Sky agreed a merger with telco Vodafone earlier this month. The deal merges the dominant pay-television

broadcaster – Sky has about 830,000 subscribers – with the country's largest mobile operator and second-largest fixed-line operator.

Closures

The PGA Tour Live service will end with the Greenbrier Classic tournament on July 4-10, after which Sky will take up the rights in New Zealand.

Existing subscribers will be offered free installation of Sky set-top boxes. They will also have free access for the remainder of the year to the PGA Tour's global streaming service, also called PGA Tour Live, which provides live coverage of featured groups before the television window and featured holes thereafter.

Lightbox Sport will also close its World Golf Pass subscription service. The service was built on rights acquired from the IMG agency.

IMG exercised an option in January to take back rights to the European and Asian Tours, which were subsequently both sold to Sky in five-year deals running from 2016 to 2020.

Rights to the remainder of the agency's portfolio – including the Ryder Cup – are still with Lightbox Sport and will be without a broadcast home after World Golf Pass is closed. ■

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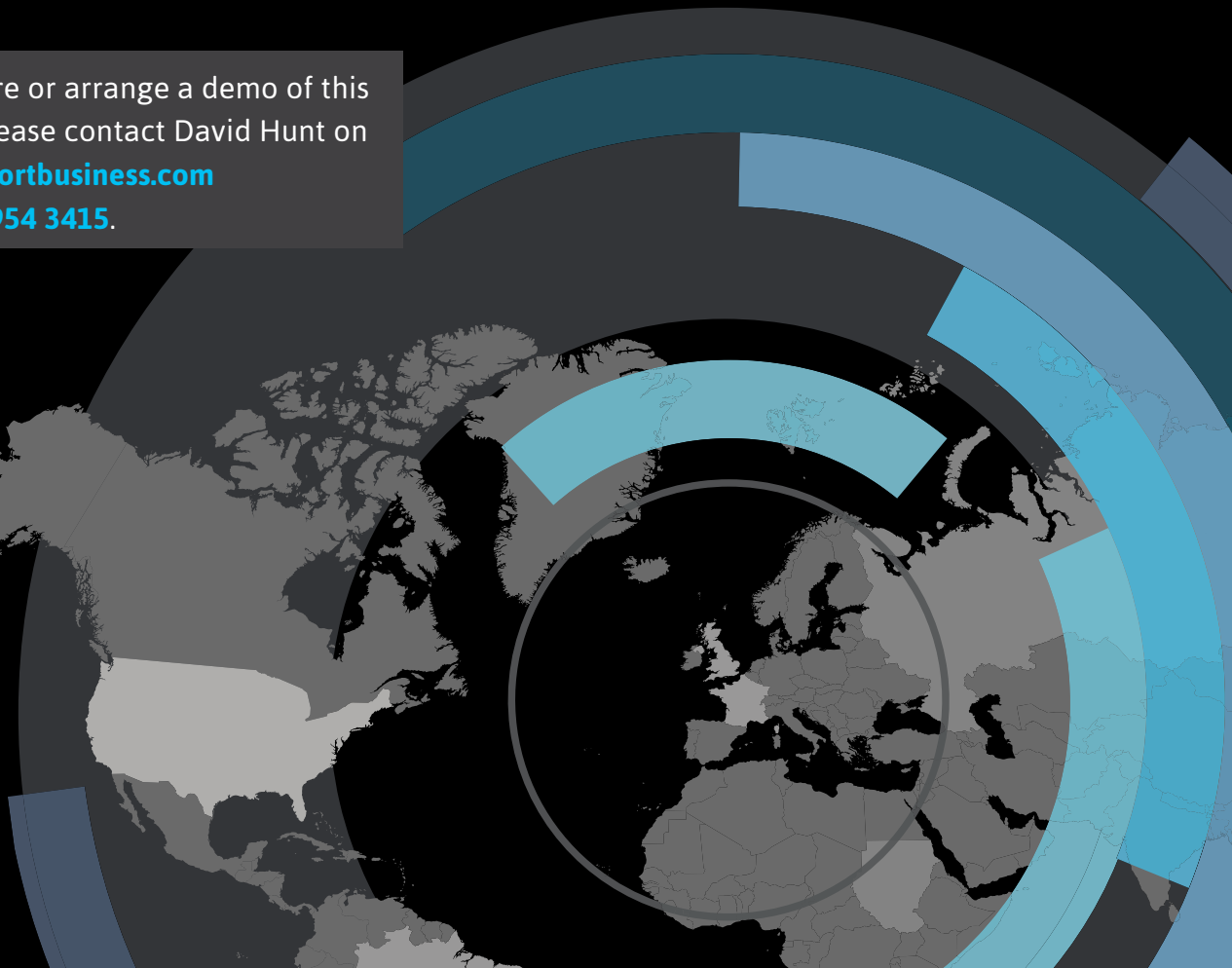
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SPORTS CLIPS: News from TVSM Daily from June 9 to 22

