

EHF CAN



**EHF Competence
Academy & Network**



**EUROPEAN HANDBALL
FEDERATION**



DIGITIZATION IN HANDBALL

COLOGNE – MAI 30TH 2019

AGENDA

- INTRODUCTION – SPORTTOTAL.TV
- MARKETING TODAY
- BEST PRACTICE
 - ON THE EXAMPLE OF SPORTTOTAL.TV INTERACTION WITH CLUBS AND FEDERATIONS
- MISCELLANEOUS HINTS & LEARNINGS
- BACKUP



STARS

HEROES



EICHSTÄTT BAYERN TEST March 2017



MAIN SPONSOR HYUNDAI JULY 2017



NEW SPORT: ICE HOCKEY SEPTEMBER 2018



2016

2017

2018

2019



1. LIVE BROADCAST JULY 2016



1.LEAGUE MATCH

SV MEPPEN - BSV SW REHDEN
FEBRUARY 2017



10-YEAR CONTRACT JULY 2017



COOPERATION WITH „DEUTSCHE SPORTHILFE“ JANUARY 2018



NEW SPORT: VOLLEYBALL OCTOBER 2018



SPOBIS KICK OFF



FOUNDING PARTNER



THE CAMERA SYSTEM

MULTI-SPORTS-CAPABILITY



New camera system

At the heart of the respective sports venue is a 180-degree HD camera system that works without a cameraman. The special development of the weather-resistant technology, which is once permanently installed by sporttotal.tv, is their software. The algorithm follows the game action. Without chip in ball or jersey. The only requirement for the installation is a power connection – and internet.

- **Horizontal view area 180°**
- **Vertical viewing area 60°**
- **Easy passing of cut sequences**
- **Easy commissioning and operation**
- **Installation height = Distance to the side line**



ACHIEVEMENT






**10 YEAR
CONTRACT
WITH DFB**



21 
ASSOCIATIONS



  
**54.000.000
SOCIAL MEDIA
IMPRESSIONS**
02/2017 – 03/2019

 
BONNER SC - BVB U23
12.11.2017
670k 

SO FAR 
8600
GAMES
All sports, 02/2017 – 04/2019

HD 
520
CAMERAS



VOLLEYBALL



HOCKEY



ICE HOCKEY



FOOTBALL







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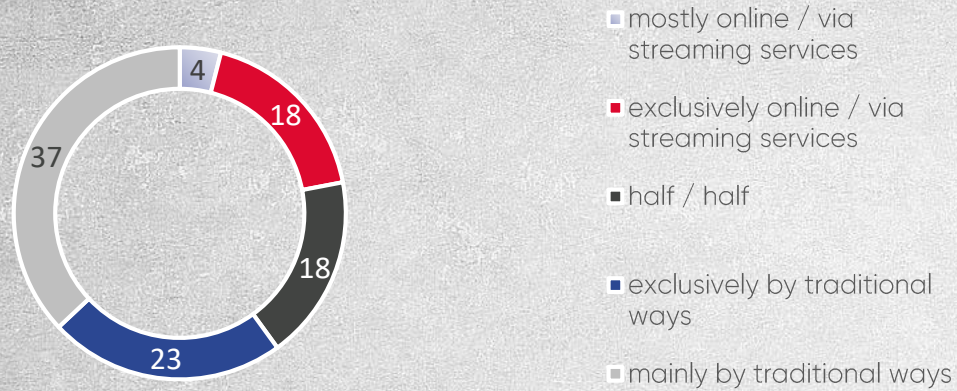
MARKETING TODAY

WHAT DOES THE WORLD LOOK LIKE TODAY?

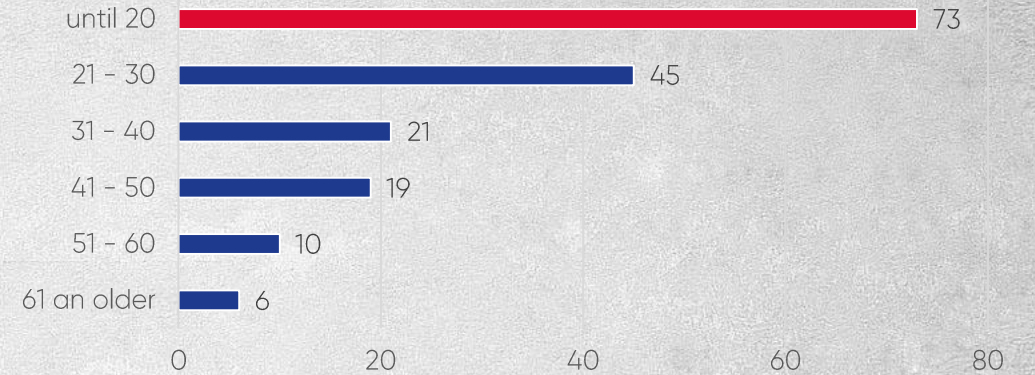


- Streaming / OTT is the future
- People want to be rulers over their time and their content
- LIVE & VOD
- The trend is evidenced by the growing cooperation between TV stations and streaming services:
 - Sky and DAZN → football champions league
 - Sky and sporttdeutschland.tv → handball
 - ARD and DAZN → ATP Tennis
 - Sport1 and sporttotal.tv → Volleyball Bundesliga

