

DIGITAL CLUB MEDIA

„Digital Marketing – Digital Monitoring – Digital Monetisation“

RESULT SPORTS FOCUS

Digital
Marketing

Digital
Monitoring

Digital
Monetization



RESULT **SPORTS**

RESULT SPORTS – STATUS QUO

CLUBS, LIGEN & VERBÄNDE



WIRTSCHAFT / SPONSOREN



DIGITAL SPORTS MEDIA MAGAZINE



„DIGITAL SPORTS MEDIA“

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

The magazine has become an important 'companion' for all decision makers and administrators within the digital sports media industry, especially in Germany.

It features global digital data, a detailed analysis of the evolution, expert talks and case studies of athletes, brands, clubs, leagues and federations.

The magazine reaches more than 12.500 readers every month and is available in English, German & Russian.

CONFERENCES & SUMMITS

SOCIAL MEDIA & SPORT SUMMIT

Closed door workshop for administrators, decision makers & executives in digital sports media.

Participants discuss current evolution, trends and topics related to their day-to-day challenges and duties.

www.club-medien-summit.de

DIGITAL SPORTS & ENTERTAINMENT

Digital Business Platform for Administrators, Decision Makers & Executives from Movie, Music & Sports Industry.

German and International participants discuss Business Model evolutions, business processes and case studies are key topics.

www.digital-sports-entertainment.de



RESULT SPORTS



DIGITAL MARKETING



DIGITAL MONITORING



DIGITAL MONETISATION



RESULT SPORTS





FORUM
The „Dino“ amongst
New Media

BLOGS

MICRO-BLOGGING
Examples: Twitter, Tumblr,
SinaWeibo

.....

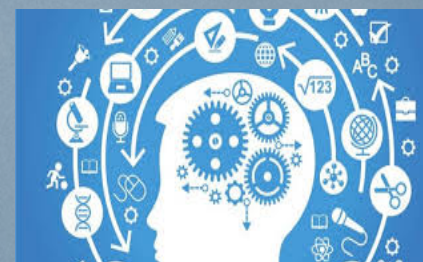
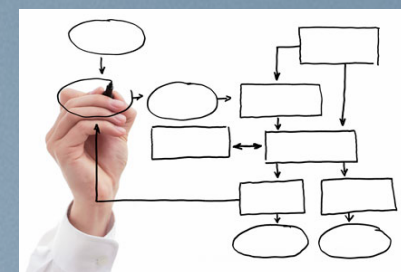
SOCIAL NETWORKS
Facebook, Google+,
vKontakte, RenRen, aso.

**PICTURE
NETWORKS**
Like Flickr (early) or
Instagram (later)

MOBILE
WhatsApp, WeChat



- **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





➤ STRATEGY

- ✓ What do I want to achieve with Digital Activities?
- ✓ In what timeframe do I want to achieve this?
- ✓ Which department is responsible?

➤ RESSOURCES

- ✓ What resources do I have available?
- ✓ Which departments shall execute & be involved?

➤ TRAINING

- ✓ What knowledge do my resources have
- ✓ Where can I find the training?

