

TV TURKEY

Attempted coup and Süper Lig talks leave other rights-holders waiting for coverage

By Callum McCarthy

Political turmoil, arguments over price and the beginning of Turkish Süper Lig negotiations has created a logjam in the Turkish sports-rights market, badly affecting rights-holders including the International Olympic Committee and the English Premier League (see box, page 3).

A decision made this week by the Turkish Football Federation and the Turkish Union of Clubs means the TFF will continue to sell top-tier Süper Lig rights – not the clubs’ union as had previously been planned.

The reversal of the prior decision is due to time constraints and a change of focus for the government following the attempted coup on July 15.

Any handover of rights from the

federation to the clubs’ union would have to be ratified by parliament. Prior to the attempted coup, the proposed change would likely have been brought before parliament in late autumn.

Pay-television operators and telcos believe such a change in the current circumstances would leave too little time for negotiations with the clubs’ union before the 2017-18 season, as the process was expected to be protracted. The state of emergency declared in Turkey on July 20 made ratification impossible.

Talks between the federation and pay-television operator Digiturk about domestic Süper Lig rights from 2017-18 onward began on July 29. The federation will next hold discussions with telcos

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FOOTBALL

Added inventory helps Uefa in Scandinavia

By Robin Jellis

New inventory and strong broadcaster competition has seen the value of Uefa’s package of national team rights increase markedly in Scandinavia.

Uefa – European football’s governing body – and its sales agent CAA Eleven have secured deals in Denmark, Norway and Sweden totalling €160m (\$176m).

The package includes 40 matches over the four seasons from 2018-19 to 2021-22: 20 European Qualifier matches and 20 other matches, either in the Nations League tournament or friendlies.

In Denmark, this package of rights was acquired by US media company Discovery Communications in a deal worth €45m. In Norway, commercial and pay-television broadcaster TV2 bought them for close to €50m. In Sweden, commercial broadcaster TV4 acquired the rights for about €65m.

The corresponding matches over the current four-season cycle, from 2014-15 to 2017-18, are sold separately: European Qualifiers are sold by Uefa and CAA

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FASTRACK 1

NEWS IN BRIEF

Chinese volleyball reaps rewards of hot local market

The Chinese Volleyball League is the latest domestic property to reap the rewards of two years of growth in the country's sports market.

Event & venue management company iRena last month struck a three-season deal, from 2016-17 until 2018-19, with the Chinese Volleyball Association, which operates the league.

It is understood iRena will pay a minimum guarantee worth CNY100m (€13.6m/\$15m) per season for all media and marketing rights.

Chinese sources said it is the first time significant value has been extracted from the market for the league's rights.

Until now, they have been controlled by state broadcaster CCTV and its marketing arm, CCTV Sports & Entertainment.

CCTV's previous deal is thought to have been worth no more than a nominal fee on top of production – it showed 20 games per season from both the men's and women's leagues.

Securing a new title sponsor will be among the priorities for iRena. An agreement with Chinese sports apparel manufacturer 361° ended ahead of the 2016-17 season.

The CVA tendered the rights. It initially sought expressions of interest before receiving first-round offers from six or seven bidders, including CCTV and government-owned China Sports Industry Group.

A second and final round of bidding was contested between iRena and sports marketing agency Oceans Sports & Entertainment. The bid from iRena was by some distance the strongest financial offer. Oceans is understood to have offered between \$8m and \$10m per season but also made a significant commitment to promotion.

One executive told *TV Sports Markets* that iRena faced a lot of work to develop the property into a

profitable one: "You have to invest early in the contract or you're not going to get any money back, because you are going to lose money in the first few years." ■

Aussie Open betting rights sold

Sports and betting-related services company Sportradar has usurped rivals IMG and Perform to win Tennis Australia betting rights, *TV Sports Markets* understands.

The deal, for both streaming and data rights, will run for three years from 2017 to 2019. It is thought to be worth \$4m (€3.6m) per year.

Streaming and data rights are currently held by digital media specialists the Perform Group and the IMG agency respectively in three-year deals, from 2014 to 2016. These are worth about \$3m per year in total. Streaming represents about 60 per cent of the value.

Tennis Australia, the national governing body, ran a tender for the rights shortly after this year's Australian Open, which it operates.

IMG and Perform both bid to retain their existing rights, and there was an unidentified fourth bidder.

Tennis Australia preferred a single betting-rights partner, and Sportradar made the best financial offer.

The rights-holder was also impressed by the company's commitment to supporting its new integrity unit, which was set up in May this year. Sportradar has a history in helping federations detect match fixing.

The Sportradar deal will contain considerably more content than that currently held by Perform and IMG, as Tennis Australia has brought the Open Series – lead-in events to the grand slam – into the package.

The Series consists of the Hopman Cup, the World Tennis Challenge exhibition event and the ATP World Tour 250 series tournaments held in Brisbane and Sydney. ■

Sky pays small fee for CSL

UK pay-television broadcaster Sky picked up Chinese Super League rights last week for a total outlay of just under \$900,000 (€820,000) over two-and-a-half years.

Sky's coverage of the Chinese top-tier football league began on July 30, halfway through the 2016 season, and will run until the end of 2018.

The broadcaster will pay about \$300,000 per year in rights fee and technical costs. The fee will be lower in the first year of the deal as Sky is beginning its coverage midway through the season.

The majority of the \$300,000 per year will go toward technical costs. The deal was brokered by the IMG agency.

In March, IMG acquired the league's international rights in a two-year deal covering 2016 and 2017. It is paying a minimum guarantee of about \$3m per year. The agency has an option to extend the deal by three years, from 2018 to 2020 (*TV Sports Markets* 20:5).

Although the deal with Sky goes beyond IMG's current remit to sell the rights, the agency is not yet thought to have extended its deal beyond 2017.

As there is limited interest in the rights in the UK, IMG spoke directly with broadcasters about a potential deal rather than launching a tender.

Even Sky's interest in the rights is understood to have been minimal. The broadcaster felt, however, that it could secure a lucrative sponsorship deal for its coverage with a Chinese brand.

It is understood that Sky was the preferred broadcast partner of the China Sports Marketing agency, the league's global rights-holder. This is due to its perception that Sky is the leading pay-television broadcaster in the UK, as it holds rights to most live English Premier League matches.

Sky will typically show two CSL matches per week on Saturday and Sunday. Some matches will be shown mid-week. ■

TV TURKEY

Süper Lig takes precedence as Saran and Silva struggle

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Türk Telekom and Turkcell respectively.

The talks will allow the federation to gauge interest from these three players, help bidders identify how the rights will be packaged, and how much those bidders may have to pay for the rights ahead of any tender.

The Süper Lig is by far the most popular sports property in Turkey. The rights are a must-have for Digiturk, which paid \$361.25m (€329m) for live rights in the 2015-16 season. It will pay about eight per cent more in 2016-17 in line with inflation (*TV Sports Markets* 19:1).

Digiturk is near-certain to retain most live Süper Lig rights in any new cycle. It will be formally taken over by beIN Media Group today (August 5) – its long history of broadcasting the Süper Lig is understood to have been key to beIN's interest in the acquiring the operator.

Türk Telekom – and its pay-television platform Tivibu – is also interested in Süper Lig rights. It is unlikely to acquire most or all of the rights, but will battle rival telco Turkcell to acquire a smaller package of live rights should one be made available by the federation.

The clubs' union is thought to have wanted a 'no-single-buyer' rule in the hope this would help it maximise the value of the rights. It is unclear whether the federation will use this strategy.

Saran and Silva struggle

As operators wait for more information on how Süper Lig rights will be sold and how much they could cost, agencies representing other top-tier leagues are having to wait to sell their rights.

