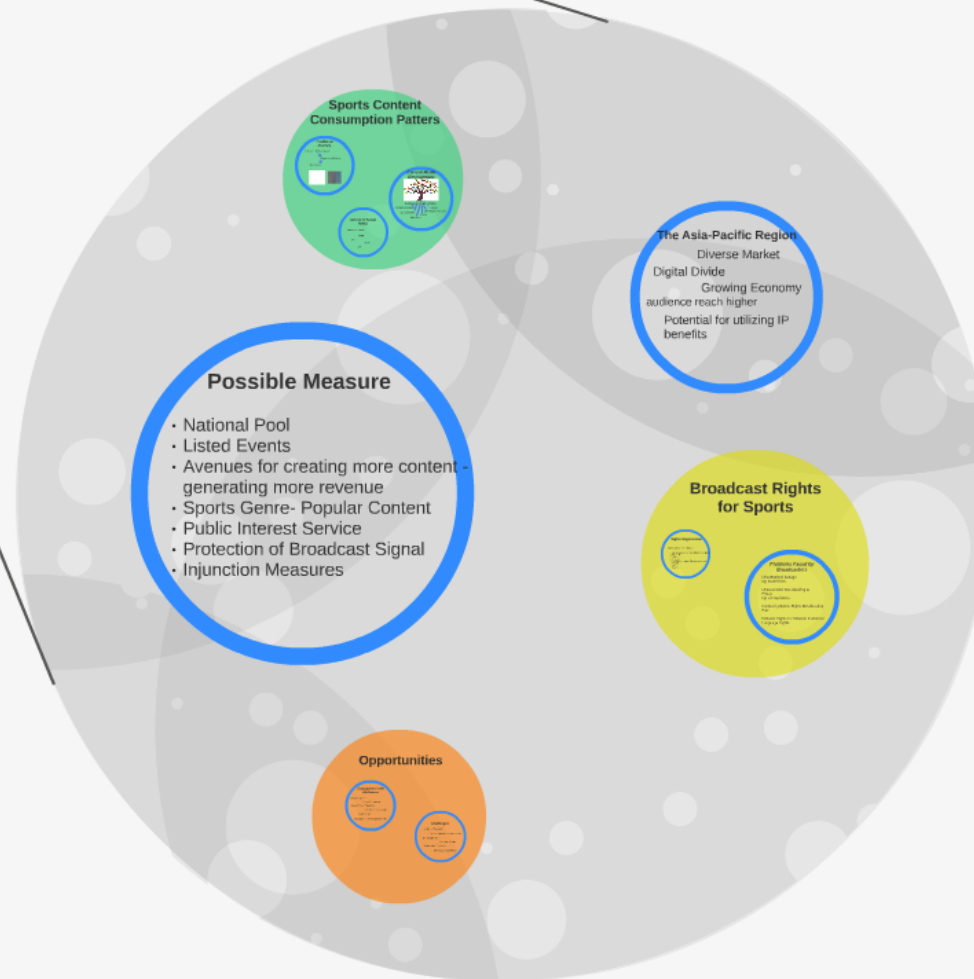




Rules of the Game

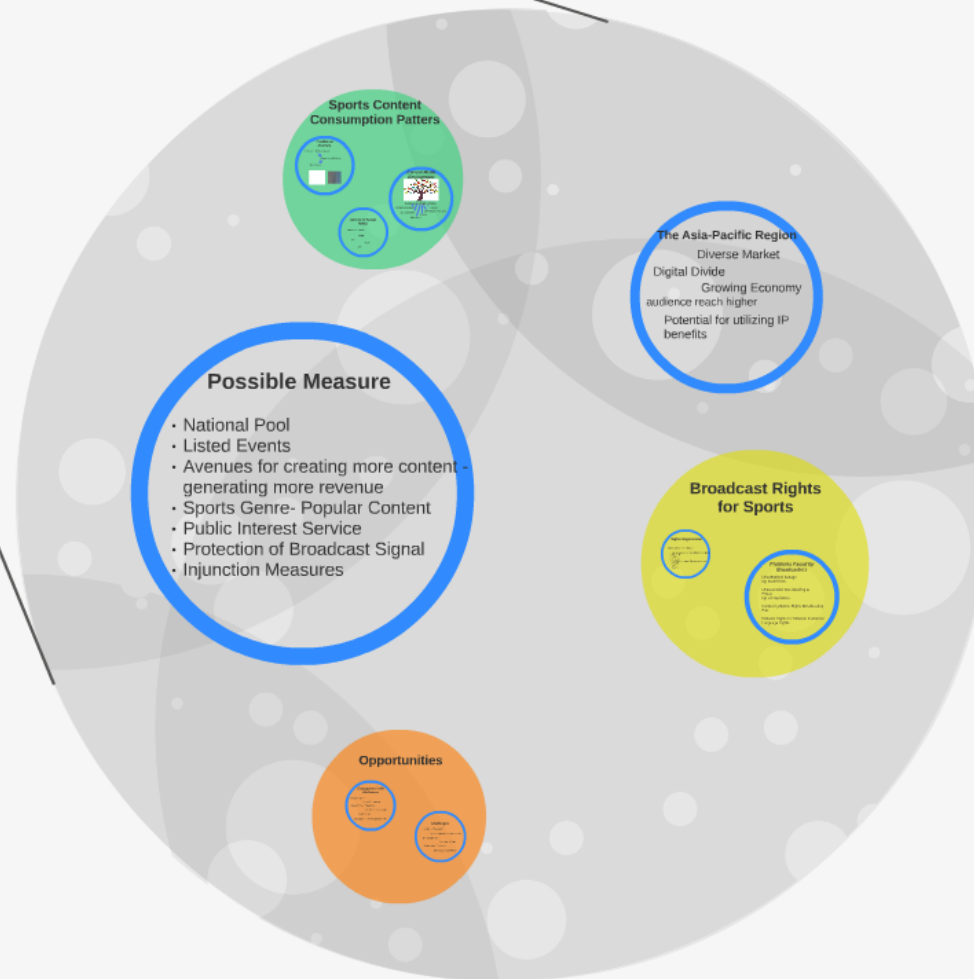
The Changing Dynamics of Sports Broadcasting





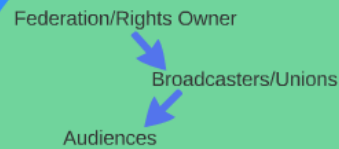
Rules of the Game

The Changing Dynamics of Sports Broadcasting



Sports Content Consumption Patterns

Traditional Practice



Current Media Environment



Advent of Social Media

- Red Button Service
- Toggle
- IPTV
- Twitter
- OTT

Traditional Practice

Federation/Rights Owner



Broadcasters/Unions



Audiences



Advent of Social Media

Red Button Service

Toggle

IPTV

Twitter

OTT

Opportunities

Engagement with Audiences

Effective Reach
Greater Engagement
Second Screen Experience
From Push to Pull model
More content
Encouraging Different sporting events

Challenges

Complex Agreements
Intense negotiations for broadcasters
Rising Rights Fee
Overlapping Rights
Technological Constrains
Infringement and Piracy

Engagement with Audiences

Effective Reach

Greater Engagement

Second Screen Experience

From Push to Pull model

More content

Encouraging Different sporting events

Challenges

Complex Agreements

Intense negotiations for broadcasters

Rising Rights Fee

Overlapping Rights

Technological Constrains

Infringement and Piracy

Broadcast Rights for Sports

