



Media_Strategy_Brain_Games

- How sports clubs position themselves for a successful branding in mass media -

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„We’re in the baseball business and we’re in the content business. Those two businesses are morphing together. It’s not just television. It’s internet and every other way you can provide content to your fans. We have 41,000 seats, but we have to be delivering content to a lot more than 41,000 people. It’s hundreds of thousands, millions of people, and you can do that if you’re in the content business effectively.“

Larry Baer
(President San Francisco Giants)



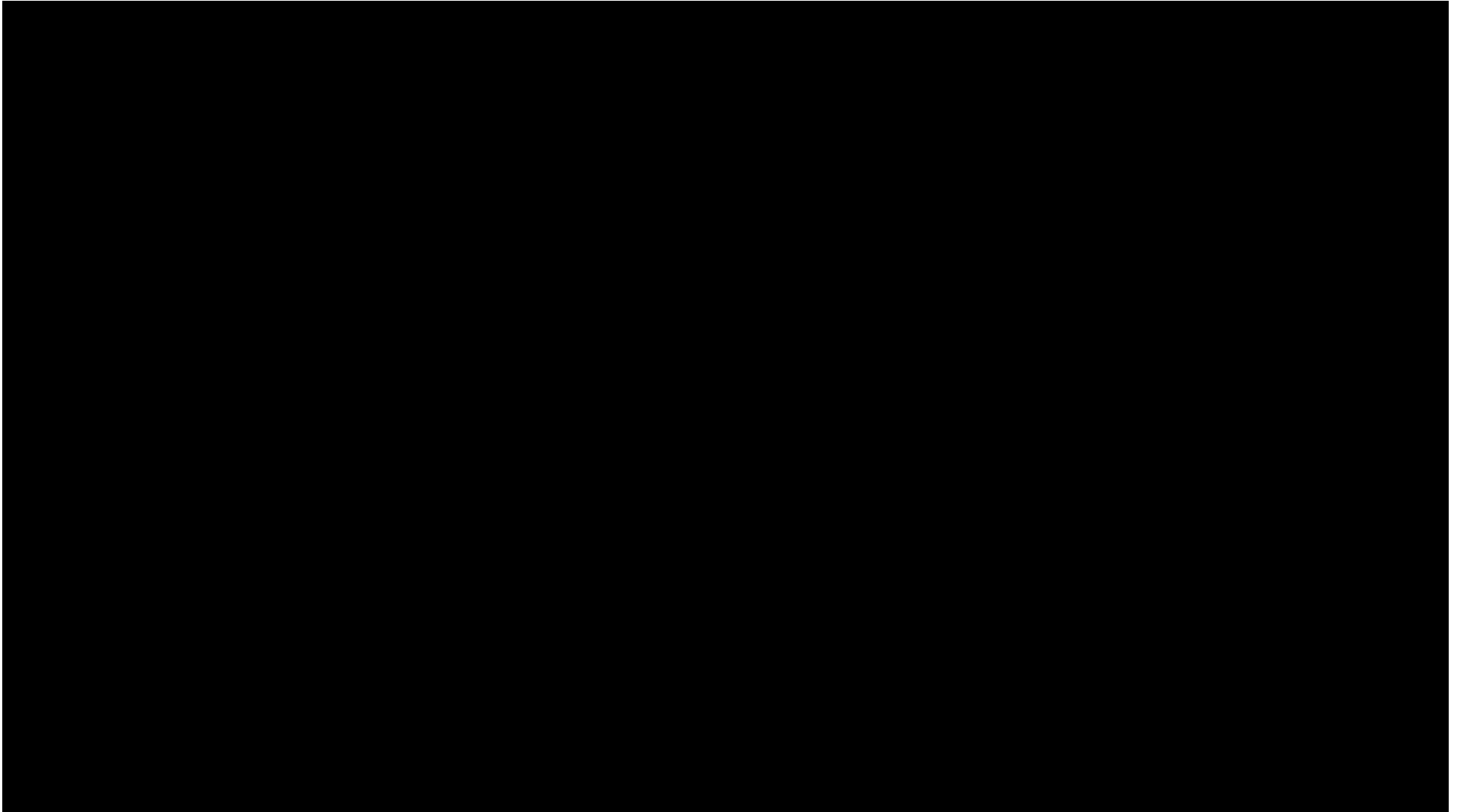
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- a.) how sports clubs used groundbreaking, innovative media strategies and how some of them became media companies
 - b.) why it is useful and promising to think about media strategies as a sports club
 - c.) which opportunities and chances are associated with clever, well thought media strategies.