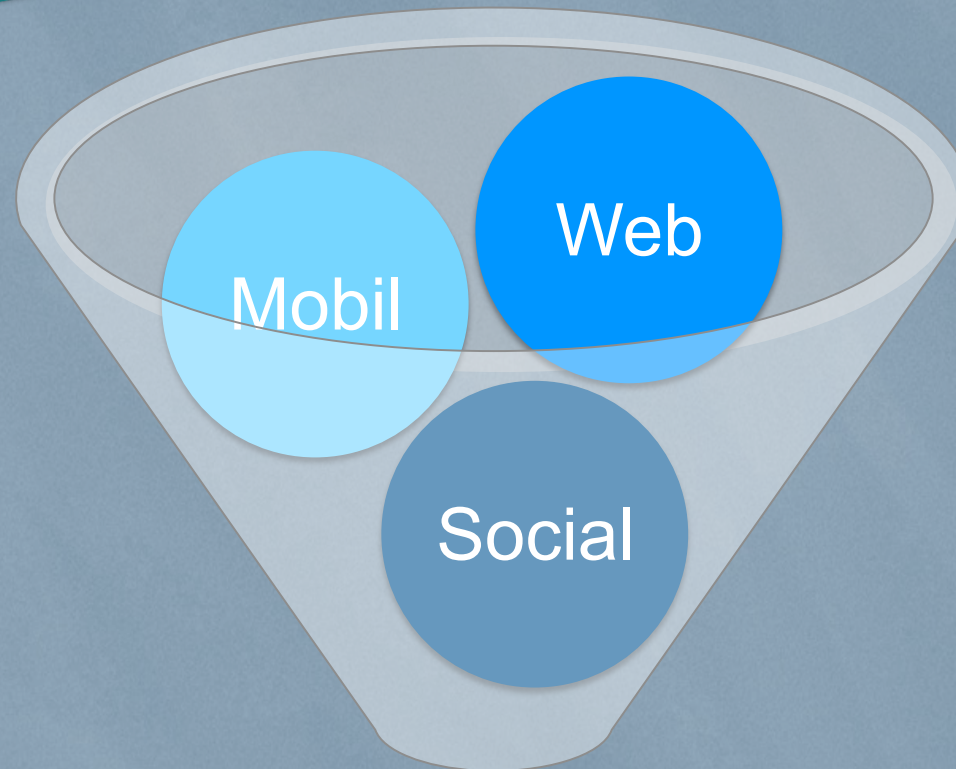


➤ PROCESSES

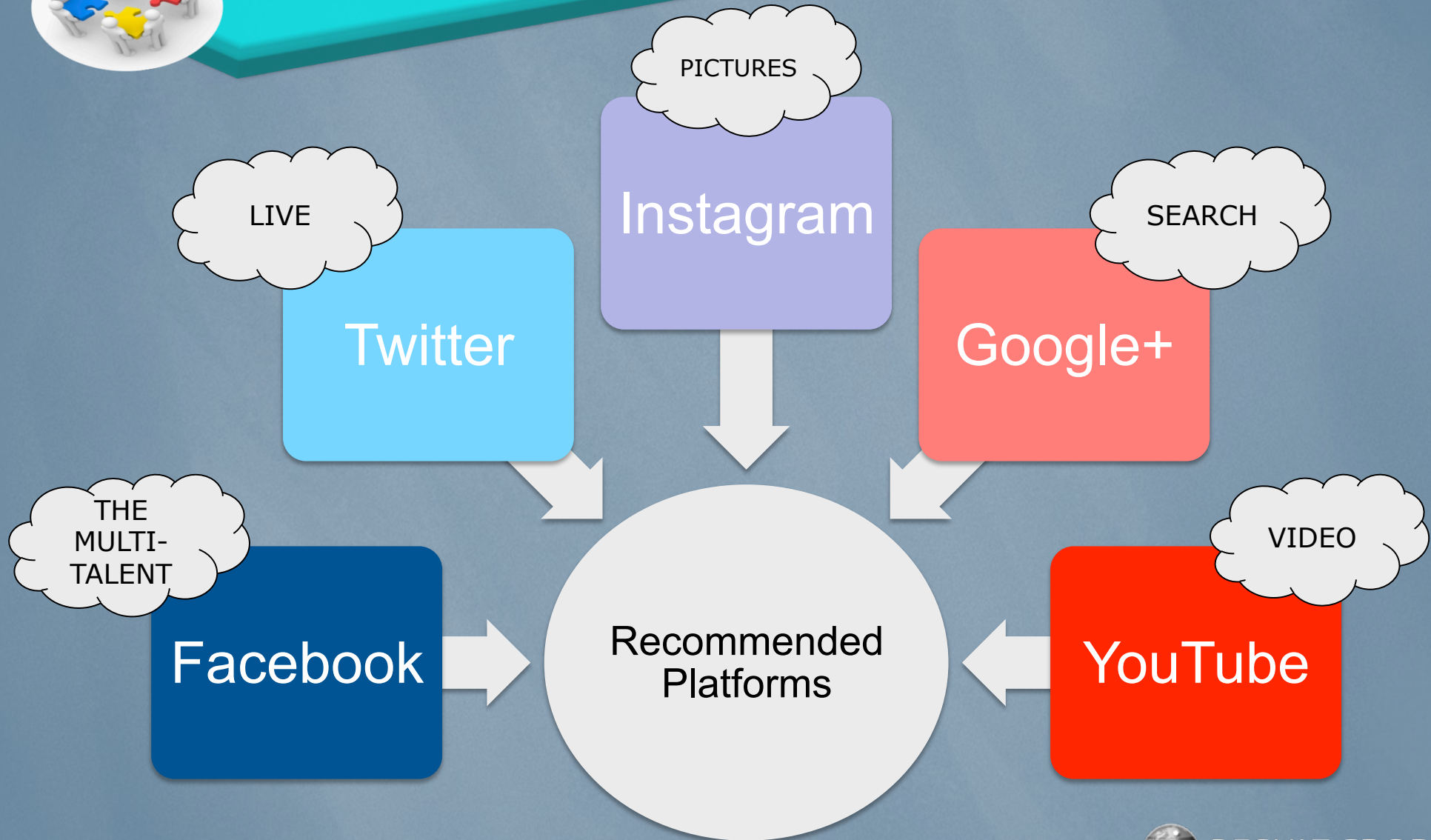
- ✓ Weekly Jour Fixe
- ✓ Social Guidelines
- ✓ Department Coordination
- ✓ Content Coordination
- ✓ Monitoring