The 2016-17 Premier League season begins on August 13, but rights for the 2016-17 to 2018-19 cycle remain unsold by the Saran Media agency. Saran is paying the league just under \$15m per season for rights in Turkey and is thought to want at least a five-per-cent margin.

Rio Olympics may not be broadcast live in Turkey

The 2016 Olympic Games may not be broadcast live in Turkey as the attempted coup d'état on July 15 has severely restricted broadcasters' ability to negotiate a deal, *TV Sports Markets* understands.

State broadcaster TRT balked at Saran's original asking price of about €9m (€9.8m) for a package of free-to-air rights, and there are doubts over whether it is equipped to broadcast the Games. TRT's headquarters in Istanbul and Ankara were damaged during the attempted coup and 300 of its employees have been suspended.

Saran has held Olympics rights since September after pay-television broadcaster Fox announced it would no longer show the Games. It is thought Saran bought the rights from Fox at a price well below what was originally paid. In November 2008, Fox paid about €23m for the 2014 and 2016 Games (*TV Sports Markets* 12:20).

The International Olympic Committee requires a free-to-air broadcaster to show at least 200 hours of live Olympics coverage per summer Games. At present, the only guaranteed coverage in Turkey is on free-to-air broadcaster SportsTV, which will show an hour-long highlights programme each night of the Games.

As *TV Sports Markets* went to print, the Turkish government was appealing to Saran and Turkish free-to-air broadcasters to strike a deal.

Saran now has three options. It could: appeal to the government to cover part of the cost; lower its asking price and

sell sponsorship around a broadcaster's coverage; or exploit the rights on video-sharing website YouTube.

Free-to-air sports broadcasters NTV Spor, A-Spor and SportsTV are thought to be the only broadcasters suitable for a sublicensing deal. These broadcasters either meet the IOC's reach requirements for a free-to-air broadcaster or have a wide enough reach to negotiate an emergency deal.

But local experts believe none of them can afford the rights at anywhere near the current asking price. They would also have to broadcast at least 200 hours of live content on very short notice, meaning the quality of the broadcast would likely be low.

One local broadcaster source told *TV Sports Markets*: "Our main concern is we can't prepare for the Olympics in a week's time. We have only one week left and the Games isn't something you can acquire and prepare for in one week.

"The Games are a great source of pride in Turkey and we wouldn't want to be ashamed of our broadcast."

On top of a free-to-air package, Saran wanted to sell a package of pay-television rights – including comprehensive coverage of the Games – for between €4m and €6m.

Pay-television operator Digiturk is thought to have told Saran it is uninterested in acquiring the rights at such short notice, after failing to agree on a price in prior negotiations. Pay-television platform Tivibu, owned by telco Türk Telekom, is also thought to be reluctant. ■

As *TV Sports Markets* went to print, both Digiturk and Türk Telekom were unwilling to pay Saran's asking price of about \$16m per season for the rights.

Incumbent Digiturk is thought to have paid Saran between \$11m and \$12m per season for its rights from 2013-14 to 2015-16. Saran paid the league about \$11m per season for rights in the 2013-16 cycle (*TV Sports Markets* 20:1).

The MP & Silva agency has a similar

problem with its Serie A rights in the country. The agency sold rights to Digiturk for 2015-16 only and now has to wait to sell its rights for 2016-17. A Premier League deal is likely to be agreed ahead of one for Serie A.

Saran could switch it up

Saran is thought to be happy to stick to its asking price for Premier League rights in the country for two reasons.

First, there could be a public backlash should the league not be televised by August 13. The Premier League is the second most popular football league in Turkey and Digiturk will be wary of losing subscribers should it not renew.

Second, Saran is believed to be exploring the possibility of launching its own channel. One well-placed source this week told *TV Sports Markets* Saran is in talks with Turkish pay-television platform D-Smart about the possibility of starting a new sports channel, for which Saran would provide content.

Saran and D-Smart would seek revenue from carriage deals with pay-television operators and subscription fees to recoup the agency's outlay.

The source believes Saran could exploit the Premier League and other rights on such a channel to avoid the tough negotiations it has recently endured.

In January, Saran was forced into a barter deal with commercial broadcaster TV8, in which it swapped NBA rights for entertainment programming. Saran is paying the NBA about \$2.5m per season in a three-season deal, from 2014-15 to 2016-17 (*TV Sports Markets* 20:5).

The deal with TV8 is widely seen as unsatisfactory for both Saran and the NBA, and having its own channel could safeguard the agency against having to agree such deals in future. ■

FOOTBALL

TV2 and TV4 pay top dollar for Uefa national team rights

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Eleven, and national team friendly matches are sold by the respective national federations in each country.

In the 2014-18 cycle, Discovery holds European Qualifier rights across the three territories in a deal worth a total of €75m (*TV Sports Markets* 17:14).

Although no exact value for friendly matches from 2014-18 is available, these matches are worth less than qualifiers. *TV Sports Markets* estimates these matches in

the three territories to be worth between €50m and €60m in total.

Uefa awarded its national team package in Sweden after one round of bidding, receiving an aggressive offer from TV4. Rights in both Denmark and Norway were awarded after two rounds of bidding.

Rights in Denmark, Norway and Sweden – as well as Finland – were tendered by Uefa on February 9, with bids due by March 14. The rights were offered to bidders both on a territory-by-territory basis and as a pan-regional deal.

Euro 2020 rights were also available to broadcasters. Uefa has agreed deals for the tournament in Norway and Sweden, and is close to a deal in Denmark. Neither Euro 2020 nor the package of national team rights has been sold in Finland.

Discovery misses out

Of the €75m Discovery currently pays for European Qualifier rights, the largest proportion of the value is for Sweden. It is thought about 40 per cent is for Sweden (€30m), 35 per cent for Norway (€26m), and 25 per cent for Denmark (€19m).

Discovery was keen to acquire national team rights across the region in the new cycle but its interest was driven by getting rights in Sweden. This waned when informed by Uefa that these had been won by TV4 (*TV Sports Markets* 20:10).

One local expert said the media company was “surprised” to have lost rights in a first round of bidding and that it may have underestimated the level of competition for the rights in the country.

Discovery acquired the package in Denmark as it felt the rights were relatively inexpensive. However, it felt the fee in Norway was high and that its need for the rights there was reduced following its deal in December for the domestic top-tier football league, the Tippeligaen (*TV Sports Markets* 19:23).

The media company operates the free-to-air and basic-tier SBS channels, as well as the pay-television Eurosport channels.

Multi-territory commercial and pay-television broadcaster Modern Times Group is not thought to have been overly interested in the package, although it is understood to have tabled a low offer.

MTG did not feel the rights would

drive subscriptions and believes it already has a strong portfolio of football rights.

Last October it renewed English Premier League rights in Denmark and Sweden, and also acquired a package from the MP & Silva agency for rights across the Nordics to Spain's LaLiga, Italy's Serie A and France's Ligue 1 for about €30m per season (*TV Sports Markets* 19:18).

Surge in Scandinavia

The two main factors behind the large increase in the value of Uefa's rights are the increased inventory and competition.

There was a strong desire from the leading commercial broadcasters in Norway (TV2) and Sweden (TV4) to prise the rights from Discovery. The last time the rights were sold, these two broadcasters – who had traditionally shown matches of their respective national teams – were outflanked by Discovery's surprisingly aggressive offer.

One football rights expert said packaging these national team rights together made them more valuable for Uefa and the national football federations in each of the three territories.

Broadcasters strongly value the ability to market themselves as the home of all live national team football. TV2 and TV4 were willing to pay a premium to acquire the package.

Acquiring the rights well in advance also means broadcasters have more time to agree advertising and sponsorship deals around their coverage.

Euro 2020 v Euro 2016

Uefa has thus far agreed Euro 2020 deals in Norway and Sweden – growing fees by 13 per cent and 20 per cent respectively – but is yet to agree a deal in Denmark as it is seeking an even bigger increase.