MEDIA RIGHTS 1

Football: Bundesliga, LaLiga, Ligue 1, Euro 2020, Premier League and more

- **Football:** The German Bundesliga secured an 85-per-cent rise in the value of its domestic rights in new deals from 2017-18 to 2020-21 (page 1).
- **Football:** The Mediapro agency acquired three packages of Spanish LaLiga domestic rights for a total fee of €55.8m (\$63m) over three seasons, from 2016-17 to 2018-19 (page 6).
- **Football:** The French football league agreed rights deals allowing pay-television broadcasters Canal Plus and beIN Sports to show matches from its top two divisions, Ligue 1 and Ligue 2, in bars, hotels, hospitals and public places. The deals will run for four seasons, from 2016-17 to 2019-20.
- **Football:** UK pay-television broadcaster BT Sport extended a rights deal for the German Bundesliga. The exclusive agreement will cover the UK and the Republic of Ireland over four seasons, from 2017-18 to 2020-21 (page 4).
- **Football:** Pay-television broadcaster Fox Sports agreed a four-season extension, from 2017-18 to 2020-21, to its exclusive Bundesliga rights deal in Italy (page 4).
- **Football:** Norwegian commercial and pay-television broadcaster TV2 confirmed a deal for a package of Uefa national team rights, which includes European qualifying matches for the Uefa Euro 2020 and 2022 Fifa World Cup tournaments, the 2018-19 and 2020-21 Nations League competitions and other international matches. The deal was agreed with the CAA Eleven agency, which sells Uefa's national team rights. TV2 also acquired rights for the Euro 2020 tournament jointly with state broadcaster NRK.
- **Football:** International sports broadcaster Eleven Sports Network sealed a multi-season sublicensing rights deal with pay-television operator Singtel to show live coverage of the English Premier League in Singapore.
- **Football:** The Sporty Solutionz agency sublicensed rights in the Maldives for the Euro 2016 tournament to pay-television broadcaster MediaNet.
- **Football:** Australian telco Optus sublicensed rights for the 2016 International Champions Cup pre-season friendly tournament from commercial broadcaster Nine. The rights cover exclusive television and digital coverage of 15 games in the US and Europe, as well as non-exclusive rights to three matches in China.
- **Football:** Brazilian pay-television broadcaster Band Sports acquired rights for Categoría Primera A, the top division in Colombia, over two seasons, from 2016-17 to 2017-18.

SINCE LAST TIME

- France's competition authority, l'Autorité de la Concurrence, blocked an exclusive carriage deal between Canal Plus and pay-television rival beIN Sports. In February, Canal Plus agreed to become the official carriage partner for beIN Sports' channels in a five-year deal, from 2016 to 2020. The regulator said the deal contravened a condition of the 2012 merger between TPS and CanalSat that Canal Plus would not enter exclusive carriage deals.
- Media company Mediaset, pay-television broadcaster Sky Italia, the Infront Sports & Media agency and Lega Serie A appealed against a ruling by Italy's antitrust authority. The l'Autorità Garante del Mercato e della Concorrenza fined the four companies €66m (\$74.4m) in April following an investigation into the sale of Serie A domestic football rights. The appeals were entered at the regional administrative court of Lazio.
- BeIN Media Group started legal action against various platforms and channels in the Middle East and North Africa, including Ooredoo, Al Chourouk, ETV 3, IRIB TV and Tele Chad, for alleged infringement of its exclusive rights to the Uefa Euro 2016 national team football tournament.
- the media company does not lower its asking price, according to the *Manager Magazin* business news publication. Discovery has been asking for €150m (\$169m) for the two events. ARD and ZDF are only prepared to pay €100m.
- The Argentinian government suspended the sales process for national and international media rights to the country's football league. The government took the decision after a judge ordered a three-month investigation into allegations of irregularities relating to the management and distribution of rights income at the Argentinian Football Association.
- French commercial broadcasters TF1 and M6 submitted a joint bid worth €3.3m (\$3.7m) per game for rights to national team properties of Uefa, European football's governing body. TF1 and M6 were the only broadcasters to bid in the tender process launched in late April by CAA Eleven, which is distributing the rights on behalf of Uefa. CAA Eleven was seeking more than €4m per match. The rights include European qualifiers for the Uefa Euro 2020 and 2022 Fifa World Cup tournaments, the 2018-19 and 2020-21 Nations League competitions and other international matches.
- Talks between Australian commercial broadcaster Ten and pay-television operator Foxtel over a sublicensing deal for coverage of the Australian Football League Aussie rules competition have stalled. Ten was interested in acquiring rights for 11 Saturday afternoon games under the new rights cycle, which runs from 2017 to 2022. Foxtel was looking for about A\$13m (€8.5m/\$9.6m) per season for the package.

