

# League Marketing in the Future

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David Szlezak,  
Managing Director  
EHF Marketing GmbH

Cologne, 26.5.2016

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## 1. History of EHF Champions League

# 1994 - 2005

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- 1994 : 1<sup>st</sup> winner - TEKA Santander
- Sport competition vs. economic component / market study on advertising
- EHFM decision making process
- Foundation and implementation

# 2005 - 2009



**2005/06**

## **FOUNDATION**

of EHF Marketing  
after bankruptcy of  
Sponsor Service

**2006/07**

## **CENTRAL MARKETING**

- partner: Sportfive
- product development
- unique flooring
- consistent branding
- clear advertising setup
- “full service agency”

**2008/09**

## **IN HOUSE**

- exit with Sportfive
- sales
- production & logistics
- sponsors: Interwetten, Jack&Jones, etc

# 2010- ...



**2010/11**

## **ALL NEW**

- VELUX as title sponsor
- new final format: FINAL4
- internal restructuring
- LCD project with SHARP

**2011/12**

## **NEW LOOK**

- design relaunch
- proper logistics system with K&N

**2013/14**

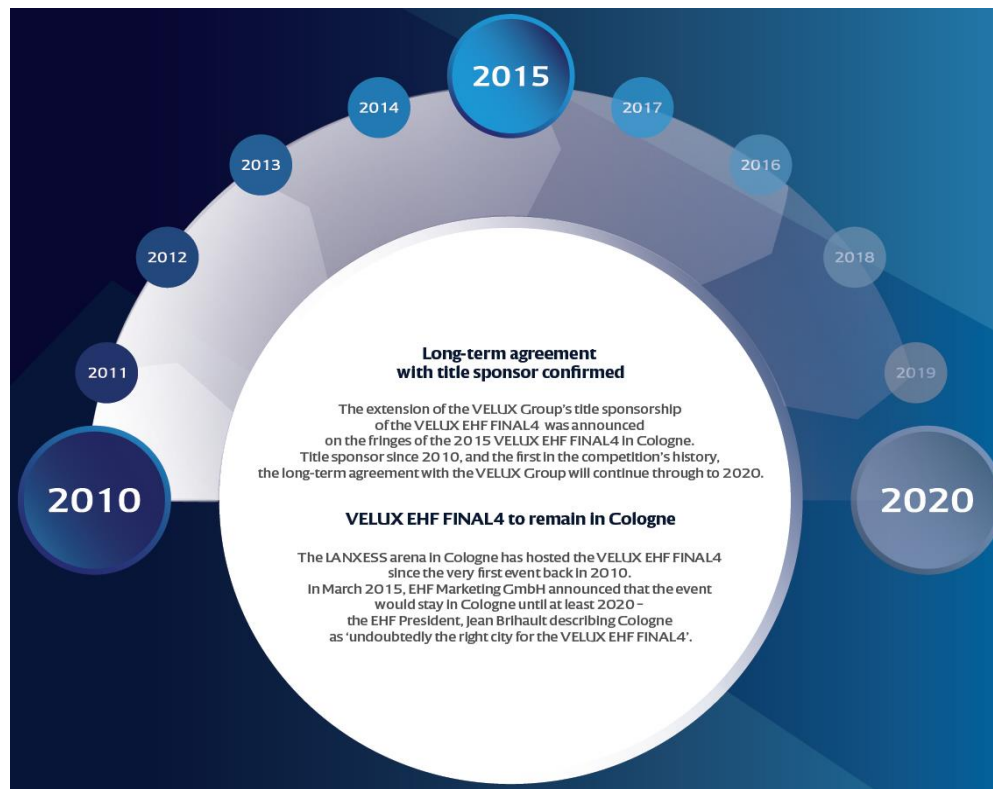
## **WOMEN & MEDIA RIGHTS**

- central marketing deal with MP & Silva
- new final format for WCL: Women's EHF FINAL4