In Norway, Euro 2016 rights were sold to TV2 for about €15m. TV2 sublicensed some rights to public-service broadcaster NRK (*TV Sports Markets* 17:16).

When Uefa was selling its package of national team rights from 2018-22 in the country to TV2, it also agreed to sell Euro 2020 rights to the broadcaster. TV2 bought these rights for about €17m. The broadcaster will again sublicense some matches to NRK.

In Sweden, Euro 2016 rights were sold

to public-service broadcaster SVT and TV4 for just over €25m. The two have jointly acquired rights to Euro 2020 in a deal worth just over €30m.

The cost of the tournament is expected to be split roughly equally between the broadcasters in both Norway and Sweden. The match split will be decided closer to the tournament draw.

Euro 2020 rights in Denmark are yet to be sold. Uefa is in advanced discussions with public-service broadcaster DR and commercial broadcaster TV2. Euro 2016 rights were acquired by the two in a deal worth about €13m. Uefa is thought to be seeking about €18m for Euro 2020.

The governing body is understood to be seeking a higher price this time as four matches will be held in Copenhagen, making the rights more locally-relevant. Euro 2020 will be held in 13 cities across Europe rather than in one host country.

The increase in the value of European Championship rights across Scandinavia is smaller than for the national team package as the competition was weaker. Traditionally, rights to the European Championship in each of these countries has been shown jointly by the same broadcasters.

Local experts also believe the increase in value has been quite small as the rights fee in each country was already at a relatively high level.

Both Discovery and MTG are thought to have felt the property wouldn't have added many subscribers and would have been extremely difficult to monetise as it is only a four-week event.

Waiting on Finland

Uefa and CAA Eleven are yet to agree deals for national team rights in Finland due to first-round offers being lower than hoped. The tender process has been closed and the rights will be offered to broadcasters again at a later date.

Finnish public-service broadcaster YLE showed Euro 2016 under a deal worth about €4m. It also had first- and second-party European Qualifier rights in a deal worth €3m (*TV Sports Markets* 18:15).

Telco Elisa bought third-party European Qualifier matches from 2015-16 to 2017-18 for close to €500,000. The rights were unsold in 2014-15.

Uefa chose to tender the rights in Finland at the same time as Denmark, Norway and Sweden to give pan-regional broadcasters the opportunity to acquire rights in Finland. ■

SOCIAL MEDIA

EPL clubs must get smarter to benefit from new clip rules

By Frank Dunne

England's Premier League clubs will enjoy much greater freedom from the 2016-17 season in how they can exploit content globally on social media. The benefits could be considerable in terms of expanding the reach of a club's brand and could also help drive revenues for the biggest clubs.

The most important change is that the holdback period for providing match clips has been reduced from 14 days to 72 hours (see panel, page 6). The changes were in response to clubs' demands.

William Field – founder of the Prospero consultancy, and former adviser to the Premier League on new technologies – said although clubs would not have premium content such as in-match clips, the changes were significant.

“There is a clear benefit to the clubs from this change as it means they can use their match footage within the same match week. For this type of clip footage, the important thing is not simply to show it but to create a story, conversation or moment around it.

“The content can still seem fresh even if the fan has already viewed the game. It should be about re-living the experience or re-presenting the story. It can sometimes be more powerful to do this a little while after the match rather than immediately afterwards.”

Since the beginning of the last Premier League rights cycle, from 2013-14 to 2015-16, there has been an explosion in the volume of video content carried by platforms like Facebook, Twitter, Snapchat and Instagram.

The platforms, together with Google-

owned video-streaming website YouTube, offer global reach and cumulatively provide a potential audience of several billion. For many sports rights-holders, social media has become a more effective way to reach fans than their own websites or channels.

Swimming with the tide

One digital media specialist said the league had realised there was no point “swimming against the tide” of social media growth. He said the existing holdback period, designed to protect the exclusivity of live rights-holders both domestically and internationally, was “just silly”.

The liberalisation of social media does not only extend to club exploitation. Broadcasters acquiring live rights will be able to use in-match clips on social media platforms to promote their services. In the UK, pay-television operator Sky last week agreed a deal to distribute clips on Twitter from the upcoming season.

One rights expert said the increased audience reach and engagement created by social networks would not undermine the value of the league's centrally-sold broadcast rights. On the contrary, it could feed into increased revenues for the league in two ways.

First, the league would be able to observe what works well on social media and in future could create specific digital packages. Second, by demonstrating a growth in total audience and passion for Premier League clubs in a given territory, it would be in a stronger position to push for higher prices for the live rights.

The expert said: “When the league is talking to broadcasters around the world it will use every piece of data it has about interest and engagement with the league to argue its case.”

Making money

The bigger football clubs and top sports leagues can directly monetise their social media content through sharing advertising revenues with social media platforms.

Social media can also drive revenues indirectly, with clubs able to encourage fans to buy tickets or merchandising.

Last month, *Forbes* magazine estimated

the media value of Manchester United's 522m interactions (likes, shares, comments, retweets) over the previous 12 months was \$12.1m (€11m).

Increasingly, the most important form of indirect monetisation from social media for sports rights-holders is in negotiating sponsorship agreements.

Nicolas Chapart, head of digital at the International Basketball Federation (Fiba), said a very common question brands now ask in sponsorship negotiations is about followers on social media.

"Until three or four years ago, very few sponsors were interested in digital," he said. "Nowadays, when it comes to activation of the sponsorship, sponsors are all about digital.

"What can we do on your app? What can we do on social media? What can we do on your live streams? What can we do on your websites? What digital and social activities can we run at your events? Our ability to reach people is becoming an increasingly important negotiating factor."

Limited resources

Only a handful of Premier League clubs will really benefit from the changes, according to one expert.

Russell Glenister, chief executive of SnapRapid, a company which provides data tracking and analytics on digital and social media for rights-holders and sponsors, said most clubs do not have the internal resources necessary to properly exploit digital and social content. Others do not have a clear idea of how to use their content through social networks.

"If you are opening up your fanbase to any social network, partnering in any way, you have to look at what that is doing for you as a club and what it is doing for your fans and sponsors," he said.

"Ultimately, the social networks want access to your fans to sell them other suppliers' products, not club merchandise. At the moment, the clubs are buying into it – as the networks are very good at making their numbers look appealing – without really understanding how it fits their digital objectives."

Too many small clubs are using social media to "internationalise their brand" instead of concentrating on building

Changes in social media exploitation for Premier League clubs

New rules, 2016-17 to 2018-19

- Clips of up to two minutes per match
- Holdback time of 72 hours
- Up to 10 platforms per country
- Clubs not required to have identical footage on all social platforms

Old rules, 2013-14 to 2015-16

- Clips of up to 30 seconds per match
- Holdback time of 14 days
- Up to four platforms per country
- Clubs required to have identical content on all platforms

engagement locally, where most of their fans are, he said. And many clubs are putting content onto social media without properly tracking take-up and engagement.

Field added that clubs may be handing over valuable content without getting enough in return from the networks.

"The clubs – and sports rights-holders generally – need to be both smart and robust in their deals with social media platforms if they are to actually get proper value from this 'new-found' footage," he said. "Simply getting basic exposure without also at least sharing in the detailed data on what's happening to it, and with whom, is missing the trick." ■

OLYMPIC GAMES

SportsMax back in saddle with Games in the Caribbean

By Richard Welbirg

Pay-television broadcaster SportsMax approximately doubled the value of the Olympics in the Caribbean in order to win rights to the 2018 and 2020 Games.

It will pay the International Olympic Committee about \$5m (€4.6m) for rights to the 2018 winter Games in Pyeongchang and the 2020 summer Games in Tokyo. Nearly all the value is in

the 2020 Games.

