

DIGITAL SPORTS MEDIA

*„From a Cost Center to a Profit Center –
The evolution of Digital Sports Media“*

RESULT SPORTS FOCUS

Digital
Marketing

Digital
Monitoring

Digital
Monetization

CLUBS, LEAGUES & FEDERATIONS



COMMERCIAL/ SPONSORS



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.


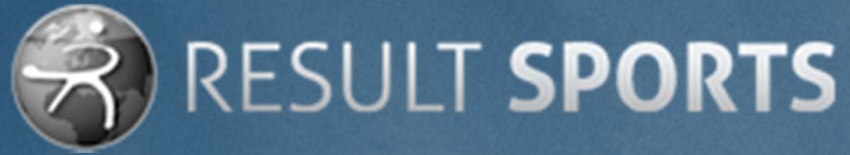
www.club-medien-summit.de

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

GENERAL DIGITAL EVOLUTION





Adoption-Phase



Optimization-Phase



Differentiation-Phase

- **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



Adoption-
Phase



➤ **START OFFICIAL PROFILE**

- ✓ Focus on Facebook

➤ **DISTRIBUTION OF OWN CONTENT**

- ✓ Text, Pictures
- ✓ Live-Ticker of Events (e.g. games)

➤ **FAN COMMUNITY → GROWTH**

- ✓ As many fans as possible
- ✓ As many information as possible



➤ FACEBOOK

➤ Why?

- ✓ Free of Charge
- ✓ Ease of Use & fan journey

➤ TRIAL & ERROR

➤ What do our fans demand?

➤ THEME

➤ „We should use it!“

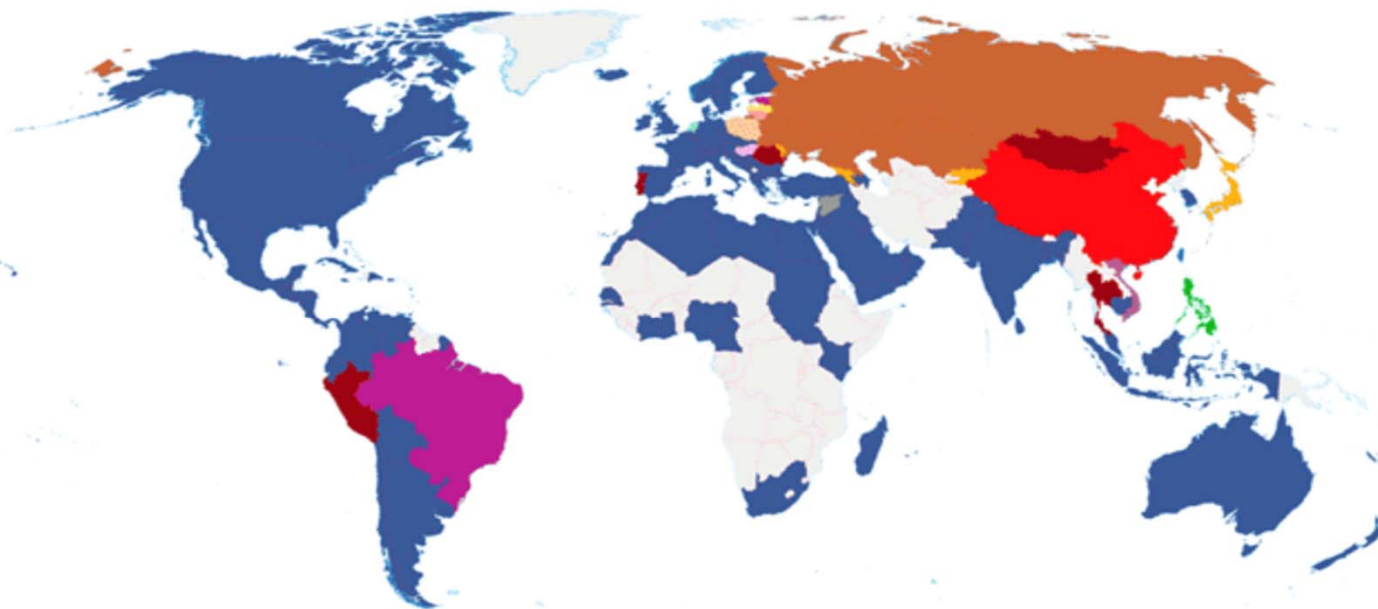




2007 - 2011
Adoption-Phase

WORLD MAP OF SOCIAL NETWORKS

December 2009



- | | | | | | | |
|------------|-------------|---------------|----------|---------|------|------|
| Facebook | V Kontakte | Odnoklassniki | Draugiem | Hyves | Zing | Hi5 |
| Orkut | Nasza-Klasa | QQ Zone | Iwiw | Maktoob | One | Mixi |
| Friendster | Wretch | | | | | |



RESULT SPORTS

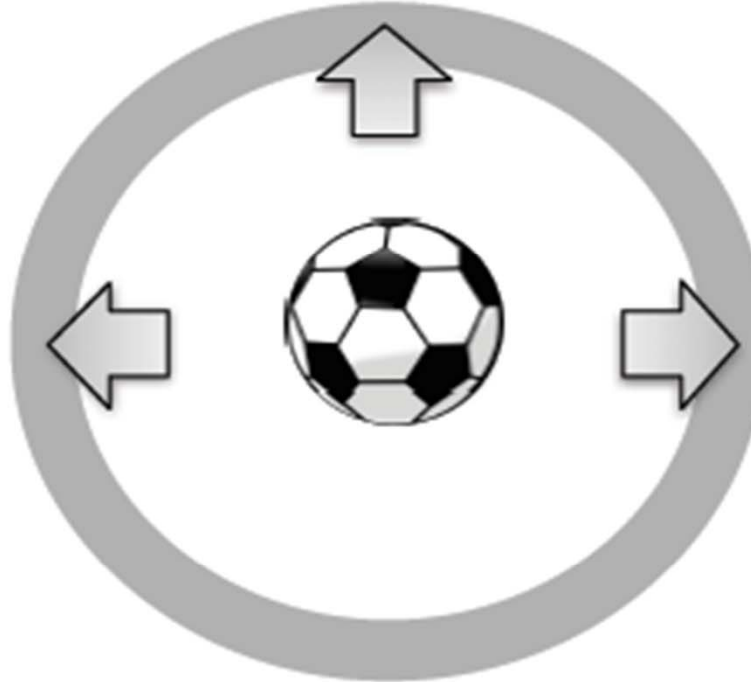
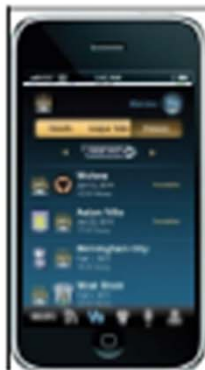
2007 - 2011
Adoption-Phase

twitter



facebook

You Tube
Broadcast Yourself™





Optimization-
Phase



➤ **EXTEND EXISTING INFRASTRUCTURE**

- ✓ New Platforms
 - For example: Google+, Instagram & Co.

