

# TVSportsMarkets

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## BOXING

# Joshua v Klitschko title fight likely to earn record ppv revenue

By Callum McCarthy

**Saturday's world heavyweight title bout between Anthony Joshua and Wladimir Klitschko is expected to earn between \$33m (€31m) and \$37m in global media-rights and pay-per-view revenue, TV Sports Markets understands.**

Experts believe the fight will attract in excess of 1m pay-per-view buys on Sky Box Office – a pay-per-view platform of pay-television operator Sky – but are split on whether it could exceed the 1.15m UK record set by Floyd Mayweather vs. Ricky Hatton in December 2007.

However, experts agree the fight is all but certain to break Mayweather vs. Hatton's UK pay-per-view revenue record of about £17.2m (€20.3m/\$21.7m). In order to exceed £17.2m, it will need to achieve about 865,000 buys. The event is available for £19.95.

## Selected boxing events on UK pay-per-view

Fight	Cost	Approximate buyrate	Approximate revenue
Ricky Hatton vs. Floyd Mayweather	£14.95	1,150,000	£17,200,000
Carl Froch vs. George Groves II	£16.95	850,000	£14,400,000
Floyd Mayweather vs. Manny Pacquiao	£19.99	700,000	£14,000,000
Anthony Joshua vs. Dillian Whyte	£14.95	400,000	£6,000,000
Anthony Joshua vs. Eric Molina	£14.95	350,000	£4,485,000

Source: TV Sports Markets

## Anthony Joshua vs Wladimir Klitschko projected revenue

Buyrate	Potential revenue
850,000	£16,960,000
900,000	£17,955,000
1,000,000	£19,950,000
1,100,000	£21,950,000
1,150,000	£22,940,000
1,200,000	£23,940,000

Source: TV Sports Markets

Mayweather vs. Hatton took place at about 5am UK time. The Joshua vs. Klitschko undercard will begin at 7pm UK time, with the main event taking place in UK primetime.

Revenue from Sky Box Office sales is thought to be split roughly 50:25:25 between Sky, the Matchroom Boxing promotion, and Klitschko Management Group. Matchroom, which has an exclusive long-term deal with Joshua, is the UK rights-holder for the fight.

Rights in the US – jointly held by Matchroom and KMG – have been split between pay-television broadcasters Showtime and HBO in a deal worth a total of about \$3.5m.

Showtime has acquired live rights to the event – to be aired at 4.15pm Eastern Time and 1.15pm Pacific Time – and will pay the greater amount. HBO will receive delayed primetime rights and will show the fight at about 10.45pm ET.

German commercial broadcaster RTL, which has a five-fight deal with Klitschko, holds rights in Germany, as well as German-language rights in Austria and Switzerland. It is thought RTL will pay in excess of Klitschko's contracted flat fee of €3.6m for the rights, which are sold by KMG.

Ukrainian commercial broadcaster Inter has also acquired rights from KMG in a deal thought to be worth in the low hundreds of thousands of euros.

Global media-rights revenues will be split about equally between Matchroom and KMG.

## Showtime, HBO cease fire

Showtime and HBO are US boxing's two broadcasting powerhouses, and competition between the two has partly been blamed by fans and pundits for the lack of fan-friendly, 'best-on-best' fights in professional boxing.

The broadcasters' strategy to sign long-term, exclusive deals with fighters and promotions – as well as those promotions' tendency to provide their star boxers with easier fights from within their rosters – has prevented stars from each broadcaster's roster from competing against one another.

While Showtime and HBO hold exclusive rights to Joshua and Klitschko fights respectively, the two broadcasters were able to come to an arrangement due to each having an equal share of the rights, public demand and the promoters' readiness to stage the fight.

Stephen Espinoza, executive vice president and general manager of Showtime Sports, told *TV Sports Markets* this week: "In the grander scheme of things there are a variety of high-profile fights being made more quickly and easily than in the recent past.

"I guess you could say that, because this fight was made relatively easily, the two networks were very motivated not to be the reason the fight fell apart."

The allocation of the live rights was complicated by each broadcaster retaining a right of last refusal in their respective contracts, effectively nullifying a traditional bidding process.

The two broadcasters each discussed buying the other out of its contract for this fight only, as well as operating a sealed bid process and jointly waiving their matching-rights clauses.

In the end, the broadcasters mutually agreed on the allocation of rights and share of the costs. HBO agreed to cede the live rights in return for first option on a potential second fight between Joshua and Klitschko.

The two fighters have signed a two-fight deal, but sources believe HBO's live rights to the second fight will depend on the rematch clause being activated within a set period of time. HBO will then have an exclusive negotiation window in which to complete a deal, after which the broadcaster's first option will become invalid.

Espinoza did not comment when asked about contractual details, but said: "Ultimately, the structure we settled on was the result of good old-fashioned negotiation. No flip of a coin, no picking a piece of paper out of hat. It was just both parties looking at what their priority was, evaluating their objectives and finding the common ground in a dual broadcast."

HBO spokesman Raymond Stallone told *TV Sports Markets*: "This agreement was about a commitment to ensure that fight fans in the US get to see the biggest heavyweight fight in more than a decade."

## RTL deal

The Joshua fight will be the second in Klitschko's five-fight deal with RTL. It is thought the per-fight fee paid to KMG depends on factors such as time-zone and calibre of opponent, with bonuses paid post-fight based on its ratings performance.

It is thought RTL will pay close to €4m for the Joshua fight. Fights against other opponents in a similarly friendly time-zone for a German audience are worth a flat fee of €3.6m. Wladimir – and his now-retired brother Vitali – have been based in Germany for their entire professional careers.

RTL's previous five-fight deal covered the fights of both Klitschko brothers, and was worth a total of about €15m, or €3m per fight.

## Global rights

Global rights, excluding the aforementioned territories, are held by the IMG agency. IMG has been the exclusive distributor of global rights to Klitschko fights since 2014, and will hold these until his retirement. IMG is expected to earn about \$1.2m from sales around the world.

Despite its overall media-rights and pay-per-view income being lower than marquee fights broadcast on pay-per-view in the US, boxing experts believe Joshua vs. Klitschko to be uniquely valuable outside the key territories of the UK, US, Germany and Ukraine.

Some experts believe the media-rights value of the fight, with respective key territories excluded, will be the highest since Floyd Mayweather vs. Manny Pacquiao in May 2015.