MEDIA RIGHTS NEGOTIATIONS

- German public-service broadcasters ARD and ZDF are ready to cut off talks with Discovery Communications over a sublicensing deal for rights covering the Olympic Games in 2018 and 2020 if

SPORTS CLIPS: News from TVSM Daily from June 9 to 22

MEDIA RIGHTS 2

NFL, Caribbean Premier League, PGA Tour, Breeders' Cup and more

- **American Football:** NFL team the Los Angeles Rams struck a multi-year local rights deal with KCBS-TV/CBS 2, a regional television channel operated by US network CBS. CBS 2 will broadcast live coverage of the Rams' pre-season games ahead of the 2016-17 campaign.
 - **Basketball:** Chinese digital platform LeSports agreed a three-year deal, from 2016 to 2018, for exclusive digital rights to the Stanković Continental Champions' Cup national team tournament, which is operated by Fiba, the sport's global governing body. Coverage will be available via streaming and mobile devices across the LeSports, LeVideo and Zhangyu TV services. LeSports will also launch a dedicated website for the tournament.
 - **Cricket:** Sri Lankan state broadcaster Rupavahini and pay-television operator Dialog Television acquired rights to the remainder of the Sri Lankan team's tour of England as part of a sublicensing deal with the Sporty Solutionz agency. Rupavahini secured free-to-air rights to the tour, while Dialog will broadcast matches on other platforms, including pay-television.
 - **Cricket:** UK free-to-air entertainment channel Dave acquired exclusive rights for the 2016 Caribbean Premier League Twenty20 tournament (page 7).
 - **Cricket:** Pay-television broadcaster Star India agreed a five-year deal, from 2016 to 2020, for rights to new regional Twenty20 tournament the Tamil Nadu Premier League.
 - **Cycling:** UK pay-television channel Bike acquired rights for the European leg of the Crankworx World Tour mountain bike series in Les Gets, France, in a deal with the IMG agency.
 - **Esports:** Chinese platform ImbaTV agreed a worldwide rights distribution deal with Ali Sports, the operator of the World Electronic Sports Games tournament.
 - **Golf:** Pay-television broadcaster Sky New Zealand acquired rights for the men's US PGA Tour and the Ladies Professional Golf Association (page 10).
 - **Horse Racing:** The Fox Sports division of US network Fox entered into a multi-year rights partnership with the New York Racing Association.
 - **Horse Racing:** UK pay-television channel At The Races extended a rights deal for the US Breeders' Cup World Championships. The agreement grants At The Races all UK and Ireland broadcast and betting rights to the Breeders' Cup World Championships in 2016 and international online streaming and betting rights in several additional territories.
- The J-League, the top division of Japanese club football, is set to agree a new rights deal with telcos Nippon Telegraph and Telephone Corp and digital sports media group Perform, according to the Kyodo News agency. It reported the new rights deals will commence from the 2017 season and will be worth a total of ¥1.1bn (€9.2m/\$10.4m) per year.
 - Pay-television broadcaster Sky New Zealand agreed a carriage deal with beIN Media Group, which will have rights in the country to the English Premier League from the start of the 2016-17 season.
 - Digital media specialists the Perform Group will launch its OTT platform, DAZN, in Germany, Austria and Switzerland this summer.
 - International sports broadcaster Eleven Sports Network sealed a multi-year carriage deal in Belgium with telco Orange.
 - BeIN Media Group agreed a deal for Vox Cinemas to carry its live coverage of the quarter-finals, semi-finals and final of the Uefa Euro 2016 national team football tournament in its cinemas in Lebanon, Oman and the UAE.
 - Thai pay-television operator CTH, a major sports broadcaster, is set to close by the end of the month, according to the *Bangkok Post* newspaper.
 - A new digital application that will provide simultaneous live coverage of every game from football's English Premier League will be launched by Australian telco Optus in early July. The app will also feature highlights and the ability to replay games as soon as they have finished.
 - Media company CSI Sports reached a multi-year carriage agreement with Caribbean telco Digicel to launch its pay-television channel, Fight Sports, in the region. The channel will be carried by the Digicel Play service.