➤ **SPONSORING**

- ✓ Integration of Sponsors into Communication

➤ **GLOBALISATION**

- ✓ Profile-Launch in China & Russia
 - Example vKontakte, SinaWeibo, Tencent

➤ **FAN-ENGAGEMENT**

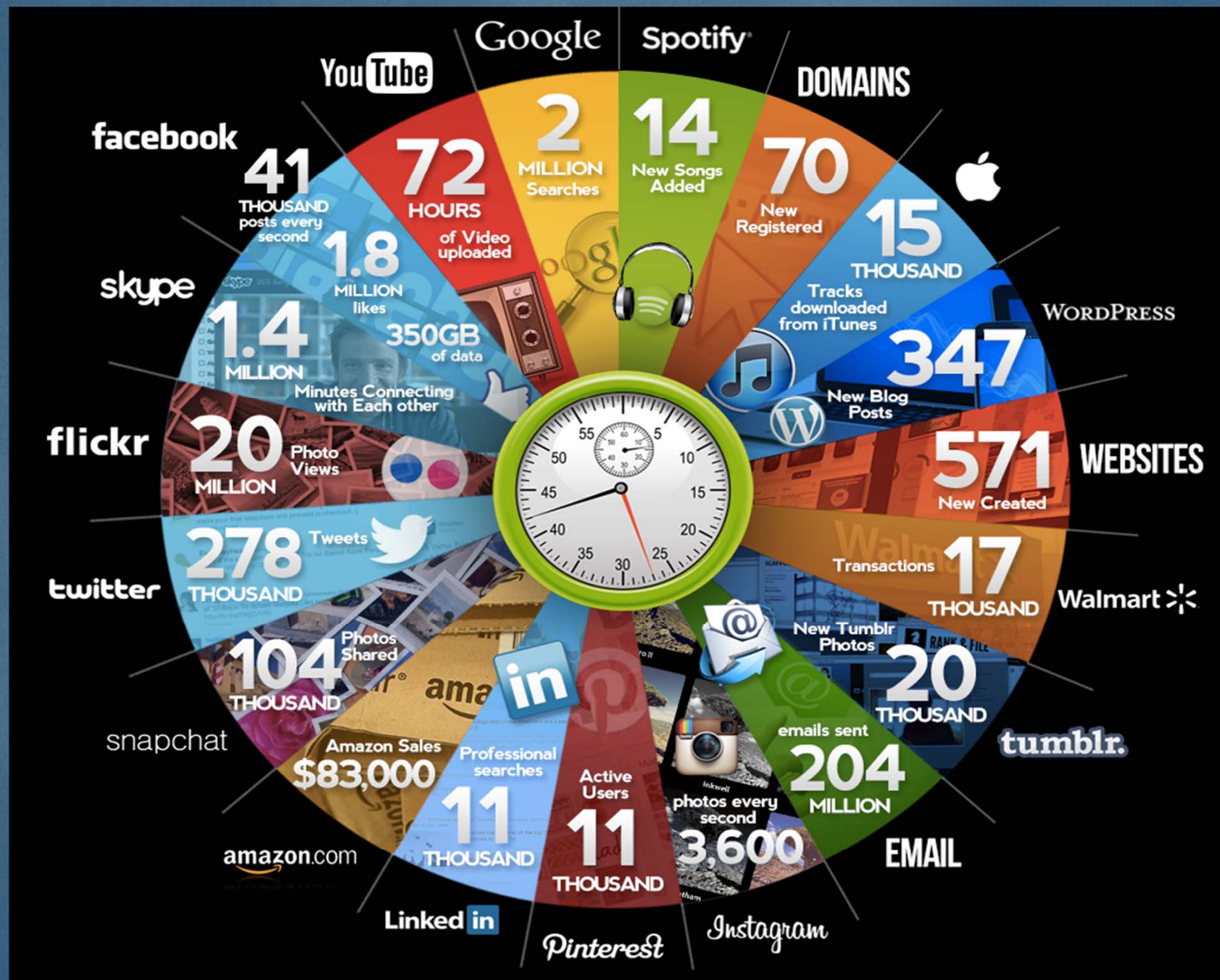
- ✓ Interaction rates as high as possible



NEW PLATFORMS EXAMPLE GOOGLE+

- = Most important arguments:
 - Profile-Presence on Search requests
- Investment into new Platform
 - Approach New Target Audience
- Use of Applications, which Facebook did not offer
 - Video, in combination with YouTube

The screenshot shows a Google search interface. The search bar contains 'Werder Bremen'. Below the search bar, a dropdown menu lists suggestions: 'werder bremen', 'werder bremen forum', 'werder bremen tickets', and 'werder bremen spieler'. To the left of the search results is a sidebar with navigation links: 'Suche', 'Web', 'Bilder', 'Maps', 'Videos', 'News', 'Shopping', 'Blogs', and 'Mehr'. The main search results area displays an advertisement for 'Werder Bremen Fanshop - Aktuelle Werder Fanartikel.' with a list of items and prices: 'Werder Bremen Trikot "Away" Kids 2012/13' for 59,95 €, 'Werder Bremen TW-Trikot gelb' for 49,95 €, and 'Werder Bremen Kapuzenjacke Kids "12"' for 24,95 €. Below the ad is a link to '1. Fußball-Bundesliga: Werder Bremen' with a list of upcoming matches: '20. Okt. 18:30: Werder Bremen - Borussia M'gladbach' and '27. Okt. 15:30: SpVgg Greuther Furth - Werder Bremen'. On the right side of the search results, there is a Google+ profile for 'Werder Bremen'. The profile includes the club's logo, a description 'Google+ Auftritt des SV Werder Bremen', the number of followers 'In 2 meiner Kreise' and '45.198 haben Werder Bremen in Kreisen', and a section for 'Letzte Aktivität' with a post about a match against Gladbach.