Lowell Conn, president of boxing rights agency Protocol Sports Marketing, said: “Everybody in boxing is behind this fight, and you don’t get that very often in this sport. Even the prices you’re seeing on this fight around the world, they’re still affordable for broadcasters. It’s a great opportunity for the entire industry; for the watermark to rise and interest to expand.” ♦

## RUGBY UNION

# Pitch faces IMG battle to renew Six Nations international rights

By Robin Jellis

**Six Nations international media rights are currently on the market with the incumbent, Pitch International, facing competition from rival agency IMG.**

A tender was issued in mid-March, with first-round bids due on Friday, April 21. The rights are global, excluding the competing nations – France, Ireland, Italy and the UK (England, Scotland and Wales). Any deal will run for four years, from 2018 to 2021. The winning bidder will pay its rights fee in euros.

The rights are being sold by the Six Nations Committee – the tournament organiser and Six Nations rights-holder – which is being advised by Laurence St John's Bridge Television agency.

Both Pitch and IMG have bid. IMG is understood to have bid jointly with another company. There was interest in the rights from the B4 Capital, Infront Sports & Media and Lagardère Sports agencies.

Broadcasters are not thought to have been interested in bidding for the rights as they do not want any winning agency to know how much they are willing to spend.

Most rugby rights experts spoken to by *TV Sports Markets* this week expect Pitch to renew its rights. This is partly due to its long-term relationship with the Six Nations, but also its experience in selling the rights around the world.

Pitch's current four-year deal, from 2014 to 2017, is worth about €5m (\$5.9m) per year for the same rights. Some sources this week said Pitch's fee is closer to €5.5m per year.

Pitch's previous four-year deal for Six Nations international rights, from 2010 to 2013, was worth about €3.25m per year (*TV Sports Markets* 16:16).

The Six Nations is understood to have sought an average of at least €6.25m per year in the new cycle.

There is some confusion over Six Nations rights in Italy. As a competing nation, rights in Italy have been excluded from the tender.

But some potential bidders this week suggested a deal for rights in Italy could be agreed separately from the tender as these are yet to be sold in a new cycle by the Six Nations.

In the current 2014-2017 cycle, rights in Italy are held by media group Discovery Communications in a deal worth about €2.5m per year (*TV Sports Markets* 17:16). Discovery is thought to be interested in renewing its rights in the country, but not at the same price. Local experts believe a more realistic value for the rights would be about €1m per year.

The Six Nations is not the only rugby union rights-holder to struggle to sell its rights in Italy. It took until November for the Pro12 championship to agree a deal with Discovery covering the rest of the 2016-17 season. Discovery is paying no rights fee, while the Pro12 is covering production costs of matches involving Italian teams Treviso and Zebre.

## Selling on the rights

Most rugby rights experts believe the Six Nations will earn about €7m per year in any new deal, excluding Italy. This would represent an increase of about 40 per cent on the current fee paid by Pitch.

It is thought unlikely the Six Nations could earn more than this for two main reasons. First, there is only one buyer for the rights in most of the territories, limiting competition. Second, the declining interest in rugby union rights in non-core markets from pay-television broadcaster beIN Sports.

Pitch currently has a multi-territory deal with beIN which covers the Middle East and North Africa, Australia and the US. *TV Sports Markets* understands beIN will not renew rights to what it deems peripheral properties in non-core territories and will focus on premium rights, especially football.

A source close to beIN said it was now in a period of “rationalisation” and would no longer pay high fees for second- and third-tier sports properties. It bid aggressively for many rights following its launch in Mena in November 2003 – as Al Jazeera Sport – but is now set to focus on what it considers must-have properties.

The broadcaster is likely to be interested in keeping Six Nations rights in Australia, where rugby union is very popular. But it will be less keen on retaining its rights in Mena and the US, where they mainly appeal to the expatriate community.

One rugby rights expert said: “It’s a really interesting point in the development and evolution of global rugby rights distribution. BeIN has been one of the biggest buyers of rugby rights globally.”

A further – though less important – reason is that the Six Nations carved out in-flight and in-ship rights from the main rights package. Rugby experts believe this is because of the increased competition in this sector in recent months, with both Pitch and Global Eagle Entertainment challenging IMG.

Six Nations rights in the competing nations, excluding Italy, have already been sold: in the UK jointly to public-service broadcaster the BBC and commercial broadcaster ITV; in Ireland to commercial broadcaster TV3; and in France to public-service broadcaster France Télévisions (*TV Sports Markets* 19:14; 19:21; 20:6).

## Market-by-market

Pay-television operator OSN could be a possible buyer in Mena, although it would only pay a low fee. In sub-Saharan Africa, pay-television broadcaster SuperSport is considered the only realistic buyer; as are pay-television broadcasters Sky in New Zealand and ESPN in Latin America.

There is a similar situation across Asia, where Discovery is the only likely buyer following its purchase of pay-television broadcaster Setanta Sports Asia in June 2015, and its acquisition of a stake in OTT service Rugby Pass in March 2016 (*TV Sports Markets* 19:12).

One territory in which a reasonable fee could be secured is the US, where media group NBCUniversal is keen on the rights. NBC showed the 2015 Rugby World Cup in the country and holds English Premiership rights from 2016-17 to 2020-21 (*TV Sports Markets* 19:21; 20:12). ◆

## TV FRANCE

# Competition heats up in France with three big tenders out

By Robin Jellis

**Strong competition is expected between France's main pay-television broadcasters for Uefa Champions League, Formula One and European rugby rights, with all three properties currently on the market.**

Formula One is likely to be sold first. After initial talks with broadcasters, a tender was issued with first-round bids due on April 21. *TV Sports Markets* understands pay-television broadcasters beIN Sports, Canal Plus and SFR Sport have all bid.

The rights are currently held by Canal Plus in a five-year deal from 2013 to 2017. It is thought Canal Plus initially acquired the rights for three years, from 2013 to 2015, and took up an option to extend its deal to cover 2016 and 2017.

Canal Plus is paying more than \$40m (€37.5m) per year for the rights in the current deal and is thought to spend a significant additional amount on production.

Formula One is also selling a package of free-to-air rights which has generated interest from public-service broadcaster France Télévisions and commercial broadcaster TF1. The package includes the French grand prix, which will return to the Formula One calendar from 2018, and under local listed-events legislation must be shown free-to-air. It also includes some other live rights and highlights.

Formula One Management, Formula One's commercial rights-holder, is yet to inform bidders whether or not there will be a second round.

Liberty Media, the new owner of Formula One, is seeking large increases in media-rights fees following its takeover of the motorsport championship in January.

## Champions League

Uefa, European football's governing body, tendered rights to the Champions League and Europa League competitions in the country on March 29, with bids due on May 3. New deals will cover three seasons, from 2018-19 to 2020-21.

Champions League rights in the current cycle, from 2015-16 to 2017-18, are currently split between beIN and Canal Plus for a combined fee of about €148m per season. BeIN pays about €92m per season while Canal Plus pays about €56m per season (*TV Sports Markets* 18:8).