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## 2. Status quo

# ...until 2020



# COMMUNITY

above average  
EDUCATION



above  
average  
INCOME



equal share in  
MEN & WOMEN



interest in  
TRAVEL & CLOTHING



**SPENDING INTEREST**

in sporting and leisure goods & services,  
automotive products and house appliances



more than 75%  
USING  
SMARTPHONES



**SOCIALLY  
ACTIVE**

## FANS AND SPECTATORS

more than  
**800,000**  
TEAMS  
worldwide

around  
**19 MILLION**  
ACTIVE PLAYERS  
in Europe





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## 2.1. Facts and Figures VELUX EHF CL

## FACTS & FIGURES

**VELUX®**



**850,000 SPECTATORS**  
live in the arenas all over Europe



**10,271 HOURS**  
broadcasted



**360 million PEOPLE**  
people watching the games  
on TV worldwide



**250,000 FANS**  
of social media community

**31 TEAMS**

**23 COUNTRIES**

**204 MATCHES**

more than  
**12,000 MINUTES**  
of exciting match action

# KEY MARKETS

FRANCE HUNGARY GERMANY SPAIN DENMARK POLAND



## KEY MARKETS

in terms of...

- ...live audience
- ...competitions performance
- ...TV audience
- ...sports interest
- ...social media stats



AROUND  
THE TEAMS

VELUX®



**PARIS SAINT-GERMAIN  
HANDBALL** HAS THE  
HIGHEST BUDGET OF ALMOST  
€ 15 MIO.

**THW Kiel (GER)**

reached at least the  
Group Phase  
**19x** since the  
beginning in  
1993/94



In 2014/15  
**Besiktas MOGAZ HT**  
was the first club to ever  
qualify from Turkey

10 different clubs from  
**DENMARK** have  
been part of the com-  
petition's  
history.



**KIRIL LAZAROV (MKD)**

is leading the all-time  
TOP SCORER ranking  
with 977 goals and  
13 participations



**Alfred Gislason** is the only coach who won the title with two different  
teams three times: 2002 SC Magdeburg | 2010 & 2012 THW Kiel



**883,351 likes** on the official facebook  
page of Paris Saint-Germain Handball

The last seasons's top scorer is  
**MOMIR ILIC** from Hungarian  
MKB-MVM Veszprem with  
**114 GOALS** in 16 MATCHES.



**FC BARCELONA** HAS WON  
THE COMPETITION **8 TIMES**  
AND LEADS THE BOARD OF  
ALL-TIME WINNERS

**SKOPJE (MKD)**

is present in the  
competition with  
two teams for the  
third season in a row  
(2013/14 - 2015/16)



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## 2.2. Facts and Figures WOMEN'S EHF CL



## FACTS & FIGURES

WOMEN'S



**22** TEAMS

**17** COUNTRIES

**200,000** LIVE SPECTATORS



**3,773** HOURS BROADCASTED

**60** COUNTRIES REACHED

**130 MILLION** PEOPLE WATCHING



# KEY MARKETS

WOMEN'S



ROMANIA SLOVENIA

HUNGARY

POLAND

MACEDONIA

MONTENEGRO

WOMEN'S



## KEY MARKETS

in terms of...

- ...live audience
- ...competitions performance
- ...TV audience
- ...sports interest
- ...social media stats



## AROUND THE TEAMS



**HC Vardar** and  
**HCM Baia Mare** are  
the only clubs which have  
teams in both the VELUX  
and the WOMEN'S EHF  
Champion League



Since the first WOMEN'S EHF FINAL4 in 2014, two teams  
managed to qualify for every one of the season's highlight -  
**Buducnost** and **HC Vardar**



In 2015/16 newcomer  
**CSM Bucuresti**  
managed to reach the  
FINAL4 in its first season  
in the competition



**ANITA GÖRBICZ**  
is leading the all-time  
TOP SCORER ranking  
with 741 goals and  
14 seasons played



For eight consecutive years, **GYÖR**  
qualified for at least the semi finals,  
a streak only stopped by HC Vardar in 2015



**Hypo Niederösterreich** still is the **most successful**  
**club** with **+355 goals** since the development of the competition  
in 1994 although not being qualified for the half finals since 2008

