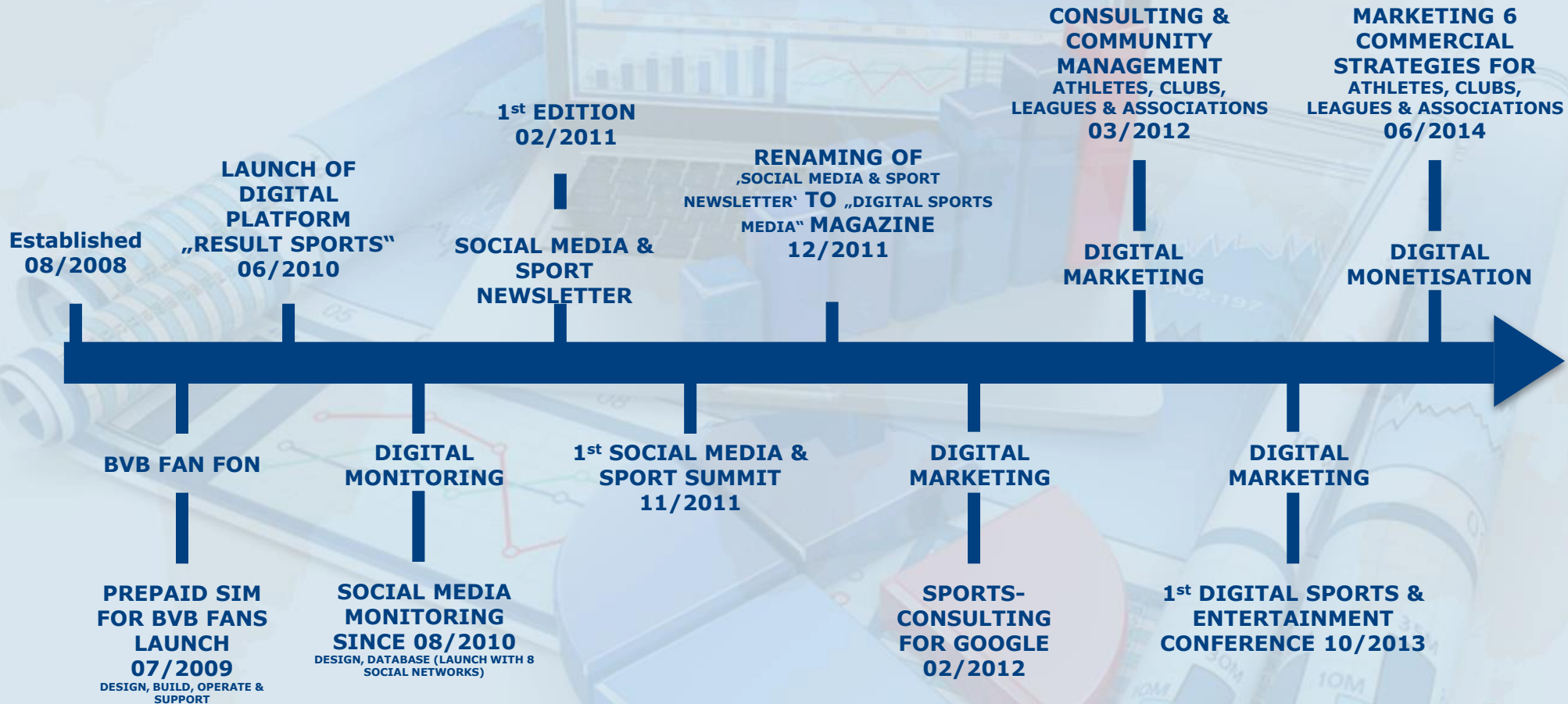


DIGITAL SPORTS MEDIA

'PLAYERS AS BRAND AMBASSADORS'

COLOGNE, JUNE 2ND 2017

RESULT MILESTONES





RESULT SPORTS

A YEAR ONWARDS IN OUR DIGITAL SPORTS MEDIA JOURNEY



THE DIGITAL TRANSITION



TECHNOLOGY EVOLUTION

WEB

Since its public 'acceptance' in 1990, the Web has had an incredible evolution. The world "connects" on a daily basis, uses the Web to teach, learn, get information, search and much, much more...

MOBILE

Of course Mobile did exist since the mid 80's, the breakthrough started with the Smartphone launch early 2000. Today we see the shift from Desktop/ Laptop to MOBILE FIRST. The Internet of Things goes mobile!

SOCIAL

Facebook & Twitter are the first global acknowledged and adopted social networks. The year 2007 can be seen the kick-start in Sports, as FC Barcelona, Real Madrid and other European Football Clubs launched their profile and enabled this incredible 'journey'.



SOCIAL MEDIA STATUS QUO

PLATFORM	ACTIVE USER GERMANY	ACTIVE USER GLOBALLY
Facebook	26 MILLION	1.800 MILLION
Twitter	1 MILLION	317 MILLION
Instagram	7 MILLION	700 MILLION
Pinterest	3 MILLION	100 MILLION
Snapchat	3,5 MILLION	220 MILLION
YouTube	6 MILLION	1.000 MILLION