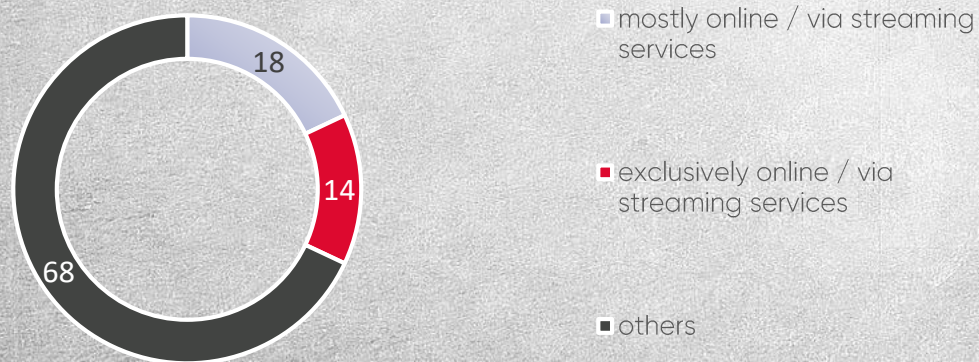
How do you hear music?



"exclusively online" or "mostly online"



How do you watch series and movies?

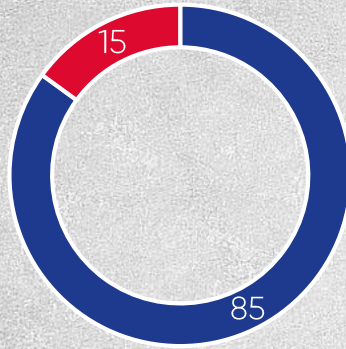


"exclusively online" or "mostly online"

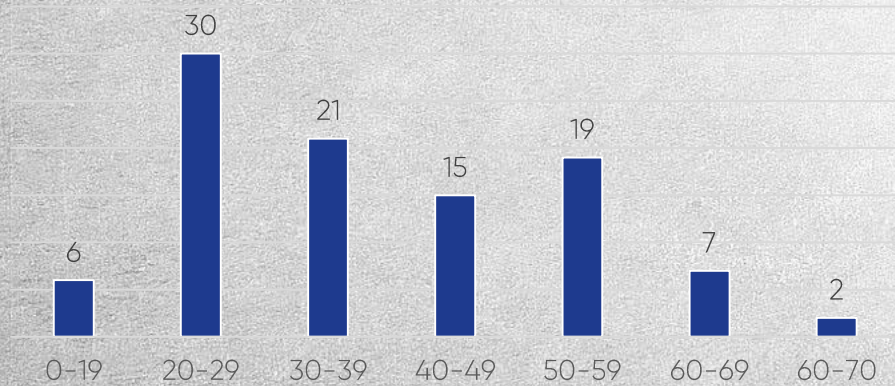
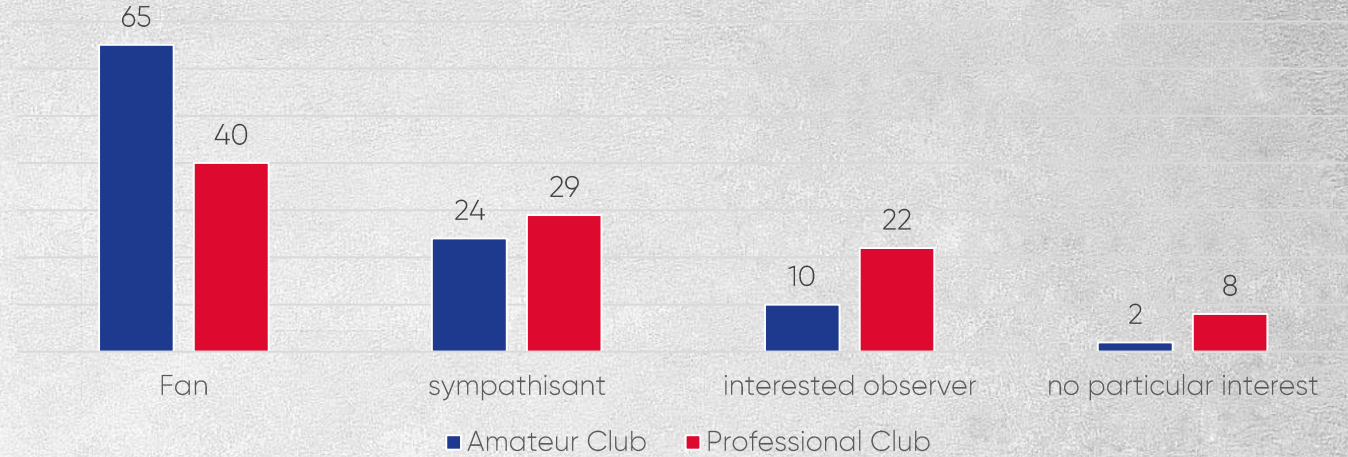