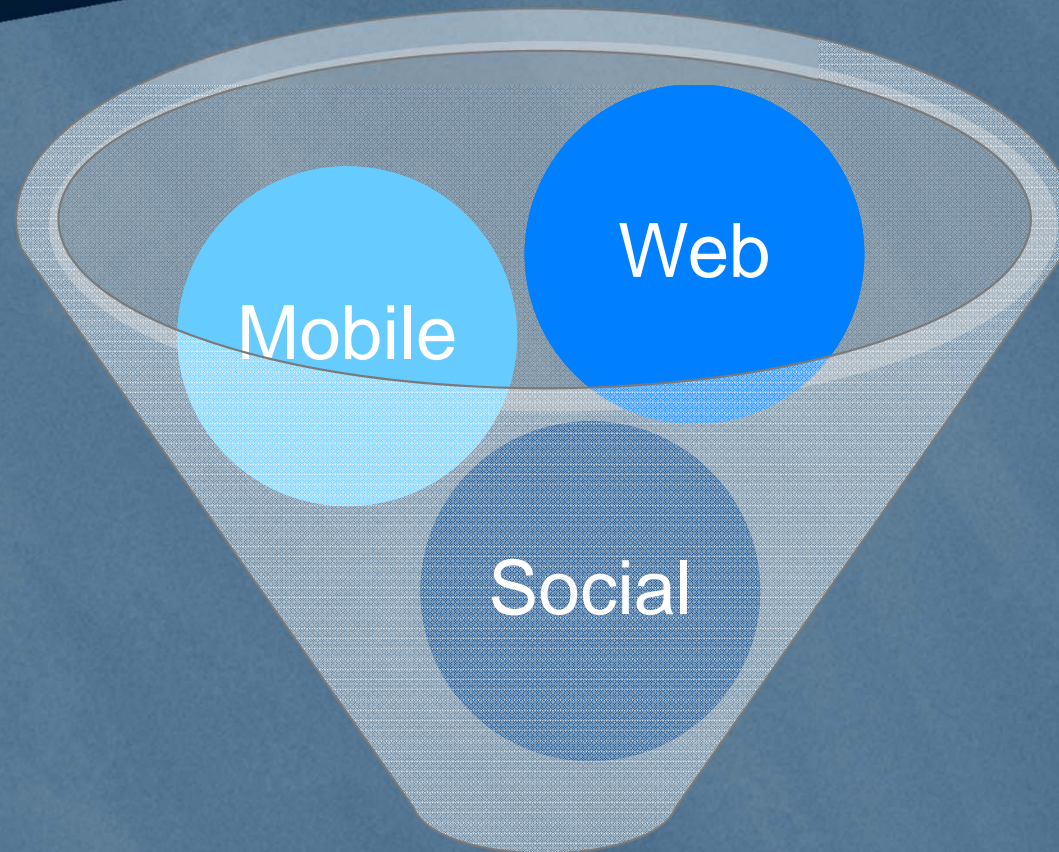




Differentiation- Phase



2014 - ff
Differentiation-Phase



DIRECT FAN
ENGAGEMENT



CLUB PRIORITIES

➤ ORGANISATION

- Structural adjustments to the Organisation
- Monitoring becomes mandatory

➤ POSITIONING

- Personalized Audience Targeting
- Sport-Organisation is Media-Company
- Players are Brand-Ambassadors

➤ MONETIZATION

- Target Audience becomes a commercial value



DEPARTMENT PRIORITIES

- **COMMUNICATIONS & MEDIA DEPARTMENT**
 - Information to Target Audience (Press, Media & Fans)
- **MARKETING DEPARTMENT**
 - Commercialization of Target Audience (Sponsors & Fans)
- **DIGITAL CLUB MEDIA DEPARTMENT**
 - LINK between all departments (Media-, Marketing-, Merchandising-Department), but with the sense of approach, interaction and demand of the fan community