What kind of development, media strategies can be seen in a global context?



Case Study 1: Media Games of the New York Yankees





Case Study 2: The Superclub-Marketing-Project





facebook

Suche nach Personen, Orten und Dingen

Christoph Bertling [Freunde finden](#)

New York Yankees

6.220.651 „Gefällt mir“-Angaben · 16.518 sprechen darüber

Gefällt mir

Nachricht senden

Professionelle Sportmannschaft
This is the official Facebook home of the New York Yankees. Find out more about the Yankees at yankees.com.

[Info](#)

Fotos

6,2 Mio.

„Gefällt mir“-Ang...

Tickets

Derek Jeter



facebook    Suche nach Personen, Orten und Dingen 

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Manchester United

30.128.681 „Gefällt mir“-Angaben · 1.514.495 sprechen darüber

 **Gefällt mir**

[Nachricht senden](#) 

Professionelle Sportmannschaft
Welcome to the Official Manchester United Facebook Page. Keep up to date with the latest news and content, engage with the club and fellow supporters.

[Info](#)



Fotos

 **30 Mio.**

„Gefällt mir“-Ang...



Videos



Man Utd Wallpapers

5 ▾



“Our investment in the YES Network underscores our commitment to growing our global sports portfolio with offerings that are exceptional and unique.”

James Murdoch
(Deputy Chief Operating Officer at 21st Century Fox)



Case Study 3: Being part of big entertainment business



Beijing Olympic Basketball Arena (China, Peking)



Staples Center (USA, Los Angeles)



The Rose Garden (USA, Portland)



Acer Arena (Australien, Sydney)



Color Line Arena (Deutschland, Hamburg)



O2 World Arena (Deutschland, Berlin)



Rentschler Field (USA, East Hartford)



Söderstadion (Schweden, Stockholm)



Suncorp Stadium (Australien, Brisbane)



The Home Depot Center (USA, Carson)





News Corporation



Los Angeles:

L. A. Lakers (NBA): 9,8 %; L.A. Kings (NHL): 40 %; Staple Center: 40 %

New York:

Anteile an den N.Y. Knicks (NBA), den N.Y. Rangers (NHL) und dem Madison Square Garden über eine Kooperation mit Cablevision Systems Corp.



Australien:
National Rugby League (50%)



Eishockey:

Eisbären Berlin (100%),
Hamburg Freezers (70%)
LA Kings
Manchester Monarchs
Reading Royals

Fußball:

Hammarby IF (49%)
Los Angeles Galaxy (100%)
Houston Dynamo
Los Angeles Sol
The David Beckham Academy