SportsMax was the Caribbean broadcaster for the 2010, 2012 and 2014 Games, but lost out on the rights to this year's event in Rio de Janeiro.

These were acquired from the IOC in November 2013 by Canoc Broadcasting Incorporated, a company formed by the National Olympic Committees and Commonwealth Games Associations of the Caribbean in order to acquire media rights.

CBI paid \$2.5m for Rio 2016, more than three times the \$750,000 SportsMax had paid in October 2009 for both the 2010 winter Games in Vancouver and 2012 summer Games in London (*TV Sports Markets* 17:21). In January 2014, SportsMax agreed a separate deal for just the 2014 winter Games in Sochi.

When CBI acquired rights to the 2016 Games its stated intention was to increase the reach of the Olympics in the region and the coverage of Caribbean athletes.

SportsMax narrowly outbid CBI in the IOC's tender, which closed in May. CBI is thought to have offered \$4.7m. Telco Cable & Wireless Communications and pay-television operator DirecTV also bid.

There are several reasons why SportsMax was prepared to significantly increase the value in its new deal.

First, the broadcaster was bought by telco Digicel in 2014 and the telco judges acquisitions differently. SportsMax's previous Olympics deals had to be refinanced from sponsorship of its coverage and sublicensing deals with free-to-air broadcasters.

Now, the Olympics coverage will provide valuable content for Digicel's mobile platform – the telco is the Caribbean's largest mobile operator.

Second, SportsMax has faced increasing competition from CWC-owned pay-television operator Flow TV (*TV Sports Markets* 20:10).

It most notably lost rights to the English Premier League – one of the region's most important properties – when Flow TV increased the value of the rights by 860 per cent with a \$26m-per-season bid (*TV Sports Markets* 19:20).

Third, the Olympics will give it additional leverage in carriage negotiations in the interim period.

CBI distribution

CBI's distribution of the rights to the 2016 Games focused on achieving the widest possible coverage, and the company has agreed a series of different deals with different types of broadcasters.

CBI is paying pay-television broadcaster ESPN to produce a tailored regional feed, which will cover all semi-finals and finals featuring Caribbean athletes.

This feed will be shown on the ESPN Caribbean pay-television channel. It also forms the basis of coverage for the 23 free-to-air channels across the region with which CBI has agreed deals.

Fifteen of these are part of the Caribbean Broadcasting Union, which struck its deal with CBI in March 2015.

The free-to-air broadcasters will each show the ESPN feed for at least four hours per day. Their deals also include the right to access any of the international feeds produced by Olympic Broadcasting Services whenever they are not showing the ESPN feed.

The ESPN feed is also available to all local cable operators, of which there are many – Jamaica alone has about 40 operators. Neither free-to-air broadcasters nor cable companies are paying CBI a fee.

Free-to-air broadcasters will split the advertising generated around the broadcast 50:50 with CBI. Cable companies will share any advertising revenue 50:50 with their local NOC.

Regional experts said CBI was unlikely to refinance much of its investment in this way as local advertising markets in the Caribbean are very weak.

But CBI expects to turn a profit on the Rio 2016 rights, driven primarily by its media rights and sponsorship deals with Flow, agreed in April 2015.

Flow, and its parent company CWC, will have Olympic rights across all platforms, and exclusively via mobile. It is creating an additional three pay-television channels to exploit the rights.

SportsMax approach

Flow has a close relationship with CBI as it is also the sponsor of a number of the region's NOCs. It is thought there was an informal deal for Flow to continue both its sponsorship and media rights with CBI

if the latter had acquired rights to the 2018 and 2020 Games. SportsMax's deal has thus also weakened its direct rival.

SportsMax is certain to take a more revenue-oriented approach to distributing the free-to-air rights than CBI.

It is also likely to take a different approach to sponsorship. While CBI has struck a number of regional sponsorship deals, SportsMax is expected to distribute a cleaner feed and rely primarily on sublicensing fees to recoup its outlay.

This is likely to result in narrower coverage. SportsMax's two channels are in operators' premium packages across the region. By comparison, ESPN Caribbean is a basic-tier channel and Flow Sports is in the basic-tier of the Flow TV platform. ■

TENNIS

FFT secures 11% increase from early domestic renewal

By Robin Jellis

The French tennis federation last week secured an increase of just over 11 per cent in the value of its domestic French Open rights after agreeing an early renewal with France Télévisions.

France's public-service broadcaster has agreed a two-year deal, from 2019 to 2020, with the Fédération Française de Tennis worth an average of about €19.5m (\$21.4m) per year.

France Télévisions has, in parallel, renewed a sublicensing agreement with sports broadcaster Eurosport over the same two years for about €5.5m per year. It had pre-agreed conditions of any sublicensing deal with the FFT.

In the current five-year deal, from 2014 to 2018, France Télévisions pays an average of €17.5m per year to the FFT and sublicenses rights to Eurosport over the same period for about €4.5m per year (*TV Sports Markets* 18:5).

The federation sought a new two-year deal as improvements to the main court at Roland Garros will be complete after 2020. It wants to build a roof on its main court to allow play to continue during bad

weather and poor light. With these costs in mind, the guaranteed revenue from its domestic media rights will provide security.

The FFT made all local broadcasters aware the rights were available but did not officially tender the rights. The new deal was negotiated during this year's event.

France Télévisions faced little competition for the rights. Other free-to-air broadcasters would struggle to schedule the content, while pay-television broadcasters don't view the property as a subscription driver.

It is thought a renewal with the public-service broadcaster was the federation's favoured option due to the wide free-to-air exposure it provides. This is particularly important for the FFT's sponsorship deals.

Only the finals of the men's and women's competitions are listed events and must be shown free-to-air.

French Open coverage

Coverage in the new agreement will be the same as in the current deal. Eurosport has exclusive television rights from 11am to 3pm for the first nine days of the two-week tournament. During this time, France Télévisions provides coverage online and on mobile devices only. Thereafter, both show live coverage of all matches.

The public-service broadcaster is thought to generate about €7m per year from advertising and sponsorship around its coverage. Brands are keen to advertise around or sponsor its French Open coverage as there are frequent breaks.

France Télévisions will also act as host broadcaster of the event. It will cover production costs of about €5m per year on top of its rights fee to the federation.

The renewal represents yet another increase the FFT has earned from the public-service broadcaster.

In its previous four-year deal, from 2010 to 2013, France Télévisions paid €15.5m per year. It sublicensed rights to Eurosport for €1.5m per year and to now-defunct pay-television broadcaster Orange Sport for about €2m per year.

That was up from the average of €12m per year France Télévisions paid over the five years from 2005 to 2009. ■

TV AFRICA

Azam to focus on Tanzania after landmark deals

By Callum McCarthy

Pay-television broadcaster Azam TV is rethinking its expansion plans in sub-Saharan Africa, having shifted its focus to its home market of Tanzania.

Despite only launching in late 2013, Azam has become the most popular pay-television operator and broadcaster in Tanzania, overtaking rivals DSTV and StarTimes. It is now seeking to solidify its position as the leading pay-television brand in the country, but this may come at the expense of its operations in other East African countries.

Speaking to *TV Sports Markets* before his move to start-up pay-television operator Kwesé TV, Azam Media's then-chief executive Rhys Torrington said: "The business is 90 per cent Tanzania, 10 per cent everywhere else.

"We're doing a better job in Uganda, but we're finding it hard to differentiate ourselves from the other pay-television players in Kenya. I'm sure that, going forward, 90 per cent of the focus will be on Tanzania."

Azam operates in all East African territories, Sierra Leone, Ghana and Zambia as a direct-to-home platform. Its expansion strategy was to buy local domestic football league rights in each East African territory.

This strategy has proved mildly successful in Uganda, but its deal with the Football Kenya Federation for the second-tier FKF Premier League – which Azam expected to be the top-tier league – has been cancelled due to the property being mis-sold by the FKF.