Europa League rights are split between beIN and commercial broadcaster W9 over the same three seasons for a combined total of about €25m per season. BeIN pays about €18m per season and W9 about €7m per season.

BeIN is expected to bid aggressively to at least retain the rights it currently has. BeIN's chairman and chief executive, Nasser Al-Khelaïfi, is also the chairman of Qatar Sports Investments, the owner of Paris-Saint Germain. As such, the broadcaster is keen to show PSG's matches in Europe.

Canal Plus will also bid, as will SFR. The only thing which may prevent an aggressive offer for SFR is the desire of its shareholders to acquire the rights – they will settle on a bidding strategy this weekend. SFR is owned by telco Altice.

Telco Orange is likely to be studying a bid for the rights, fearing it may lose broadband subscribers following rival SFR's move into sports rights. One sports-rights expert said it was also likely tech giant Amazon and social media company Facebook are considering an offer for the rights.

## European rugby

European Professional Club Rugby, the organising body of the Champions Cup and Challenge Cup competitions, tendered its rights in France on April 21, with first-round bids due by May 17.

BeIN and France Télévisions currently hold rights to both competitions in four-season deals from 2014-15 to 2017-18. The rights are worth a combined total of between €20m and €21m per season – France Télévisions pays about €6m per season and beIN pays between €14m and €15m per season (*TV Sports Markets* 18:19).

Most local rights experts believe the outcome of the process will largely depend on the outcome of Formula One and Champions League rights sales. France Télévisions is understood to be keen to retain its current rights. ♦

## TV MENA

# OSN picks up new properties as beIN consolidates its position

By Callum McCarthy

**OSN's acquisitions of rights to the Ultimate Fighting Championship, MotoGP and the Superbike World Championship represent a more aggressive strategy from the pay-television operator, but doesn't herald the beginning of fierce competition for top-tier rights with beIN Media Group.**

Sources say OSN faced no competition for these rights from beIN, which is understood to be downsizing its portfolio of second- and third-tier rights in the Middle East and North Africa.

OSN will pay about \$10m (€9.3m) per year in a five-year deal, from 2017 to 2021, for exclusive UFC rights in Mena. OSN is thought to have paid a premium to secure a five-year deal.

This is an increase of about 120 per cent on the value of the UFC's previous deal with Abu Dhabi Media, worth about \$4.5m per year from 2014 to 2016. That deal was aided by the Abu Dhabi government's 10-per-cent stake in the UFC, which it still holds after WME|IMG bought the UFC last July.

OSN's deal for MotoGP and World Superbike rights, also from 2017 to 2021, is thought to be worth just under \$3m per year. About 85 to 90 per cent of the value is thought to be for MotoGP rights. This represents an increase of about 160 per cent on the previous fee paid by beIN for MotoGP rights only.

BeIN's five-year deal, from 2012 to 2016, was worth a total of just under \$1.4m per year. It paid \$1m per year as a rights fee and contributed between \$300,000 and \$400,000 per year in production costs toward the Qatar grand prix.

MotoGP's organising body and commercial rights-holder, Dorna Sports, produces all 18 races per season. It demands contributions from the local broadcaster in each country that hosts an event.

BeIN's deal was agreed with the Qatar Motor and Motorcycle Federation, which acquired MotoGP media rights in Mena alongside hosting rights for the Qatar GP.

It is thought the QMMF is also seeking to act as a gatekeeper for World Rally Championship rights in the region should it acquire hosting rights for a future WRC event.

Both of OSN's new deals were agreed with the IMG agency. A consortium led by WME|IMG acquired the UFC for an initial \$3.775bn in July last year. The UFC now pays a flat annual fee of \$25m to WME|IMG as part of an "arm's-length" agreement for the agency to represent its media and sponsorship rights. IMG also serves as global media-rights adviser for Dorna Sports.

The QMMF's previous five-year deal for MotoGP hosting and media rights was completed directly with Dorna.

## OSN looks to diversify

OSN has long relied on golf and cricket content to fill out its sports channels – it has historically positioned itself as a pay-television offering for affluent expatriates. However, local experts believe OSN is looking to diversify its customer base, partly by expanding its sports portfolio.

Experts believe MotoGP and the UFC will appeal to a much wider audience than its current portfolio, though there is scepticism as to whether OSN can add many subscribers as a result of acquiring each property.

Only top-tier football such as the English Premier League, Uefa Champions League and Uefa national-team properties could add large numbers of new subscribers.

Uefa European Qualifier rights are currently held by ADM in a four-season deal, from 2014-15 to 2017-18, worth just over \$21m per season. However, this package of rights – which now includes the Uefa Nations League – has been acquired by beIN from 2018-19 to 2021-22 in a deal worth a total of \$175m, or about \$44m per season (*TV Sports Markets* 19:20).

ADM-owned pay-television broadcaster Abu Dhabi Sports has been carried on OSN since 2014, but from 2018-19 onward will have no top European football. It is not thought ADM or OSN are in a position to compete with beIN for these rights in the future.

OSN is currently thought to have between 1.2m and 1.3m subscribers across the region, with the majority of its customer base in three countries: Egypt, Saudi Arabia and the UAE.

Its carriage deal for ADM's channels is based on OSN covering the technical costs for delivery of the channels, worth about \$2m per year. ADM keeps all subscription revenue as its channels are sold in an à la carte package.

## BeIN consolidates

*TV Sports Markets* understands beIN will begin to streamline its sports-rights portfolio in Mena, and will no longer bid for properties which it feels do not add enough subscribers for the price expected by rights-holders. Its focus will be on retaining premium football rights.

The media group's pay-television operation began life by attempting to acquire all the rights it could in an attempt to attract subscribers quickly and weaken its rivals. Its abstinence from the MotoGP and UFC sales is a product of beIN's goal to improve the profitability of its pay-television business in Mena.

One industry expert said: "There is going to be a market correction for rights. BeIN caused a lot of the increases after going after all the rights after they launched. They'll be much more selective now." ♦

## GOLF

# Augusta renews with BBC but takes its time with Sky talks

By Frank Dunne

**The BBC has held on to its Masters golf rights, confounding speculation it was going to be displaced by an aggressive Sky bid for exclusive rights. Sky must now decide whether it makes sense to continue sharing the event with the BBC and, if so, at what price.**

The new deal with public-service broadcaster the BBC is for two years, 2018 and 2019, with an option for a third: 2020. The fee paid by the BBC is thought to be either flat or a very small uplift compared to its current fee for the same rights.

The current three-year sharing deal, from 2015 to 2017, is worth a total of about \$14m (€13.1m) per year. The BBC and pay-television operator Sky share the rights, each paying about half. The BBC's new fee is thought to be between \$7m and \$8m per year (*TV Sports Markets* 18:22).

