

Sports Marketing and New Media

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What is the NFL?

- The NFL is America's favorite sport and premier sports broadcasting property
- 165 million fans, 2/3 of the U.S. population age 12+
- Each weekend, 115 million fans in U.S. tune in to watch part of a game – almost half the nation
- 95 % of NFL games are sold out, averaging more than 68,000 per game
- 98% of people who watch the NFL on TV have never been to an NFL game



NFL US digital presence

- NFL.com is the biggest sports league website in the world
- NFL Internet Network also includes:
 - 32 team sites
 - NFLrush.com (kids)
 - NFLLatino.com
- NFL Internet Network averages 18 million unique visitors per month



NFL Digital Assets - US

Mobile NFL.com

Sign Out Profile Fans

Search NFL.com

News Video Teams Players Scores Schedules Stats Standings Fantasy NFL Network Game Access Tickets Shop

CLE BAL	WAS DET	JAC HOU	ATL NE	GB SF	NYG TB	TEN NYJ	KC PIT	SF MIN	NO DAL	CHI SEA	PIT CIN	DEN OAK	HIA SD	IND ARI	CAR DAL
SUN 1:00	SUN 1:00	SUN 1:00	SUN 1:00	SUN 1:00	SUN 1:00	SUN 1:00	SUN 1:00	SUN 1:00	SUN 4:05	SUN 4:05	SUN 4:15	SUN 4:15	SUN 4:15	SUN 8:20	NOV 8:30

These guys are good
Which QB and RB stood out the most in Week 2? Fran Chaney and Marshall Faulk go inside the numbers.

▶ Vote: Week 2's best RB and QB | Vote: Week 2's best rookie
▶ Best photo of Week 2? | Watch every game | Field pass: Listen live

4 of 4 Next Article: Too early to panic?

VOTE: ROOKIE OF THE WEEK

M. Sanchez | J. Knox | D. Cushing | D. Johnson | P. Harvin

Johnny Knox
WR, Chicago Bears

Knox made six receptions for 70 yards including a 7-yard touchdown in the Bears' 17-14 win over the Pittsburgh Steelers.

Go Vote

RedZone
Play Touchdowns From Every Game
GET IT NOW

VIDEO
NETWORK HIGHLIGHTS

Eagles have issues: Kara Henderson has the latest on McNabb and Vick's status, plus other injury updates from Philly.

Around the League: Jason La Courton has the latest on the job security of some big name quarterbacks.

Jets report: Scott Hanson reports on the Jets try to remain grounded at 2-0 while preparing for the Titans.

Official Review: Week 2: Find out why Jeff Fisher was so upset in the Titans-Tenago game regarding a questionable call.

Sights and sounds: Explore the best sights and sounds from memorable Week 2 in the NFL.

Top 10 performances: NFL Tota: Access sounds down to the top ten performances of Week 2.

Subscribe More Videos

NFL Programs Homebrews
PRO LINE

HEADLINES

Latest | Most Commented | Most Recommended

All eyes on Week 3
The Packers will be looking to rebound in Week 3. Get prepared for all of the action by going inside every matchup.

- Vick: Jilled to return; Eagles QB's roles still unclear | FOX
- Favre calls NFL fines of Jets, Manning 'very unfair' | FOX
- Vikings: Peterson limited by back; Henderson sits | Blogs
- Seahawks won't rule out Hasselbeck despite broken ribs
- Giants: Tuck hates Cowboys 'a little bit more after injury
- Cowboys RB Barber says injured left thigh 'feeling good'
- Ward would rather hit Ravens again than risk injury | FOX
- Broncos' Marshall learned from trying to fight the system |

More Headlines

GAME PASS HD
EVERY NFL GAME LIVE ONLINE IN HIGH DEFINITION
SIGN UP NOW

NEW AND IMPROVED



NFL Digital Assets - US

The screenshot shows the NFL Rush Zone website interface. At the top left is the 'NFL RUSH ZONE' logo. A banner at the top right features the text 'TAKE A PLAYER TO SCHOOL' and 'YOU COULD WIN THE CHANCE TO TAKE AN NFL PLAYER TO SCHOOL. ENTER NOW!' with a small character icon. Below the banner is a 'CURRENT USERS:' section with a 'User Name' field, a password field, and a 'LOG IN' button. There are also links for 'Forgot Password? Need Help?' and 'Remember me on this computer'. The main area is a colorful cartoon illustration of a blue-haired character in a white and red jersey, surrounded by various game characters. A sign says 'FREE! SIGN UP NOW!' and another says 'TAKE A TOUR'. A monitor on the left displays 'PLAY GAMES' and 'OVER 50 GAMES!'. At the bottom, the text reads 'A BIG NFL GAMEWORLD FOR KIDS!' above five character icons. The first icon has a text box that says 'Enter Code Here' and a 'GO!' button.