Deals in Rwanda and Burundi for each country's top-tier football leagues are thought to have had only a small effect on the business.

Azam's five-season deal for Rwanda's Premier League, from 2015-16 to 2019-20, is worth \$470,000 per season. Its three-season deal for Burundi's Ligue A, from 2015-16 to 2017-18, is

worth \$80,000 per season (*TV Sports Markets* 19:16).

Despite Azam's success in Tanzania, Torrington is worried its domestic focus could limit the potential of the wider business. He believes greater investment in other East African territories is needed.

He said: "The pieces for successful expansion are certainly in place, but the mission was to expand across sub-Saharan Africa. I still feel we're more Tanzania-focused than I'm comfortable with."

Tanzanian success

Azam's rise in Tanzania has surprised many industry experts who were sceptical it would succeed in any of its territories.

With low subscription prices and recognisable branding, Azam's portfolio of local and international sport in Tanzania has proved appealing to consumers.

Its deal for the Tanzanian Premier League has been particularly successful, and last month's five-season renewal will help solidify its customer base in the country for the foreseeable future.

Azam will pay \$2.1m per season for the TPL, from 2016-17 to 2020-21. This is an increase of about 86 per cent on the value of its previous three-season deal, from 2013-14 to 2015-16, worth \$1.13m per season. Both deals were completed with the Tanzanian Football Federation.

The broadcaster was able to show just one TPL match from each matchday in its previous deal, but as part of its new deal will now show more than one live TPL match per weekend.

The personal relationship between Azam managing director Abubakar Bakhresa and TFF president Jamal Malinzi has been key to Azam increasing its Tanzanian football content.

It has led to the creation of two leagues – the U20 Premier League and the Women's Premier League. Azam acquired rights to these in a separate five-season deal, from 2016-17 to 2020-21, worth \$182,000 per season (*TV Sports Markets* 20:10).

"It was another coffee conversation between Jamal Malinzi and Abubakar – they decided on this themselves," Torrington said. "Jamal has always been keen to expand Tanzanian women's

football and we've shown Tanzanian women's internationals before.

"Plus, there's no breeding ground for Tanzanian football at the moment. The logical thing to do is to broadcast these talented individuals."

Live matches from the leagues will supplement coverage of the TPL: U20 matches will be shown live immediately before TPL matches, while live WPL matches will be spread across weekdays.

Torrington said: "Nobody is going to buy a decoder for the WPL, but it does prevent churn.

"The national team does quite well in the ratings so there's no reason the club competition can't do well. It'll be a voyage of discovery to see what looks good on TV." ■

FOOTBALL

Catalyst struggles with weak interest in Spain and India

By Richard Welbirg

An absence of competition in Spain and the Indian subcontinent has seen the value of International Champions Cup rights stall in both markets.

The Catalyst Media agency struck deals in both markets during the past month.

A last-minute deal was agreed covering the Indian subcontinent with pay-television broadcaster Sony Pictures Networks India before the 2016 competition got underway on July 22.

Sony agreed a two-year deal covering the 2016 and 2017 editions worth an average of just under \$100,000 (€91,000) per year. *TV Sports Markets* understands the rights fee is heavily weighted toward the second year.

The fee is similar to that paid by Sony's pay-television rival Star for the 2015 competition. Star was not interested in renewing its rights and there was little other interest from local broadcasters.

In Spain, Catalyst agreed deals for the 2016 competition with commercial broadcaster Atresmedia and TV3, the public-service broadcaster of Catalonia.

Atresmedia has rights to all games, with TV3 acquiring non-exclusive rights to the three matches involving Barcelona.

There is some disagreement over the value of the deals. Sources close to the agency said they were worth a combined €1.2m. But Spanish sources claimed the broadcasters were paying less than €1m. Atresmedia is paying the larger fee.

TV3 has also agreed a separate sublicensing deal with Atresmedia for delayed rights to five further matches, none involving Spanish clubs.

Rights to last year's ICC were acquired by telco Telefónica for about €1.3m.

Unlike last year, Catalyst did not tender the rights. The agency felt the market was distracted by the lengthy sales process for Euro 2016 rights.

These were eventually acquired by commercial broadcaster Mediaset for €28m; the deal limited its interest in other football rights this summer (*TV Sports Markets* 20:9).

Public-service broadcaster TVE is focused on the upcoming Olympic Games, which left Atresmedia as the only likely buyer. Catalyst sought a free-to-air broadcaster in order to maximise the tournament's exposure.

Mixed Spanish ratings

The ICC consists of three competitions hosted in Australia, China, the United States and Europe.

The tournament is organised by Relevent Sports, a division of US investment company RSE Ventures. Media rights to the three competitions are sold by Catalyst, in which RSE holds a majority stake.

Spain is an important market for Catalyst as Barcelona, Real Madrid and Atlético Madrid all took part in the 2016 tournament. But for Spanish broadcasters the tournament provides inconsistent results. Games in good time zones and/or featuring Spanish clubs can earn high ratings.

The match between Real Madrid and Chelsea in Michigan earned a 20-per-cent share on Atresmedia's Antena 3 channel. Celtic v Barcelona, played in Dublin, earned a 16-per-cent audience share on its La Sexta channel. Other matches are generally much less successful. ■

ICE HOCKEY

Premier Sports set for five-season NHL renewal in the UK

By Callum McCarthy

Pay-television broadcaster Premier Sports is close to renewing its deal for National Hockey League rights in the UK for which it will pay an increase of about 25 per cent, *TV Sports Markets* understands.

Premier Sports is expected to pay an average of just over \$500,000 (€455,000) per season to renew rights for five seasons, from 2016-17 to 2020-21, in a deal with the IMG agency.

IMG helps the NHL distribute its global media rights outside North America and the Nordics in a consultancy deal over the same five seasons. The agency's deal is based on a minimum guarantee of just under \$5m per season (*TV Sports Markets* 19:18).

Premier Sports currently pays an average of just over \$400,000 per season for rights in a five-season deal, from 2011-12 to 2015-16, with the Advisers Media International agency.

AMI bought NHL international rights alongside the Medge Consulting Sports agency for \$20m per season over the five seasons from 2011-12 to 2015-16 (*TV Sports Markets* 15:13).

AMI and Medge's deal collapsed before the 2015-16 season, so Premier Sports paid its fee of about \$500,000 directly to the NHL. Both AMI and Medge defaulted on payments to the league after struggling to recoup their outlay on the rights.

In its new deal, Premier Sports will continue to show about 15 games per week, with at least one live game per night. About five games per week will be shown on a delayed basis as the broadcaster only has one channel.

Since 2011-12, Premier Sports has shared rights in the UK with Gamecentre Live, the NHL's OTT service.

The broadcaster will continue to share coverage with the service in its new deal, although it will continue to have first pick and exclusivity over the games it shows. All other NHL games are

available on Gamecentre Live.

A subscription to Premier Sports costs £12 (€14.35/\$15.75) per month, while a subscription to Gamecentre Live in the UK costs \$20 per month, or \$115 per year.

Limited competition

Premier Sports faced no competition for the NHL rights in the 2016-17 to 2020-21 cycle. The league is a niche property within North American sport and is the least-watched of North America's 'big four' leagues.

Despite this, the NHL has a loyal fanbase in the UK, making it worthwhile for Premier Sports to renew. One informed source estimated the NHL has helped the channel add between 7,500 and 10,000 subscribers.

Other than the NHL, Premier Sports has little live sport in its schedule between 12am and 6am. This means it can show more than one game per night, offering more complete coverage of the league.

For pay-television broadcaster BT Sport – which holds rights to the NBA, MLB and NCAA college sports – the incentive to buy NHL rights is limited.