THE WORLD TODAY

FACTORS INFLUENCING VIEWER DEMAND IN GERMAN AMATEUR FOOTBALL

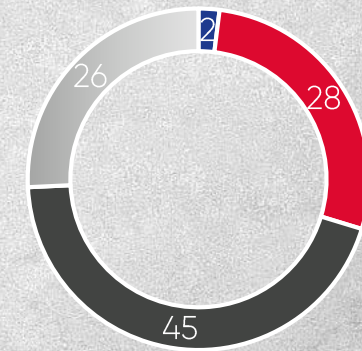


■ male ■ female



■ Age in years

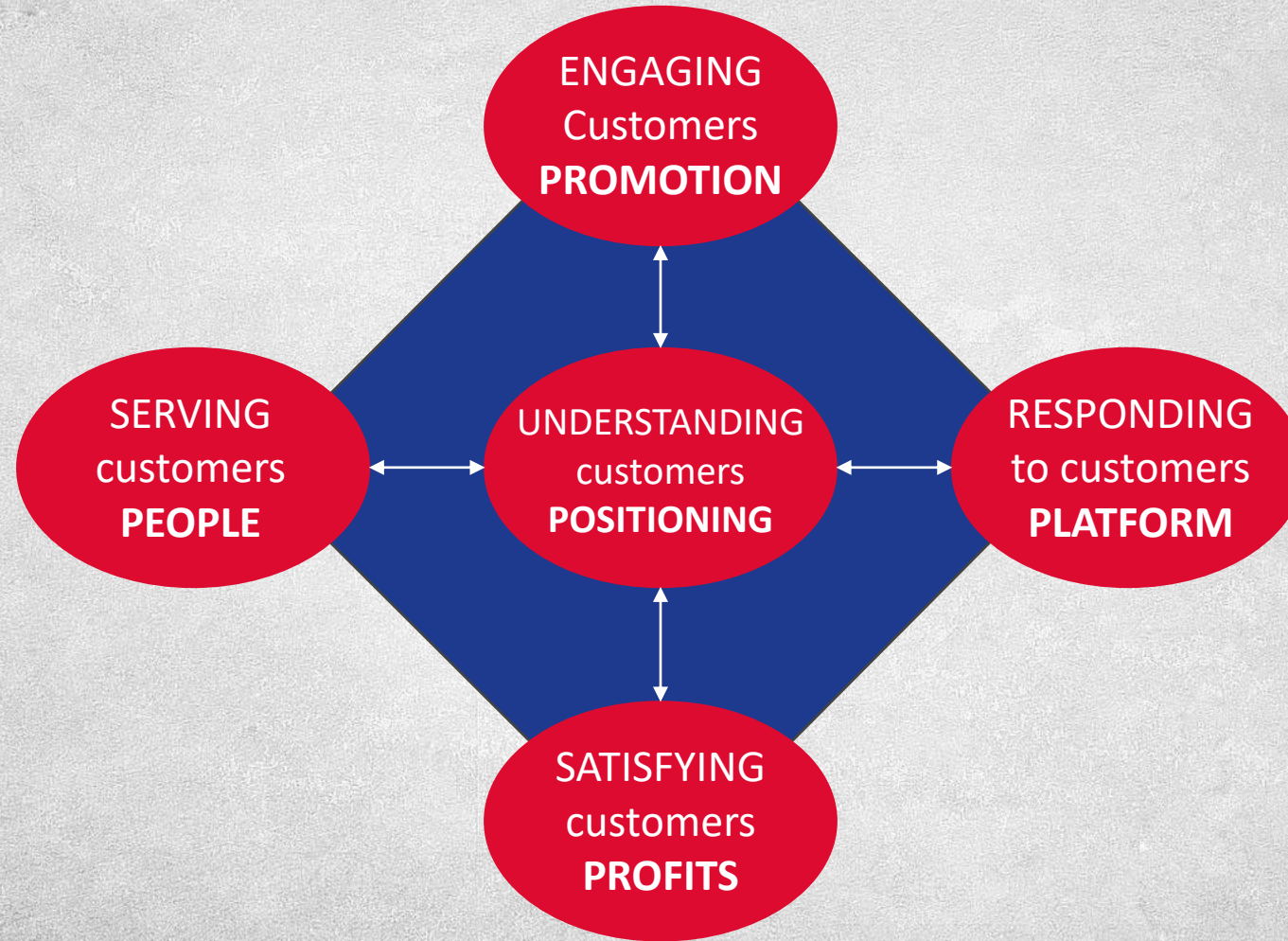
Since using sporttotal.tv,
do you notice a reduction
of spectators at your
home games?



■ yes ■ no ■ on the contrary ■ no notion

HOW MARKETING HAS TO LOOK?