➤ CONTENT PLANNING

- ✓ Prepare a weekly/ bi-weekly content plan
- ✓ Where do I get the content (pictures)?
- ✓ Sporting Situation – Text/ Posting Sentiment

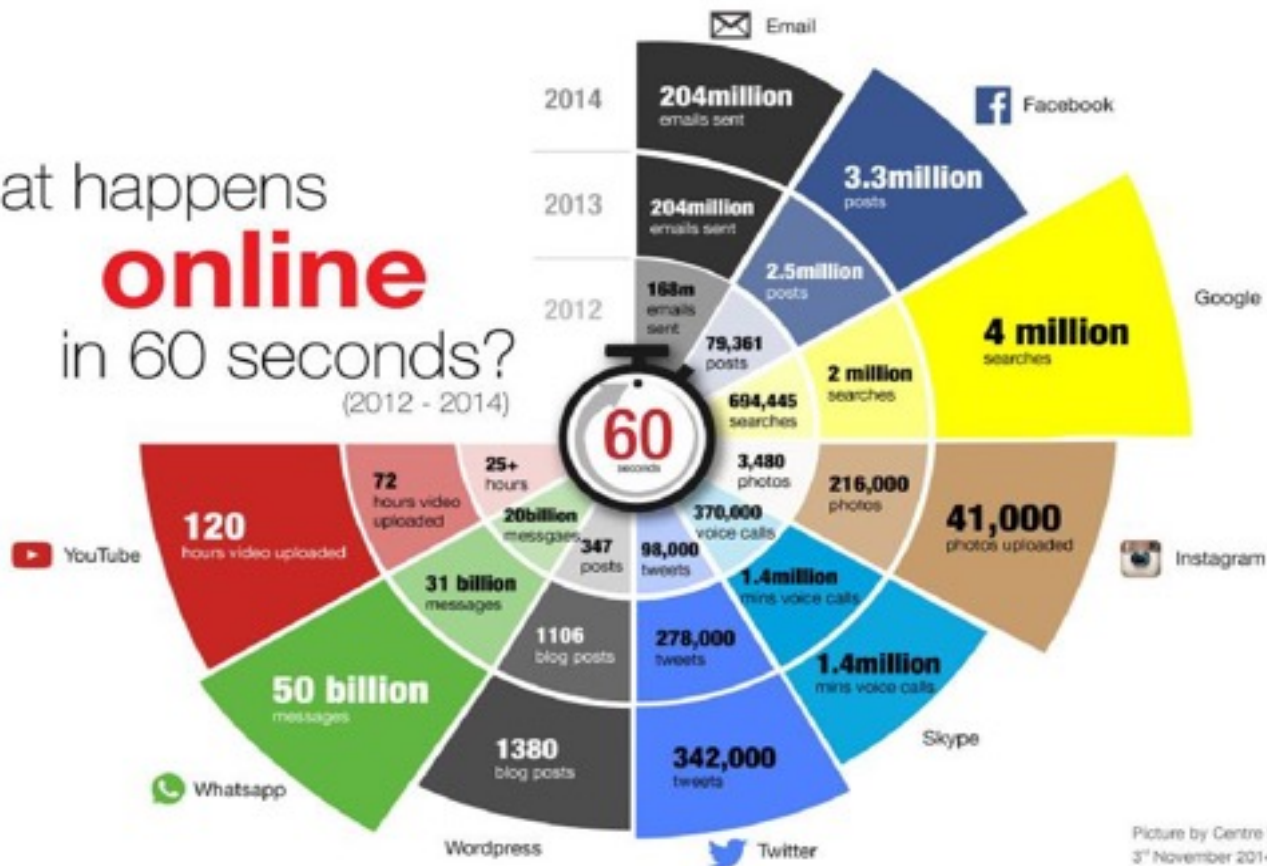


DIRECT FAN
ENGAGEMENT





What happens
online
in 60 seconds?
(2012 - 2014)