MEDIA INTERNATIONAL

- US pay-television provider Dish Network did not renew its carriage deal for the NFL Network American football cable-television channel and the NFL Red Zone game-day service. Dish is "open to a fair offer" to agree a new deal.
- The Rugby International Marketing arm of national governing body USA Rugby secured carriage deals for its new OTT platform, the Rugby Channel, with digital media player Apple TV, streaming platform Roku and Google's streaming service, Chromecast.
- Uefa will stream live coverage in Spain of 28 matches from the Euro 2016 national team football tournament after CAA Eleven, the agency acting on behalf of football's European governing body, failed to reach a deal with a broadcaster for the package.
- Football's English Premier League extended its production partnership with the IMG agency for a further three seasons, from 2016-17 to 2018-19. The two parties will continue to operate Premier League Productions, which is responsible for producing and distributing the league's international programming.

SPORTS CLIPS: News from TVSM Daily from June 9 to 22**MEDIA RIGHTS 3****National Hockey League, Matchroom portfolio, Olympic Games and rowing**

- **Ice Hockey:** The parent company of the NHL's Buffalo Sabres franchise signed a multi-year extension to its local rights deal with MSG Networks, the pay-television channel owned by the Madison Square Garden Company. MSG Networks will continue to serve as the team's exclusive regional broadcast partner and will broadcast live coverage of all Sabres games. MSG Networks brokered the agreement with Pegula Sports and Entertainment, the management company that owns the Sabres, as well as a number of other professional sports teams including NFL American football franchise the Buffalo Bills. The deal includes a selection of Bills programming.
- **Multi-sport:** Telco Econet, which operates in sub-Saharan Africa, signed a new rights deal with sports events promoter Matchroom Sport (page 2).
- **Olympic Games:** Hungarian public-service broadcaster MTVA sublicensed rights to four Olympics Games from 2018 to 2024 from US media and entertainment company Discovery Communications. MTVA will share rights to the Games with Discovery's international sports broadcaster, Eurosport.
- **Olympic Games:** Austrian public-service broadcaster ORF acquired rights for the 2018 and 2020 Olympics in a sublicensing deal with Discovery.
- **Olympic Games:** Singaporean media company MediaCorp agreed a deal with the Dentsu agency for highlights coverage of the Rio 2016 Olympics, according to the *Straits Times* newspaper. The deal includes a twice-daily highlights show plus live coverage of the opening and closing ceremonies. Dentsu is still seeking a buyer for live rights to the Games.
- **Olympic Games:** Nigerian public-service broadcaster NTA, commercial broadcaster AIT and the Silverbird and HipTV media platforms acquired rights to the Rio 2016 summer Games from the Nigerian Olympic Committee, which had previously acquired rights from the Infront Sports & Media agency.
- **Olympic Games:** The Infront and TV Media Sport agencies sold on Rio 2016 rights to broadcasters in several African countries, including: Angolan national broadcaster TPA; Burundi free-to-air broadcaster RTNB; media company RTI in Côte d'Ivoire; the Excaf Group media company in Gambia and Senegal; Kenyan public-service broadcaster KBC; free-to-air broadcaster TVM in Mozambique; free-to-air broadcaster Tele Congo in the Republic of the Congo; and media company SBC in the Seychelles.
- **Rowing:** UK pay-television broadcaster BT Sport acquired live domestic rights for the 2016 Henley Royal Regatta.

ALSO SINCE LAST TIME

- Digital media specialists the Perform Group launched Goal Studios, a new digital football agency. Goal Studios will be supported by Perform's portfolio of media brands, including the goal.com website. Damian Smyth, formerly of the TBWA/G1 agency, will serve as Goal Studios' global head of planning.
- Facebook head of sports partnerships, Dan Reed, said the social network has no plans to bid for sports rights despite the growth of its Facebook Live service.
- French telco SFR-Numericable launched five new sports channels under the SFR-Sport banner following the completion of its acquisition of Altice Media Group France.
- UK media regulator Ofcom approved a deal that will allow international sports broadcaster Eurosport to broadcast the Wimbledon tennis tournament in the country. Eurosport agreed a five-year deal, from 2016 to 2020, with public-service broadcaster the BBC and the All England Lawn Tennis Club, which operates the tournament. It will simulcast live coverage of finals weekend and show a daily highlights programme.
- German pay-television broadcaster Sky Deutschland will build a new sports-broadcast centre next to its corporate headquarters in Unterföhring, near Munich. The new facility, which will cost at least €10m (\$11m), will lead to the creation of 40 new full-time jobs, as well as up to 80 freelance roles.
- UK pay-television broadcaster Sky and commercial broadcaster ITV are set to acquire minority stakes in Ginx eSports TV, a new 24-hour UK channel dedicated to esports.
- LaLiga, the organising body of Spanish club football, linked up with the US government and a number of major sports leagues to draw up a "global coalition constitution" to tackle the issue of piracy of audiovisual content.
- Bosnian public-service broadcaster BHRT reached a last-minute agreement with the European Broadcasting Union consortium of public-service broadcasters to allow it to show the Uefa Euro 2016 national-team football tournament.
- The national cricket boards of Australia, England and Wales, New Zealand, Pakistan and South Africa are discussing an overhaul of the way they sell international rights to their home cricket matches. The bodies are considering pooling overseas rights to home series so they could be sold as a bundle, with the income then divided between the boards.
- Pay-television broadcaster Star India will show blanket live coverage of the Rio 2016 summer Olympic Games via eight dedicated channels, as well as the Hotstar streaming platform.
- Internet entertainment and technology provider Baofeng will launch one or two new platforms within the next three months following the formation of its Baofeng Sports International