## BBC holds on

The BBC will continue to show live coverage on Saturdays and Sundays, along with highlights from Thursdays and Fridays.

Coverage will include a digital feed from Amen Corner, covering holes 11, 12 and 13. A feed of holes 15 and 16 will also be provided, as well as streams of featured groups and the driving range.

There are two main reasons why the BBC wanted to hold on to the property. First, it is the only top live golf the broadcaster has left. It lost out on Open Championship rights to Sky in February 2015 after 60 years as the exclusive UK rights-holder (*TV Sports Markets* 19:3).

Second, it delivers good ratings at a low price. In the BBC's last exclusive deal, from 2008 to 2010, the broadcaster paid \$5m per year (*TV Sports Markets* 13:22). From 2011 to 2014, the rights were shared with Sky in deals worth a total of about \$12m per year. On a 50:50 sharing basis, its fee would have risen by only about \$1m per year in each new cycle. Sky's coverage has not hit its audiences too hard.

The BBC is under pressure to make cuts in its sports-rights budget. And it is arguable that a US event should not be a spending priority for the UK's public-service broadcaster. But English golfers have a good track record at the Masters – including last year's winner, Danny Willett – and there are few other properties which deliver such value for money.

This year marked the 50th consecutive year the BBC has shown the tournament.

## Sky talks continue

The event organiser and commercial rights-holder, Augusta National Golf Club, is talking to Sky about renewing its live pay-television rights for the full four days – two of which would be non-exclusive with the BBC. Observers say neither side is in a hurry to close the deal.

For Sky, securing another set of non-exclusive rights will feel almost like a defeat. The broadcaster is likely to have offered a healthy premium to secure the rights exclusively. One UK media source said, as part of this strategy, it would have been logical for Sky to have offered less for the non-exclusive rights than it currently pays.

Going head-to-head with the BBC on Saturdays and Sundays, when the event reaches its climax, makes it difficult for Sky to generate big audiences.

This season's tournament, played between April 6 and April 9, gave BBC2 an average live audience of 1.13m on Saturday and 1.87m on Sunday. The Sunday audience peaked at 2.6m for the play-off between Spain's Sergio Garcia and England's Justin Rose.

Sky's average live audience on the Sunday was 299,000 plus 145,000 on its Sky Sports 1 and Sky Sports 4 channels respectively.

Sky's negotiating position is strengthened by two things. First, it holds rights in the UK to all other top golf events, so losing the Masters – while bad PR – would probably have no effect on subscriber numbers.

Second, it faces no competition for the rights. Neither pay-television operator BT Sport nor sports broadcaster Eurosport is thought to be interested in a one-off golf event largely simulcast with the BBC.

The Masters is iconic and enables Sky to position itself as the home of golf, but experts say Augusta does not make enough exclusivity available for it to make sense as a standalone golf property for another pay-television broadcaster.

On the other hand, Augusta is so financially secure from its membership fees that no single broadcaster has any real leverage in negotiations.

The most likely outcome is a continuation of the BBC/Sky status quo – as one golf insider put it, Augusta likes “short-term contracts and long-term relationships” – but talks are expected to be protracted. ♦

## ATHLETICS

# BeIN outflanked on revamped Diamond League in core markets

By Frank Dunne

**BeIN Media Group has lost rights to the Diamond League in its home market of the Middle East and North Africa, and a share of the rights in the US.**

The Qatari pay-television operator also lost the rights in France in February (*TV Sports Markets* 21:4).

One insider said the company had tried – and failed – to convince the International Association of Athletics Federations to do a single deal encompassing both the Diamond League – revamped from this year – and the 2019 World Championships in Doha. This was impossible as the rights are sold by different agencies.

*TV Sports Markets* understands that, having failed to secure a multi-territory deal for both properties, beIN subsidiaries in Mena, France and the US were left to evaluate their own Diamond League bid. In each case, the broadcaster bid too low.

One source claimed that when it became evident beIN was set to miss out on the Diamond League in all three markets, the media group came back with a bid for all three, worth close to \$3m (€2.8m) per year.

Some experts believe the low bidding reflects a hardening of the company's acquisitions strategy around premium properties which drive subscriptions. Athletics rights are nice-to-have rather than must-have, the argument goes, and the broadcaster will not be losing sleep about missing out.

Global Diamond League rights are sold by the IMG agency in a five-year deal, from 2015 to 2019, worth \$10m per year (*TV Sports Markets* 19:9).

Rights to the World Athletics Series – which includes the valuable World Championships – outside Europe and sub-Saharan Africa are sold by Japanese advertising agency Dentsu in a 10-year deal, from 2010 to 2019. This was extended in 2014 until 2029 (*TV Sports Markets* 18:17).

These rights were sold in Mena to pay-television operator Abu Dhabi Media for six years, from 2014 to 2019, for \$8.4m. However, negotiations have been under way for over a year for ADM to sell the 2019 World Championships back to Dentsu for resale to beIN for \$3m.

## New Diamond deals

In Mena, Diamond League rights were won by the Arab States Broadcasting Union, the consortium of the region's public-service broadcasters. In the last three-year cycle, they were held by beIN.

Local experts say the ASBU is likely to be paying between \$1m and \$1.5m per year in a new three-year cycle, from 2017 to 2019. It has sublicensed the rights in Qatar – which hosts the Diamond League season opener in May – to channel operator Al-Kass Sports Channel. Al-Kass will also act as host broadcaster for the Doha event.

The deal is an important one for the consortium, which lost the rights to the next four Olympic Games rights in the region, from 2018 to 2024, to beIN in 2015 in a \$250m deal (*TV Sports Markets* 19:15).

In the US, NBCUniversal acquired Diamond League rights on an exclusive basis, having shared them with beIN in the last cycle. The rights fee is understood to be in the low-to-mid hundreds of thousands of dollars per year.

This month, NBC launched its 'Track & Field Pass', as part of its NBC Sports Gold direct-to-consumer streaming service. The pass costs \$69.99 and includes 25 events between April and December, including all 14 events from the Diamond League and the 2017 World Championships in London in August.

NBC will also show 10 hours of live Diamond League coverage on its main free-to-air network each year. A source close to the broadcaster said NBC was "interested in properties where some content can be distributed via linear channels and some exclusive content can be held back for NBC Sports Gold".

In Italy, premium sports channel Fox Sports last week renewed its deal for the competition. It currently pays about \$100,000 per year for the rights and is thought to be paying an increase of about five per cent in the new cycle.

The deal excludes the Golden Gala event in Rome, for which the rights have traditionally been held by public-service broadcaster Rai. Event organisers retain rights in their domestic markets. A deal for Rome is not yet in place for the new cycle. This year's Golden Gala takes place on June 8.