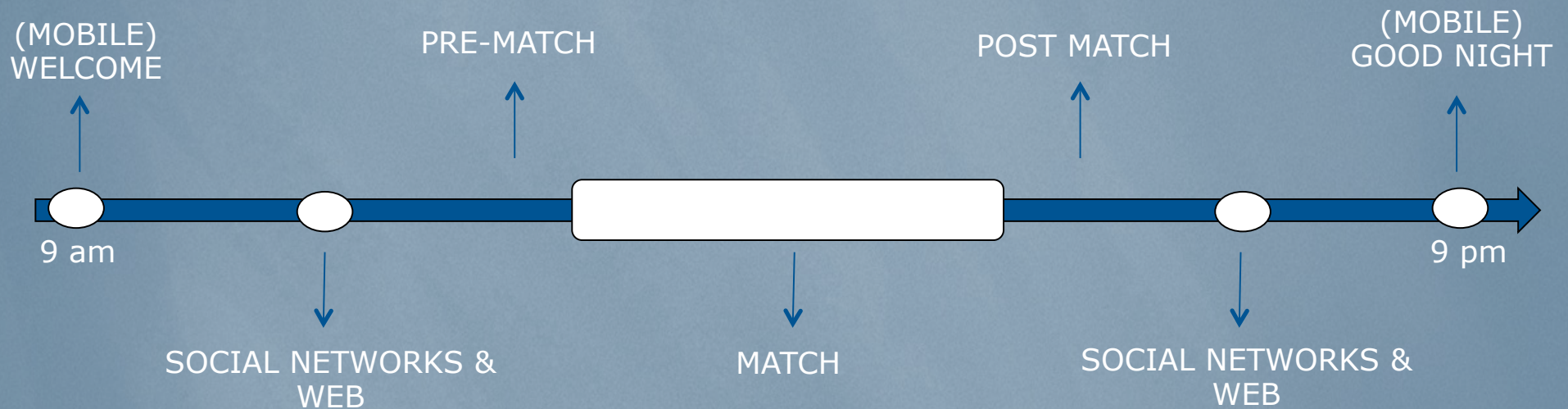


Picture by Centre for Learning and Teaching
3rd November 2014



DIGITAL MARKETING

SOCIAL/MOBILE/WEB MATCHDAY



CONTENT CONSIDERATIONS: MATCH PREVIEW / HISTORICAL STATS / SUPPORTER INFORMATIONS & SERVICE / LINE-UPS / GOALS / SUBSTITUTIONS / CARDS / POST MATCH REPORTS / MAN OF THE MATCH and so on



RESULT SPORTS





Web, Mobile & Social

Reach



Impressions

Clicks

Location

Interaction



Unique Visitors

Viral Impact

Engagement

Image



Brand

Influencers

Sentiment



➤ **WHAT TO MONITOR**

- ✓ Minimum
 - Reach & Impressions
 - Engagement & Interactions
 - Clubs on International level
 - National fan-base vs. international
















➤ **WHERE TO MONITOR**

- ✓ All active digital platforms
 - Web – e.g. Google Analytics
 - Mobil – e.g. Google Analytics, iTunes & PlayStore
 - Social – Analytics & Insights





➤ **WHEN TO MONITOR**

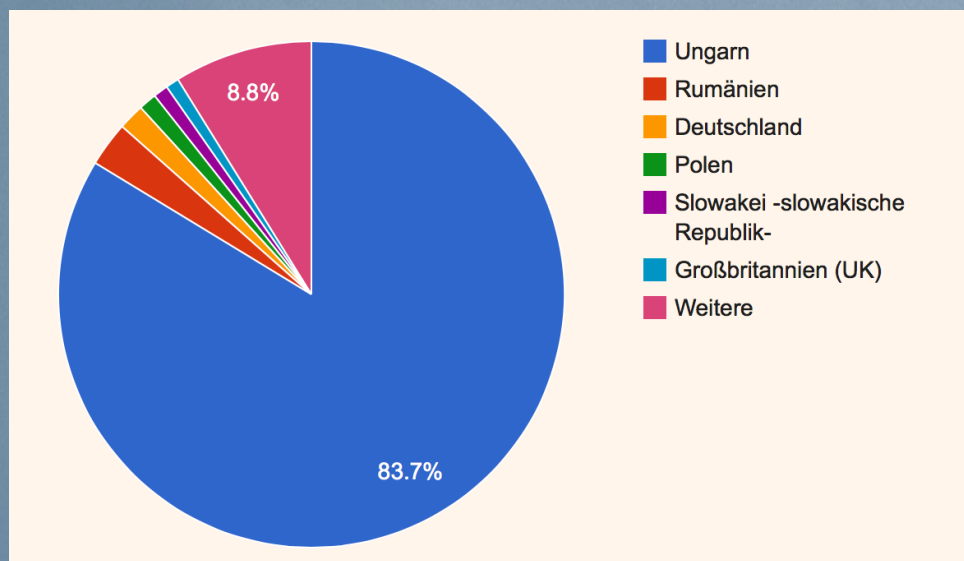
- ✓ Weekly recommended, Monthly minimum
 - Major Marketing Campaigns daily