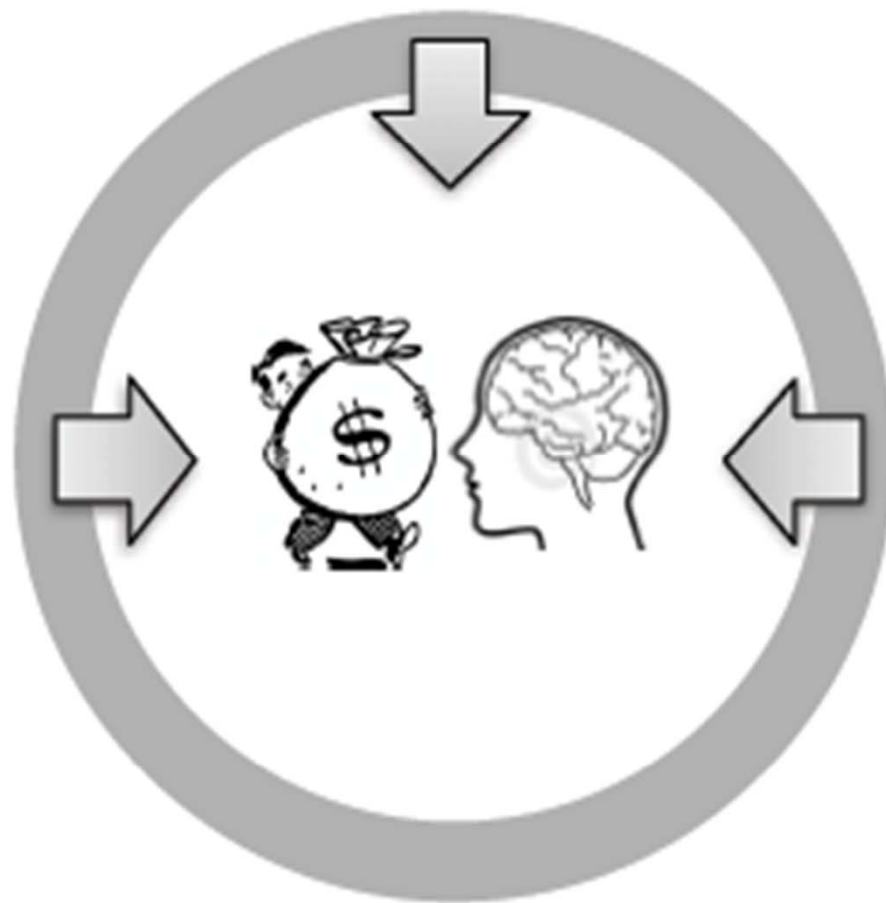


twitter



facebook

You Tube
Broadcast Yourself™

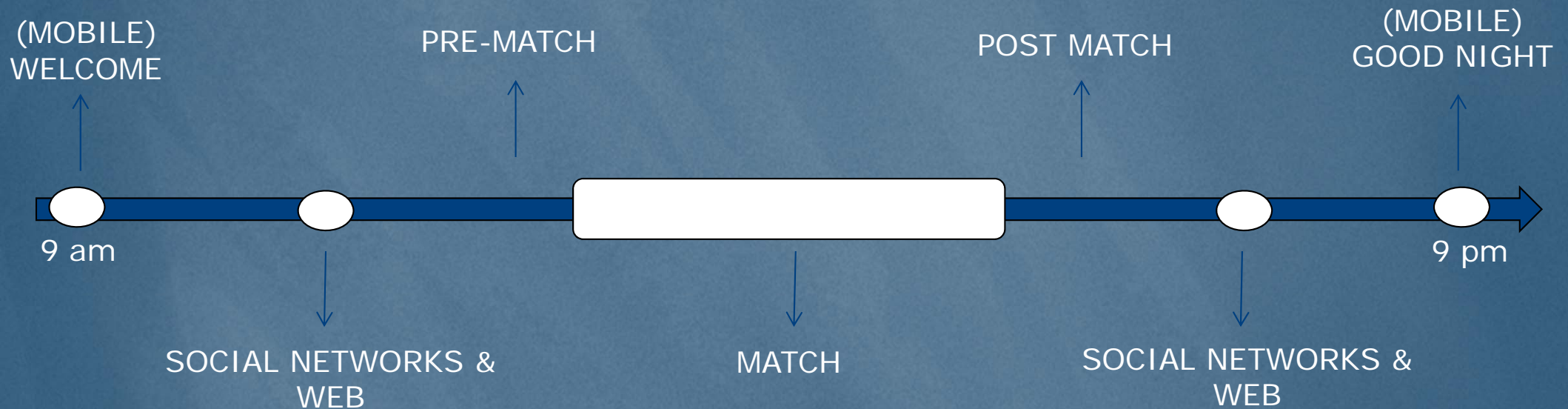


RESULT SPORTS



2014 - ff
Differentiation-Phase

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



THE STATUS QUO & OPPORTUNITY



Web, Mobile & Social

Reach



Impressions

Clicks

Location

Interaction



Unique Visitors

Viral Impact

Engagement

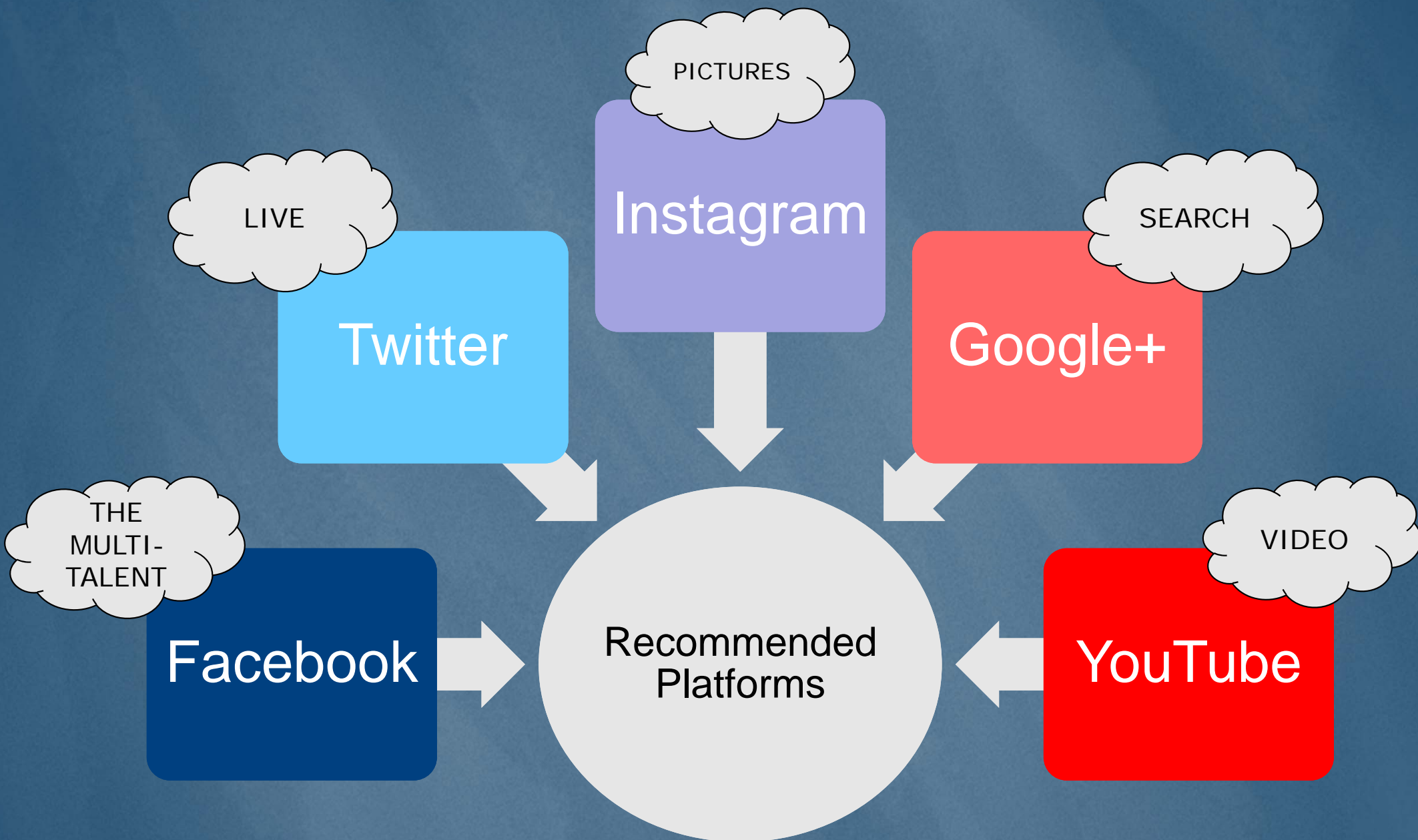
Image



Brand

Influencers

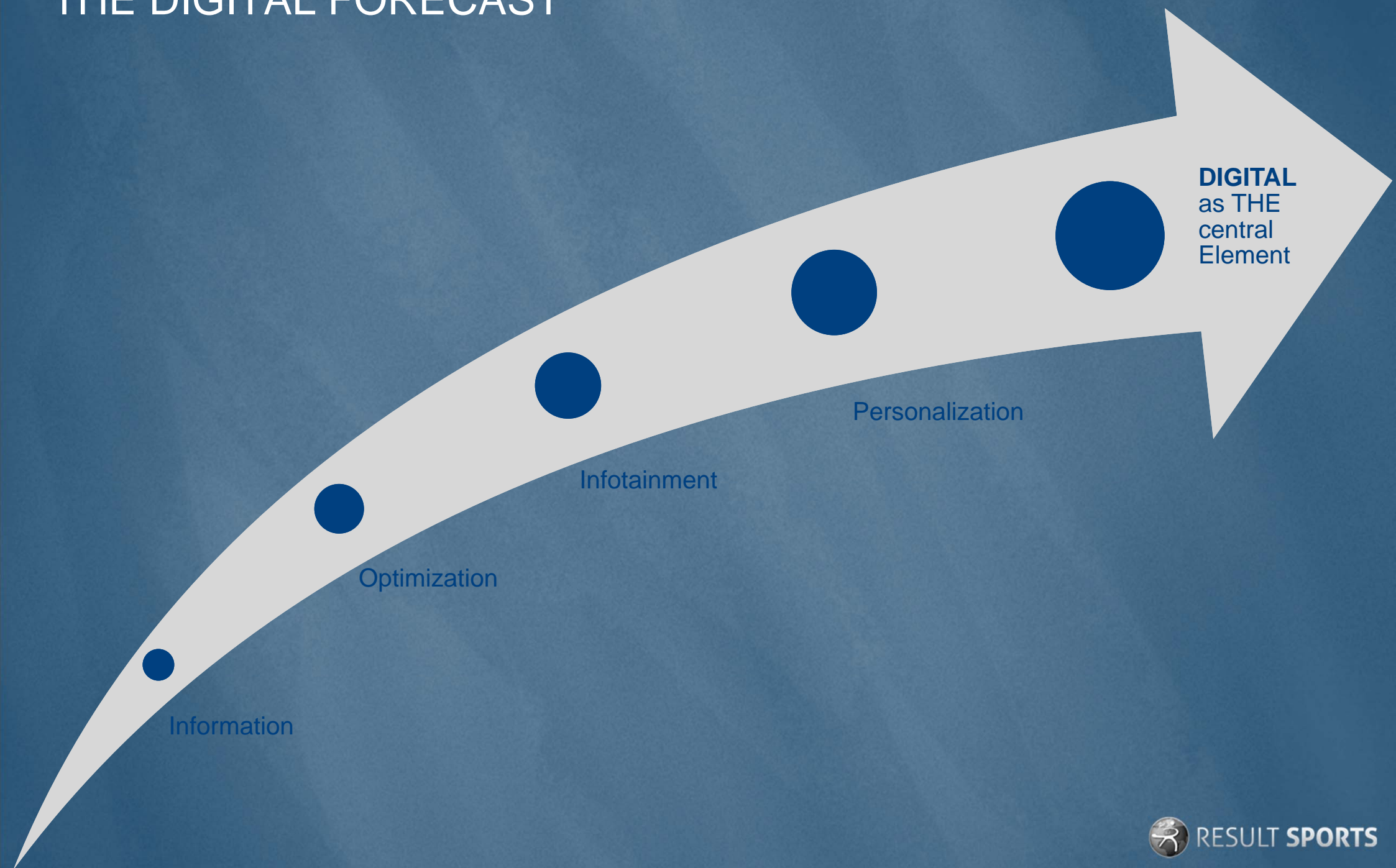
Sentiment



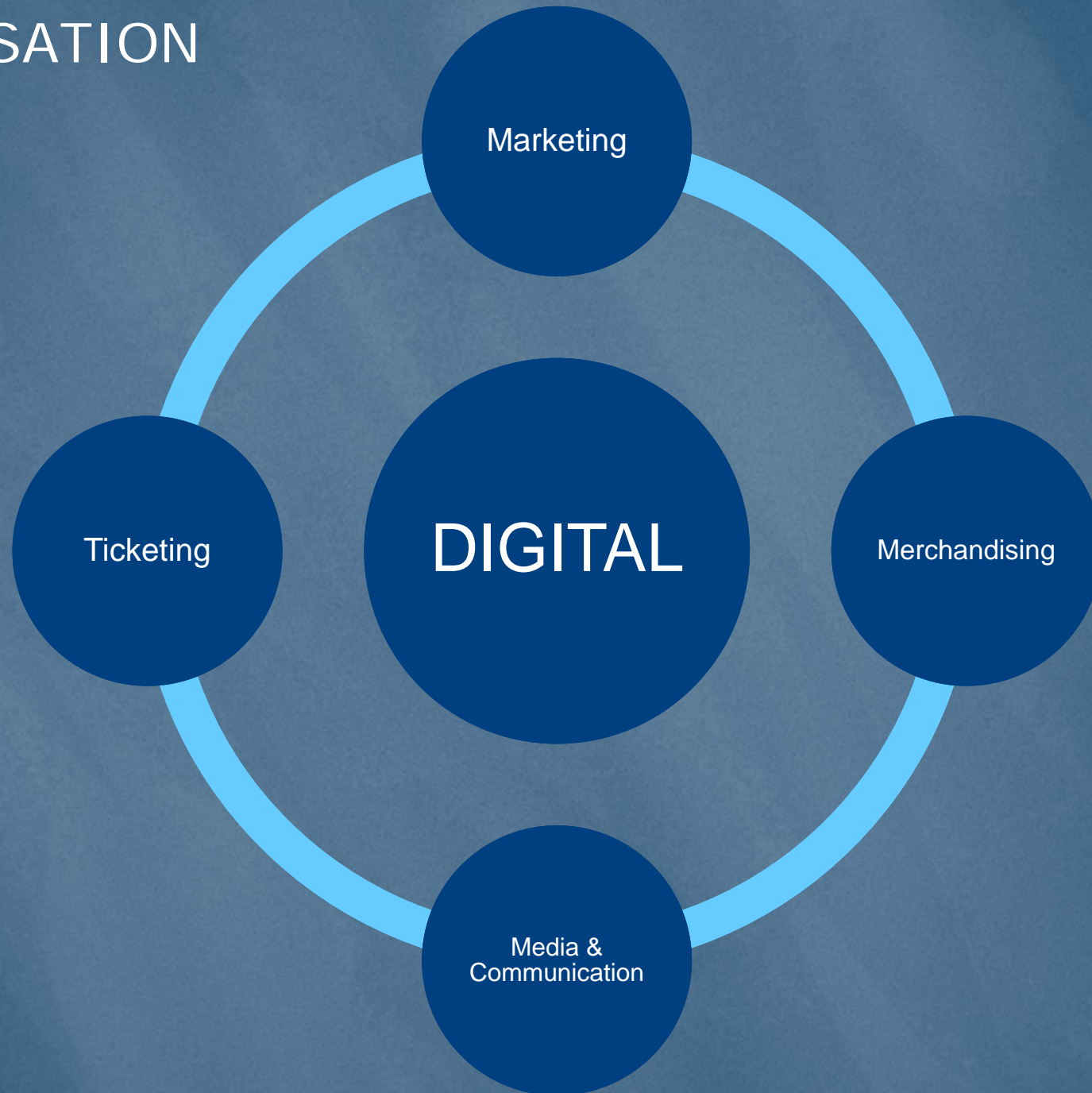
THE CHANGE



THE DIGITAL FORECAST



DIGITAL ORGANISATION



DIGITAL STATUS QUO

DIGITAL ANALYSIS COMPARISON NORTH AMERICA MAJOR SPORTS (LEAGUES)







| DIGITAL REACH | 126.844.323 | 35.308.759 | 17.913.761 | 13.792.967 | 9.805.581 | 8.403.116 | 6.893.453 |
|---------------|-------------|------------|------------|------------|-----------|-----------|-----------|
