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Cologne 24 – 26 May 2018

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

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

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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OBJECTIVES

- A live TV streaming product available for everyone on several platforms
- All top league matches available
- More focus on the teams and players
- An option for the club fans to follow their team on away matches
- A new marketing platform for the clubs

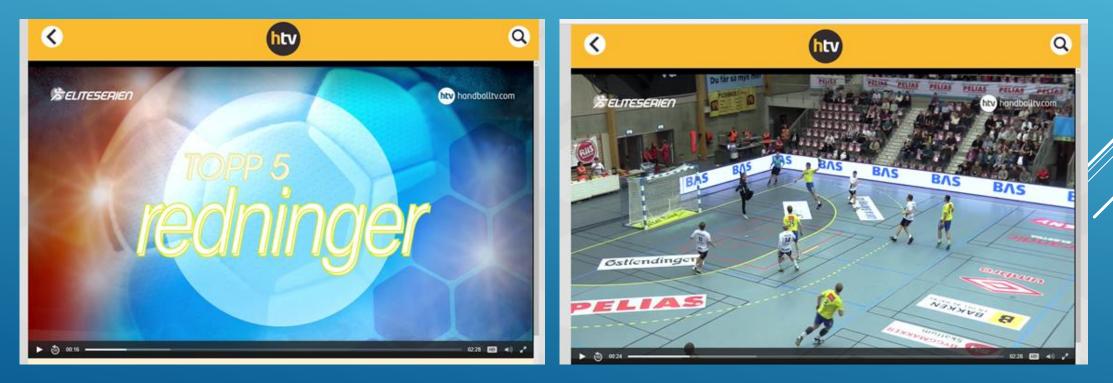
CONCEPT

- > 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

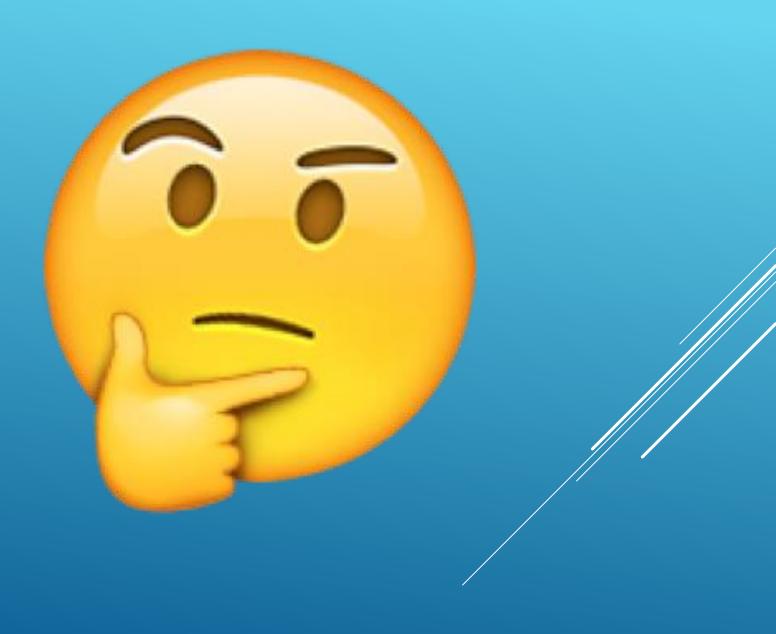
- > Print ads
- Commercials
- Distribution of streaming signal to local newspaper

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





SUCCESS?





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