European Handball Clubs - Digital Media Platform Overview - May 1st 2015

#	Teams	Country	Digital Reach	Facebook	Twitter	Google+	YouTube	Instagram	Periscope
				Likes 01.05.2015	Follower 01.05.2015	Follower 01.05.2015	Subscriber 01.05.2015	Follower 01.05.2015	Follower 01.05.2015
1	 FC Barcelona	Spain	4.301.272 74.250	4.071.942 71.791	229.330 2.459	0 0	0 0	0 0	0 0
2	 PSG Handball	France	671.180 27.278	601.053 23.600	30.008 1.065	271 5	9.602 333	30.246 2.275	0 0
3	 Vive Tauron Kielce	Poland	181.345 4.869	167.863 3.747	3.267 197	54 5	4.078 174	6.062 725	21 21
4	 Rhein-Neckar Löwen	Germany	180.337 4.759	102.082 1.585	11.957 337	46.114 1.350	5.987 248	14.143 1.185	54 54
5	 THW Kiel	Germany	146.602 3.732	115.133 2.428	18.411 613	825 4	3.639 112	8.594 575	0 0
6	 MKB-MVM Veszprém	Hungary	144.588 4.090	136.577 3.597	3.954 121	205 8	2.061 141	1.791 223	0 0
7	 HSV Hamburg	Germany	120.559 1.079	109.199 567	9.686 214	393 7	270 22	1.011 269	0 0
8	 HC Metalurg	Macedonia	91.030 236	84.671 229	2.063 0	29 0	879 15	3.388 -8	0 0
9	 Montpellier Agglomération Handball	France	87.733 1.298	76.694 894	8.123 208	0 0	0 0	2.900 180	16 16
10	 SG Flensburg-Handewitt	Germany	86.000 3.554	75.623 3.246	5.676 153	174 2	1.799 38	2.728 115	0 0
11	 HC Vardar - Skopje	Macedonia	82.404 2.530	81.494 2.491	836 40	0 0	74 -1	0 0	0 0
12	 Pick Szeged	Hungary	65.636 2.452	63.816 2.227	1.038 114	19 0	0 0	763 111	0 0
13	 Füchse Berlin	Germany	61.563 696	48.004 333	8.650 127	238 2	1.686 22	2.985 212	0 0
14	 SC Magdeburg	Germany	40.477 702	33.609 502	5.191 95	145 -1	30 0	1.502 106	0 0
15	 Chambéry Savoie Handball	France	39.420 275	29.577 129	8.746 124	294 1	803 21	0 0	0 0



	Teams	Country	Digital Reach		Facebook	Twitter	Google+	YouTube	Instagram	Periscope
					Likes 01.05.2015	Follower 01.05.2015	Follower 01.05.2015	Subscriber 01.05.2015	Follower 01.05.2015	Follower 01.05.2015
	FC Barcelona	Spain	4.301.272		4.071.942	229.330	0	0	0	0
			74.250		71.791	2.459	0	0	0	0
	Vive Tauron Kielce	Poland	181.345		167.863	3.267	54	4.078	6.062	21
			4.869		3.747	197	5	174	725	21
	THW Kiel	Germany	146.602		115.133	18.411	825	3.639	8.594	0
			3.732		2.428	613	4	112	575	0
	MKB-MVM Veszprém	Hungary	144.588		136.577	3.954	205	2.061	1.791	0
			4.090		3.597	121	8	141	223	0