MOVE YOUR PRODUCT (CLUB) INTO LINE WITH CURRENT TRENDS

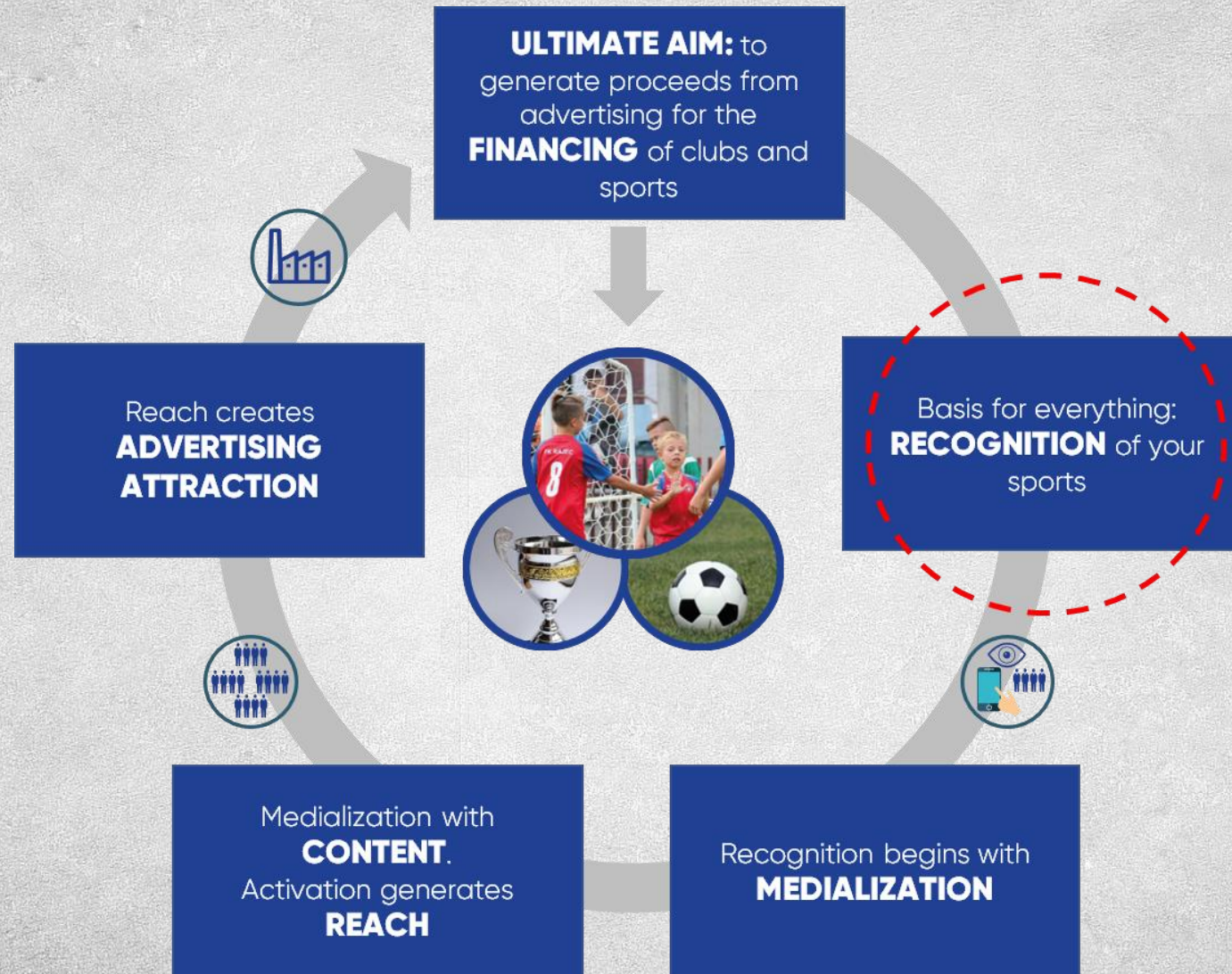


THEREFORE:

HOW MARKETING HAS TO LOOK TODAY

Digitization and medialization meanwhile have become **fundamental elements** for a successful development in sports, which no sports club or association should neglect, on the contrary: each should put a **strong focus** on it.

MEDIALIZATION APPROACH



YET YOU MAY THINK ...

... digitization, medialization and best technology are not financially affordable for your club or association and require you to spend too much effort, which is not available...

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SOCIAL MEDIA

INTERACTION OF CLUBS




TARGET GROUP FIT

INTEGRATION AND ADAPTATION OF POPULAR VISUALS

PLAYER
OF THE
WEEKEND

81
TW



D. DAVARI

presented by


**YOUR
BRAND**

15 10
4 AGE 31

SPORT .TV
TOTAL

PLAYER
OF THE
WEEKEND

81
ZOM



A. ARSLAN

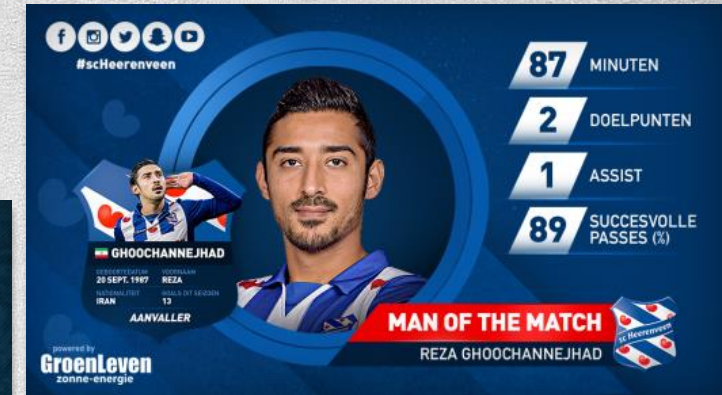
presented by

**YOUR
BRAND**

8 20
4 AGE 24

SPORT .TV
TOTAL

- Content Stadium is **super simple**.
You don't need any graphic design skills (f.i. Photoshop).
- Graphic designers create **visuals based on your guidelines**. Developers transform them into smart HTML-templates.
- Your content is always in accordance with your brand guidelines. **Whoever is on duty**.
- You **increase the reach and the engagement** of all your social media channels.
- Real-time visuals strengthen the live coverage** of matches and events.
- By connecting with external API's, stats are automatically processed in visuals and infographics.