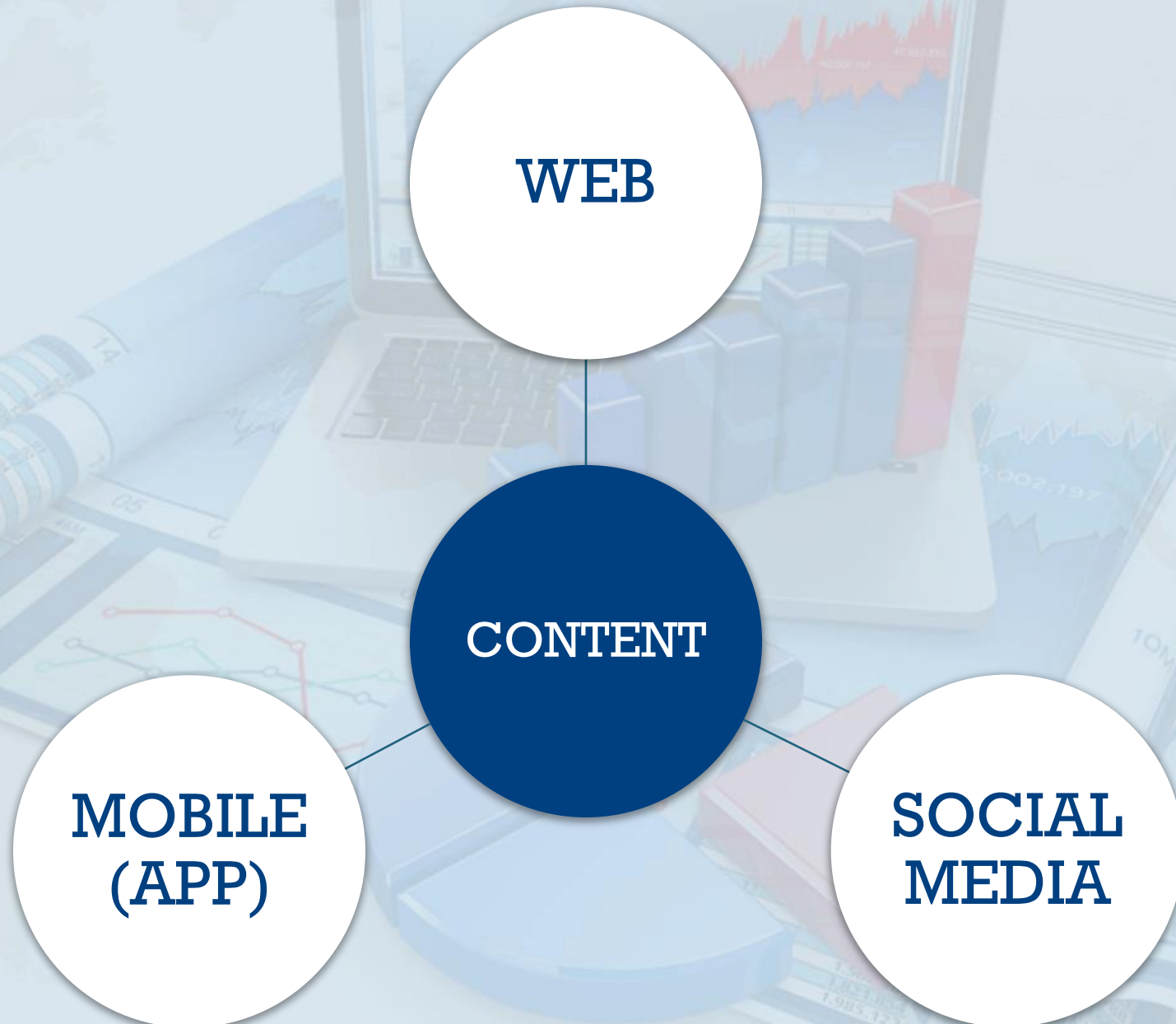
STRATEGIC DIGITAL EVOLUTION & A ,FAIRYTALE' OF CONTENT OPPORTUNITIES



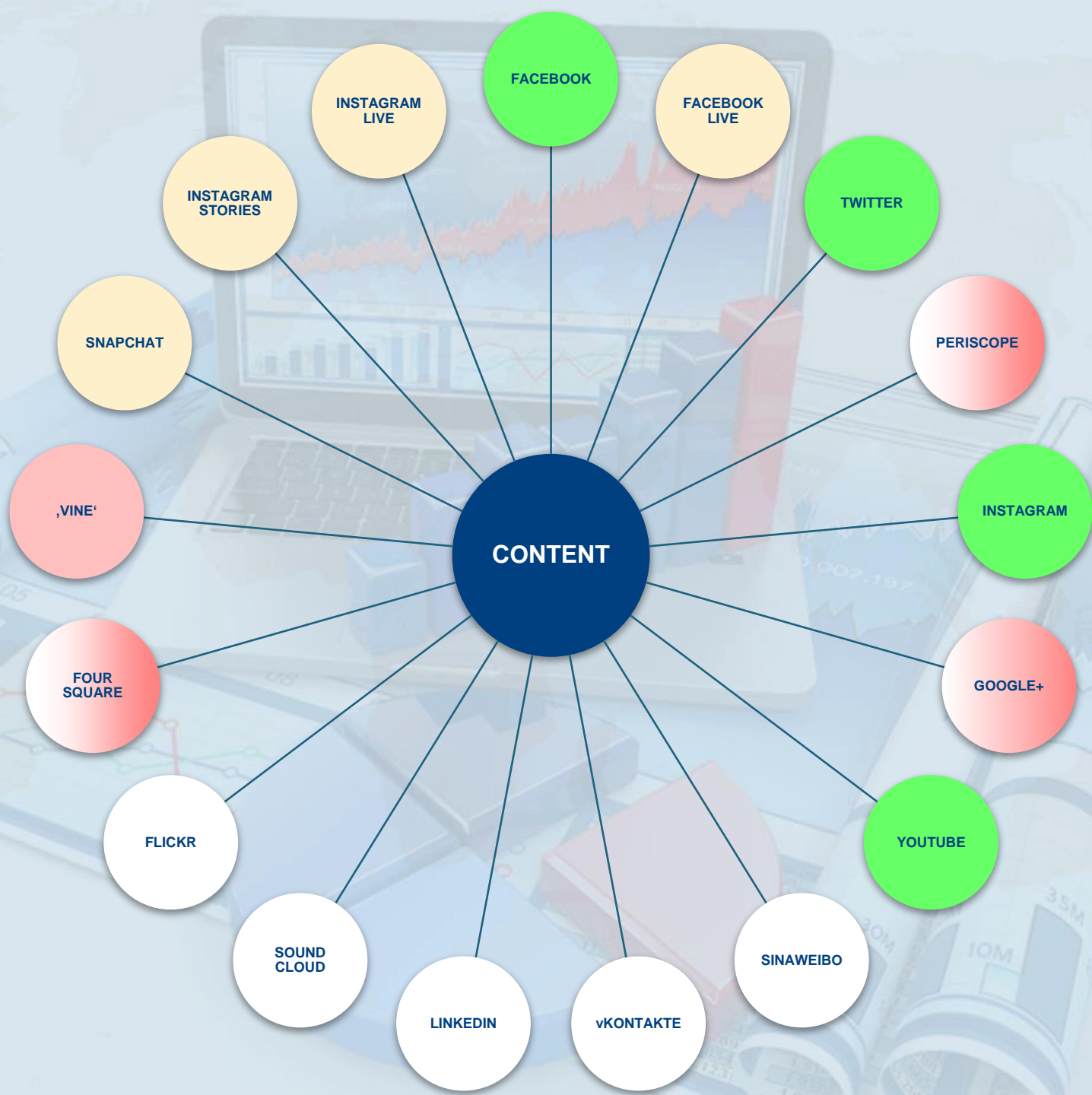
The Content Journey for the Sports Organisations. A profile on a social platforms is launched and the first postings are generally information driven to get a sense for the audience feedback. After a short while the content strategy is optimised, as the audience engagements does improve. But the expectation of the fan community is always growing, so Infotainment and at a later stage the Personalisation phases are executed. But now cross-department needs derive, analytics need to be implemented and at the end of this evolution, we will see the Digital Platforms to be THE central element within the sports organisation.