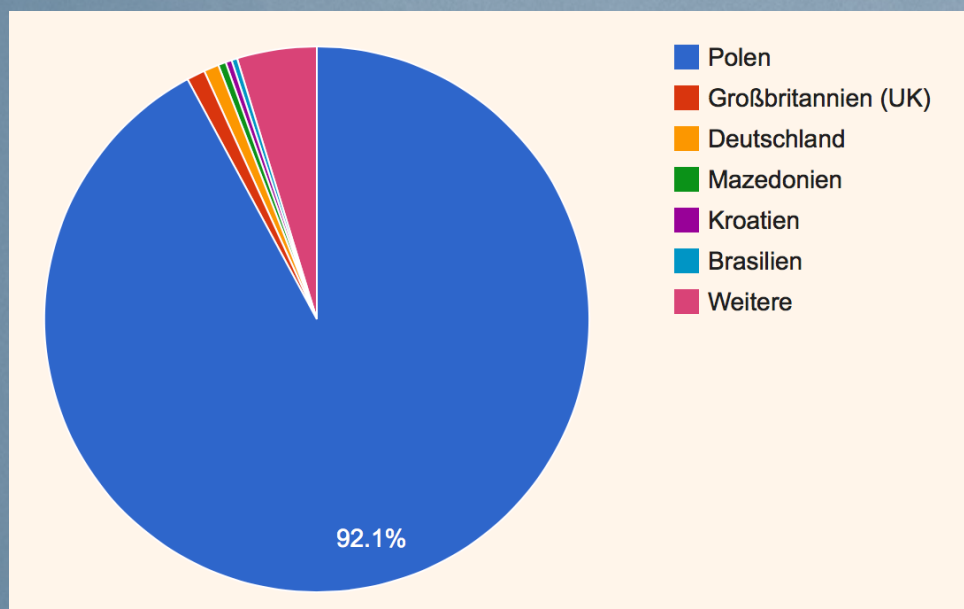
Stand: 24.05.2015

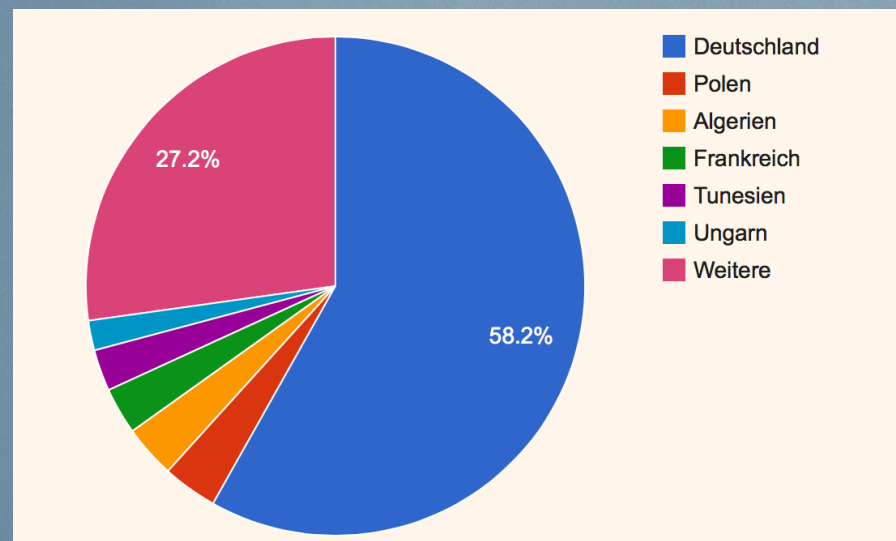
Land	Anteil
Ungarn	114575
Rumänien	3905
Deutschland	2282
Polen	1577
Slowakei -slowakische Republik-	1287
Großbritannien (UK)	1162
Serbien	996
Österreich	847
Brasilien	815
Mazedonien	700
Frankreich	650
Algerien	599
Kroatien	557
Vereinigte Staaten von Amerika	552
Spanien	499



Stand: 24.05.2015

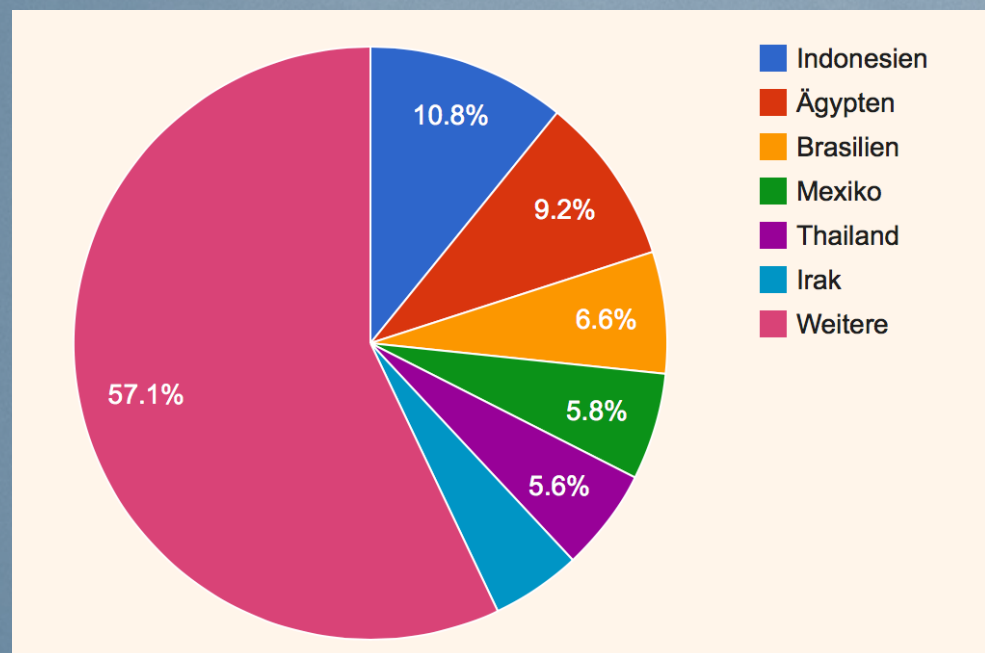
Land	Anteil
Polen	155505
Großbritannien (UK)	1836
Deutschland	1509
Mazedonien	772
Kroatien	618
Brasilien	576
Ungarn	524
Algerien	509
Vereinigte Staaten von Amerika	509
Portugal	411
Frankreich	399
Bosnien-Herzegowina	378
Niederlande	369
Serbien	360
Spanien	340