DO OR BUY

CONTENT STADIUM

MEDIALIZATION EXAMPLES

AT A GLANCE

Top Game- Production



22 months
~385k views/ep.
8,4 mn views



Storytelling



25 episodes
~1,7 MN views/ep.
29,4 mn views

Medialization Partnering



**BAYERISCHER
FUSSBALL-VERBAND**



STU	3	15 •
SSC	2	11



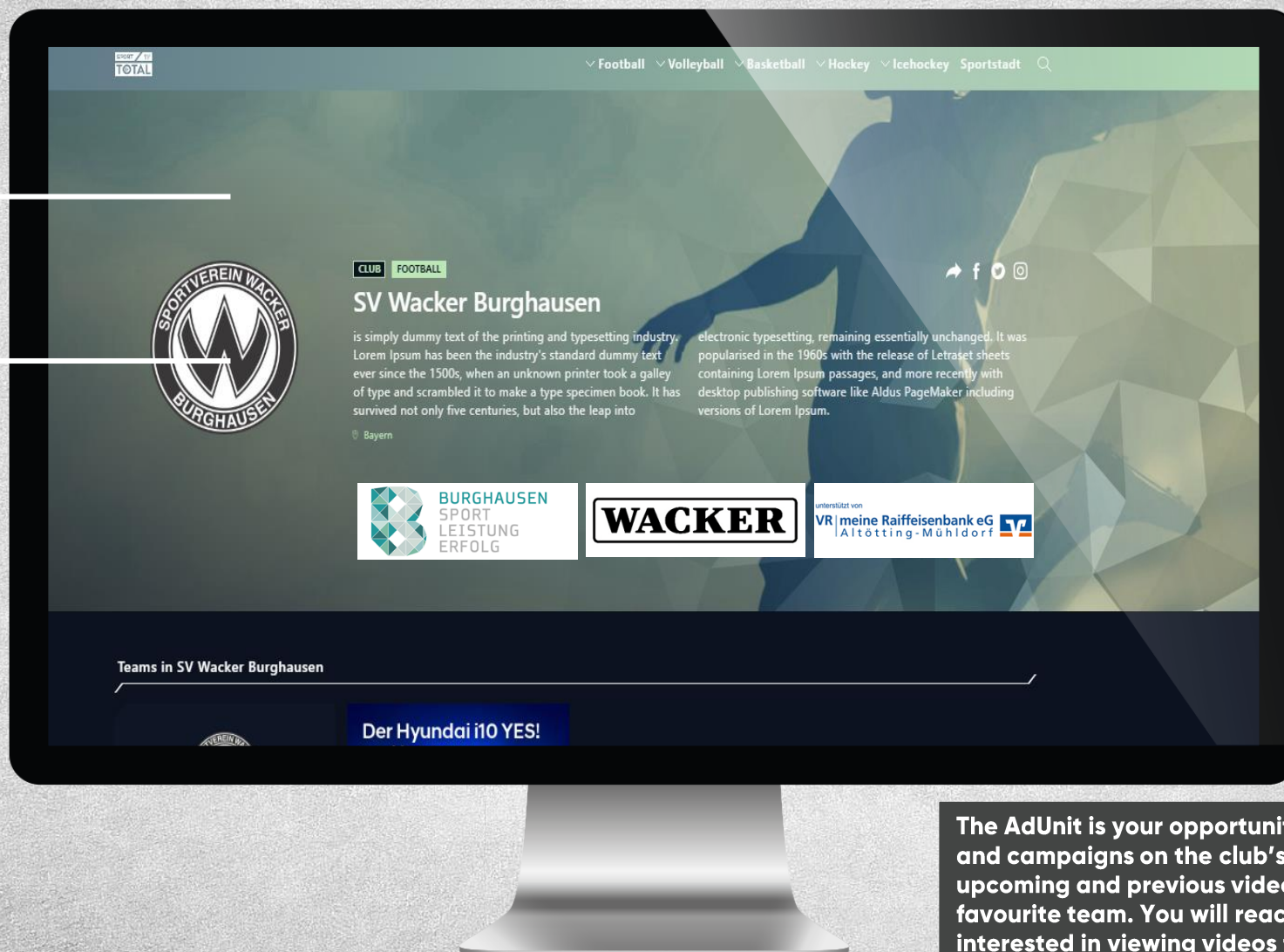
... and further examples, how digitization supports you to generate proceeds through medialization....

AD-UNIT ON CLUBPROFILE

EXAMPLE

Club Profile

Premium-
Partner



The AdUnit is your opportunity to present your company message and campaigns on the club's profile page. There you will find all upcoming and previous videos, clips and highlights for your favourite team. You will reach precisely those fans in your region interested in viewing videos from your club who are likely to be your future customers.