THE DIGITAL CONTENT „CHALLENGE“



,CONTENT IS KING‘



APPEARANCE OF DIGITAL CONTENT

OWN CONTENT IS
BEING DISTRIBUTED

,OTHER' MEDIA IS
WRITING ABOUT ,US'

OWN

EARNED

PAID

YOU NEED TO PAY TO DISTRIBUTE
CONTENT OR GET REACH



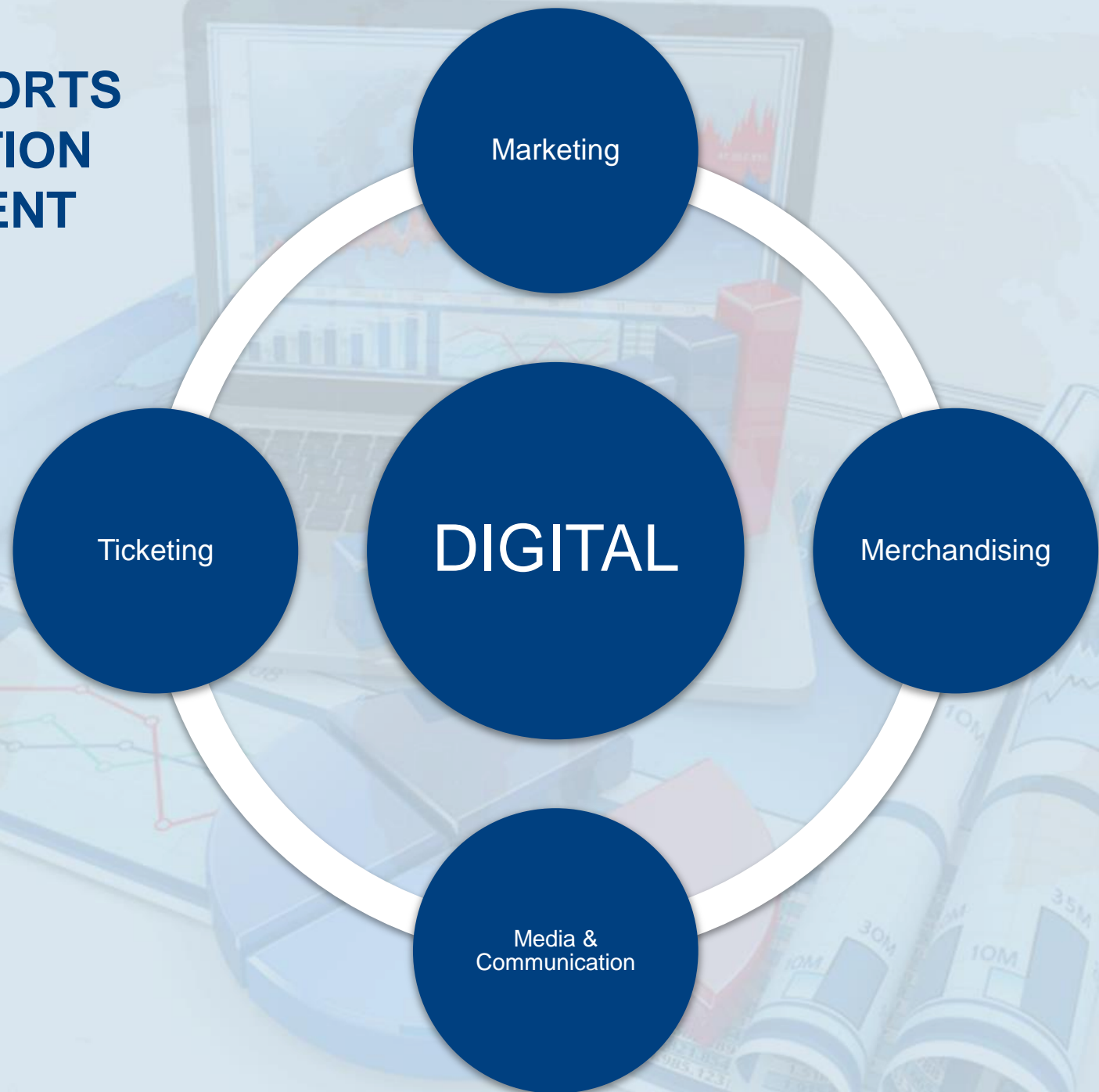
MONETISATION

ENGAGEMENT

**GROWTH &
REACH**



DIGITAL SPORTS ORGANISATION REQUIREMENT



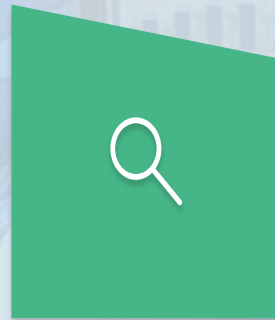
EVOLVE DIGITAL USER TRANSITION

„CLUSTER FAN COMMUNITIES“



INTEREST

Somebody who likes or follows a profile or multiple profiles



SYMPATHY

Somebody who interacts with the content, e.g. likes, comments or shares.



FAN

Somebody who gives up his personality in support for the team.
Who changes his profile pictures, adds an iFrame a.s.o.



CONSUMER

Somebody who is known in the clubs database (Ticketing, Merchandising or CRM)



