



# DIGITAL CLUB MEDIA

*„The Evolution Phases of Digital Media in a Sport Organisation  
and how Digital Media will benefit each club even further!”*

Cologne, May 30<sup>th</sup> 2014



# ABOUT RESULT

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Digital  
Marketing

Digital  
Monitoring

Digital  
Monetization

## FOUNDATION

RESULT Consulting GmbH, the parent organisation, was founded in July 2008

## EVOLUTION

RESULT Sports was established in August 2010 and the acquisition of Haimspiel Media GmbH was completed on 1. December 2012

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## STAFFING

RESULT currently employs 11 Full-Time employees and 4 part-time staff

## LOCATIONS

Headquarter in Munich  
Offices in Berchtesgaden & Bergisch-Gladbach (D),  
Kiev (Ukraine) and Vienna (Austria)



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Academy & Network



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# „DIGITAL SPORT MEDIA“ MAGAZINE



In February 2011 RESULT issued first 'Social Media & Sport Newsletter', which converted in January 2012 into a Magazine and since May 2013 evolved to „Digital Sports Media“ Magazine.

It features data from 20+ global Social Networks, a detailed analysis of data, expert talks, plus case studies of clubs, leagues and federations.

The magazine is available in German, English and Russian and is currently read by an audience of approx. 4.750 individuals every month.



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# CONFERENCES & SUMMITS

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RESULT hosts twice annually the Social Media & Sport Summit

First Event was held in November 2011 in Dortmund, followed Wolfsburg, then Aachen, the German Olympic Sports Federation in Frankfurt and the Borussia-Park Monchengladbach. Average attendance is >130 delegates.

Entrance is free – Program is jointly developed between clubs, leagues, federations & RESULT.

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# CURRENT CLIENT OVERVIEW

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## CLUBS, LEAGUES & FEDERATIONS



## BUSINESS & SPONSORS



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# CONTENT

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1. WHY DIGITAL MEDIA
2. DIGITAL EVOLUTION
3. DIGITAL EVOLUTION IN SPORT
  - I. Adoption Phase
  - II. Conversion Phase
  - III. Differentiation Phase
4. MONETISATION





## WHY DIGITAL MEDIA?

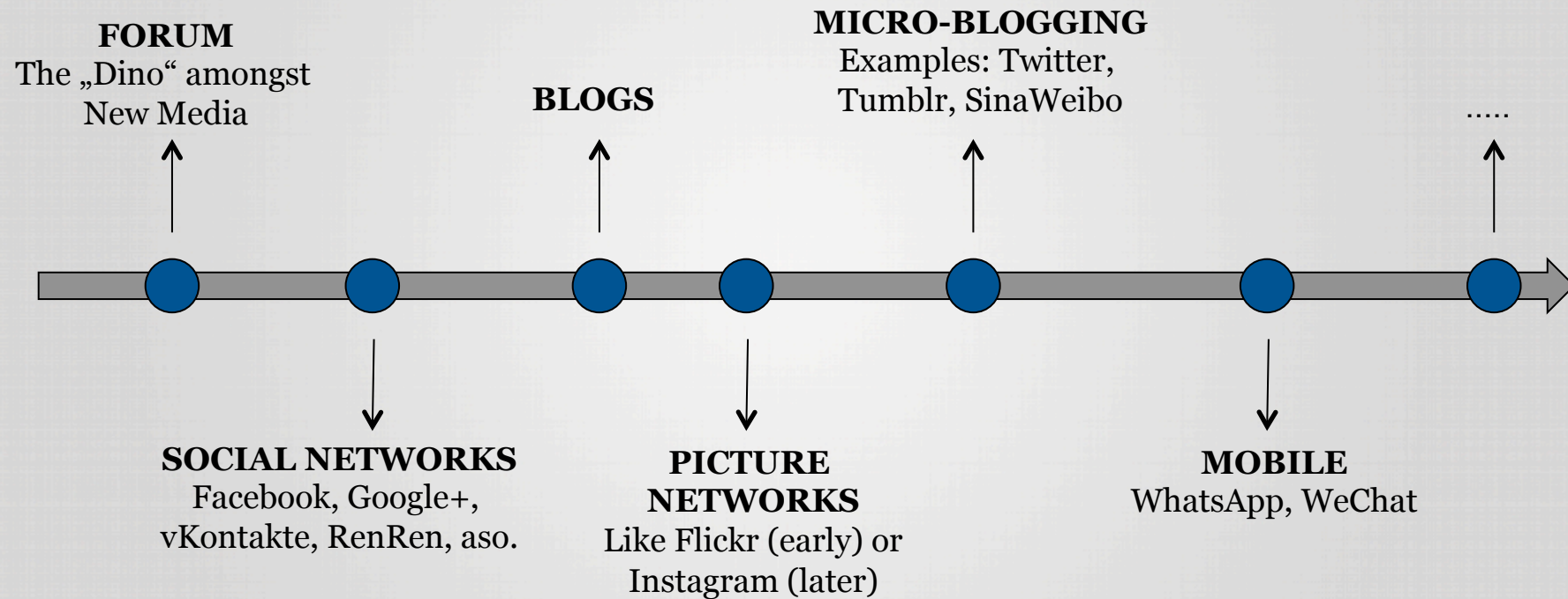
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- **CLASSIC MEDIA – „ONE TO MANY“ COMMUNICATION**
  - Missing the Interaction
- **DIRECT DIALOGUE WITH THE TARGET AUDIENCE**
  - Fan- & Sponsoring Loyalty
- **‘DISTRIBUTION’ OF OWN CONTENT**
  - Independent from Media- & Publishing House
- **IMPROVE PUBLIC AWARENESS**
  - Brand & Image in the global “Display Window”
- **MONETISATION**
  - Generate new Revenue streams & Income