LOGO OVERLAY INVIDEO

EXAMPLE

Every 70 sec. for 10
sec. each

Live & On Demand

100 % Visibility

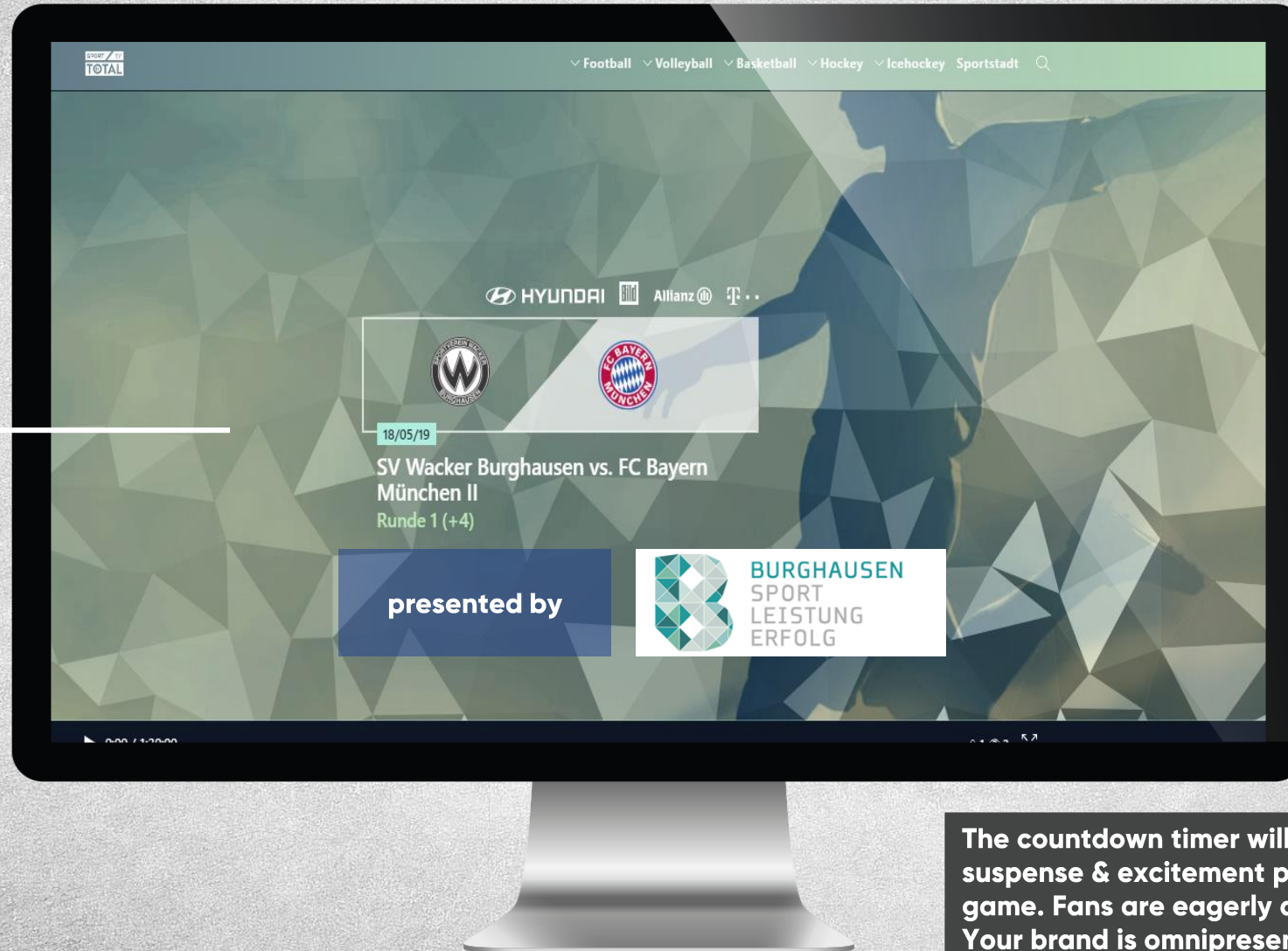


With in-video advertising you will achieve highest brand awareness. Your company message will be displayed in the lower part of the video. This advertising format is a true image booster to your brand.