Rights Negotiations

Rights granted on the basis of:

- Type of programing (live, delayed, highlights)
- Exclusivity
- Territory
- Language
- Transmission (linear, Retransmission, on demand)
- Term
- Platform

Problems Faced by Broadcasters

Unauthorized footage
eg: Goal Vines

Unsuccessful Geo blocking &
Piracy
eg: set top boxes

Increasing Sports Rights Broadcasting
Fee

Different Rights for Different Platforms/
Language Rights

Rights Negotiations

Rights granted on the basis of:

- Type of programming (live, delayed, highlights)
- Exclusivity
- Territory
- Language
- Transmission (linear, Retransmission, on demand)
- Term
- Platform

Problems Faced by Broadcasters

Unauthorized footage
eg: Goal Vines

Unsuccessful Geo blocking &
Piracy
eg: set top boxes

Increasing Sports Rights Broadcasting
Fee

Different Rights for Different Platforms/
Language Rights

The Asia-Pacific Region

Diverse Market

Digital Divide

Growing Economy

audience reach higher

Potential for utilizing IP
benefits

Possible Measure

- National Pool
- Listed Events
- Avenues for creating more content - generating more revenue
- Sports Genre- Popular Content
- Public Interest Service
- Protection of Broadcast Signal
- Injunction Measures



Rules of the Game

The Changing Dynamics of Sports Broadcasting