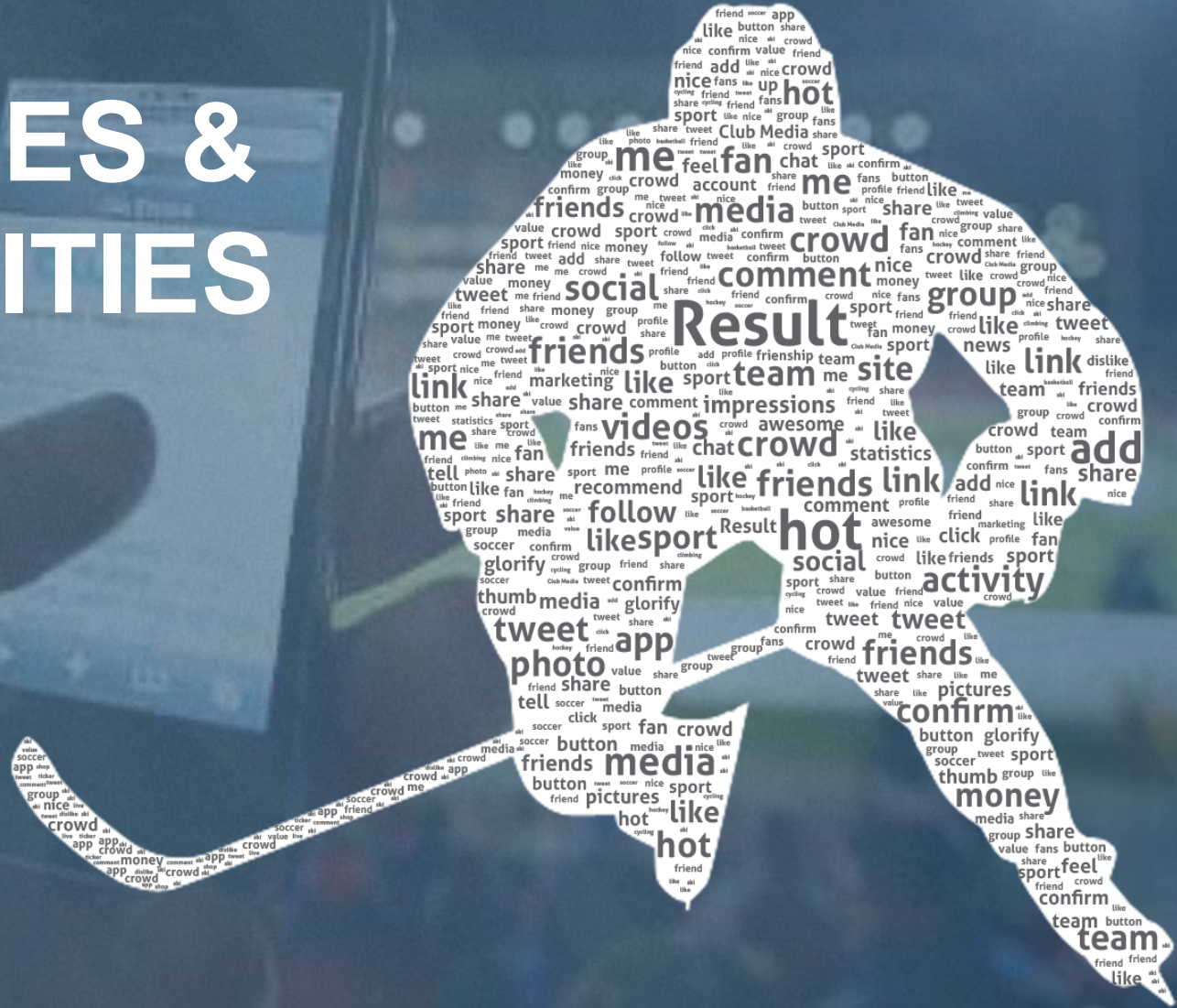
GOAL

Identify same fan on multiple platforms















CHALLENGES & OPPORTUNITIES



DIGITAL EVOLUTION IN HANDBALL

European Handball Clubs - Digital Media Platform Overview - May 1st 2017

#	Teams	Country	Digital Reach	Facebook	Twitter	Google+	YouTube	Instagram	Dailymotion	Foursquare	LinkedIn	Periscope	Pinterest
				Likes 01.05.2017	Follower 01.05.2017	Follower 01.05.2017	Subscriber 01.05.2017	Follower 01.05.2017	Follower 01.05.2017	Follower 01.05.2017	Follower 01.05.2017	Follower 01.05.2017	Follower 01.05.2017
1	 FC Barcelona	Spain	4.664.420	4.334.733	252.657	0	0	77.030	0	0	0	0	0
			8.503	2.279	1.099	0	0	5.125	0	0	0	0	0
2	 PSG Handball	France	1.297.074	1.090.375	74.883	339	17.648	113.829	0	0	0	0	0
			5.809	157	2.896	0	240	2.516	0	0	0	0	0
3	 Rhein-Neckar Löwen	Germany	305.255	136.138	42.619	56.244	12.418	57.098	0	19	0	567	152
			3.557	464	1.870	-8	149	1.074	0	0	0	5	3
4	 Vive Tauron Kielce	Poland	268.556	222.378	7.664	80	7.123	31.105	0	0	0	206	0
			141	-167	90	-1	17	203	0	0	0	-1	0
5	 MKB-MVM Veszprém	Hungary	210.309	183.978	6.716	253	3.449	15.848	0	0	0	0	65
			1.811	810	111	1	47	843	0	0	0	0	-1
6	 THW Kiel	Germany	248.013	158.184	56.947	888	6.153	25.583	0	0	0	258	0
			6.758	1.176	2.649	-2	94	2.832	0	0	0	9	0
7	 SG Flensburg-Handewitt	Germany	178.354	104.399	28.485	201	3.591	41.259	0	0	0	419	0
			3.790	640	1.782	1	76	1.287	0	0	0	4	0
8	 Montpellier Handball	France	151.204	102.222	20.420	0	0	23.913	84	0	0	4.565	0
			2.297	736	599	0	0	839	84	0	0	39	0
9	 HC Vardar PRO Skopje	Macedonia	115.531	102.268	1.271	0	72	11.920	0	0	0	0	0
			10.461	1.095	12	0	0	9.354	0	0	0	0	0
10	 Füchse Berlin	Germany	106.699	62.111	26.553	256	2.411	15.137	0	0	0	231	0
			2.079	310	1.213	0	47	505	0	0	0	4	0