| Facebook | 27.637.711 | 12.577.103 | 6.312.357 | 3.907.605 | 4.499.906 | 873.794 | 1.901.333 |
| Twitter | 18.094.893 | 14.389.222 | 5.321.596 | 4.248.243 | 2.101.578 | 1.002.266 | 1.481.879 |
| Google+ | 3.065.242 | 2.037.258 | 2.784.350 | 1.595.669 | 2.533.179 | 5.116.369 | 2.522.372 |
| YouTube | 6.537.343 | 566.382 | 577.645 | 606.618 | 131.229 | 221.286 | 216.406 |
| Instagram | 10.947.459 | 4.687.306 | 2.127.941 | 1.684.160 | 384.905 | 511.843 | 457.564 |
| Foursquare | 66.323 | - | 38.410 | 201.560 | - | 51.886 | 31.648 |
| LinkedIn | 76.285 | 86.083 | 69.624 | 19.711 | 18.423 | 36.587 | 33.537 |
| Periscope | 214.444 | - | 105.792 | 84.056 | 46.042 | 41.079 | 31.605 |
| Pinterest | 14.881 | 8.062 | 41.404 | 1.135.206 | 9.798 | 3.986 | 3.360 |
| SinaWeibo | 31.487.439 | 385.331 | - | - | - | 506.517 | - |
| Tencent | 27.288.670 | - | - | - | - | - | - |
| Vine | 1.413.633 | 572.012 | 534.642 | 310.139 | 80.521 | 37.503 | 213.749 |