**32 Clubs**  
from **20 countries**  
have joined the  
competition so far



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## 3. Challenges

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## 3.1. TV

# TV broadcaster VELUX EHF FINAL4 2016



<b>GER</b>	Sky Germany
<b>HUN</b>	Sport TV
<b>POL</b>	NC+
<b>POL</b>	Eleven Sports
<b>FRA</b>	beIN Sports
<b>EU</b>	ehfTV.com
<b>BIH/MNE/MKD/SRB</b>	Arenasport
<b>SWE</b>	Viasat
<b>NOR</b>	Viasat
<b>ROU</b>	Digi Sport
<b>ROU</b>	Dolce Sport
<b>ESP</b>	Teledeporte

<b>ESP</b>	Esports3
<b>DEN</b>	DR
<b>DEN</b>	Viasat
<b>CRO</b>	Hrvatski telekom
<b>CRO</b>	HRT
<b>MKD</b>	MRT
<b>SVK/CZE</b>	Sport1
<b>SLO</b>	Sport TV
<b>TUR</b>	Dsmart
<b>GRE</b>	OTE Sport
<b>POR</b>	Sport TV
<b>ITA</b>	Sportitalia

<b>ISR</b>	Sport1
<b>RUS</b>	NTV+
<b>SUI</b>	Teleclub
<b>BEL</b>	Eleven Sports
<b>ISL</b>	365
<b>FIN</b>	YLE
<b>MENA</b>	beIN Sports
<b>USA</b>	beIN Sports
<b>BRA</b>	Esporte Interativo
<b>Asia</b>	Eleven Sports

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## 3.2. Sponsoring

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### 3.3. Others

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## 4. Situation in other sports

# Central vs. decentral marketing

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- Soccer
- Basketball
- Volleyball
- Icehockey
- Handball / other leagues

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## 5. Strategy



# Build a brand



# Clean setup

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# Sponsoring



**VELUX®**

**JACK & JONES®**

**UNIQA**



**tipico**



**LANXESS arena**

**Stadionwelt®**



**Gerflor**  
theflooringroup



# Media Advisory Agreement

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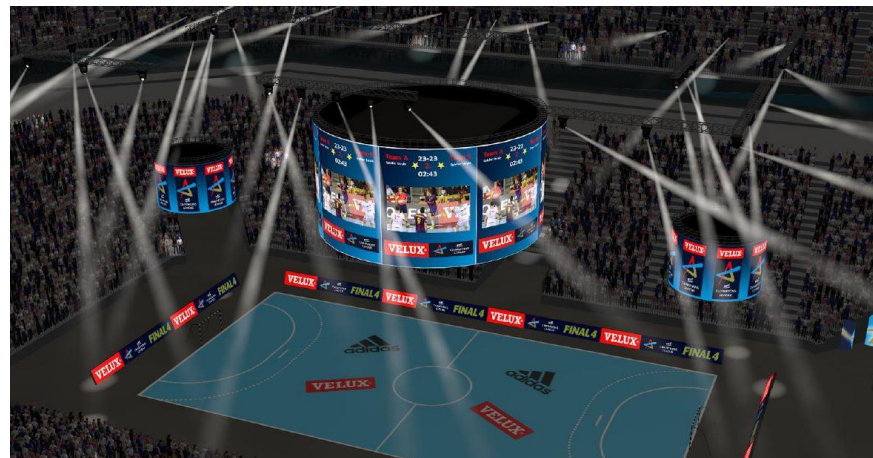
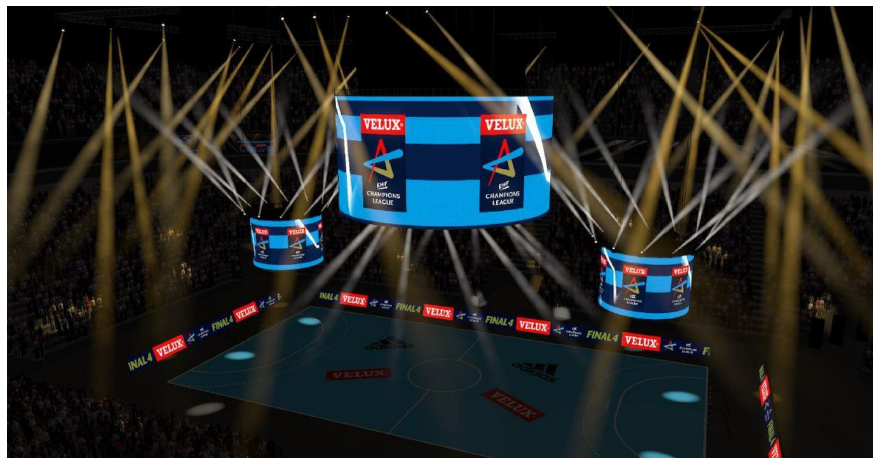