Its night-time schedule is already filled with US sport, and NHL fans are more likely to subscribe to Gamecentre Live than to a channel showing less than one live game per night.

Previous deals

The NHL was first shown live in the UK in 2002-03 when now-defunct pay-television broadcaster the North American Sports Network paid \$50,000 per season in a four-season deal, from 2002-03 to 2005-06.

Its rights were shared with commercial broadcaster Channel 5, which showed one game per week. NASN showed over 200 games per season in 2002-03 and 2003-04.

Its deal was scrapped after the 2004-05 season did not go ahead. NASN and the NHL replaced it with a new deal worth just over \$11m per season, from 2005-06 to 2008-09, for exclusive rights across all platforms on a pan-European basis.

NASN – which became ESPN America in February 2009 – also took up its first-option on single-season extensions for 2009-10 and 2010-11 at the same price. ■

FASTRACK 2

NEWS IN BRIEF

MP & Silva pays big for swathe of Bundesliga rights

Germany's Bundesliga is understood to have secured a large fee from the MP & Silva agency last month for its rights in 31 territories across Europe.

The four-season deal, from 2017-18 to 2020-21, is thought to be worth about €40m (\$44m) per season. A source close to the agency, however, said the rights fee was lower than this.

The deal covers the Balkans, Eastern Europe, Eurasia, the Nordics and Portugal. It was agreed by DFL Sports Enterprises, the league's commercial arm, after a lengthy tender process.

In most of the territories covered by MP & Silva's deal, the league currently has direct deals with broadcasters. The league felt it had spent enough time building interest in its rights – this time the sale was driven by revenues.

A like-with-like comparison is not possible as not all territories were allocated individual values, although one informed source said the fee was roughly double the value of the current deals covering the same territories.

MP & Silva is thought to have faced strong competition for the rights from the Infront Sports & Media agency.

The agency's deal is a blow to sports broadcaster Eurosport, which currently holds rights in 22 territories across the Nordics and Central and Eastern Europe. Its two-season deal, from 2015-16 to 2016-17, is worth €25m per season (*TV Sports Markets* 19:16).

Many European broadcasters were put off by the league's high asking price, as it sought to quadruple current fees.

In the current 2015-17 cycle across Europe – excluding Germany – the league earns about €60m per season (*TV Sports Markets* 20:11).

Several experts said they expect MP & Silva to sell rights in the Nordics to commercial and pay-television broadcaster Modern Times Group for between €15m and €17m per season.

The agency said it is yet to agree any

deals, but it is expected to announce its first agreement within weeks. ■

CCTV strikes Olympic digital deals

Chinese state broadcaster CCTV has recouped CNY200m (€27.3m/\$30m) of its outlay on the Rio Olympics in digital rights deals this week.

In July 2012, CCTV acquired all rights to the 2014 and 2016 Games in a \$160m deal with the International Olympic Committee. It is thought to have allocated an equal value to each event (*TV Sports Markets* 16:15).

Last week CCTV made a package of non-exclusive digital highlights rights available for CNY100m. It covers on-demand highlights of all CCTV Olympic coverage on a 30-minute delay.

Deals have thus far been agreed with Tencent and Ali Sports. The latter exploits rights via the Youku Tudou online video platform, owned by e-commerce giant Alibaba Group, its parent company.

Chinese rights experts said additional deals were unlikely with the Games getting underway today (Friday).

CCTV usually sells on digital rights for the Olympic Games and football's World Cup. The broadcaster is the traditional buyer of these rights.

The broadcaster only sells on digital rights once it has completed its own advertising sales as it does not want to compete for advertisers.

Interest in acquiring the rights from CCTV was limited because it will be almost impossible for any buyer to refinance their CNY100m outlays via advertising at such short notice.

Neither Tencent nor Ali Sports is primarily concerned about making a profit on the Games. Tencent is an official partner of the Chinese Olympic Committee and has a focus on Olympic sports. Ali Sports is a relatively new player looking to carve out a space in an increasingly competitive market.

At the last summer Games, in 2012, CCTV earned CNY112m from four deals – with Tencent and streaming

rivals Sina, Sohu and NetEase.

CCTV sold on-demand rights only to all four players, costing them each CNY28m. The state broadcaster had paid the IOC \$100m for the 2010 and 2012 Games.

In December 2014 CCTV extended its deal with the IOC from 2018 to 2024 in a deal worth \$550m (*TV Sports Markets* 18:23). ■

Eurosport Russia pays low EFL fee

The second-tier of English football will be shown in Russia once more after the Pitch International agency struck a one-season deal covering 2016-17 with pay-television broadcaster Eurosport worth about \$100,000 (€91,000).

Eurosport will have rights to the second-tier Championship and the League Cup, both run by the English Football League. The deal does not include rights to the third- or fourth-tier leagues, League 1 and League 2.

The broadcaster will show more than one Championship match per weekend, as well as all top League Cup fixtures. Matches will be split across its Eurosport 1 and Eurosport 2 channels, and its Eurosport Player OTT service.

Neither the Championship nor the League Cup were shown in Russia last season. The League Cup was shown in 2014-15 by state broadcaster VGTRK.

Eurosport did not face strong competition for the rights. Broadcaster Match TV, which has a near-monopoly in the country, showed no interest as it already holds rights to most top-tier European football leagues.

One informed source said pay-television broadcaster Football TV – which holds Dutch Eredivisie and Portuguese Primeira Liga rights – was the only other possible buyer.

Pitch renewed its Football League international rights last December in a new five-season deal, from 2017-18 to 2021-22, worth about \$35m per season. It currently pays about \$20m per season for the same rights from 2012-13 to 2016-17 (*TV Sports Markets* 20:5). ■



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SPORTS CLIPS: News from TVSM Daily from July 21 to August 3

MEDIA RIGHTS 1

Football: LaLiga, Chinese Super League, Major League Soccer and more

- **Football:** Spanish public-service broadcaster TVE acquired non-exclusive highlights of domestic club competitions LaLiga and the Copa del Rey. The agreement with the Mediapro agency covers three seasons, from 2016-17 to 2018-19.
- **Football:** Sony Pictures Networks India acquired rights to the 2016 International Champions Cup pre-season tournament in the Indian subcontinent (page 8).
- **Football:** UK pay-television broadcaster Sky acquired rights to the Chinese Super League club competition. Sky will cover the ongoing 2016 season and the 2017 and 2018 campaigns (page 2).
- **Football:** UK pay-television broadcaster BT Sport reached an agreement with English Premier League club West Ham United for UK rights to its pre-season friendly match against Italian Serie A side Juventus on August 7.
- **Football:** The RDA TV agency agreed a deal with West Ham United to distribute international rights to the Juventus friendly.
- **Football:** North America's Major League Soccer agreed a deal with Cuba's state broadcaster Instituto Cubano de Radio y Televisión for its All-Star Game on July 28, and the national team friendly match between Cuba and the USA on October 7.