In France, pay-television broadcaster SFR Sport acquired the rights in February for about €1m per year. They had been held by beIN, from 2013 to 2016, in a deal worth €600,000 per year.

All new deals are for three years, from 2017 to 2019.

## New Diamond League format

From this season, the Diamond League will operate a championship-style format in which athletes earn points at each of the 12 meetings in order to qualify for two finals: the meets in Brussels and Zürich.

The winner of each discipline across the two finals becomes the Diamond League champion, with a \$50,000 bonus and the Diamond Trophy. Previously, the winner was the athlete who had accumulated most points during the season.

The changes came in response to requests from multiple stakeholders, including broadcasters, for a season structure which was easier for fans to understand and which built to an obvious climax. ◆

## BASEBALL

# DAZN completes US sports portfolio with MLB acquisition

By Robin Jellis

**DAZN last month secured Major League Baseball rights, the only major US sports property missing from its portfolio in Germany, Austria and Switzerland.**

The OTT operator, owned by the Perform Group, agreed a four-year deal worth about \$500,000 (€469,000) per year from 2017 to 2020.

A small portion of this fee is understood to be value-in-kind. DAZN will help market the league and build a German-language website for the MLB. DAZN will split the remaining rights fee with sports broadcaster Sport1 following a sublicensing agreement between the two.

The sublicensing deal is for three years, from 2017 to 2019. It does not cover the full four years DAZN has the rights because the wider content partnership between DAZN and Sport1 ends in 2019 (*TV Sports Markets* 20:16).

DAZN will make more than 600 games available per year including the regular season, post season, the World Series and the All-Star game.

Sport1 will show at least 75 MLB games over the three years on its US-themed pay-television channel Sport1 US. Selected games will be shown on Sport1's eponymous free-to-air channel. It will also show coverage of the World Series and the All-Star game.

The new deal is double the previous value of MLB rights across the same three territories. From 2014 to 2016, rights were held by Sport1 in a deal worth about \$250,000 per year.

DAZN approached Sport1 before negotiating with MLB. The two are thought to have come to an understanding about sharing the rights before DAZN was awarded the contract. The OTT operator is understood to have pushed the idea of having coverage on Sport1 in its pitch to the MLB.

DAZN did not face any competition for the rights. But the operator was prepared to pay a large increase as it places an importance on the value of building a relationship with a major rights-holder.

From 2011 to 2013, rights in Germany were held by the now-defunct ESPN America channel. Pay-television broadcaster ESPN's deal, covering Europe and the Middle East, was worth about \$3m per year (*TV Sports Markets* 18:6).

## DAZN rationale

DAZN was keen on the MLB rights as they round off its collection of US major sports in Germany, Austria and Switzerland.

DAZN's NFL deal is for three years, from 2016 to 2018, and is worth slightly more than \$2m per year (*TV Sports Markets* 19:17).

It has NBA rights in a deal which will run for at least five seasons, from 2015-16 to 2019-20, worth an average of just over \$3m per season. An extension will be dependent on the success of the OTT service (*TV Sports Markets* 19:21).

DAZN shares NHL rights with Sport1 as part of the content partnership between the two. Sport1's deal, from 2016-17 to 2018-19, is worth about \$500,000 per season (*TV Sports Markets* 20:16). DAZN pays Sport1 about \$250,000 per season in turn. ◆

## FOOTBALL

# Chivas returns to Televisa for short-term gain; OTT plan waits

By Mónica Villar

**Mexican club Chivas Guadalajara has returned to media group Televisa less than a year after choosing to go it alone with in-house OTT platform Chivas TV.**

The club agreed a new deal with Televisa this month, starting on April 8 and running until the end of 2019.

Mexican media reports suggest the club will earn between \$25m (€23m) and \$30m per year. But a local source told *TV Sports Markets* the value of the new deal was not significantly different from Chivas' previous agreement with Televisa. Televisa had held rights to Chivas matches since 1994. Its last deal, from 2011-12 to 2015-16, was worth about \$20m per season (*TV Sports Markets* 21:2).

Chivas is thought to have signed the new Televisa deal in order to ease cash flow problems.

Chivas only agreed a two-and-a-half-year deal because it plans to exploit all home matches via Chivas TV in Mexico and the US as soon as its deals in the latter expire.

Its US rights are currently held by Spanish-language broadcaster Univision, until the end of 2018-19. Univision's five-season deal from 2013-14 to 2017-18, worth \$16m, was extended by a further season in February this year.

Re-signing with Televisa in Mexico secures Chivas guaranteed income until both deals expire at roughly the same time, enabling it to relaunch Chivas TV in both countries.

It also gives Chivas time to improve the delivery of its OTT platform. Chivas TV was dogged by technical issues during live broadcasts and other problems: in November 2016, Mexican consumer regulator the Procuraduría Federal del Consumidor fined Chivas TV MXN5.68m (€287,000/\$306,000) for service failings and unannounced contract-term changes.

Televisa will show Chivas home matches in Mexico via pay-television sports channel Televisa Deportes Network, and in the rest of Latin America through pay-television channel Canal de las Estrellas.

Chivas TV will continue to simulcast the matches but has cut subscription prices, reflecting the loss of exclusivity. The monthly subscription fee to watch cup and league matches two hours after kick-off, as well as exclusive on-demand content, will be 50 pesos.

The original pricing for the 2017 Clausura was set to be 300 pesos for high-profile matches against Club América and Pumas UNAM; all other matches were priced at 150 pesos. However, Chivas has further reduced its prices and is now charging between 25 and 125 pesos per game. ◆

## FOOTBALL

# Polsat comes out of nowhere to take Champions League rights

By Callum McCarthy

**Polsat has shocked the Polish sports-rights market by acquiring Uefa Champions League rights, paying a huge premium to wrest them from long-term incumbent NC Plus.**

*TV Sports Markets* understands commercial and pay-television broadcaster Polsat will pay just over €35m (\$37m) per season for exclusive Champions League rights from 2018-19 to 2020-21.

This is an increase of about 75 per cent on the value of pay-television operator NC Plus's current deal for the same set of rights, from 2015-16 to 2017-18, worth about €20m per season.

Competition between Polsat and NC Plus is understood to have driven the increase. NC Plus's final bid to keep the rights is thought to have been close to €33m per season. Media group Discovery Communications also bid; pay-television broadcaster Eleven did not.

The huge fee increase has surprised local experts as the price of Champions League rights has stayed virtually flat for the past three cycles.