# EVOLUTION OF DIGITAL MEDIA

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# DIGITAL EVOLUTION IN SPORT

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## ➤ START OF AN OFFICIAL PROFILE

- ✓ Prime Focus on Facebook
- ✓ Twitter established as second Platform

## ➤ DISTRIBUTION OF CONTENT

- ✓ Text, Pictures
- ✓ Match-Live-Ticker

## ➤ FAN – GROWTH

- ✓ As many as possible Fans
- ✓ As much as possible Information





## ➤ FACEBOOK

### ➤ Why?

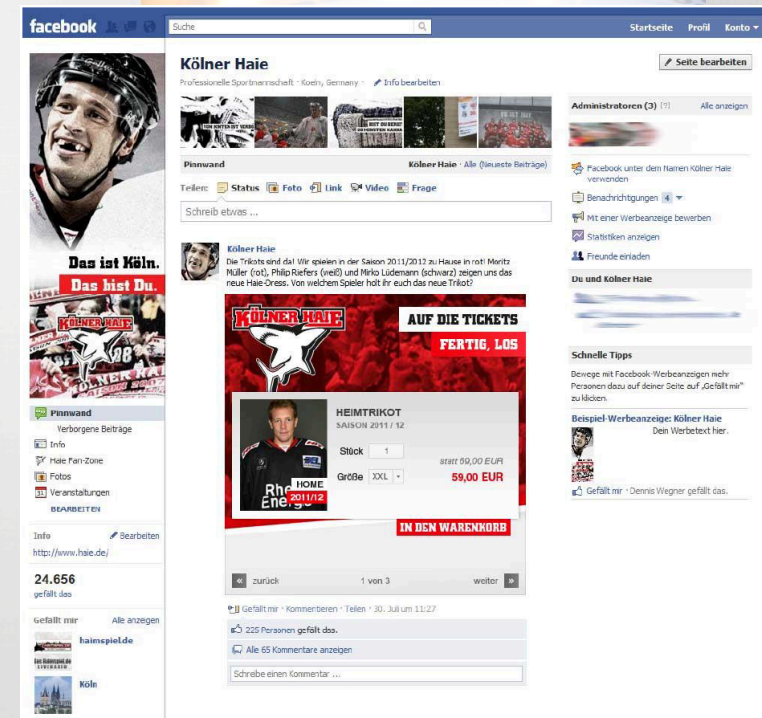
- ✓ Free of Charge
- ✓ Ease of Use & Customer Journey

## ➤ TRIAL & ERROR

### ➤ Providing Information to Audience

## ➤ THEME

### ➤ „We should be there!“







2008 - 2011  
• Adoption Phase

## WORLD MAP OF SOCIAL NETWORKS

December 2011



Facebook V Kontakte Odnoklassniki Draugiem  
QZone Zing

credits: Vincenzo Cosenza [www.vincos.it](http://www.vincos.it)

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sources: Google Trends for Websites/Alexa



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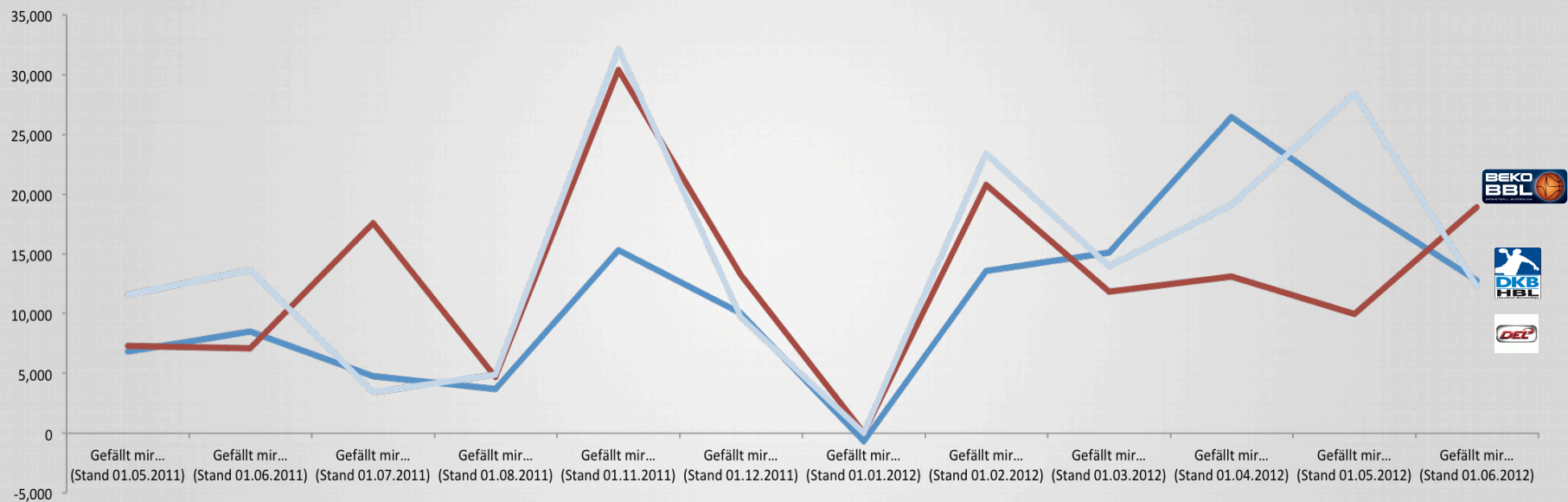