RESULT SPORTS

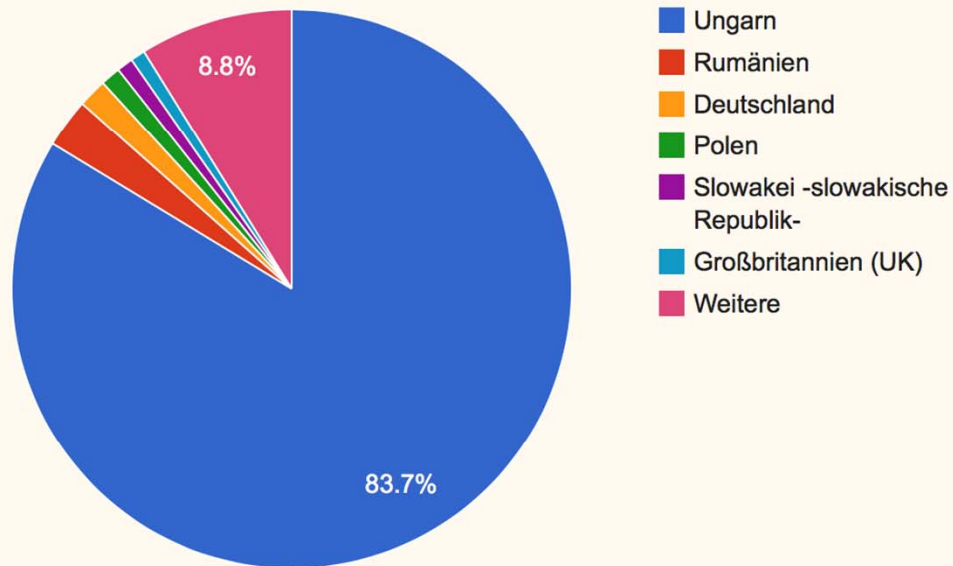
Data Uplift December 1st 2015

DIGITAL STATUS QUO

| Teams | Country | Digital Reach | | Facebook | Twitter | Google+ | YouTube | Instagram | Periscope | Pinterest |
|--|--------------------|---------------|----------------|---------------------|------------------------|------------------------|--------------------------|------------------------|------------------------|------------------------|
| | | | | Likes 01.05.2015 | Follower 01.05.2015 | Follower 01.05.2015 | Subscriber 01.05.2015 | Follower 01.05.2015 | Follower 01.05.2015 | Follower 01.05.2015 |
|  | PSG Handball | France | 671.180 | 601.053 | 30.008 | 271 | 9.602 | 30.246 | 0 | 0 |
|  | Vive Tauron Kielce | Poland | 181.345 | 167.863 | 3.267 | 54 | 4.078 | 6.062 | 21 | 0 |
|  | THW Kiel | Germany | 146.602 | 115.133 | 18.411 | 825 | 3.639 | 8.594 | 0 | 0 |
|  | MKB-MVM Veszprém | Hungary | 144.640 | 136.577 | 3.954 | 205 | 2.061 | 1.791 | 0 | 52 |

| Teams | Country | Digital Reach | | Facebook | Twitter | Google+ | YouTube | Instagram | Periscope | Pinterest |
|--|--------------------|---------------|------------------|---------------------|------------------------|------------------------|--------------------------|------------------------|------------------------|------------------------|
| | | | | Likes 01.05.2016 | Follower 01.05.2016 | Follower 01.05.2016 | Subscriber 01.05.2016 | Follower 01.05.2016 | Follower 01.05.2016 | Follower 01.05.2016 |
|  | PSG Handball | France | 1.176.456 | 1.041.574 | 44.124 | 333 | 13.990 | 76.435 | 0 | 0 |
| | | | 505.276 | 440.521 | 14.116 | 62 | 4.388 | 46.189 | 0 | 0 |
|  | Vive Tauron Kielce | Poland | 225.502 | 196.432 | 4.954 | 68 | 5.702 | 18.164 | 182 | 0 |
| | | | 44.157 | 28.569 | 1.687 | 14 | 1.624 | 12.102 | 161 | 0 |
|  | THW Kiel | Germany | 182.909 | 142.610 | 25.799 | 872 | 4.878 | 8.750 | 0 | 0 |
| | | | 36.307 | 27.477 | 7.388 | 47 | 1.239 | 156 | 0 | 0 |
|  | MKB-MVM Veszprém | Hungary | 181.094 | 165.304 | 5.304 | 242 | 2.916 | 7.267 | 0 | 61 |
| | | | 36.454 | 28.727 | 1.350 | 37 | 855 | 5.476 | 0 | 9 |

DIGITAL STATUS QUO

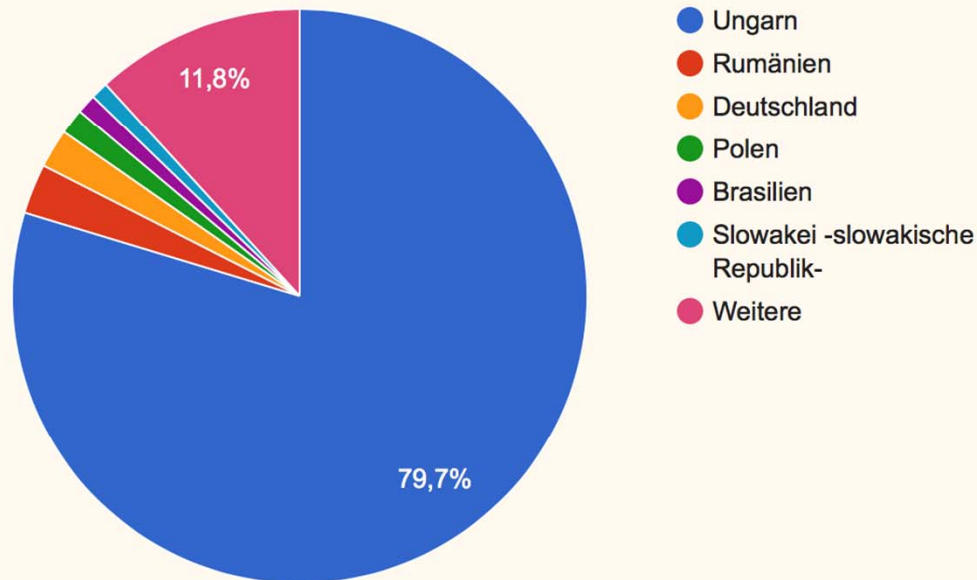


Stand: 24.05.2015

| 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 |

2015

DIGITAL STATUS QUO

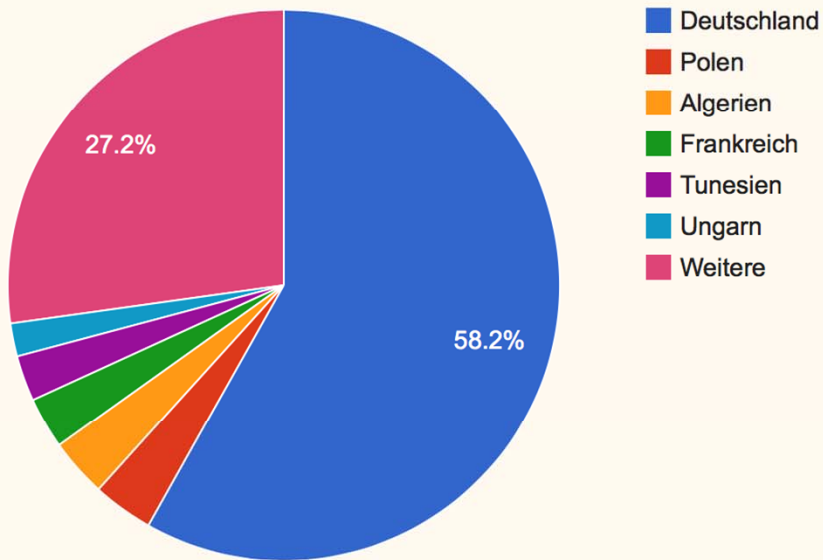


Stand: 22.05.2016

| Land | Anteil |
|---------------------------------|--------|
| Ungarn | 130968 |
| Rumänien | 4621 |
| Deutschland | 3610 |
| Polen | 2370 |
| Brasilien | 1808 |
| Slowakei -slowakische Republik- | 1610 |
| Großbritannien (UK) | 1599 |
| Kroatien | 1275 |
| Österreich | 1233 |
| Frankreich | 1193 |
| Serbien | 1172 |
| Algerien | 1093 |
| Mazedonien | 1008 |
| Bosnien-Herzegowina | 777 |
| Spanien | 767 |