NFL International

- Most successful sport in the U.S. has been arguably the least successful sports export
 - Unlike other sports no strong domestic leagues in other markets
 - Most technical American sport – steep learning curve
 - Lack of local heroes to promote the sport in new markets
 - Not an Olympic sport
 - Started international efforts later than other sports
- Focus in short/medium term on key markets:
 - U.K., China, Mexico, Canada & Japan



NFL International Vision

VISION

Be a leading International sports league

Make
Game
Available

'Live'
Games

Branding

NFL
Education

Consumer
Products



NFL International

- Make Game Available
 - Balance and mixture of free to air and pay tv
 - HD Gamepass: all games available
- Live Games
 - Introduction of competitive games played Internationally
 - 3rd Wembley game in October 2009
- Education
 - Digital Communication
 - Building of Communities



Context and Challenges

- Promoting a sport that is so dominant in the US whilst being a growth opportunity internationally
- Doing this in a way that is consistent with marketing/communications strategy in the US
- Establishing the NFL as a credible and enjoyable sport in markets with established indigenous sports
- Building channels to introduce the sport to new potential fans whilst satisfying and intensifying hardcore/avid fan base
- Integrating the Digital channel in a multi platform environment



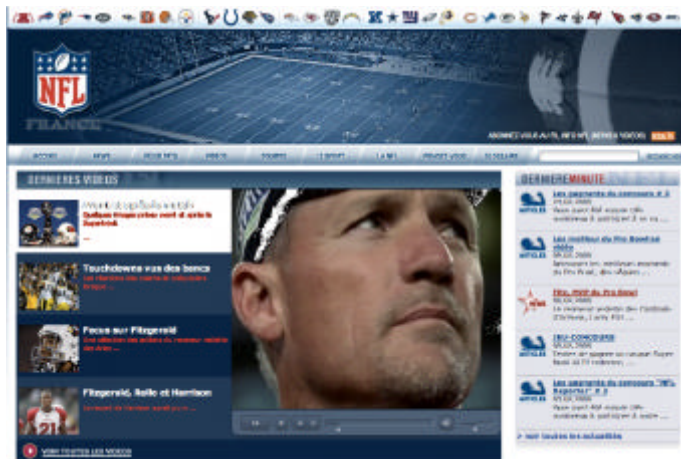
NFL International



The screenshot shows the NFL Japan website. At the top, it says "NFL JAPAN.COM" with navigation links for Home, News, Schedule, and more. Below the header, there are several featured images of players and a section titled "NFL JAPAN SHOP". A large table of statistics or game results is visible in the lower half of the page.



The screenshot shows the NFL China website. The header features the NFL logo and the text "新手上路" (Newcomer's Guide). Below the header, there is a large image of a woman. To the right, there are sections for "NFL知识" (NFL Knowledge) and "趣味视频" (Fun Videos). The "NFL知识" section includes a list of links: "NFL简介", "NFL赛季", "NFL规则", "NFL球队", and "NFL赛程". The "趣味视频" section lists several video titles in Chinese, such as "功夫球队-1: 飞龙队" and "功夫球队-2: 老鹰队".



The screenshot shows the NFL France website. The header features the NFL logo and the text "NFL FRANCE". Below the header, there is a large image of a football field. To the right, there is a section titled "RETOUR EN FRANCE" with a list of links. Below this, there is a large image of a player's face and a section titled "LES JOUeurs du MOMENT" with a list of player names and their positions.



The screenshot shows the NFL Mexico website. The header features the NFL logo and the text "REGÍSTRATE AQUÍ". Below the header, there is a section titled "Fantasy Football" with the text "Maneja tu propio equipo" and "¡Inscríbete y juega NFL México Fantasy '09!". Below this, there is a large image of a player in a purple jersey and a section titled "BRETT FAVERE REVIVE LA MAGIA EN EL CAMPO". To the right, there is a section titled "MÁS QUE UN EQUIPO" with a list of links.



NFL UK Online

- Servicing existing fans
- Exclusive content
- Online Community
- Two-way comms channel with existing fans

NFL UK



- Younger Audience
- Linear Experience
- 4 hours exclusive content
- Games and education

Coach Stilo



- Aimed at sports fans
- Drives team affinity
- Education
- Bite sized content
- Hand offs to other NFL sites
- Content also used on TV

NFL 360



Building a Hardcore Fanbase

The screenshot displays the NFLUK.COM website interface. At the top, there is a navigation bar with links for HOME, NEWS, FEATURES, FANZONE, ABOUT THE GAME, GAMES, NFLUK TV, and INTERNATIONAL SERIES. A search bar is located below the navigation bar, and a welcome message "WELCOME Killaybabes" is visible. The main content area features a large banner for "LIONS FIND THEIR TEETH" with a central image of a football player. Below the banner, there are three columns: "LATEST NEWS" with articles like "Lions find their teeth" and "Receiving treatment"; "BLOGS" with a "Redskins Rant - Week 3 Aftermath Version"; and "NFLUK TV" with a video thumbnail for "Pittsburgh Steelers @ Cincinnati Bengals".