SPORTS CLIPS: News from TVSM Daily from June 9 to 22**MEDIA RIGHTS 4****Premiership Rugby, Top 14, Indian Open snooker, ATP World Tour, WWE**

- **Rugby Union:** Pay-television broadcaster SuperSport acquired rights in South Africa for the English top-tier Premiership. SuperSport will show live coverage and weekly highlights over three seasons, from 2016-17 to 2018-19.
- **Rugby Union:** Telco Econet acquired rights in sub-Saharan Africa for the Premiership, excluding South Africa. Econet will have exclusive English-language rights to all matches and non-exclusive rights to English-language weekly highlights programmes over five seasons, from 2016-17 to 2020-21.
- **Rugby Union:** Japanese pay-television broadcaster Wowow agreed a multi-season deal, beginning with the 2016-17 season, with the Ligue Nationale de Rugby, for rights to the Top 14, the top division in France. Wowow will broadcast two or three matches per round, as well as every final-phase match and a weekly highlights show.
- **Snooker:** Sony Pictures Networks India acquired broadcast and digital rights for the 2016 Indian Open.
- **Tennis:** Pay-television broadcaster Sky Deutschland confirmed a three-year rights deal, from 2017 to 2019, for rights to the men's ATP World Tour in Germany and Austria. Sky will broadcast in the ATP World Tour Finals, the nine tournaments of the ATP World Tour Masters 1000 series and the majority of the events on the World Tour 500 tier. The deal was agreed with ATP Media, the commercial arm of the tour, which was advised by the IMG agency.
- **Wrestling:** Fight Network, a multi-platform channel dedicated to combat sports, acquired rights for events operated by New Japan Pro Wrestling. Fight Network will broadcast the promoter's weekly English-language series in more than 30 countries around the world.
- **Wrestling:** Chinese digital technology company PPTV acquired exclusive digital rights to the *Raw* and *Smackdown* programs operated by the WWE organisation in a multi-year deal.

subsidiary, according to chief executive Feng Xin (page 2).

- Telco Vodafone NZ agreed a merger with Sky, the major pay-television sports broadcaster in New Zealand. The integrated telco and media group will be 51-per-cent owned by Vodafone. The transaction must be approved by both companies' shareholders.
- Malaysian pay-television operator Astro will broadcast live coverage of every match from the 2016 season of the country's Sepaktakraw League. Astro broadcast half of the matches live during the 2015 campaign, but will double its coverage to a total of 90 hours for the 2016 season after viewing figures increased by a quarter last year, according to Nishant Sehgal, general manager of Asia Sports Ventures, which operates the league.
- Automobile Club de l'Ouest, which organises the 24 Hours of Le Mans, agreed a partnership with social media platform Snapchat covering the 2016 edition of the motor-racing event in France.

INDUSTRY MOVES

- Alastair Waddington, a co-founder of sports news video agency SNTV, was appointed as the first director of sport at UK-based ITN Productions. • Middle Eastern pay-television operator OSN named Martin Stewart, the chief financial officer of the English Football Association, as its new chief executive. Stewart will begin his role on August 1, taking over from David Butorac. • Jean-Paul Philippot, the administrator-general of Belgian public-service broadcaster RTBF, was re-elected as the president of the European Broadcasting Union, the consortium of public-service broadcasters, for another two-year term. EBU vice-president Monica Maggioni, the president of Italian state broadcaster Rai, was also re-elected for a further two-year term. • Dexter Goei will replace Patrick Drahi as president of telco Altice and assume the role of chairman and chief executive of its Altice USA division.

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