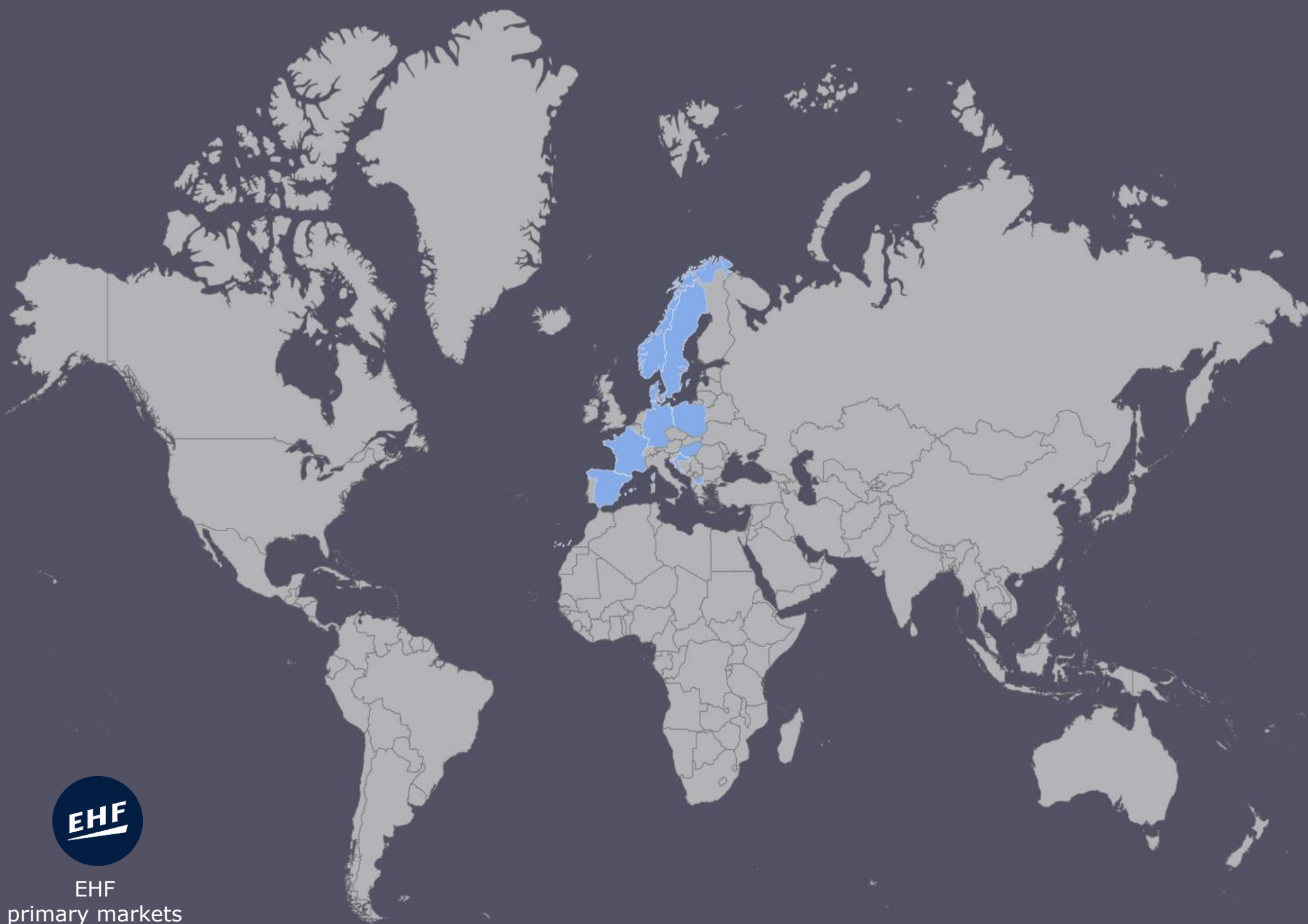


DATA IS KEY

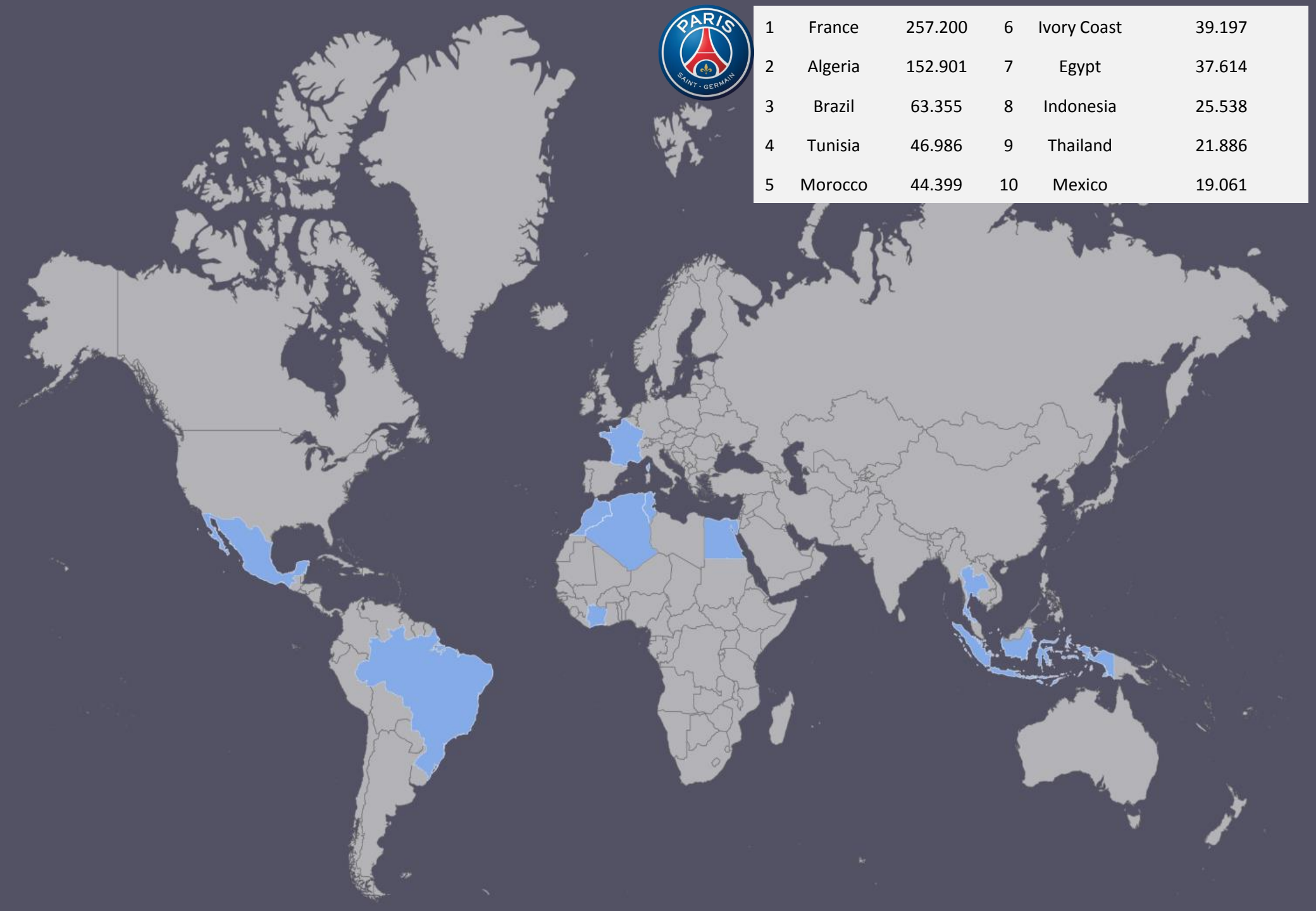


#	Country	28.05.17	28.05.16	Difference
1	France	257,200	280,083	-22.883
2	Algeria	152,901	134,230	18.671
3	Brazil	63,355	62,438	917
4	Tunisia	46,986	44,888	2.098
5	Morocco	44,399	43,272	1.127
6	Ivory Coast	39,197	29,029	10.168
7	Egypt	37,614	36,385	1.229
8	Indonesia	25,538	24,604	934
9	Thailand	21,886	23,516	-1.630
10	Mexico	19,061	18,249	812
11	Senegal	15,753	15,733	20
12	Vietnam	12,791	11,329	1.462
13	Cameroon	12,368	12,224	144
14	Columbia	11,877	11,611	266
15	Argentina	11,327	10,942	385