## Uefa Champions League deals in Poland, 2006-2021

Duration	Broadcaster	Rights	Per-season value
2006-07 to 2008-09	N	Pay-television	€4.5m
	TVP	Free-to-air	€1.2m
2009-10 to 2011-12	N	Pay-television	€16m
	Polsat	Free-to-air	€2.7m
2012-13 to 2014-15	NC Plus	Platform-neutral	€18.7m
2015-16 to 2017-18	NC Plus	Platform-neutral	€20m
2018-19 to 2020-21	Polsat	Platform-neutral	€35m

Source: *TV Sports Markets Rights Tracker*

The deal is a coup for Polsat, which has no top-tier European club football in its portfolio at present. In August last year the broadcaster acquired third-party rights to Uefa European Qualifier and Nations League matches, from 2018-19 to 2021-22, for a total of €10m (*TV Sports Markets* 20:16).

The Champions League will provide Polsat with season-long football content for the first time since it held rights to the domestic top-tier Ekstraklasa, from 2011-12 to 2013-14. It held free-to-air rights to one Champions League match per week from 2009-10 to 2011-12.

It is thought Polsat, despite owning commercial channels, will sublicense one match per week to public-service broadcaster TVP – as has been the case for the previous two cycles.

The result is a blow to NC Plus, which currently holds rights to the English Premier League, Champions League and Ekstraklasa. Local experts believe Champions League rights helped set NC Plus apart from its competitors as the country's premium sports broadcaster.

Uefa Europa League rights are yet to be sold for the new cycle. These rights are jointly held by NC Plus and Discovery, from 2015-16 to 2017-18, with matches involving Polish teams and the final sublicensed to public-service broadcaster TVP.

## Polsat

Polsat has not spent much on sports rights in the past three or four years. Its lack of expenditure is thought to be due to its diverse business interests, which include mobile, internet and energy.

Local experts believe Polsat is the only Polish company able to refinance such a huge spend, as it can use Champions League rights as a marketing tool for its other services. One source said Polsat's investment is akin to that of telco BT in the UK, which recently renewed its Champions League rights for the 2018-19 to 2020-21 cycle (*TV Sports Markets* 21:5).

One source said: "The strongest contenders in any market have pay-television platforms and have diversified their income streams. It really is the only way to refinance such huge investments." ◆

## FOOTBALL

# Malaysian FA seeks new partners after MP & Silva deal collapses

By Richard Welbirg

**The Football Association of Malaysia's new regime is seeking a broadcast deal for the country's domestic league after the collapse of its agreement with the MP & Silva agency.**

Tunku Ismail Sultan Ibrahim, crown prince of the Johor region, was elected FAM president on March 27 this year. The relationship between the FAM and MP & Silva came to an end on December 27.

In January 2015, the agency had agreed to guarantee the association MYR1.26bn (€268m/\$286m) for its global commercial rights over 15 years from 2016 to 2030. The first stage of the contract, from 2016-2021, was worth MYR70m per year (*TV Sports Markets* 19:2).

But MP & Silva struggled to generate value for the league's domestic media rights, and is thought to have been about MYR40m short of its minimum guarantee in 2016, the first year of its deal.

The failure of the MP & Silva deal hinged on the collapse of a proposed deal with international pay-television broadcaster Eleven Sports Network for M-League rights in Malaysia. It would have begun with the 2016 season. Sources said the deal would have allowed the agency to at least meet its minimum guarantee.

The FAM was concerned about two things. First, a potential conflict of interest given that Eleven is owned by Andrea Radrizzani, at the time one of MP & Silva's major shareholders. Radrizzani decreased his stake in the agency from just over 41 per cent to 14.5 per cent in May 2016, when majority control in the agency was acquired by Chinese firms Everbright Securities and Baofeng Technology (*TV Sports Markets* 20:9).

Second, and most importantly, that Eleven had yet to launch in the country. It refused to sign off on a deal until the broadcaster had secured distribution.

At the time Eleven had already acquired rights in Malaysia to Italy's Serie A, France's Ligue 1 and the Scottish Premiership – all from MP & Silva. This content was insufficient to secure a viable carriage deal with leading pay-television operator Astro.

Astro dominates the Malaysian pay-television market. As of January 2017, it had 3.47m pay-television subscribers and 1.65m on its freeview service, Njoi. The next largest, Telekom Malaysia's IPTV service HyppTV, is thought to have less than 1m subscribers.

No channel business is viable in the country without carriage on Astro's platform. By February 2016, Eleven had pulled out of the planned launch (*TV Sports Markets* 20:3).

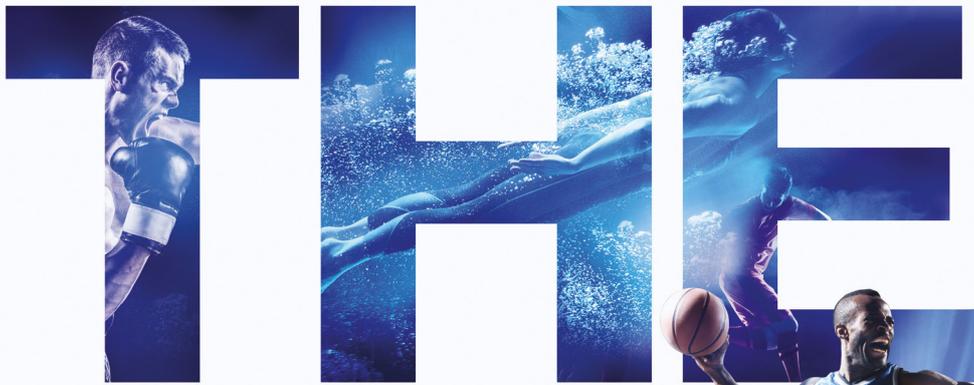
The agency and the FA have entered arbitration proceedings. MP & Silva declined to comment when contacted by *TV Sports Markets*.

## Breakdown

MP & Silva is thought to have earned reasonable income from sponsorship deals. It renewed the FAM's headline sponsorship deal with telco Telekom Malaysia for five years, from 2016 to 2020.

Energy drink maker SuperBest Power Health Food & Beverages agreed a three-year deal, from 2016 to 2018, for title sponsorship of the Malaysian FA Cup. Mobile operator U Mobile was signed to co-sponsor the FA Cup and second-tier Premier League over the same period.

But MP & Silva struggled to generate income from media rights to the top tier Super League, the FAM's key property. It agreed a free-to-air rights deal with Media Prima – owner of four free-to-air channels in the country – for three years, from 2016 to 2018, worth at most MYR10m per year. It was unable to agree a pay-television deal with Astro following the collapse of the Eleven deal. ◆



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# MEDIA RIGHTS DEALS

APRIL 12 TO 26

## FOOTBALL

- ◆ North America's National Women's Soccer League struck a multi-year deal with mobile streaming service go90, which will stream 98 matches during 2017 live and on-demand.
- ◆ US pay-television channel GoTV acquired rights to the Primeira Liga, the top division of club football in Portugal. GoTV said it would show about 150 matches per season in English and Spanish.
- ◆ The Confederation of North, Central America and Caribbean Association Football (Concacaf) agreed a deal with social media platform Twitter to live-stream the final of its 2016-17 Champions League club competition on April 26. Twitter will also stream coverage of the knockout rounds and final of Concacaf's men's U17 Championship national team tournament.