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# DIGITAL EVOLUTION OF HANDBALL IN GERMANY

## SEASON 2011/2012



Handball overall ranked 3rd in terms of growth of fans – all teams, plus the official presence of the league(s)

– Basketball = red

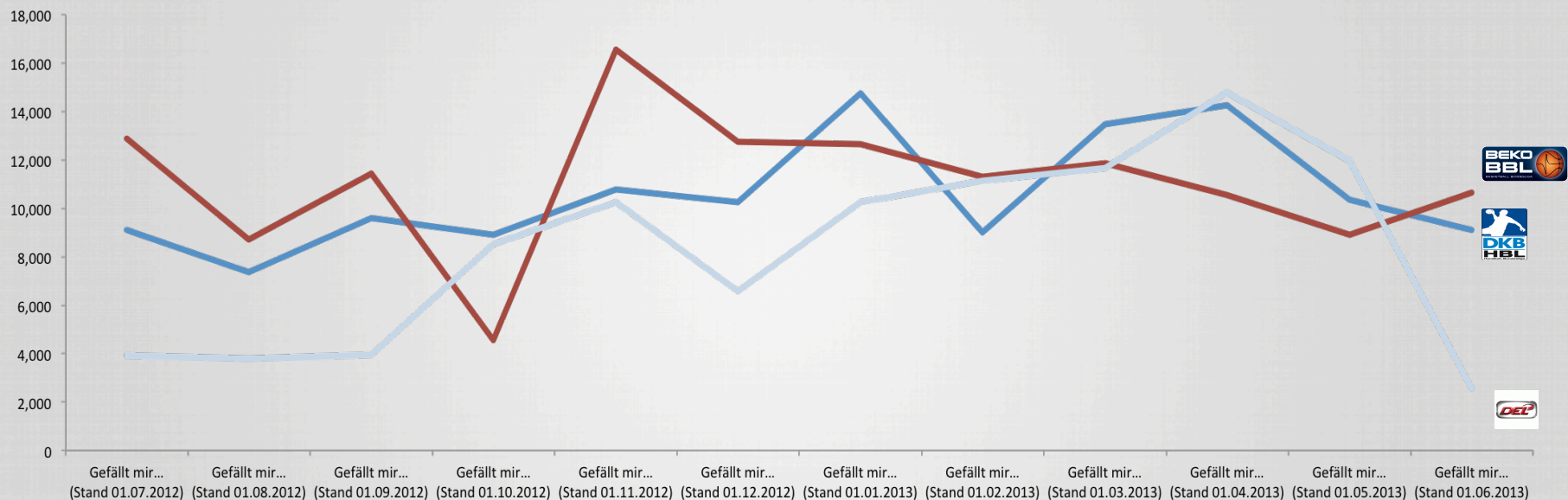
– Ice Hockey = light blue

– Handball = royal blue



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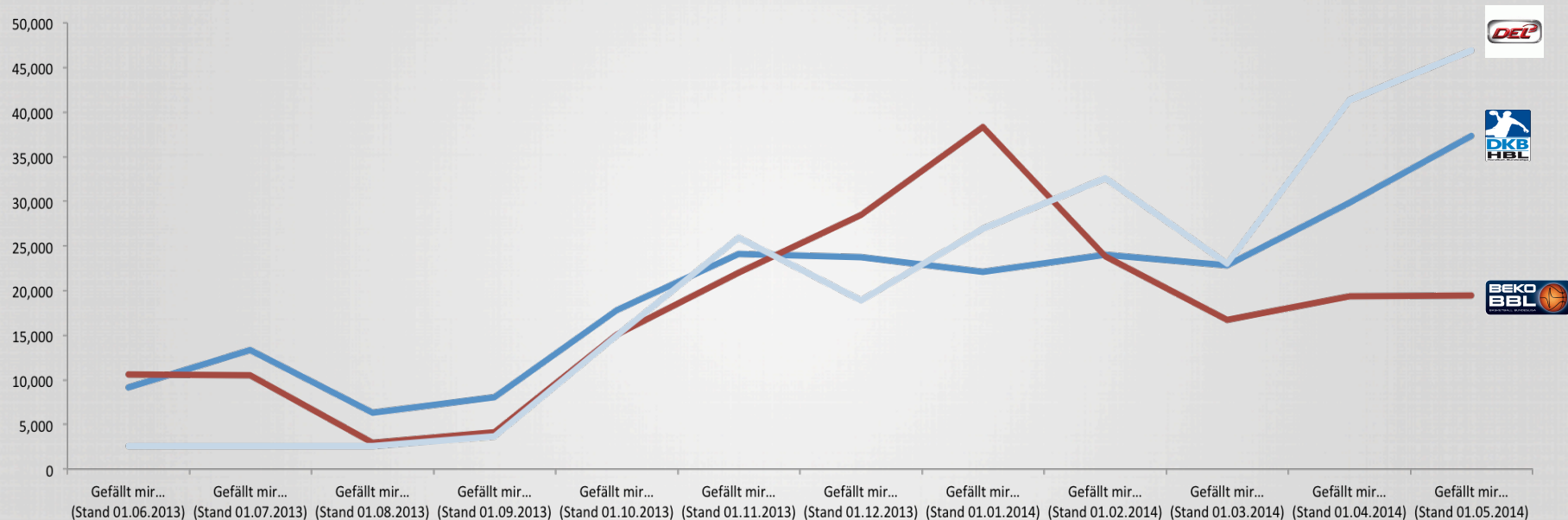
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# DIGITAL EVOLUTION OF HANDBALL IN GERMANY

## SEASON 2013/2014




























Handball overall equal throughout the season in terms of growth of fans – all teams, plus the official presence of the league(s)

- Basketball = red
- Ice Hockey = light blue
- Handball = royal blue



# DIGITAL STATUS QUO OF HANDBALL IN EUROPE

#	Teams	Country	Digital Reach	Facebook	Twitter	Google+	YouTube	Instagram	Pinterest	Foursquare	Vkontakte	LinkedIn
				Likes... (01.05.2014)	Follower... (01.05.2014)	Follower... (01.05.2014)	Subscriber... (01.05.2014)	Follower... (01.05.2014)	Follower... (01.05.2014)	Follower... (01.05.2014)	Follower... (01.05.2014)	Follower... (01.05.2014)
1	 FC Barcelona	Spain	<b>2.957.569</b> 313.003	2.762.400 308.228	195.169 4.775	0 0	0 0	0 0	0 0	0 0	0 0	0 0
2	 PSG Handball	France	<b>403.090</b> 46.772	370.479 44.198	19.335 874	197 15	5.556 365	7.523 1.320	0 0	0 0	0 0	0 0
3	 KS Vive Targi Kielce	Poland	<b>127.523</b> 9.917	123.000 9.254	1.721 112	30 2	1.580 107	1.192 442	0 0	0 0	0 0	0 0
4	 Rhein-Neckar Löwen	Germany	<b>114.321</b> 8.441	73.672 5.569	7.259 482	26.155 1.385	3.115 344	4.042 653	62 6	16 2	0 0	0 0
5	 THW Kiel	Germany	<b>105.164</b> 4.636	87.541 3.985	11.439 313	700 11	2.451 49	3.033 278	0 0	0 0	0 0	0 0
6	 HSV Hamburg	Germany	<b>100.336</b> 6.019	93.469 5.705	6.297 239	312 18	0 0	258 57	0 0	0 0	0 0	0 0