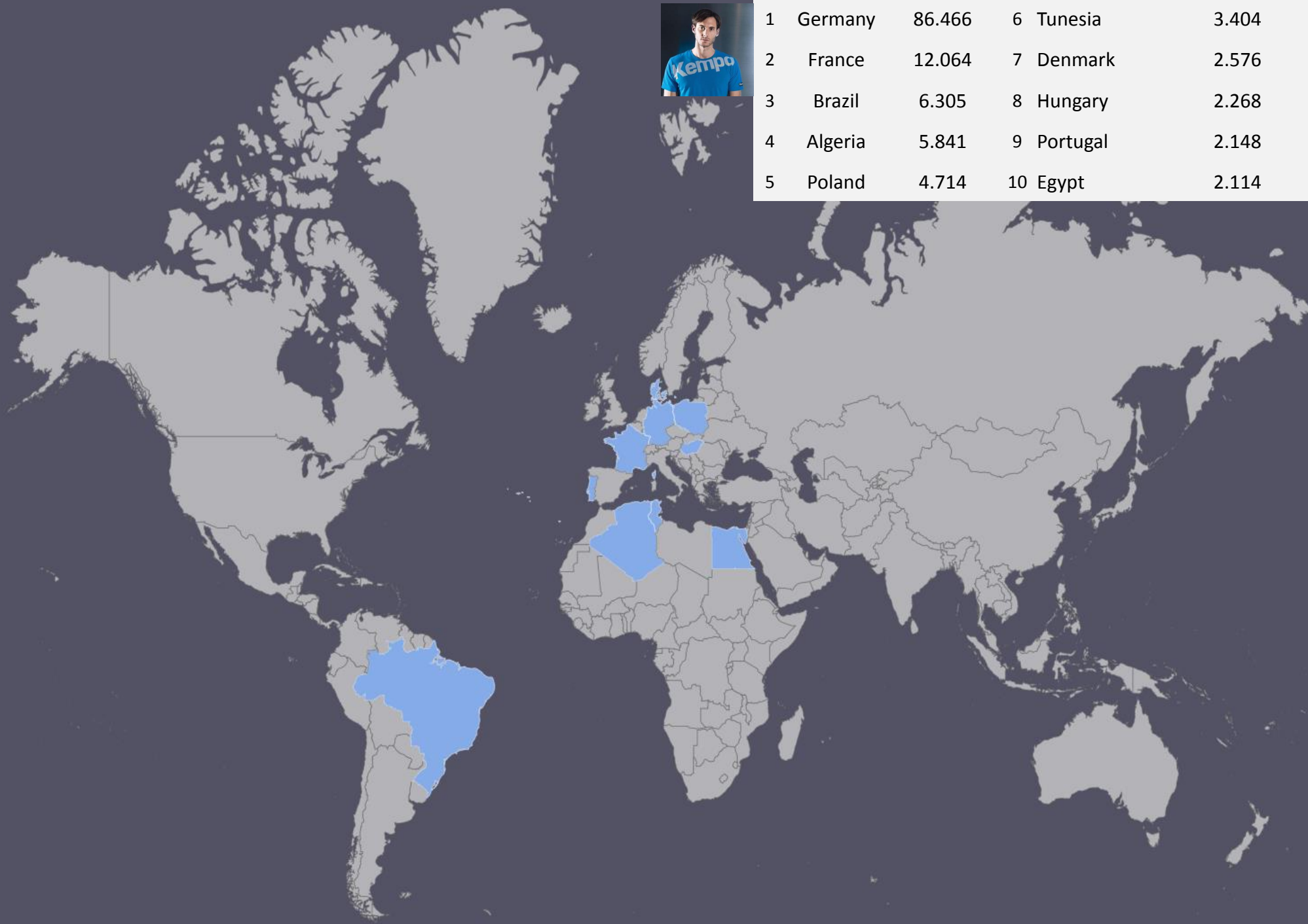
EHF
primary markets



1	France	257.200	6	Ivory Coast	39.197
2	Algeria	152.901	7	Egypt	37.614
3	Brazil	63.355	8	Indonesia	25.538
4	Tunisia	46.986	9	Thailand	21.886
5	Morocco	44.399	10	Mexico	19.061



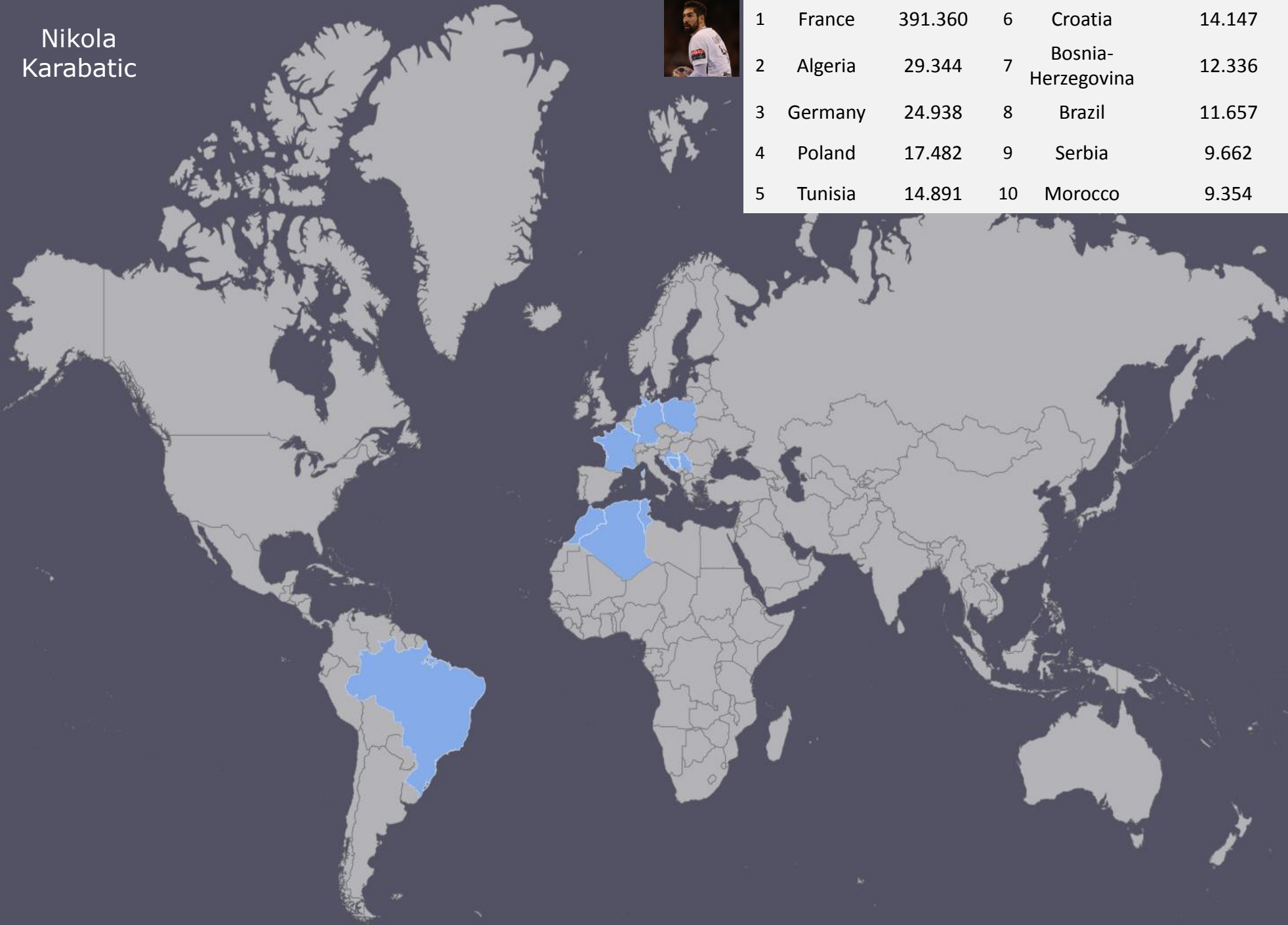
1	Germany	86.466	6	Tunesia	3.404
2	France	12.064	7	Denmark	2.576
3	Brazil	6.305	8	Hungary	2.268
4	Algeria	5.841	9	Portugal	2.148
5	Poland	4.714	10	Egypt	2.114