SINCE LAST TIME

- Argentinian president Mauricio Macri confirmed the government's Football for All scheme, which ensures free-to-air coverage of domestic football competitions, would be discontinued. A majority of the country's top-tier Primera Division clubs had requested the scheme be disbanded in order to release a major economic burden on the state and allow them to pursue more lucrative agreements.
- US telco Verizon acquired the operating business of internet company Yahoo in a \$4.83bn (€4.38bn) deal.
- Pan-European broadcast group Sky reported a record full-year operating profit of £1.558bn (€1.86bn/\$2.05bn) for the year ending June 30, 2016. Total group revenues rose year-on-year from £11.221bn to £11.965bn, with the UK and Ireland accounting for £8.371bn of this figure, up from last year's £7.82bn. Sky Deutschland's full-year revenue rose from £1.352bn in 2015 to £1.512bn. Sky Italia's revenue fell from £2.049bn to £2.02bn. Group operating profit grew from £1.397bn to £1.558bn, of which Sky UK and Ireland accounted for £1.504bn. Sky Deutschland posted an operating profit of £4m, following an £11m loss in 2015. Sky Italia's profit fell from £58m to £50m.
- channel in its Viasat Sport and Viasat Premium packages.
- US college sports organisation the Atlantic Coast Conference and sports broadcaster ESPN confirmed the launch of ACC Network, a linear and digital platform. From August, coverage of more than 600 ACC events will be shown via ACC Network Extra, a digital streaming service. A linear television network will launch in 2019 and feature more than 1,300 ACC events per year.
- The International Equestrian Federation (FEI) partnered with the Sina Sports division of Chinese internet operator Sina. Sina Sports's digital platform will serve as the home for the official website of the FEI in China, which will feature highlights of FEI-organised events, video interviews with athletes, lifestyle content, images and Chinese-language news.
- UK pay-television broadcaster Sky will offer free fibre broadband to its Sky Sports customers as part of a marketing push ahead of the new Premier League football season.
- The Fox Sports division of US network Fox signed a multi-year live-streaming partnership with North American ice hockey league the NHL. The deal will begin with the 2016-17 season. NHL games shown on Fox Sports' regional networks will be live streamed via the Fox Sports Go platform to customers of participating pay-television operators. Operators, including streaming services, will also be able to deliver NHL games through their own digital platforms. Fox Sports' regional networks have local media rights partnerships with 12 NHL teams.

MEDIA INTERNATIONAL

- Thema-Alterna' TV, a subsidiary of French pay-television broadcaster Canal Plus, will launch a new basketball-dedicated pay-television channel in the US and Latin America. Fiba Americas TV will feature coverage of International Basketball Federation (Fiba) tournament games of North American, South American and Central American and Caribbean teams.
- Swedish cable operator Com Hem agreed a new multi-year deal for carriage of Modern Times Group channels. The agreement adds the multi-territory commercial and pay-television broadcaster's TV3 Sport HD and eSportsTV channels to Com Hem's platform and allows it to include the Viasat Sport Premium
- Australian pay-television operator Foxtel signed a broadcast partnership with English Premier League football club Tottenham Hotspur for the 2016-17 to 2018-19 seasons.
- German pay-television broadcaster Sky Deutschland will reportedly launch an ultra-high-definition channel this autumn, showing the German Bundesliga and Uefa Champions League.
- Sky Deutschland rebranded its Sky Online OTT platform and included a dedicated sports service. The new Sky Ticket provides

SPORTS CLIPS: News from TVSM Daily from July 21 to August 3

MEDIA RIGHTS 2

NFL, Tour of Britain, Vuelta a España, ECB cricket, VTB basketball and more

- **American Football:** Telco Econet Media agreed a deal for its pay-television broadcaster Kwesé Sports to become the exclusive linear television broadcaster of NFL content in a number of countries across sub-Saharan Africa. The five-season deal will cover the 2016-17 to 2020-21 seasons.
- **Baseball:** Japanese pay-television broadcaster J Sports secured host and exclusive broadcast rights in the country to this year's edition of the World Baseball Softball Confederation's Youth U-15 World Cup national team tournament.
- **Baseball:** South Korean commercial broadcaster SBS acquired rights across all platforms to the 2016 WBSC Youth U-15 World Cup.
- **Baseball:** Indonesian satellite operator Indovision TV acquired rights in the country to the 2016 WBSC Youth U-15 World Cup.
- **Baseball:** Malaysian pay-television operator Astro acquired exclusive broadcast rights in the country to the 2016 WBSC Youth U-15 World Cup.
- **Baseball:** Taiwanese sports broadcaster Videoland secured television and online rights in the country to the 2016 WBSC Youth U-15 World Cup.
- **Baseball:** Burmese pay-television broadcaster SkyNet acquired rights in the country to the 2016 WBSC Youth U-15 World Cup.
- **Basketball:** The Lagardère Sports agency agreed an exclusive deal to sell global media rights to pan-European club competition the VTB United League. The three-season deal, from 2016-17 to 2018-19, excludes the league's participating countries.
- **Cricket:** International sports broadcaster Eurosport acquired rights in the UK to the Sri Lanka-Australia series, which began on July 26.
- **Cricket:** Canadian pay-television broadcaster Asian Television Network agreed a deal with the England and Wales Cricket Board for rights to all bilateral international series played in England during 2016 and 2017.
- **Cricket:** Asian Television Network acquired rights to the 2016 edition of Twenty20 franchise competition the Caribbean Premier League.
- **Cricket:** Asian Television Network agreed a deal with Cricket Ireland for the three bilateral and one tri-series to be played in Ireland from 2016 to 2018.
- **Cycling:** UK pay-television channel Bike acquired rights to the 2016 Tour of Britain.
- **Cycling:** International sports broadcaster Eleven Sports Network signed a multi-year deal for platform-neutral rights in Belgium to Spanish race the Vuelta a Burgos.
- **Cycling:** UK public-service broadcaster the BBC extended a rights agreement for the RideLondon event to cover the 2017 to 2019 editions.
- **Cycling:** Eurosport agreed to show more live coverage of the Vuelta a España cycle race in Europe and Asia from 2016 to 2020. Eurosport will broadcast a minimum of three hours of live coverage each day as opposed to two in its current deal.
- **Esports:** Canadian telco Bell acquired rights to this year's Canadian League of Gamers competition. Coverage will be shown via Bell-owned pay-television broadcasters TSN and RDS.

access without a regular subscription to Sky Deutschland's sports, movies and general entertainment content.

- Social media platform Twitter agreed a deal with UK pay-television broadcaster Sky to show content from the English Premier League and Football League club competitions from the 2016-17 season. Video clips of goals and key moments from all matches broadcast by Sky will be available to Twitter users in the UK and Ireland via the @SkyFootball account.
- Australian commercial broadcaster Seven agreed a content partnership with Twitter for the 2016 summer Olympic Games.
- International sports broadcaster Eleven Sports Network signed a multi-year distribution agreement with telco SFR Belgium to broadcast its Eleven and Eleven Sports channels in the country.
- Meo, the pay-television platform of Portugal Telecom, signed up to a rights-sharing agreement in the country for the sharing of broadcast rights and channels.
- Polish commercial and pay-television broadcaster Polsat launched a channel dedicated to boxing and combat sports, Polsat Sport Fight, on August 1.
- Multi-territory commercial and pay-television broadcaster Modern Times Group launched its Viaplay video-streaming service in Estonia, Latvia and Lithuania.
- Energy drinks brand Red Bull will withdraw its commercial broadcaster Servus TV from cable and satellite operators in Germany and Switzerland at the end of 2016 to focus on its home market of Austria.
- A judge ruled that Dutch pay-television broadcaster Fox Sports Netherlands was entitled to renegotiate its carriage deal with cable-television provider KPN. The existing contract between the two expired on August 1 and KPN had sought to continue to offer Fox's channels on the same terms.
- The NBC Olympics division of US media company NBCUniversal partnered with social media platforms Facebook and Instagram for Rio 2016. Daily highlights and interviews will be shared on both platforms.