2016

DIGITAL STATUS QUO

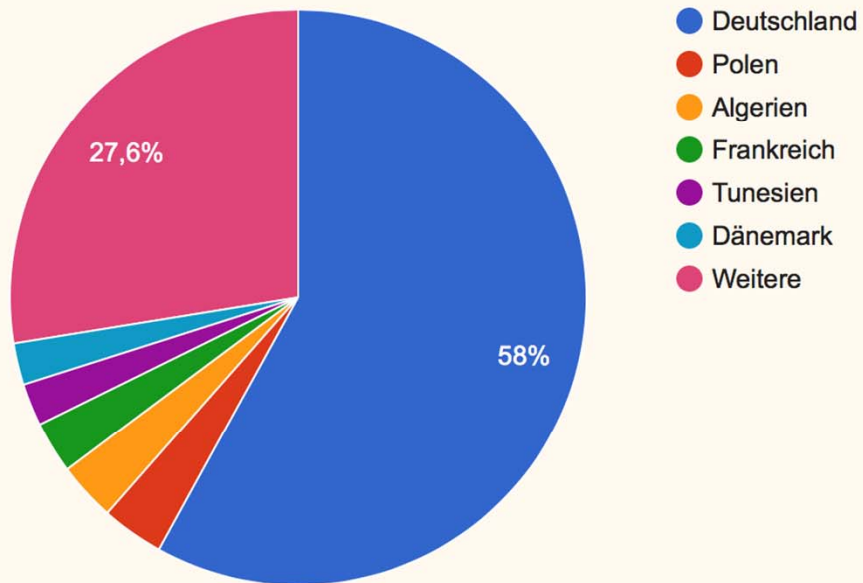


Stand: 24.05.2015

| 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 |

2015

DIGITAL STATUS QUO

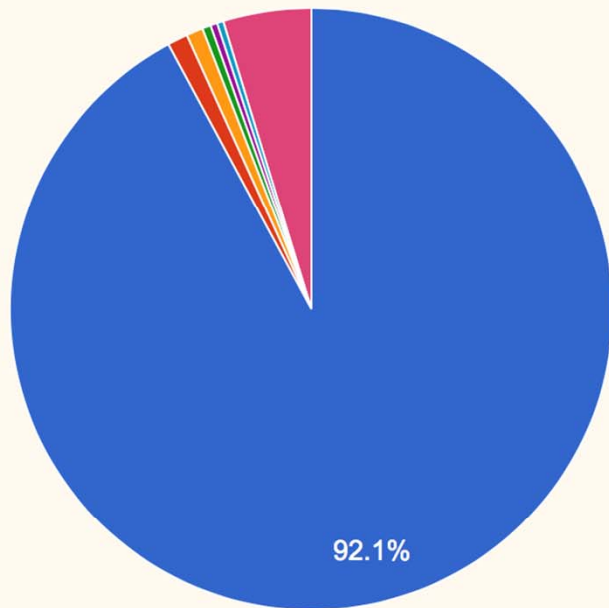


2016

Stand: 22.05.2016

| Land | Anteil |
|-----------------------|--------|
| Deutschland | 81276 |
| Polen | 4893 |
| Algerien | 4587 |
| Frankreich | 4077 |
| Tunesien | 3352 |
| Dänemark | 3284 |
| Brasilien | 2823 |
| Kroatien | 2699 |
| Ungarn | 2627 |
| Tschechische Republik | 2117 |
| Rumänien | 2103 |
| Serbien | 1857 |
| Portugal | 1845 |
| Österreich | 1576 |
| Ägypten | 1554 |

DIGITAL STATUS QUO



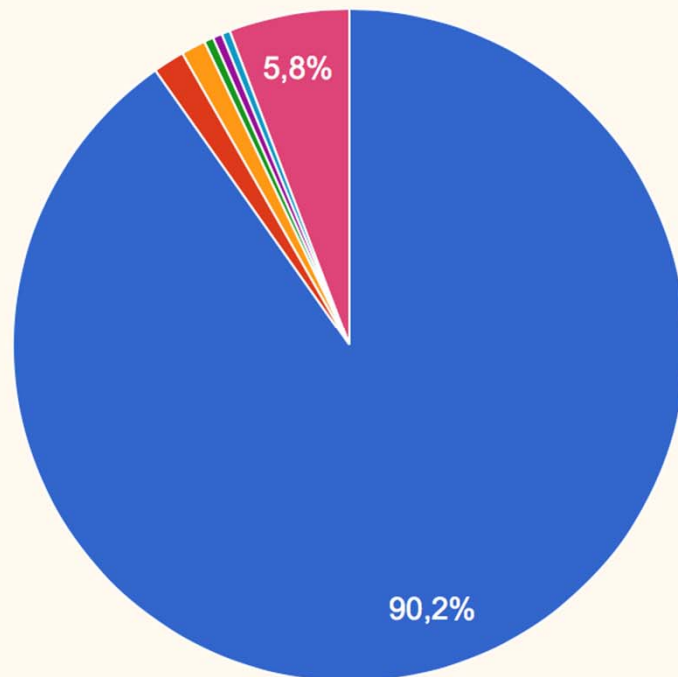
- Polen
- Großbritannien (UK)
- Deutschland
- Mazedonien
- Kroatien
- Brasilien
- Weitere

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 |

2015

DIGITAL STATUS QUO



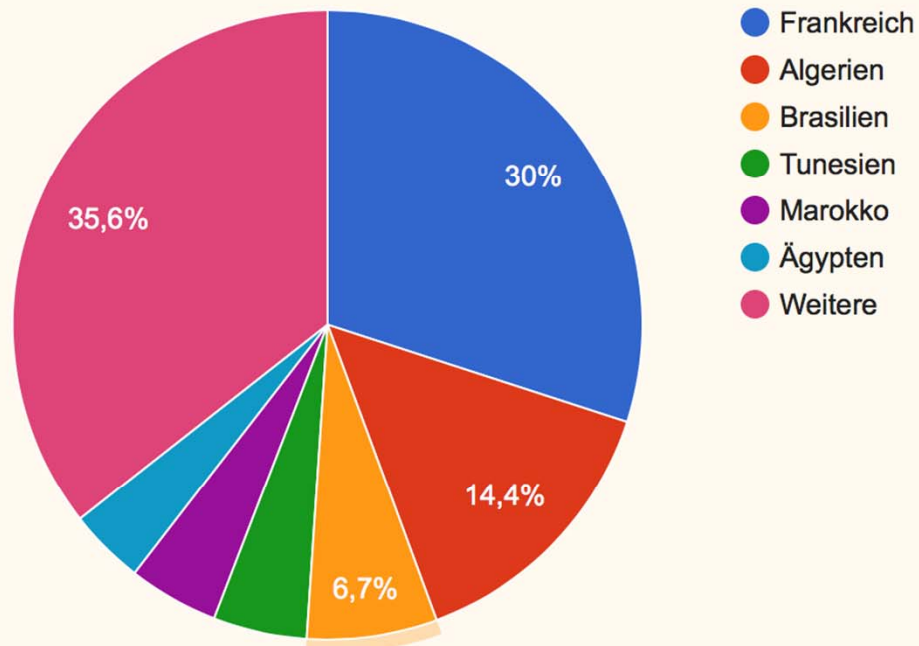
- Polen
- Großbritannien (UK)
- Deutschland
- Kroatien
- Mazedonien
- Brasilien
- Weitere

Stand: 22.05.2016

| Land | Anteil |
|--------------------------------|--------|
| Polen | 177135 |
| Großbritannien (UK) | 2969 |
| Deutschland | 2316 |
| Kroatien | 885 |
| Mazedonien | 875 |
| Brasilien | 800 |
| Niederlande | 792 |
| Ungarn | 747 |
| Algerien | 712 |
| Frankreich | 704 |
| Vereinigte Staaten von Amerika | 599 |
| Portugal | 498 |
| Spanien | 482 |
| Bosnien-Herzegowina | 482 |
| Norwegen | 439 |

2016

DIGITAL STATUS QUO



Stand: 22.05.2016

| Land | Anteil |
|----------------|--------|
| Frankreich | 280083 |
| Algerien | 134230 |
| Brasilien | 62438 |
| Tunesien | 44888 |
| Marokko | 43272 |
| Ägypten | 36385 |
| Elfenbeinküste | 29029 |
| Indonesien | 24604 |
| Thailand | 23516 |
| Mexiko | 18249 |
| Senegal | 15733 |
| Kamerun | 12224 |
| Kolumbien | 11611 |
| Vietnam | 11329 |
| Argentinien | 10942 |

2016



DIGITAL MONETISATION



DIGITAL MONETISATION



Mobile



Social





B2B

.....

