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BEST PRACTICE EXAMPLE




LIVE TV STREAMING

NATIONAL TEAMS – MAIN ATTENTION

- ▶ Great success for the national teams
 - ▶ Handball rated as the No. 3 TV sport in Norway (after cross country skiing and biathlon)
 - ▶ Most popular players playing abroad
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CLUB HANDBALL IN NORWAY– STATUS TV 2013/14-2014/15

- ▶ Norwegian broadcaster TV2 the «Handball Channel», but not interested in Norwegian club handball
 - ▶ Top league matches broadcasted through subscription-based internet TV (TV2 SUMO) in return of the clubs selling subscriptions.
 - ▶ Minimum input from TV2
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WE WANT TIME ON TV, SO WHAT TO DO?

- ▶ Discussions through club organization the Norwegian Handball League Association
- ▶ Consensus of initiating a TV streaming concept with a stronger ownership
- ▶ Collaborative project among all top league clubs

SEPTEMBER 2015:

LAUNCHING OF HANDBALLTV.COM



handballtv.com



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Vilde Ingeborg Johansen

Linjespiller

CONCEPT

- Initially intended for broadcasting all top league games
- Today, also broadcasting second level matches, as well as significant junior tournaments
- Playing hall studio interviews in playing hall pre- (and after) match
- Production with up to 4 cameras
- Low cost, but high quality production



CONCEPT (more)

- All matches available to Sideline Video Analyzer
- Providing sport news channels with complete match clips
- 5 Top Saves and 5 Top Goals – providing contents to SOME, with focus on individual players



MARKETING POSSIBILITIES

Advertising elements

- Print ads
- Commercials
- Distribution of streaming signal to local newspaper

More exposure through media has a significant impact on how attractive the club is to potential sponsors.



SUCCESS?





handballtv.com