SPORTS CLIPS: News from TVSM Daily from July 21 to August 3**MEDIA RIGHTS 3****UFC, Olympic Games, America's Cup, French Open, Wimbledon and more**

- **Ice Hockey:** French digital-terrestrial television channel L'Équipe 21 signed a one-season extension to its rights deal with the French Ice Hockey Federation. The agreement covers the 2016-17 season and includes one game each month from the domestic Ligue Magnus club competition, the Coupe de France final and two French national team friendlies. The channel will also cover Rouen and Gap's games in the 2016-17 edition of the pan-European Champions Hockey League, and a qualifying tournament for the 2018 winter Olympic Games in Pyeongchang.
- **Mixed Martial Arts:** UK pay-television broadcaster BT Sport finalised an exclusive deal with the Ultimate Fighting Championship until the end of 2018. BT Sport will now provide coverage of all US pay-per-view events, events broadcast by US broadcaster Fox and all other events staged outside the US. The deal was first reported in *TV Sports Markets* 20:12.
- **Olympic Games:** Khabar TV, which is part of Kazakh satellite broadcaster Kazakh TV, acquired rights for the 2016 summer Games in Rio de Janeiro.
- **Olympic Games:** Pay-television broadcaster SportsMax acquired exclusive broadcast rights in the Caribbean to the 2018 and 2020 Olympic Games (page 6).
- **Olympic Games:** Chinese video sharing platform Youku Tudou agreed a sublicensing deal with CCTV for rights to Rio 2016 (page 10).
- **Olympic Games:** Chinese internet company Tencent acquired rights for Rio 2016 in a sublicensing deal with state broadcaster CCTV (page 10).
- **Sailing:** The Mediaset Premium pay-television service of Italian media group Mediaset acquired exclusive platform-neutral rights in the country to the 35th edition of the America's Cup.
- **Tennis:** Eurosport acquired rights to the Wimbledon grand slam tournament in Albania, Bosnia & Herzegovina, Bulgaria, Croatia, Finland, Hungary, Iceland, Kosovo, Macedonia, Montenegro, the Netherlands, Norway, Romania, Serbia, Slovenia and Sweden. The deal runs from 2017 to 2019.
- **Tennis:** French public-service broadcaster France Télévisions extended a deal for coverage of the French Open grand slam tournament. The agreement covers the 2019 and 2020 editions of the event. France Télévisions will act as the host broadcaster (page 7).
- **Tennis:** Eurosport renewed a sublicensing deal with France Télévisions for coverage of the French Open in 2019 and 2020 (page 7).
- **Tennis:** LeSports, which is operated by Chinese internet company LeEco, marked its launch in Hong Kong by acquiring rights to the US Open grand slam tournament. The deal begins with the 2016 edition of the event.
- **US College Sports:** The Atlantic Coast Conference signed a 20-year extension to its exclusive rights deal with international sports broadcaster ESPN. The agreement will run until the end of the 2035-36 academic year.
- **US College Sports:** US regional sports broadcaster Midco Sports Network extended its multimedia rights partnership with the athletics department of South Dakota State University. The new 10-season deal will run from 2016-17 to 2025-26.
- **Volleyball:** The Sportsman Media Group agency agreed a deal for international rights to the Lega Pallavolo Serie A Femminile, Italy's top-tier women's club competition, for four seasons from 2016-17 to 2019-20.

■ Spain's LaLiga agreed non-exclusive carriage deals with telcos Orange and Telecable for its LaLiga 1|2|3 TV channel, which provides live coverage of matches in the country's second-tier Segunda División. The deals run from 2016-17 to 2018-19.

■ The Portuguese arm of telco Vodafone agreed to acquire a stake in pay-television broadcaster Sport TV. The broadcaster will have a new ownership structure with Vodafone Portugal, rival telco Nos and the Olivledesportos agency holding equal stakes.

■ French digital-terrestrial television channel L'Équipe 21 will rebrand itself to L'Équipe after France's media regulator, the Conseil Supérieur de l'Audiovisuel, approved the move.

■ Sports broadcaster ESPN Brasil confirmed it will not sublicense English Premier League rights in the 2016-17 season and will instead broadcast all 380 games for the first time in the country.

■ Thai pay-television operator TrueVisions agreed a new carriage

deal with the beIN Media Group for four beIN Sports channels. It also struck a deal to carry the Fox Sports channels operated by international channel syndicator Fox Networks Group.

MEDIA RIGHTS NEGOTIATIONS

■ LaLiga, the governing body of Spanish club football, opened a new tender process for broadcast and digital media rights for the 2016-17 to 2018-19 seasons. The two non-exclusive packages comprise up to 10 live second-tier Segunda División matches, and 90-second online-only clips.

■ The Singaporean government said it would not provide broadcasters with funding to purchase live rights to the 2016 summer Olympic Games in Rio de Janeiro due to escalating fees.

■ French pay-television broadcaster Canal Plus's suggestion of an adjusted schedule for Ligue 1, the top division of domestic club football, was rejected by the Ligue de Football Professionnel.

SPORTS CLIPS: News from TVSM Daily from July 21 to August 3

ALSO SINCE LAST TIME

- Streaming service FilmOn TV launched Drone TV, claimed to be the world's first 24/7 channel dedicated to drone racing.
- Portuguese pay-television broadcaster Sport TV was ordered to pay a fine of €2.7m (\$2.98m) for abuse of its dominant market position following the closure of a long-running case. Sport TV's original fine of €3.7m was reduced to €2.7m in June 2014.
- Lax Sports Network, a broadcast partner of North America's Major League Lacrosse, live-streamed the match between the New York Lizards and Rochester Rattlers on July 23 via Facebook.
- Social media platform Twitter partnered with Campus Insiders, a digital video network for college sports in the US. Twitter will live stream over 300 college events from the Mountain West Conference, Patriot League and West Coast Conference.
- American football league the NFL brokered a deal for PlayStation Vue, the internet television service owned and operated by consumer electronics firm Sony, to carry its NFL Network cable-television channel and NFL RedZone game-day service.
- Twitter secured live-streaming rights to Major League Baseball and National Hockey League games in a deal with MLB Advanced Media, the interactive media and internet arm of the North American baseball league. The once-per-week live streams of out-of-market MLB and NHL games will be available free to logged-in and logged-out Twitter users in the US. MLB games will also be available worldwide, outside select territories.
- Italian media company Mediaset rejected French media group Vivendi's revised offer to acquire its pay-television operation Mediaset Premium. A 3.5-per-cent share in Vivendi had been proposed in exchange for a 20-per-cent share in Mediaset Premium and a 3.5-per-cent stake in Mediaset.
- Virtual reality broadcast technology company NextVR broadcast three matches from pre-season club football tournament the International Champions Cup in virtual reality. The games shown were Liverpool v Chelsea on July 27, Real Madrid v Chelsea on July 30, and Real Madrid v Bayern Munich on August 3.
- The World Baseball Softball Confederation will stream live coverage of its 2016 Youth U-15 Baseball World Cup via its official channel on video-sharing platform YouTube.
- The International Olympic Committee confirmed its Olympic Channel will launch on August 21 following the closing ceremony of Rio 2016. The channel will be available as a mobile application on Android and iOS devices, and via olympicchannel.com.
- Twitter streamed live coverage of the ELeague esports competition from July 29-30.
- The Ufa Sports agency rebranded as U! Sports on August 1.
- The Asian Football Confederation unveiled a new live-streaming platform for its member associations, with the Bhutan Football Federation signing up as its first client.
- US media company Discovery Communications signed a long-term extension to its carriage deal with media firm Liberty Global. The agreement covers the distribution of various Discovery channels, including those of international sports broadcaster Eurosport, in 12 European countries: Austria, Belgium, Czech Republic, Germany, Hungary, Ireland, Poland, Romania, the Netherlands, Slovakia, Switzerland and the UK. The deal also covers digital multi-screen access to the channels for subscribers of Liberty-owned broadband companies.
- The NFL extended its partnership with social media platform Snapchat to cover the 2016 and 2017 seasons. The NFL will have a featured channel on Snapchat's Discover service and the Live Story feature will document every NFL game in the 2016 season.

INDUSTRY MOVES

- Alain Weill was appointed chief executive of multinational telco Altiice's new international media and content organisation. Nicolas Rotkoff was named head of channel distribution and sport rights acquisition. Damien Bernet and Bernard Mourad were appointed deputy chief executive and head of business development.

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