## OTHER SPORTS

- ◆ **American Football:** NFL team the Green Bay Packers extended rights deals with the TMJ4 and NBC 26 local affiliates of US media group NBCUniversal. TMJ4 will continue to produce, broadcast and distribute most of the team's pre-season games. NBC 26 will also continue to broadcast pre-season games.
- ◆ **American Football:** NFL team the Jacksonville Jaguars signed rights deals with CBS47 and Fox30, the local affiliates of the CBS and Fox networks respectively. CBS47 and Fox30 will broadcast live coverage of all pre-season games not nationally broadcast. Games will be split between the two channels.
- ◆ **American Football:** NFL team the Cleveland Browns struck a deal with regional pay-television broadcaster Fox Sports Ohio. The multi-year deal will begin in 2017.
- ◆ **Athletics:** The USA Track & Field national governing body acquired exclusive media rights to the Drake Relays meeting, from 2017 to 2019. Rights will be exploited on the USATF.tv streaming service.
- ◆ **Basketball:** Australian pay-television broadcaster Fox Sports acquired rights for the Women's National Basketball League for three seasons, from 2017-18 to 2019-20. Fox Sports will show live coverage of at least one game per week as well as the best-of-three semi-final and championship series.
- ◆ **Boxing:** US pay-television broadcasters HBO and Showtime reached an agreement to share rights in the country to the April 29 heavyweight world championship match between Anthony Joshua and Wladimir Klitschko (see page 3).
- ◆ **Esports:** Team Dignitas agreed a streaming deal with social media platform Facebook.
- ◆ **Esports:** Turkish media group Saran Media acquired domestic rights to League of Legends events operated by the Turkish division of the game's developer, Riot Games. Saran will exploit rights via its pay-television broadcaster S Sport.
- ◆ **Floorball:** Swiss public-service broadcaster SRG renewed its deal with the Swiss Unihockey governing body, for 2017-18 only. Under the deal, SRG has acquired rights to the quarter- and semi-finals of the playoffs during 2017-18.

# MEDIA RIGHTS DEALS

APRIL 12 TO 26

- ◆ **Golf:** The Sina Sports division of Chinese internet operator Sina signed long-term content deals with the PGA Tour and the LPGA Tour. Sina Sports will show highlights, interviews and behind-the-scenes footage.
- ◆ **Greyhound racing:** The Global Tote, a subsidiary of sports-betting provider TopBetta, acquired rights for UK and Irish greyhound-racing coverage. TGT struck the deal with betting industry provider SIS. TGT will show coverage through its network of bookmakers.
- ◆ **Kickboxing:** Pay-television broadcaster Fox Sports Latin America acquired rights for the WGP Kickboxing series. The deal will run for three years, from 2017 to 2019.
- ◆ **Kickboxing:** International sports broadcaster Eleven Sports acquired rights in the US to the King of Kings and WGP Kickboxing promotions.
- ◆ **Mixed Martial Arts:** Indian pay-television broadcaster Neo Sports acquired live rights in to the Brave Combat Federation's April 23 event.
- ◆ **Mixed Martial Arts:** Eleven Sports acquired rights in the US to the MMA Bushido promotion.
- ◆ **Motorsport:** UK pay-television broadcaster BT Sport acquired rights to the World Endurance Championship. In 2017 BT will hold exclusive rights, showing live coverage of each race with the exception of the 24 Hours of Le Mans event, for which it will hold highlights rights.
- ◆ **Sailing:** Commercial broadcaster the Bermuda Broadcasting Company acquired rights to the 35th edition of the America's Cup, which will take place in the country from May 26 to June 27.
- ◆ **Snooker:** This year's World Snooker Championship will be live-streamed throughout the Americas and the Indian subcontinent via Facebook. In the US, Facebook's coverage will last until the quarter-finals.
- ◆ **Snooker:** Eleven acquired live and exclusive rights in the US to the final of the 2017 World Snooker Championship.
- ◆ **Surfing:** The International Surfing Association signed a content partnership with the International Olympic Committee's Olympic Channel. The deal includes rights to the ISA World Surfing Games, which will take place in Biarritz, France from May 20-28.
- ◆ **Tennis:** UK production company Sunset+Vine brokered an exclusive rights deal in the UK and Ireland for Tie Break Tens with UK commercial broadcaster Dave. Sunset+Vine will act as the host broadcaster.
- ◆ **US College Sport:** The athletics division of the University of South Florida struck an exclusive commercial rights deal with the newly-formed Tampa Bay Entertainment Properties agency. The 10-year deal begins on July 1, 2017 and is worth a guaranteed \$29m (€27m).

## MEDIA RIGHTS NEGOTIATIONS

- ◆ The next cycle of linear broadcast rights for the Indian Premier League Twenty20 cricket tournament will run for five years rather than 10, as was originally planned. The Board of Control for Cricket in India will reportedly issue an invitation to tender on May 21, following the end of the 2017 tournament.

## MEDIA RIGHTS DEALS

### APRIL 12 TO 26

- ◆ US cable-television broadcaster Spike TV ended its rights partnership with Premier Boxing Champions to focus its attention on mixed martial arts promotion Bellator. Spike and PBC's two-year deal included an option for a third year, which has been declined. US media conglomerate Viacom, Spike's parent company, owns Bellator.
- ◆ French commercial broadcaster TF1 sublicensed its rights to the 2017 Fifa Confederations Cup national team tournament to pay-television broadcaster SFR Sport, according to French newspaper *L'Équipe*.
- ◆ Fifa opened an invitation to tender for the worldwide in-flight and in-ship media rights to the 2017 Confederations Cup, the 2018 World Cup, and the 2019 women's World Cup.
- ◆ The Belgian Pro League delayed a decision on the sale of its next set of domestic broadcast rights until May 2. The tender for rights from 2017-18 was sent out on February 8. It covers rights to all Pro League matches and the Super Cup, in Flemish and French.
- ◆ Russian broadcasters are willing to pay up to 20 per cent more for the 2018 Fifa World Cup than they did for 2014, according to deputy prime minister Vitaly Mutko. The Telesport agency has been negotiating with Fifa since October on behalf of a consortium of state broadcaster VGTRK, state-controlled commercial broadcaster Channel One, and privately-held sports broadcaster Match TV. Fifa secretary general Fatma Samoura expressed her confidence a "compromise" would be reached.
- ◆ German telco Deutsche Telekom agreed a deal with SportA – the sports-rights agency that represents public-service broadcasters ARD and ZDF – granting it early access to rights to the men's 3.Liga club football competition. In January, Deutsche Telekom, ARD and ZDF agreed a four-season deal with the German Football Association for the third-tier competition, from 2018-19 to 2021-22. Under the new agreement, Deutsche Telekom will begin its live coverage of all matches from 2017-18.
- ◆ BT Sport submitted a multi-million-pound bid for rights for the Scottish national rugby union team's Autumn Test series, according to the *Daily Mail* newspaper. The offer is reportedly worth more than the amount put forward by public-service broadcaster the BBC.
- ◆ Australian commercial broadcaster Nine said it would be open to a partnership with pay-television broadcaster Fox Sports for the next set of Cricket Australia rights.