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NFLUK.COM

The screenshot shows the NFLUK Forum website. At the top, the logo reads "NFLUK FORUM presented by CHEVROLET". Below the logo is a navigation menu with categories: HOME, NEWS, FEATURES, FANZONE, ABOUT THE GAME, GAMES, NFLUK TV, and INTERNATIONAL SERIES. A secondary menu includes: USER CP, BLOGS, FAQ, MEMBERS, CALENDAR, NEW POSTS, SEARCH, QUICK LINKS, and LOG OUT.

The main content area features a "NEWBIES" section with a list of messages:

- Welcome, K. Isybabe.
- Private Messages: Unread 0, Total 0.
- You last visited: Today at 03:38 PM
- Currently Active Users: 357 (187 members and 170 guests)
- Threads: 49,343, Posts: 1,081,241, Members: 216,625, Active Members: 11,493
- Welcome to our newest member, Kacefrtep

Below this is an "Announcements" section with a table of forum threads:

Forum	Threads	Posts
New on NFLUK.com (2 Viewing) Find out what's currently new on the nfluk.com website By The Numbers - by Guest Today - 05:35 PM	1,015	8,404
New on nflukTV (2 Viewing) What to look out for on nflukTV today Pittsburgh Steelers @... - by Terrible Towel Today - 12:11 PM	557	1,262
Moderators Only Forum for moderators to discuss the behaviour of users Game Pass carry on... - by Raider12 Today - 03:29 AM	53	527
Forum Live Feed		



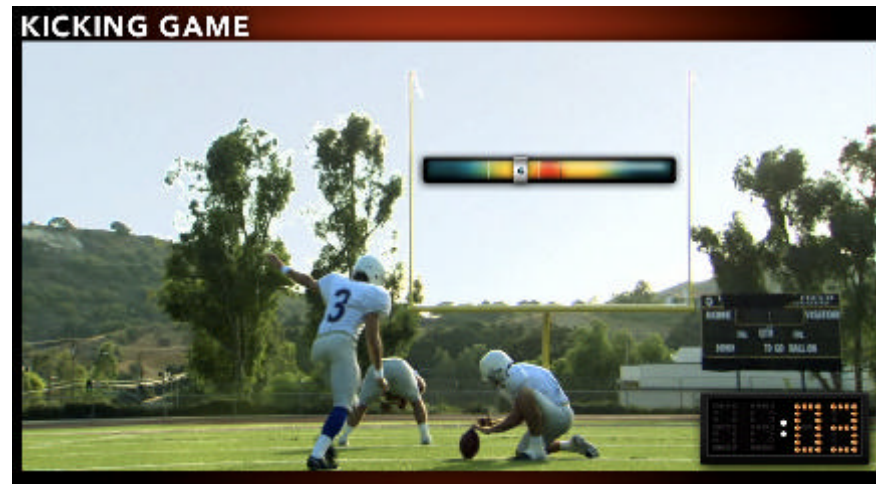
Building a Hardcore Fanbase

- Exclusive video and written content
- Only NFL site to feature a full fan forum
- Stand alone database of 218,000 members
 - All Wembley tickets sold through this channel
 - Excellent resource for fan research. If they do or don't like something we know immediately
- Serves as a supplemental online service to NFL.com
- Gives a sense of ownership and community to UK NFL fans



Coachstilo.com

- Coach Stilo site developed to explain the sport to a young, hard to reach audience
- Linear experience that places football within a recognizable, accessible environment
- Combines education, with entertainment and gaming
- Produced in English, French, Spanish, Japanese and Chinese



Fan Recruitment Site

- Working title of NFL360.com
 - Team affinity drives fan avidity
 - Brand attributes delivered by showing the best of the sport
 - Humanizing the players
 - Appeal to the general sports fan
 - Education interwoven throughout the site
 - Fun, not worthy
 - Innovative and ultra modern – NFL brand
 - Great tool for existing fans to be evangelists



NFL360 Structure

- Team Picker
 - Sporting Passion
 - Gut Instinct
 - Randomizer
- Team Affinity Builder
 - Team specific content
 - Explanation of the sport
 - Explanation of League structure
 - Player insights personalizing the education content
 - 600 videos



Team Picker – Sample Questions

At the Olympics do you like –

- The technical events
- Anything your country might medal in
- The marquee events – 100m etc

Who earns your respect in the Tour de France?

- The yellow jersey holder - it's all about the overall winner
- The polka dot jersey – real men climb
- The green jersey – the sprints are the best bit

You get your wish and you are a world class footballer. Are you a –

- Box to box midfield workhorse
- A goal poacher extraordinaire
- A flamboyant wide player with every trick in the book