7	 MKB-MVM Veszprém	Hungary	<b>96.059</b> 8.424	91.557 8.170	2.698 93	143 4	1.230 74	406 81	25 2	0 0	0 0	0 0
8	 HC Metalurg	Macedonia	<b>79.693</b> 7.567	76.184 7.190	1.310 116	15 3	652 49	1.532 209	0 0	0 0	0 0	0 0
9	 HC Vardar - Skopje	Macedonia	<b>62.629</b> 7.378	62.571 7.375	0 0	0 0	58 3	0 0	0 0	0 0	0 0	0 0
10	 Montpellier Agglomération Handball	France	<b>62.441</b> 2.899	60.374 2.820	646 3	0 0	0 0	1.359 63	0 0	0 0	0 0	62 13
11	 SG Flensburg-Handewitt	Germany	<b>47.565</b> 3.317	44.022 3.028	2.392 208	101 14	1.050 67	0 0	0 0	0 0	0 0	0 0
12	 Füchse Berlin	Germany	<b>46.601</b> 3.036	37.896 2.625	6.179 177	188 11	1.209 37	1.129 186	0 0	0 0	0 0	0 0
13	 Pick Szeged	Hungary	<b>37.565</b> 5.643	37.413 5.575	0 0	3 0	0 0	149 68	0 0	0 0	0 0	0 0
14	 Chambéry Savoie Handball	France	<b>33.993</b> 379	26.847 205	6.329 133	235 10	542 29	0 0	0 0	0 0	0 0	40 2
15	 SC Magdeburg	Germany	<b>28.656</b> 1.955	24.324 1.806	3.751 69	84 10	2 -8	495 78	0 0	0 0	0 0	0 0
16	 Celje Pivovarna Lasko	Slovenia	<b>24.120</b> 1.620	22.013 1.554	1.619 38	0 0	0 0	488 28	0 0	0 0	0 0	0 0
17	 CO Zagreb	Croatia	<b>17.740</b> 2.978	16.373 2.940	978 14	2 0	2 0	385 24	0 0	0 0	0 0	0 0
18	 HBC Nantes	France	<b>15.485</b> 592	10.300 357	4.880 194	0 0	0 0	305 41	0 0	0 0	0 0	0 0
19	 USDK Dunkerque Handball Grand Littoral	France	<b>14.279</b> 627	9.392 396	4.686 217	45 4	156 10	0 0	0 0	0 0	0 0	0 0
20	 KIF Kolding København	Denmark	<b>12.082</b> 416	9.040 252	1.642 43	12 1	387 15	1.001 105	0 0	0 0	0 0	0 0
21	 Hammarby Handboll	Sweden	<b>9.735</b> 295	6.841 101	2.034 90	0 0	0 0	860 104	0 0	0 0	0 0	0 0
22	 Orlen Wisla Plock	Poland	<b>9.666</b> 358	9.394 355	272 3	0 0	0 0	0 0	0 0	0 0	0 0	0 0
23	 Mors - Thy	Denmark	<b>9.447</b> 54	8.255 13	340 8	4 1	2 0	846 32	0 0	0 0	0 0	0 0
24	 Aalborg Handball	Denmark	<b>9.285</b> 434	7.654 220	0 0	0 0	0 0	1.631 214	0 0	0 0	0 0	0 0
25	 SønderjyskE	Denmark	<b>8.289</b> 21	7.626 -2	663 23	0 0	0 0	0 0	0 0	0 0	0 0	0 0