Nikola
Karabatic



1	France	391.360	6	Croatia	14.147
2	Algeria	29.344	7	Bosnia-Herzegovina	12.336
3	Germany	24.938	8	Brazil	11.657
4	Poland	17.482	9	Serbia	9.662
5	Tunisia	14.891	10	Morocco	9.354



PSG HANDBALL „CLOUD“



1.3 MILLION

Nikoal
Karabatic
1.1 Million

Daniel
Narcisse
456k

Thierry
Omeyer
434k

Luc
Abalo
484k

Uwe Gensheimer
280k

PSG Players	Facebook	Instagram	Twitter	TOTAL
Nikola Karabatic	702.012	231.936	229.746	1.163.694
Luc Abalo	244.939	109.185	130.328	484.452
Daniel Narcisse	236.495	103.695	115.823	456.013
Thierry Omeyer	172.751	108.150	153.125	434.026
Uwe Gensheimer	162.351	102.136	16.089	280.576
Luka Karabatic	92.707	112.275	42.500	247.482
William Accambray	122.090	44.153	73.868	240.111
Xavier Barachet	42.393	41.076	51.044	134.513
Nedim Remili	13.561	33.218	5.291	52.070
TOTAL	1.789.299	885.824	817.814	3.492.937





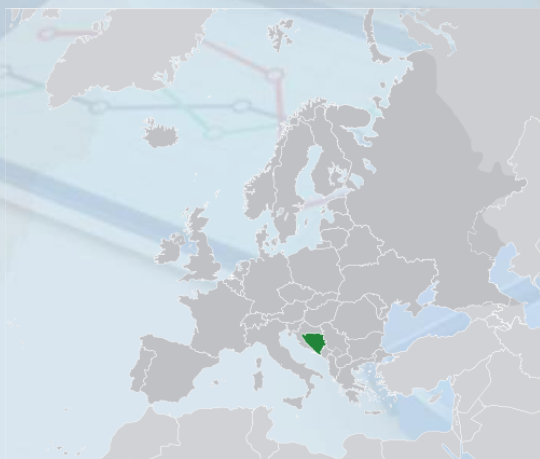
PSG Handball

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“A 360 DEGREE DIGITAL SPORTS ORGANISATION”



DEPARTMENT REQUIREMENTS IN DIGITAL

MARKETING

The Marketing Department has obviously a commercial interest and requirement for the Digital platforms of the club.

MERCHANDISING

Shirts, scarfs and much more can be offered to the target audience on Digital platforms, especially directly after a successful game.

DIGITAL

TICKETING

Very obvious, but often neglected, offering Tickets outside the normal point-of-sale at the website. But also Social Media offers opportunities.

MEDIA & COMMUNICATIONS

The obvious “go-to” Department when it comes to Digital. But the Digital Platforms offer much more than Information, Content, Storytelling and Engagement.