Time Warner

Atlante Braves (MLB) 2007
Atlanta Thrashers (NHL) 2003
Atlanta Hawks (NBA) 2003



Anaheim Mighty Ducks (NHL)
2004



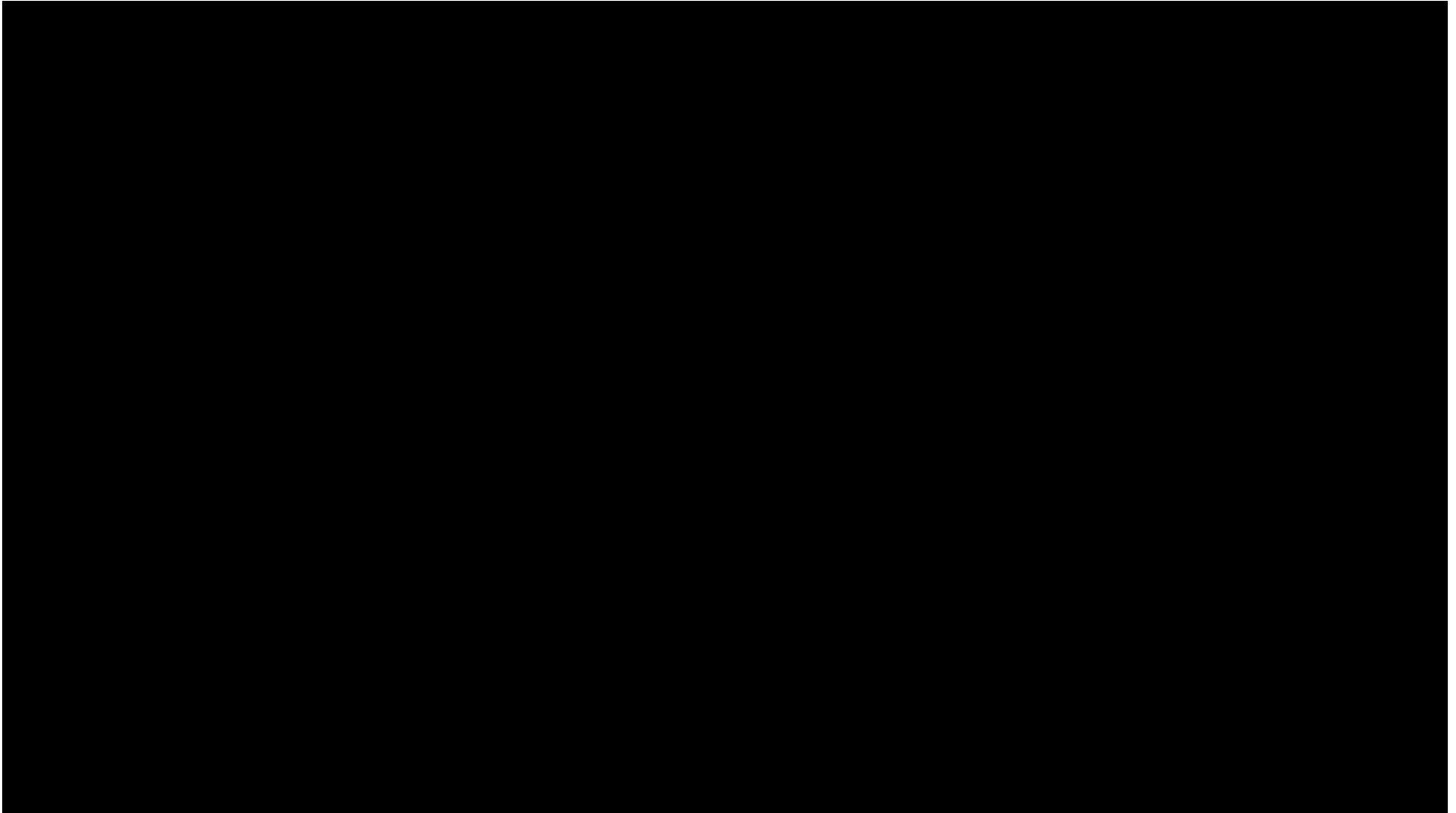
Case Study 4: Being part of the world of media





Case Study 5:

Footage as a kind of ambush marketing/publishing



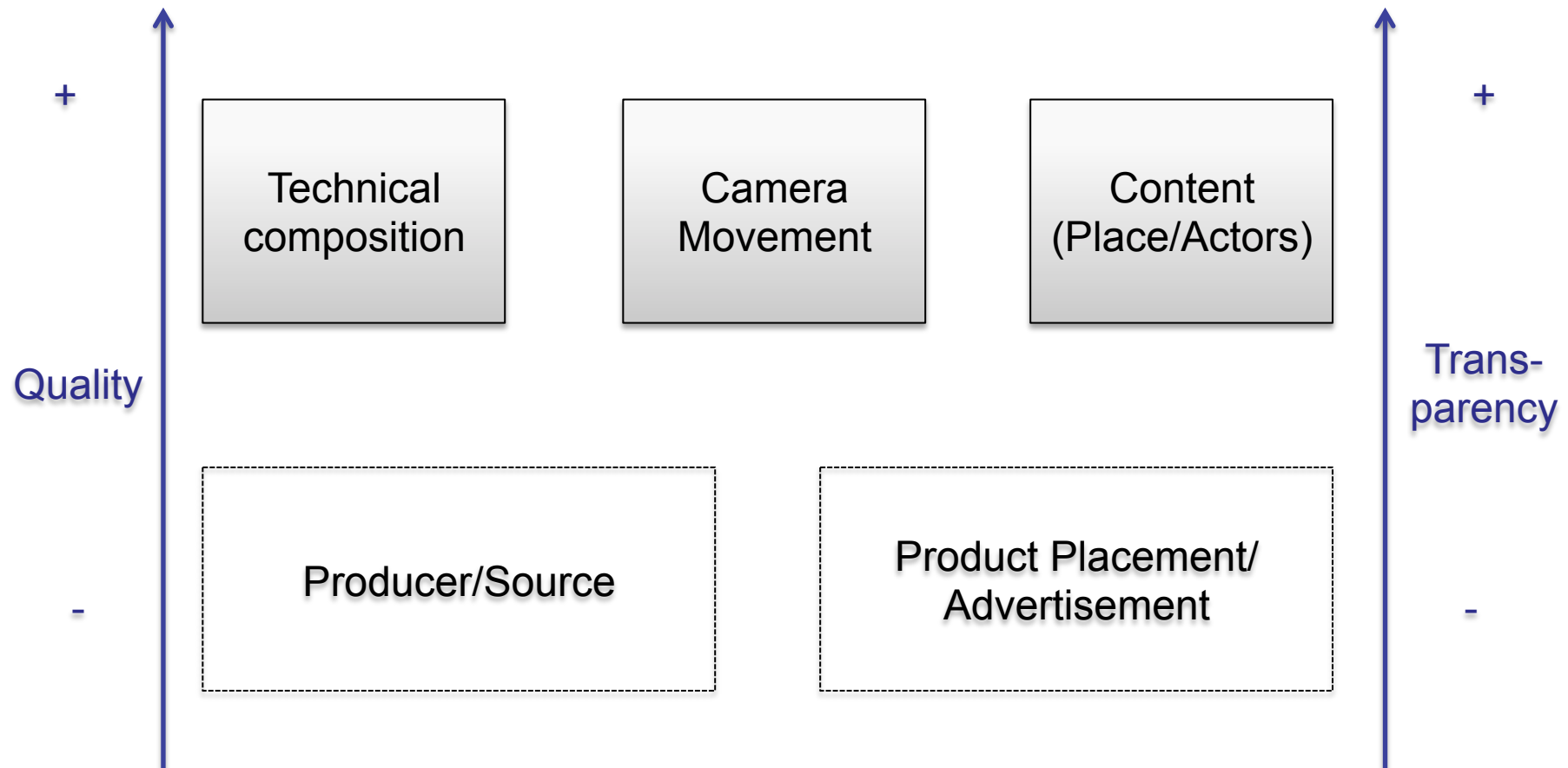




Strategietyp	Case	Benefit
Integration horizontal/vertical/lateral/ forwards/backwards	New York Yankees Manchester United & New York Yankees Team Sky AEG	media coverage reputation image transfer controlling global marketing market penetration
Footage	Red Bull Racing	Ambush Publishing hidden communication policy
Home Broadcast	Fifa Uefa Formula One	product management in Mass media (journalistic ways)



Why is it important/possible to built up your own media company?





What are difficulties to built up a brand in a sport club context?



1. mass media are not willing to give you a constant, positive media coverage
2. different images are transported by different mass media companies/media staff rooms
3. journalists usually do not practice a omnipresent, continuous media coverage of a sport club - in fact they favor a discontinuous, punctual coverage.
4. Controlling and timing is almost not possible.



Thank you for your attention!

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