# Event

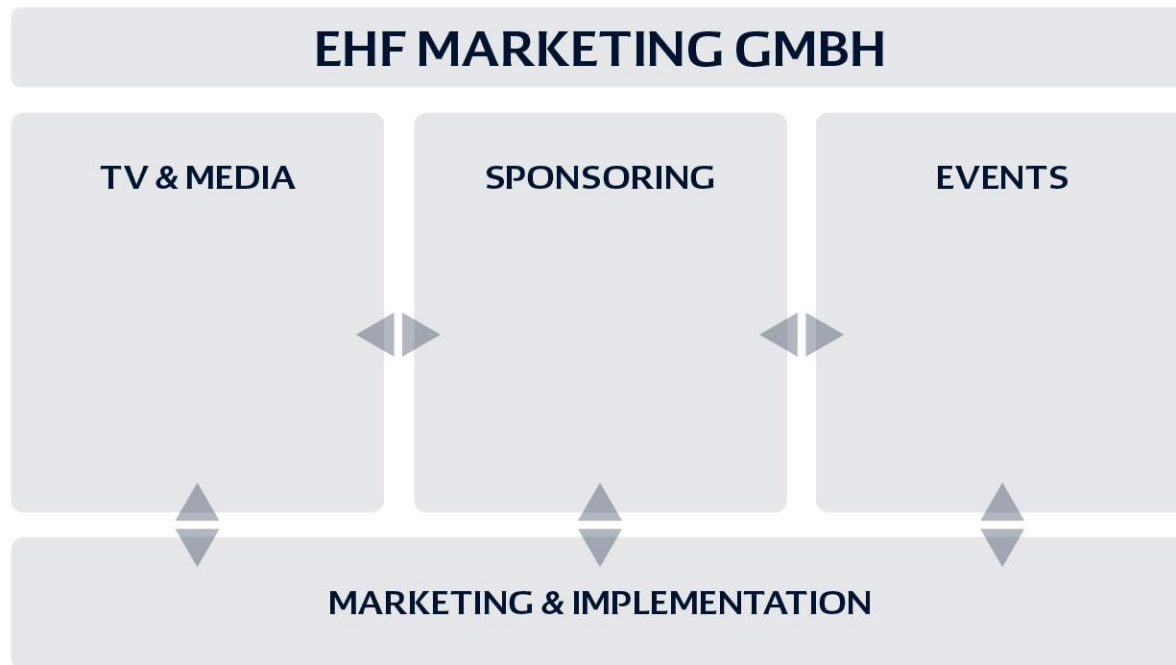


# Evolution of FINAL4



...gettin' ready ...

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# EHFTV.com - Relaunch





# EHFTV.com – Image campaign

A close-up photograph of a male handball player's face and hands. He is wearing a red jersey and white gloves, holding a handball. The background is dark and blurred.

**ehfTV**

The best of European  
**HANDBALL**  
**LIVE**  
Wherever you are!

All matches of the VELUX EHF Champions League and WOMEN'S EHF Champions League, selected games of the DKB Handball-Bundesliga, Liga Bauhaus Asobal and EHF Cups live and on demand. Don't miss the best highlights, compilations, interviews, features, behind the scenes and more.

Watch it wherever you are on ehfTV.com!

A photograph of two female handball players in action. One player in a red jersey is jumping to catch the ball, while another player in a white jersey is jumping to block her. The background is dark and blurred.

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Watch it wherever you are on ehfTV.com!

A close-up photograph of a handball player's hands holding a handball. The player is wearing a red and blue jersey. The background is dark and blurred.

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**HANDBALL**  
**LIVE**  
Wherever you are!