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# DIGITAL STATUS QUO OF EHF FINAL4 FINALISTS

Teams	Digital Reach	Facebook	Twitter	Google+	YouTube	Instagram	Pinterest
		Likes... (01.05.2014)	Follower... (01.05.2014)	Follower... (01.05.2014)	Subscriber... (01.05.2014)	Follower... (01.05.2014)	Follower... (01.05.2014)
	<b>FC Barcelona</b>	2.957.569	2.762.400	195.169	0	0	0
	313.003	308.228	4.775	0	0	0	0
	<b>THW Kiel</b>	105.164	87.541	11.439	700	2.451	3.033
	4.636	3.985	313	11	49	278	0
	<b>MKB-MVM Veszprém</b>	96.059	91.557	2.698	143	1.230	406
	8.424	8.170	93	4	74	81	25
	<b>SG Flensburg-Handewitt</b>	47.565	44.022	2.392	101	1.050	0
	3.317	3.028	208	14	67	0	0



Facebook strongest platform for all



Twitter used by all teams



Instagram shows great adoption



Google+ present



YouTube potential, but resource intensive



Pinterest only rarely integrated





## ➤ EXTENSION OF DIGITAL PRESENCE

- ✓ New Platforms
  - exam. Google+, Instagram & Co.

## ➤ SPONSORING

- ✓ Integration of Sponsors into the Communication

## ➤ GLOBALISATION

- ✓ Starting a presence in Russia or China
  - exam. vKontakte, Tencent, SinaWeibo

## ➤ FAN-ENGAGEMENT

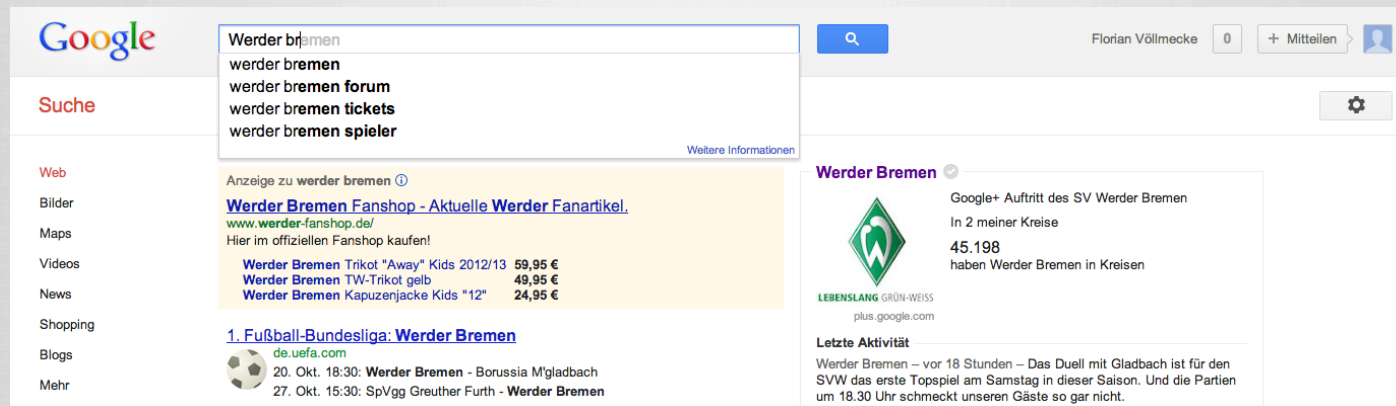
- ✓ As many as possible Interactions





## WHY GOOGLE+?

- Most important reason:
  - Profile presence during Search task
- Investment into new platform
  - Attract different target audience
- Use Applications, not present at Facebook
  - Video, in combination with YouTube