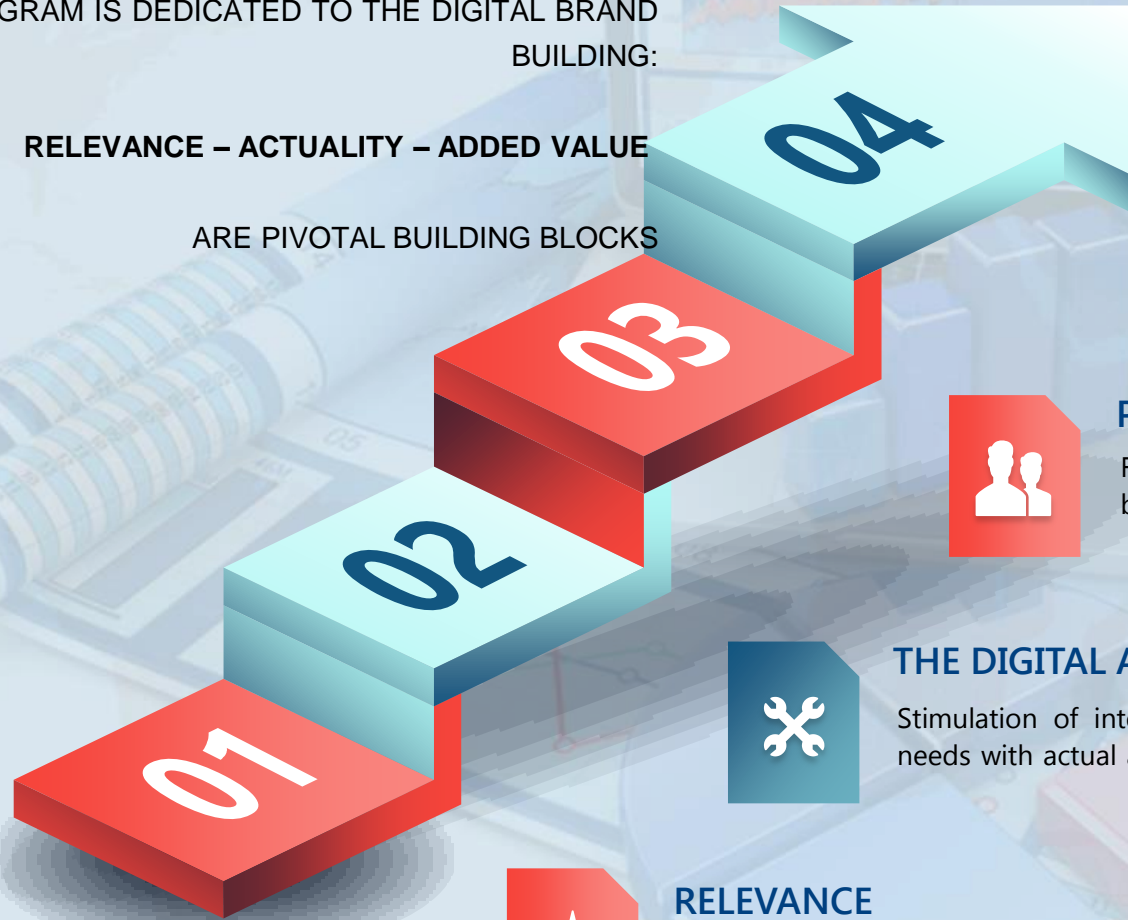


DIGITAL BRAND BUILDING

A VITAL ROLE IN AN INTERNATIONALIZATION PROGRAM IS DEDICATED TO THE DIGITAL BRAND BUILDING:

RELEVANCE – ACTUALITY – ADDED VALUE

ARE PIVOTAL BUILDING BLOCKS



RELEVANCE

Development of coverage, reach, publicity and attention are initially core elements



THE DIGITAL AS ROMA EXPERIENCE

Stimulation of interest, origination of sympathy – satisfy cultural needs with actual and target oriented contents. Enable initial call to action activities.



PERSONALIZATION

From sympathizers to real fans and followers – enable the relevant brand recognitions through individual content and personal interactions . Connect Online & Offline world!



COMMUNITY OF VALUES

Stimulation of income sources, through the activation of international target groups as well as partners & sponsors



THE MISSING PIECE!



LETS PUT THE ,PIECES' TOGETHER



COACHING

SCOUTING

SPORTING
DEPARTMENT

DIRECTOR
OF SPORTS

DOCS,
PHYSIOS
& MORE

PLAYERS



LET'S PUT THE 'PIECES' TOGETHER



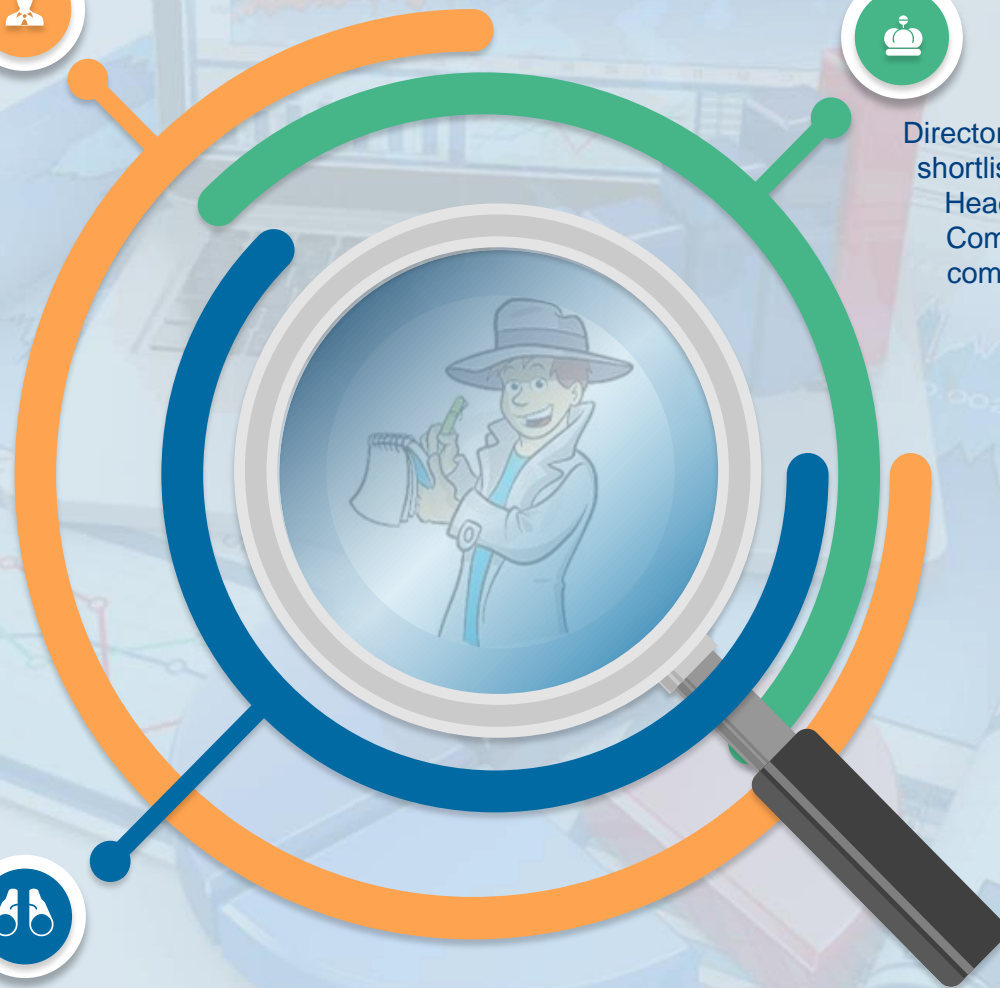
Director of Sport or the Head Coach reviews scouted players with video material and evaluates the fit for the team.



Director of Sports or Head Coach forwards shortlisted players for "Digital Review" to Head of Analytics & Insights and the Commercial Director to evaluate the commercial potential of the targeted players.



The Scout identifies the players for the club and reports them into the Director of Sports within the club.



WHEN SCOUTING MEETS DIGITAL MARKETING



SCOUT

DIRECTOR OF
SPORTS

COACHING

MARKETING

- PLAYING SKILLS
- PERSONAL SKILLS
- TEAM FIT
- PHYSICAL & HEALTH
- & MUCH MORE...

- DIGITAL COMMUNITY ANALYSIS
- COMMERCIAL POTENTIAL
- CLUB AMBASSADOR POTENTIAL
- & MUCH MORE...

DIGITAL 360 TRANSFORMATION SUMMARY

STRENGTHS

Decrease Trial & Error scenario, enable entire departments to benefit from the Digital Evolution.



POTENTIAL

Involvement of all key stakeholders will certainly increase the overall commercial and sporting potential for the (Sport) Organisation.



OPPORTUNITY

Connecting all departments of the Organisation into the Digital Process.



BENEFITS

The Benefits are quite clear, early involvement allows pro-active actions. A club, league or federation will become little less dependent on results.







RESULT SPORTS

THANK YOU FOR YOUR ATTENTION!!!

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