Stand: 24.05.2015

Land	Anteil
Deutschland	65760
Polen	4014
Algerien	3868
Frankreich	3425
Tunesien	3040
Ungarn	2189
Dänemark	2136
Tschechische Republik	2038
Brasilien	1900
Rumänien	1886
Serbien	1860
Kroatien	1821
Portugal	1527
Bosnien-Herzegowina	1293
Ägypten	1233



Stand: 24.05.2015

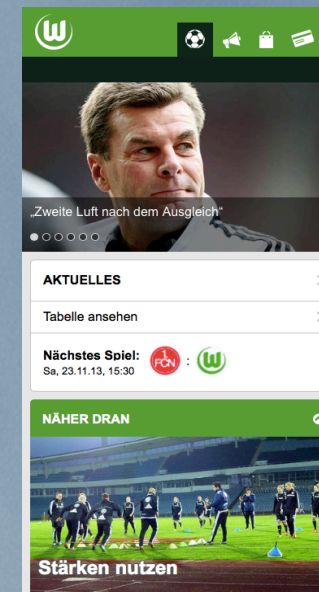
Land	Anteil
Indonesien	395474
Ägypten	335352
Brasilien	242193
Mexiko	212884
Thailand	203535
Irak	178407
Algerien	174707
Marokko	153767
Kolumbien	136023
Venezuela	127000
Argentinien	108224
Ecuador	99189
Peru	97483
Türkei	95757
Indien	78961



DIGITAL MONETISATION



Mobile



Social



RESULT SPORTS



DIGITAL MONETISATION

B2B

Web



Sponsors

Universal Ad Package

Category Sponsor

Mobile



Universal Ad Package

Category Sponsor

App Sponsor

Social



Platform Sponsor

Content Sponsor

Editorial Sponsor

OTHER CONSIDERATIONS: MEDIA SPONSOR, STATISTIC SPONSOR, DIGITAL PLAYER SPONSOR and many others



RESULT SPORTS



DIGITAL MONETISATION

SPONSOR CONSIDERATIONS

➤ **INFOTAINMENT vs. COMMERCIALS**

- Ratio-Observations

- 80% Infotainment / 20% Commercials on Non-Matchday
- 70% Infotainment / 30% Commercials on Matchday