# WHAT HAPPENS IN 60 SECONDS IN DIGITAL MEDIA?



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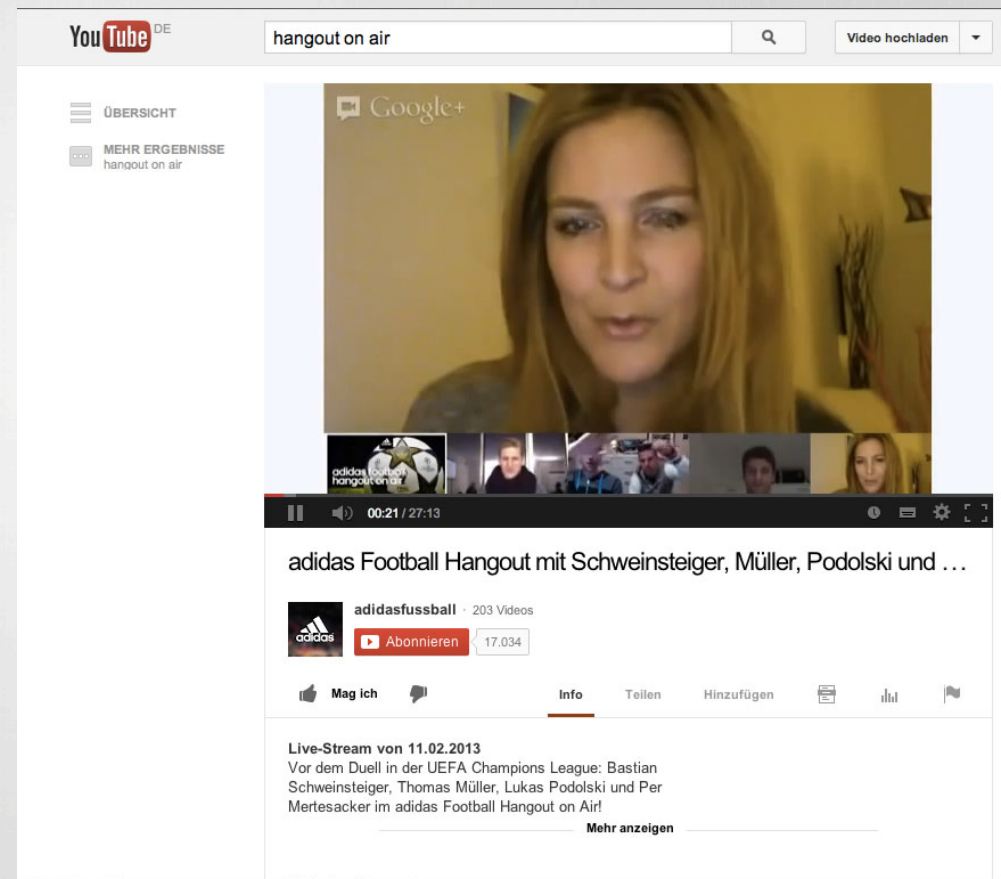


## LIVE Broadcast

- Interview of Players or the Coach by Club Staff – Q&A from Fans
- Invite Fans to talk to players, coaches, etc.
- LIVE Streaming on Google+, YouTube & the Club Website

### HOA done by:

FC Bayern München, Borussia Dortmund, Schalke 04, HSV, Werder Bremen, Borussia M'gladbach, VfB Stuttgart, VfL Wolfsburg, E. Frankfurt, FC Augsburg & Hertha BSC & DKB  
HANDBALL BUNDESLIGA







## ➤ ORGANISATION

- Structural Organisational Adjustments
- Monitoring is mandatory

## ➤ POSITIONING

- Addressing the Target Audience Individually
- Sport-Organisations (can) become Media Companies
- Players become Brand Ambassadors

## ➤ MONETISATION

- Target Audience becomes a commercial value





## DEPARTMENT PRIORITIES

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### PRESS & COMMUNICATIONS DEPARTMENT

- want to inform target audience (press, media & fans)

### MARKETING DEPARTMENT

- want to enable to possibility to increase sales & revenue

### DIGITAL CLUB MEDIA DEPARTMENT

- combining press/ communication, marketing, merchandising department, but have a sense for the fan requirements and the sentiment of the target audience.