Web



Sponsors

Universal Ad Package

Category Sponsor

Mobile

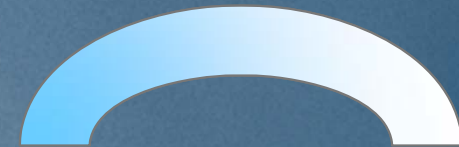


Universal Ad Package

Category Sponsor

App Sponsor

Social



Platform
Sponsor

Content Sponsor

Editorial Sponsor

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



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**

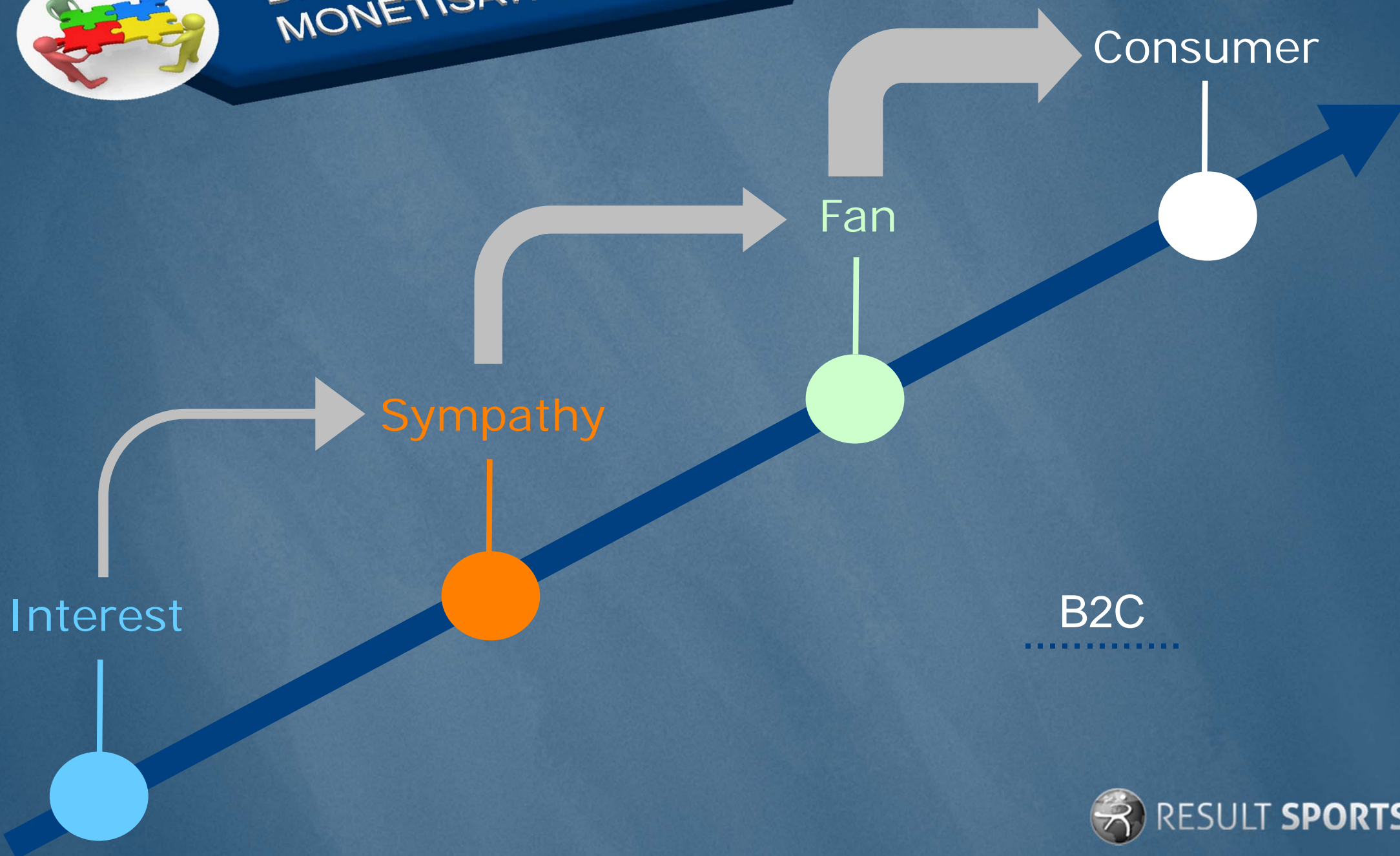
- **Profile Observations**

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





DIGITAL
MONETISATION



RESULT SPORTS



CLUB CONSIDERTATION S

➤ 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



DIGITAL MONETISATION

OPTIONS & VALUES

| ➤ SPONSORED POSTS | Wert eines Posts |
|----------------------------------|------------------|
| Cristiano Ronaldo | 156.000 € |
| ➤ APPS | |
| Lionel Messi | 100.000 € |
| ➤ PLATTFORM SPONSORING | |
| Neymar | 95.000 € |
| ➤ CONTENT SPONSORING | |
| Mesut Özil | 87.000 € |
| ➤ EDITORIAL SPONSORING | |
| Marco Reus | 24.000 € |
| ➤ GEOGRAPHICAL SPONSORING | |
| Manuel Neuer | 17.000 € |

Quelle: Reuters Sport Intelligence



DIGITAL MONETISATION

PLATFORM SPONSORING

Der Facebook-Auftritt wird präsentiert von der

Volksbank Mittelhessen

BESUCHT AUCH UNSEREN STAND AUF DEM SELTERSWEG!

★★★★★
DEUTSCHER MEISTER
1965 - 1967 - 1968
1975 - 1978

★★★
POKALSIEGER
1969 - 1973 - 1978

TRADITION
IST 1848.

FC BAYERN MÜNCHEN

SKILLS / TRAINING / MATCH

BEHIND THE SCENES / COMMUNITY

NEWS / EXCLUSIVE

Official YouTube Channel - exclusively presented by:

HypoVereinsbank

FCB.tv

GIESSEN 46ers

Sports Team

Like Follow Message

Timeline About Photos Events More ▾

GIESSEN 46ers

BBL



DIGITAL MONETISATION

FACEBOOK APPS EXAMPLES

Promo Shopping Cluberer

NICLAS
FÜLLKRUG

PENIEL
MLAPA

ALESSANDRO
SCHÖPF

WOLFMÖBEL UND DAS MODEHAUS
WÖHRL SUCHEN GEMEINSAM MIT
DEM 1. FC NÜRNBERG DEN

SHOPPING CLUBERER

BEWIRB DICH UND GEH MIT UNS SHOPPEN!

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



RESULT SPORTS

SUMMARY



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/ResultSports
Twitter: @resultsports
E. mleo@result-sports.com
Twitter: @marioleo71
W. www.result-sports.com