➤ **POSTING ENGAGEMENT**

- Impact Observations

- Lower Interaction Rates
- Lower Reach

➤ **POSTS vs. APPS**

- Profile Observations

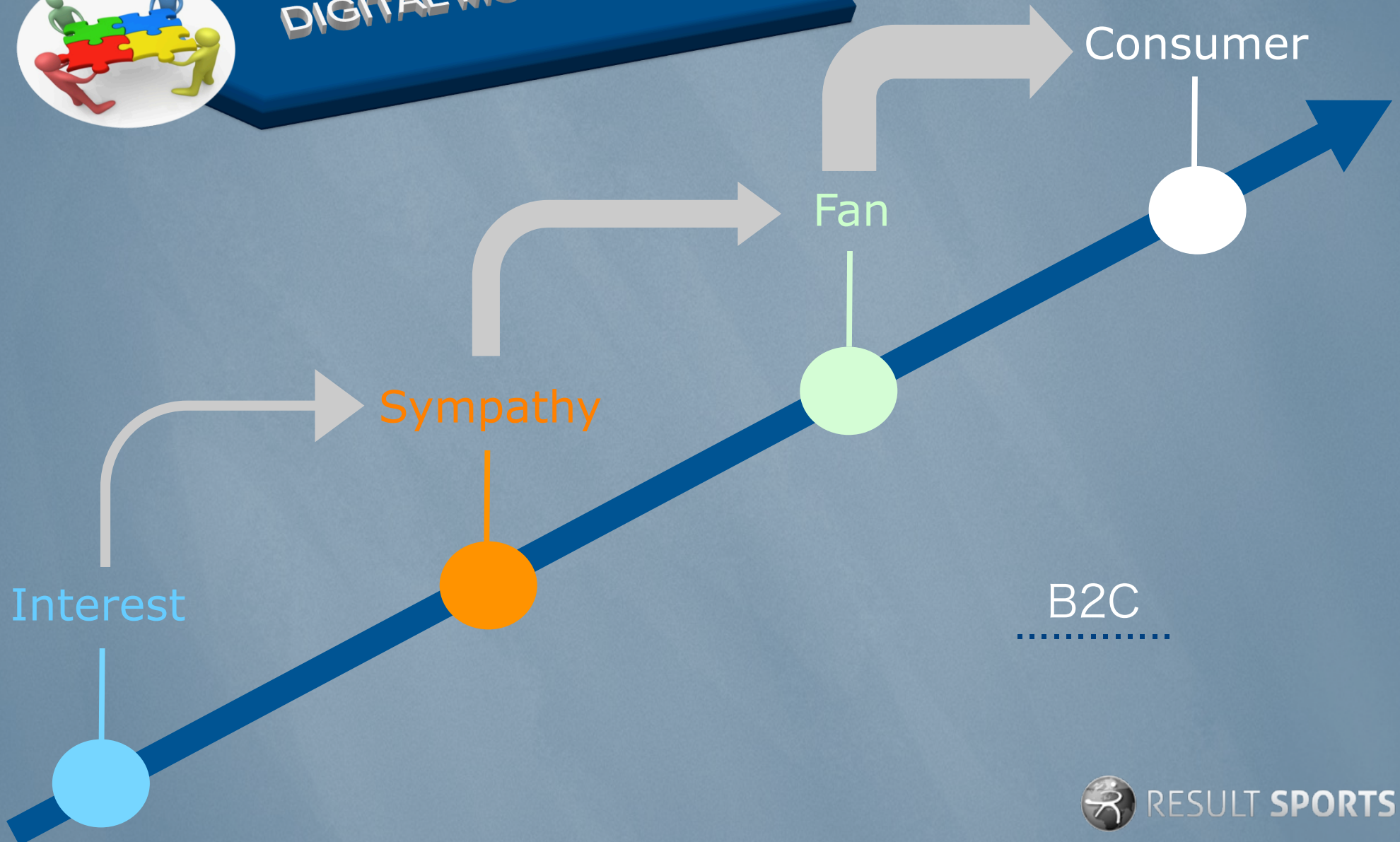
- Integrate into Posting or create an entertaining App
(Post=free of charge vs. App=cost center)



RESULT SPORTS



DIGITAL MONETISATION



RESULT SPORTS



DIGITAL MONETISATION

CLUB CONSIDERATIONS

➤ ORGANISATION

- Who will be responsible?
- What value is right?

➤ POSITIONING

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

➤ MONETISATION

- Target Audience becomes a commercial value



RESULT SPORTS



2014 - ff
• Differentiation Phase

DEPARTMENT PRIORITIES

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.



RESULT SPORTS



DIGITAL MONETISATION

SPONSORED POST VALUE

Fußballspieler	Wert eines Posts
Cristiano Ronaldo	156.000 €
Lionel Messi	100.000 €
Neymar	95.000 €
Mesut Özil	57.000 €
Marco Reus	24.000 €
Manuel Neuer	17.000 €

Quelle: Repucom Social Media Evaluation



RESULT SPORTS

CLUB CHALLENGES

➤ **INNOVATION vs. TRADITIONAL**

■ Pragmatic vs. Vision

- In-House know-how & competence to understand Technology trends?
- Understanding how technology business models can be applied to sport organisations?

➤ **CALCULATED RISK vs. NO RISK**

■ Licensing vs. Revenue Share Models

- Licensing = Collect Licensing Fee and grant access to community
- Revenue Share Models = Jointly create access to community

➤ **FOLLOWER vs. TRENDSETTER**

■ Multiply vs. Single

- Execute Solutions
- Invest in Innovations & Generate future revenue

[illegible]

SUMMARY & OUTLOOK

- ✓ Understand YOUR Digital **VALUE**
- ✓ **FANBASE** will continue to grow
- ✓ Relevant output of Digital **MONITORING** will be key
- ✓ **CONTENT** Entertainment increase reach & interaction
- ✓ Digital **MONETISATION** will generate relevant revenue
- ✓ **INTERNATIONALISATION** effort will begin
- ✓ And...
...**"DIGITAL MEDIA** in Sports will remain exciting"



THANK YOU FOR YOUR
ATTENTION!!!

Mario Leo
General Manager
RESULT Sports

Facebook: facebook.com/Result.Sports.Munich

Twitter: @resultsports

E. mleo@result-sports.com

Twitter: @marioleo71

W. www.result-sports.com