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## SOCIAL/MOBILE/WEB RELATIONSHIP

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### REACH



Impressions

Clicks

Location

### INTERACTION



Unique Visitors

Viral Impact

Engagement

### IMAGE



Brand

Influencers

Sentiment



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# WHAT STRUCTURAL ADOPTIONS CAN BE RECOMMENDED?

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## Status Quo

- Organisational
  - ✓ Partial in Press or Public Relations Department
  - ✓ Partially in Marketing
- Content
  - ✓ Often: A lot is not enough
- Sustainability
  - ✓ Situational
- Budget
  - ✓ No own budget or budget used lies with in Press-/Marketing Department

## TARGET STATE

- Organisational
  - ✓ Individual Staff function or a skilled person with overall coordination function (Public Relations, Media, Marketing & Merchandising)
- Content
  - ✓ Editor Plan with defined objectives & targets
- Sustainability
  - ✓ Information & Entertainment
- Budget
  - ✓ A (small) budget for own usage





# POSITIONING

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## ➤ ORGANISATION

- Value of Digital Media in the Communication Mix must be defined

## ➤ CONTENT vs. PLATTFORM

- Each Platform is different and therefore the perception of your target audience is to be differentiated
- Content must be adjusted to Platform

## ➤ MONETISATION

- Sponsoring must be suitable to target audience and situational deployed
- .....



# ORGANISATION

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## ➤ FOCUS ON CORPORATE IDENTITY

- Should it be?
  - [www.facebook.com/club](http://www.facebook.com/club)
  - [www.club.com/facebook](http://www.club.com/facebook)

## ➤ HOW TO TEXT ENGAGING

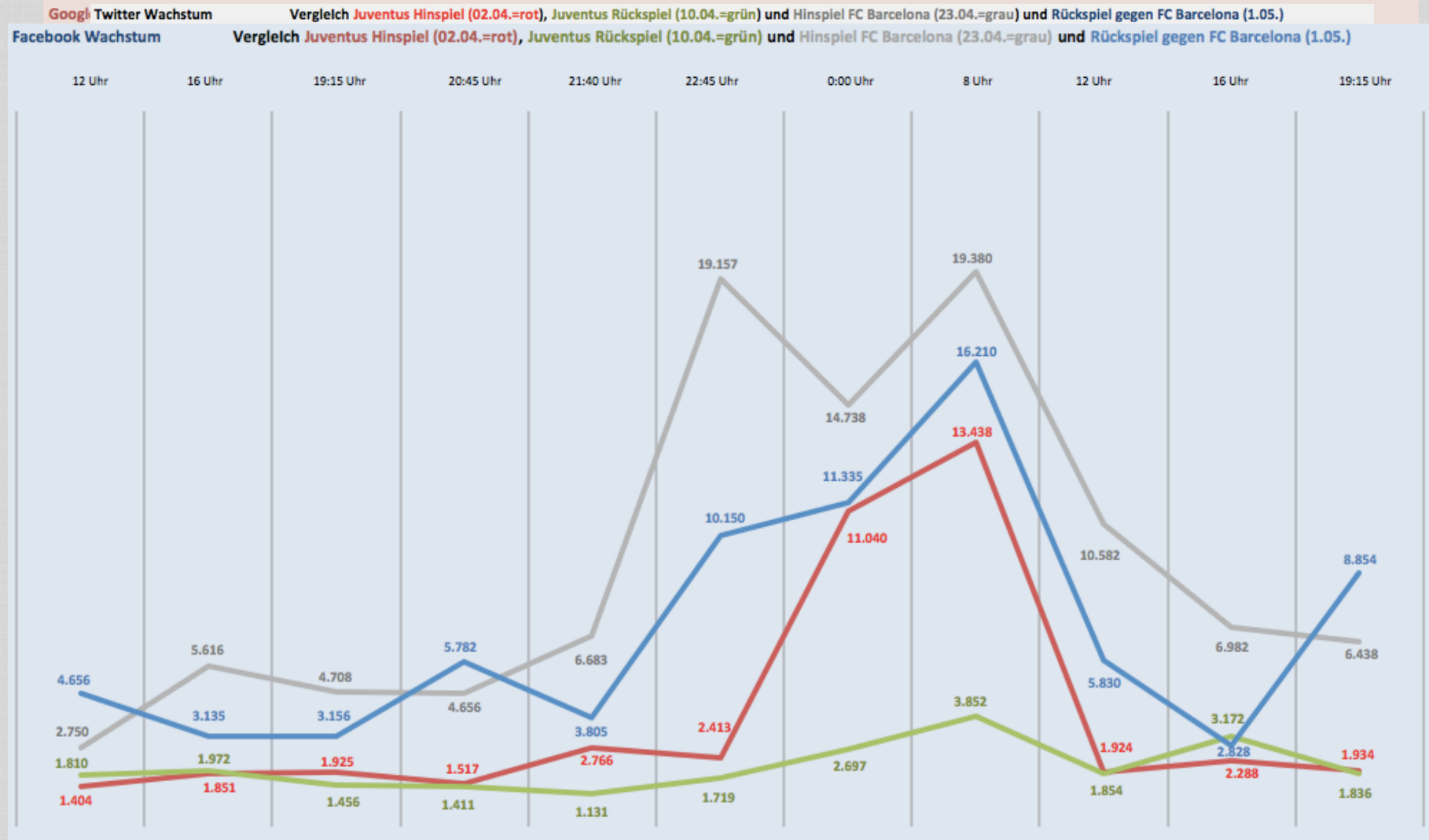
- What is more appealing?
  - Halftime. The score is 12:12
  - 12:12 at halftime. What do you think about the match?