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# New Website as of 2016/17

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- First roll-out planned with beginning of EHF Champions League Season 2016/17

# #MOTW



## VELUX EHF Champions League

200 matches / 18 rounds  
2,074 hrs of live broadcasting  
full arenas in key markets and key matches  
one of Europe's best indoor sports competitions

# BUT



## only 1 key event

... to host guests  
... with event branding  
... with sponsor activation  
... with shows & entertainment  
... with intense media coverage



- › 1 pre-selected match per round
- › gets more attention and investment
- › is organized as an event rather than a match
- › kick off: 16/17 season – step by step implementation

# Tracking

A key element of our digital vision is to provide a greater depth of data than has ever been provided before in the sport and here tracking is the magic word. Where classic scouting parameters like shots, goals and saves are sufficient to follow a match, further information like acceleration, speed of play, positioning of players and time in possession are helping to understand it. This data will have a big impact on both coaching and the way handball is presented in media as technology enables us to deliver more insight into the sport.

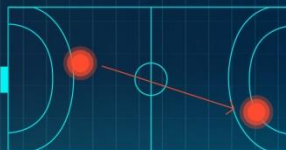
## BASIC DATA

CLUB	XXX	AGE	27
NATIONALITY	XXX	HEIGHT	1.92 m

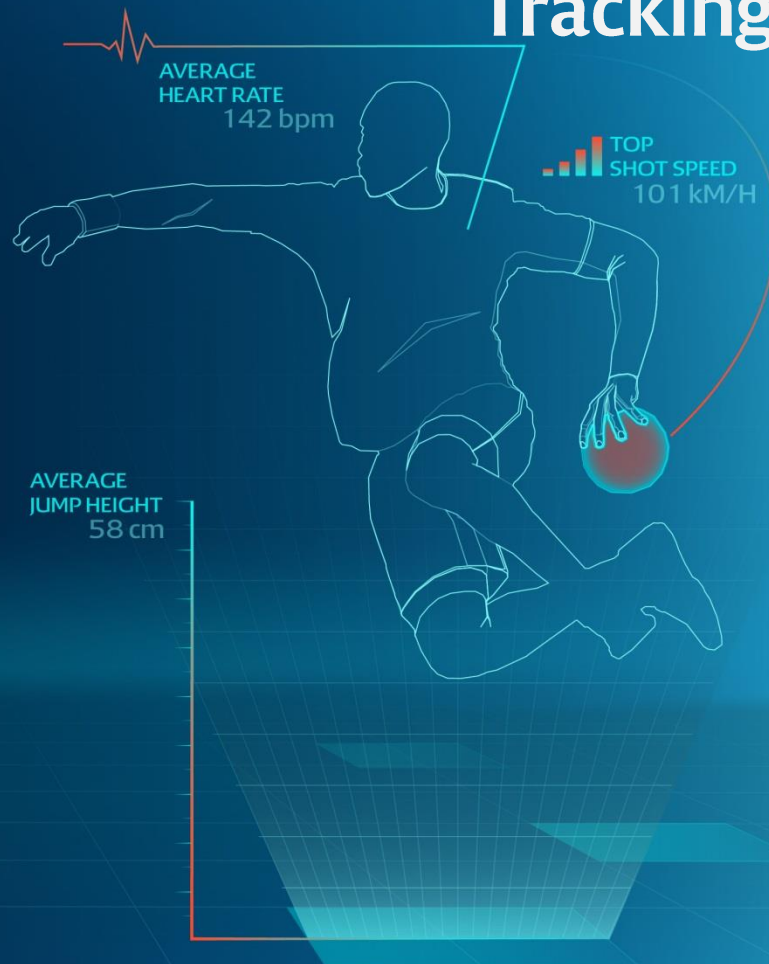
## PERFORMANCE DATA

GOALS	4	BALL POSSESSION	3.17 min
SHOOTING EFFICIENCY	83%	AVERAGE POSSESSION	1.03 sec
ASISTS	6	FOULS RECEIVED	5
PASS COMPLETION	98%	FOULS COMMITED	3
PASSES RECEIVED	91	STEALS	2

## POSITION DATA



DISTANCE COVERED	4.1 km
TOP SPEED	27 km/H
SPRINTS	25



THANK YOU &  
ENJOY YOUR EVENING