## NEWS IN BRIEF

APRIL 12 TO 26

- ◆ French media company Vivendi said it was considering legal action after it was ordered by Italian communications authority AGCOM to cut its stake in either Italian broadcaster Mediaset or telco Telecom Italia within a year. Vivendi is the biggest shareholder in Telecom Italia with 24 per cent, and has a 28.8-per-cent interest in Mediaset. AGCOM said Vivendi exercised significant influence over both Mediaset and Telecom Italia and is therefore in breach of antitrust rules. The regulator did not specify how much Vivendi would need to divest.
- ◆ Mediaset reported record losses of €294.5m (\$314m) for 2016 blaming the collapse of its proposed deal with Vivendi. Mediaset is seeking damages from Vivendi after it withdrew from an April 2016 agreement to take full control of pay-television broadcaster Mediaset Premium. In its financial results for the year ending December 31, Mediaset said it would have broken even if not for estimated liabilities of €341.3m resulting from the Vivendi saga. This contributed to an overall loss for Mediaset's domestic operations of €380.1m.
- ◆ An investigation by UK media regulator Ofcom into the proposed takeover of pay-television broadcaster Sky by 21st Century Fox was delayed until after the country's general election on June 8. Ofcom said culture secretary Karen Bradley had extended the report's deadline for submission to June 20.
- ◆ US media company Sinclair Broadcast Group partnered with digital media companies Silver Chalice and 120 Sports to launch a new multi-sports network. The three will be equity partners for the venture, to be created via the merging of 120 Sports' live studio operations, Silver Chalice's Campus Insiders' live collegiate games and Sinclair's American Sports Network's distribution and live collegiate games.
- ◆ US OTT streaming service fuboTV agreed a carriage deal for the in-house channel of English Premier League club Chelsea. Fubo Premier customers will be able to subscribe to Chelsea TV for an additional \$5.99 (€5.57) per month.
- ◆ The Premier League partnered with digital platform security specialist Irdeto. The company is working with the league, as well as Europol, Eurojust and specialist prosecutors, to target illegal IPTV streaming businesses in Europe.
- ◆ Pan-European pay-television broadcaster Sky launched its Now TV streaming service in Ireland, offering daily, weekly and monthly passes.
- ◆ Sky Italia launched Now TV Mobile, which will include two packages dedicated to sport. The first includes Serie A, Serie B and Uefa Europa League coverage. A second package includes the Premier League, Formula One and MotoGP.
- ◆ Eleven launched a third channel in Belgium on April 13. The OTT channel, Eleven Sports 3, is available in Flemish and French.
- ◆ Swiss telco Swisscom filed a complaint to the country's competition commission over rival UPC's failure to grant access to its exclusive ice hockey rights to all operators. From the 2017-18 season, UPC will be the Swiss Ice Hockey Federation's main broadcast partner. Swisscom previously held rights through its Teleclub

## NEWS IN BRIEF

APRIL 12 TO 26

subsidiary and claimed UPC's failure to provide it with access to MySports, UPC's sports broadcast platform, represents an abuse of its dominant market position. UPC said it had no intention of granting access to Swisscom, adding that it had already struck carriage deals for MySports with 14 operators.

◆ The Modern Times Group media company completed the sale of a 50-per-cent stake in FTV Prima Holding, which owns Czech commercial broadcaster Prima TV, to Denemo Media. The €116m (\$126m) deal will see Denemo Media own 100 per cent of Prima.

◆ The European Broadcasting Union issued a fresh call for national authorities to come to the aid of its member, Bosnia and Herzegovinian Radio and Television, as the broadcaster continues to struggle with funding issues. The consortium of public-service broadcasters said urgent measures are required to secure funding for public-service media in the country.

◆ Australian broadcasters are reportedly preparing fresh budgets ahead of a possible ban on gambling advertising during live sports coverage. The ban would apply to free-to-air and pay-television broadcasters. The government is expected to limit the times when gambling advertising can be shown but the AFL Aussie rules football league and the NRL rugby league competition are set to challenge the ban.

◆ International sports broadcaster ESPN launched its ESPNU and SEC Network channels in Mexico through a carriage deal with telco Totalplay.

◆ The South American Football Confederation (Conmebol) asked a US Federal Court judge to halt a lawsuit accusing the organisation of participating in a bribery scheme alongside a number of 21st Century Fox units. The lawsuit was brought by pan-American pay-television broadcaster GoTV and has focused on the award of exclusive rights to football properties. The US Department of Justice recently requested to intervene in the lawsuit as it is currently pursuing a criminal case based on the same facts. In the suit, GoTV and its partner agency, Global Sports, claimed they were the victim of one of the bribery schemes outlined in the second indictment in the 2015 scandal featuring members of football's global governing body Fifa. Conmebol has requested discovery be halted while the Department of Justice has paused the progression of the case in US court.

◆ The IMG agency struck a deal with sports video news agency SNTV to integrate its news content with the IMG Replay sports video archive service.

◆ ATP Media, the broadcast arm of the men's tennis ATP World Tour, launched a new archive service for its broadcast partners. ATP World Tour Archive will make over 1,100 matches available to its media partners. Content will also be made available to independent companies and sponsors on an ad-hoc basis.

◆ The World Surf League signed a content partnership with Wazee Digital, a provider of cloud video management. WSL content will be available for licensing through Wazee's Commerce portal from May 1.

## **NEWS IN BRIEF**

APRIL 12 TO 26

### INDUSTRY MOVES

◆ Lydia Murphy-Stephans, president of US college media company Pac-12 Networks, is to step down from her role in June. Murphy-Stephans plans to launch a media advisory company that will act as a consultant to Pac-12 Networks.

◆ Online video technology company Ooyala appointed Jonathan Huberman as its chief executive.