## ➤ LIKES OR SHARES?

- More happy about 20 likes or 20 shares?



# CONTENT – TARGET AUDIENCE ON MATCHDAYS



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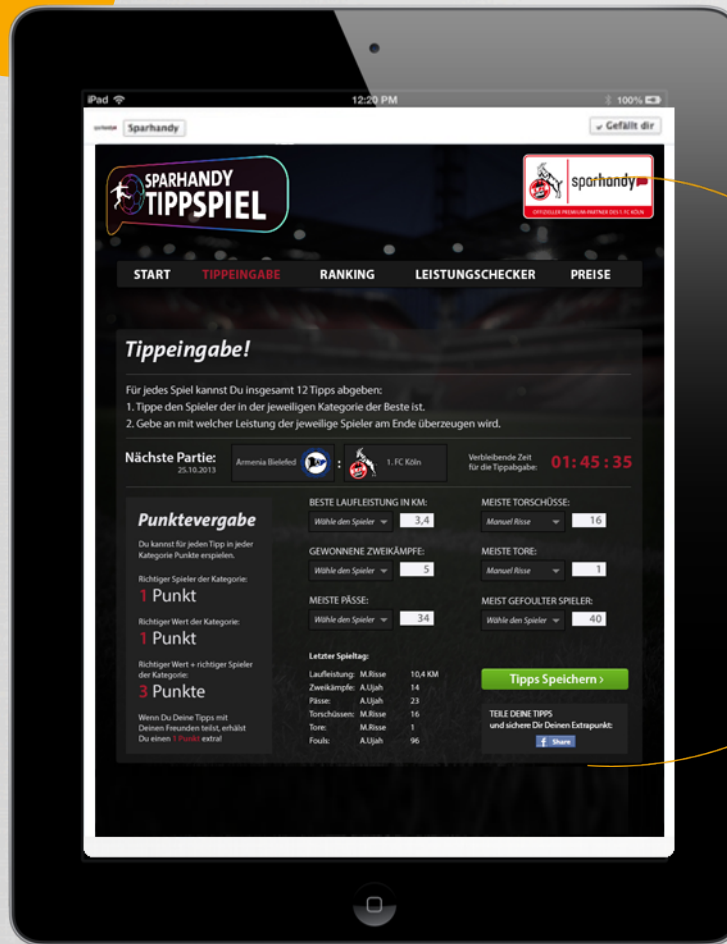


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# MONETISATION

RESPONSIVE  
LAYOUT



## APP „PERFORMANCE CHECK“

### FUNCTION

Sponsor „Sparhandy“ checks the Bundesliga-clubs with a performance benchmark and the user can ‚guess‘ a certain number of performance-parameters. First time ever, live data is integrated into a Facebook App.

Season-Ranking,  
Prices

Integration of  
various Live-Data

### VIRAL FEATURES

- Fan-Gating
- Invite Friends
- Sharing-Functionality
- Mail-Query enables integration into central CRM
- Ballon/ Wish list

### INFO

Customer: Sparhandy/ 1. FC Köln



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# MONETISATION

RESPONSIVE  
LAYOUT



## APP „GOAL OF THE MONTH“

### FUNCTION

Fans can recommend Goals, which should be part of the selection. Once this process is completed, the Voting „Goals of the Month“ is being held. The Video with the most clicks will win.

Season-Ranking,  
Prices

Integration of  
various Live-Data

### VIRAL FEATURES

- Direct interface to Twitter and Google+
- Fan-Gating
- Invite Friends
- Sharing-Functionality (Video-Play directly via Profile wall)

### INFO

**Customer:** DKB Handball-Bundesliga

**Timing:** Since February 2013

**Number of Participants:** >50.000

**Video-Clicks:** > 150.000

**Shared Videos:** > 25.000



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# MONETISATION

RESPONSIVE  
LAYOUT



## APP „WHEEL OF FORTUNE“

### FUNCTION

The „Wheel of Fortune“ is a replicate of the classic offline or media known approach, but enhanced with the viral benefits. Sport-Organisation is able to determine the prices and sets the frame work for the Game (one-turn, aso).

### VIRAL EFFECTS

- Fan-Gating
- Invite Friends
- Sharing-Functionality
- The probability of winning can be adjusted per game or day

### INFO

**Customer:** Koelner Haie

**Prices:** u.a. VIP-Tickets and „money can't buy“ prices

Turn & Win

Invite Friends and  
receive reward



# MANY THANKS FOR YOUR ATTENTION!



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