COUNTDOWN TIMER

EXAMPLE

upcoming
game



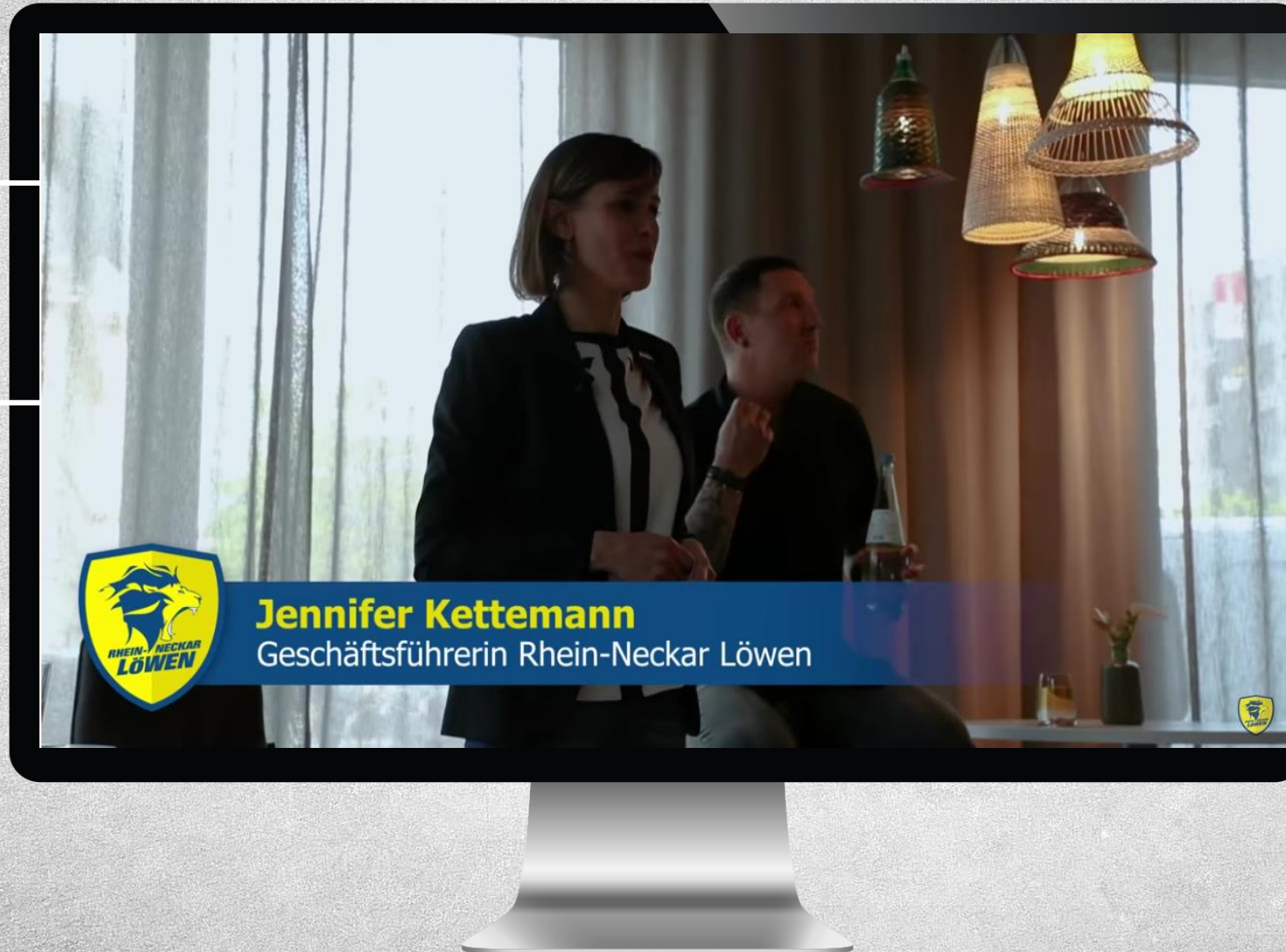
The countdown timer will increase the rising suspense & excitement prior to the upcoming game. Fans are eagerly anticipating the kick-off. Your brand is omnipresent.

Highlight show
presenter



Great idea

RNL as
first mover



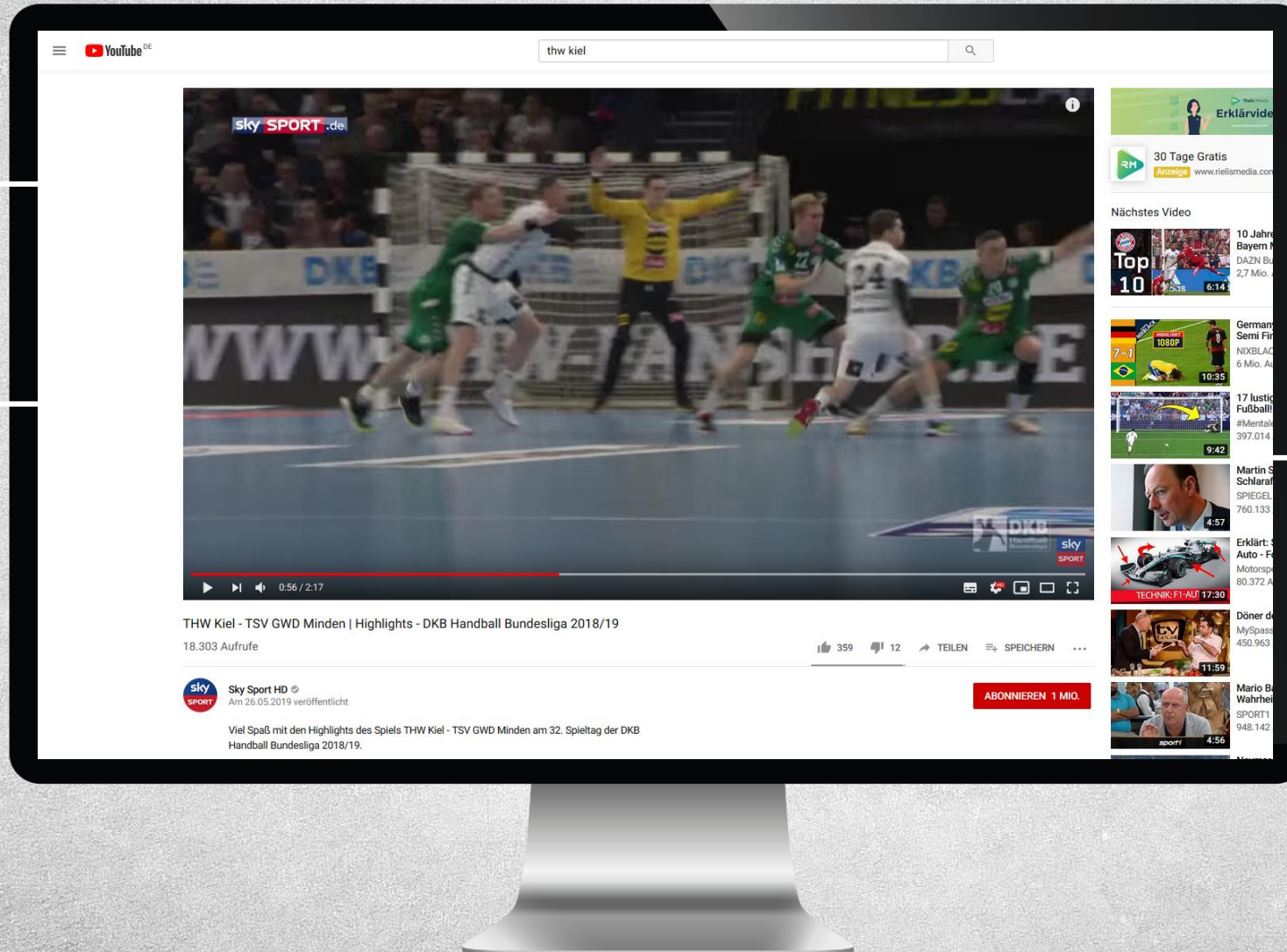
BUT...

- Presenter?
- Product Placement?
- Outfitter?
- Background?
- Location?

MULTI CHANNEL EXAMPLE

Pay TV
channel Sky

Highlights on
YouTube



WHY ?

- attention
- reach
- other target group
- Customer recruitment

YET YOU MAY THINK ...

... not financially affordable ...

... too much effort ...

AT A GLANCE

50% share of
regional advertising
revenues

9,90 EUR monthly
fee

Driving the
digitization of your
club

Increase in number
of fans & followers!
No loss of stadium
visitors!

All-around **support
& assistance** on the
camera operation

**Free-of-charge
inspection** of the
sports facilities

All games **LIVE &
VOD**

Can be used for
analysis of games
and training
sessions

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Strengthening the identification between
platform and club / federation



One-on-one dialogue and close exchange

Development of ideas and joint activities for
local activation

Support in digital marketing and sponsoring
activities

VISIBILITY HINTS

OF YOUR MEDIALIZATION-PLATFORM

"Playmaker" – you need a contact person in your club responsible for all direct & digital communication

Medialization-platform needs to be incorporated into your club's communication

Medialization-platform needs on-site presence



GOAL:



Awareness of the audience, fans and club members



Increasing reach of platform and sports

Streaming and video records complete the stadium visit. It is no substitute to the visit and for the atmosphere in the stadium.

SOCIAL MEDIA HINTS

IN GENERAL

- Create an account on Instagram and Facebook where you can store all important information about your club. This will help your **fans and non fans to quickly find their way around "your world"**. Other platforms might be suitable for your club, please include them in your communication as well.
- **Define someone in your club** who is already familiar with the platforms.
- Bundle all graphics and photos that you already have in **one central place** and make them available to your responsible person.
- Inform yourself about the **legal basics** on Social Media.
- If you've found someone who is in charge of social media for you, he should **carry out a social media audit**. This review will determine how well your current social media activities are performing.
- **Develop a social-media process**: Who requests the profile? Who is the target group? What kind of content should be published in this profile? Who should react to this content?

We've put together the following 10 tips to help you get your club's voice heard.

- 1) Use **your own players as the biggest multipliers** and "loudspeakers" for your club. Follow them and make sure they also follow you and interact with your content. This interaction ensures that your club profile can also appear in the "Suggestions" of friends/contacts of your players. In addition, you should also mark the players on your contributions, for example to appear in the profiles of the players.
- 2) Nowadays **visual impressions** are crucial and a heavy factor regarding emotional attachment: Create picture material (photo & video) in order to make the (matchday) everyday life of your club accessible to the public and in order to be able to present your club and what constitutes it nationwide.
- 3) **Interact with your community.** For example with the other teams of your league or the federations and encourage them to become active as well, so that a certain coverage is achieved, which makes the whole league more attractive. This will increase your own reach and eliminate regional boundaries.
- 4) Use the simple possibilities of **storytelling**, especially Instagram. Be it through voting, quizzes, competitions, rankings, etc. – there are almost no limits to your creativity!
- 5) Facebook as well as Instagram offer the possibility to **analyze your actions on social media** in the follow-up. Use these possibilities, to what extent time permits it, in order to be able to reproduce good contributions and actions and to improve so the quality of your profile constantly.

- 6) **Use these platforms for the concerns of your club:** Are you looking for a new trainer? Are you looking for new players? Are you calling for trial trainings? You have a new physio? A new player? Publish these news or requests in an appealing way and link e.g. your players so that they can extend your content.
- 7) The **content** doesn't have to be professional or high quality, it **has to be authentic** what makes you and your club special.
- 8) **Involve those of your club who are familiar with the common formats** and tools and thus create the joint activation of your club via social media. For example, ask which apps are suitable for editing the content in order to easily add value to it.
- 9) **Make full use of the possibilities** st.tv offers you by cutting clips, inviting you to a public viewing in the clubhouse and posting the pictures/videos on your channels. Social media has long since replaced the website as the figurehead of a club and currently offers the best ways for your fans to interact with you as a club.
- 10) **Listen to your fans, your community, and ideally include them in your content!** Be it by fan surveys on the match day or by certain actions, like "fan of the month", etc.

QUESTIONS?

WE LOOK FORWARD TO GET IN TOUCH WITH YOU

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