



**F·EITV**

## Increasing Revenues and broadening Fan-base with Digital Media

Carsten Couchouron, Exec. Dir., Commercial  
Barcelona, October 1st, 2009

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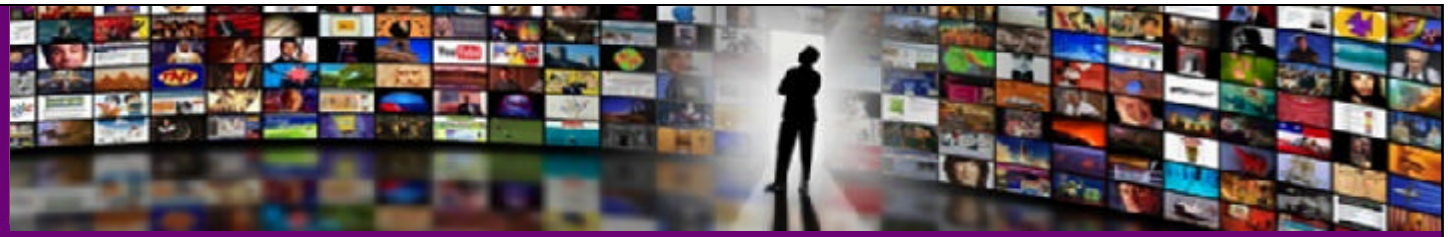


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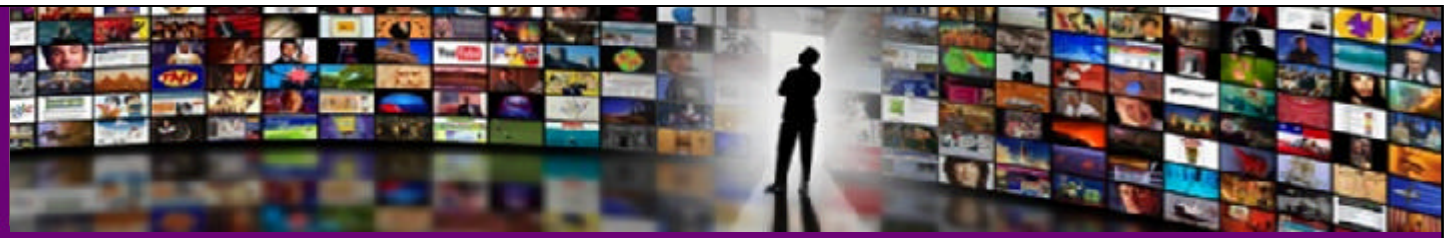
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## AGENDA

1. FEI - Who we are
2. FEI & New media
3. Rationale for launching a web TV
4. Setting-up FEI TV
  - Objectives
  - Strategy
  - Challenges & difficulties
5. FEI TV - Today & tomorrow
6. FEI TV - Marketing
7. FEI TV - First results
8. FEI TV - Further revenue opportunities



# 1

## Who we are (1/3)



- International body governing equestrian sport, founded in 1921
- 134 affiliated National Federations
- Each year, approx. 2.200 international competitions are organised under FEI rules
- Only Olympic sport involving an animal
- Male & female riders share same podium
- Headquartered in Lausanne, Switzerland
- Approx. 55 dedicated staff



**1**

## Who we are (2/3)



The FEI is the sole controlling authority for all international events in the following disciplines:



Jumping



Dressage



Eventing



Driving



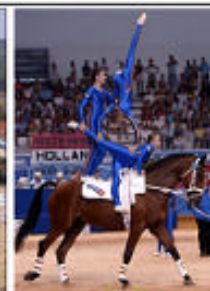
Endurance



Reining



Para-Equestrian



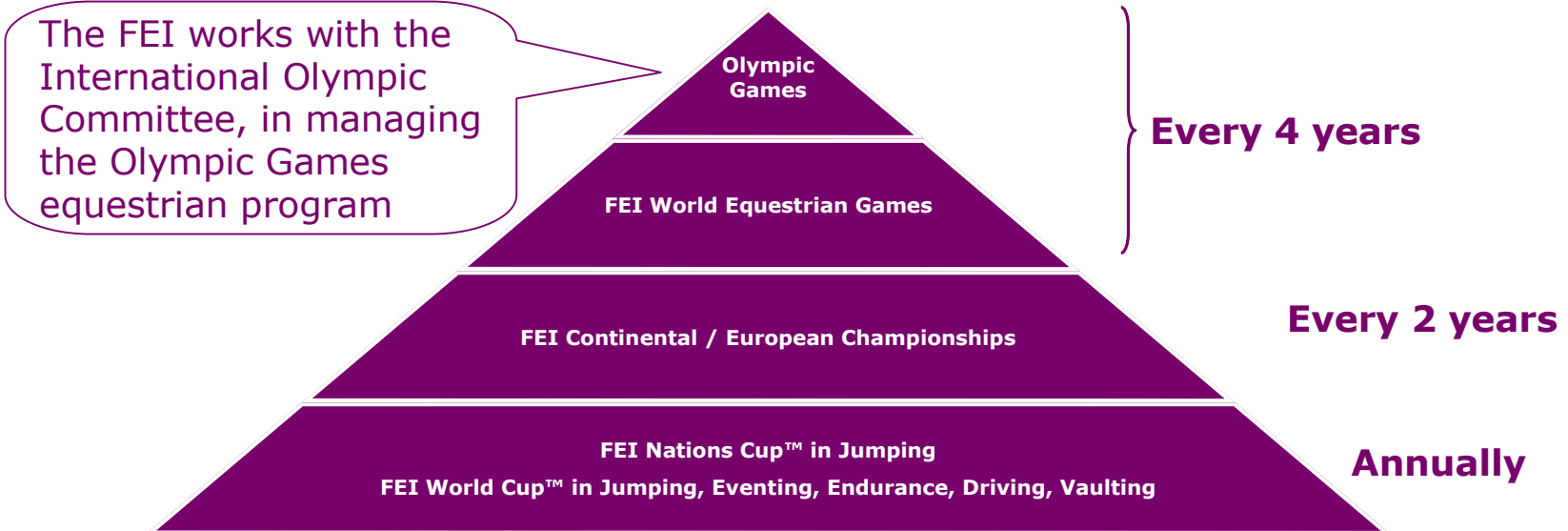
Vaulting

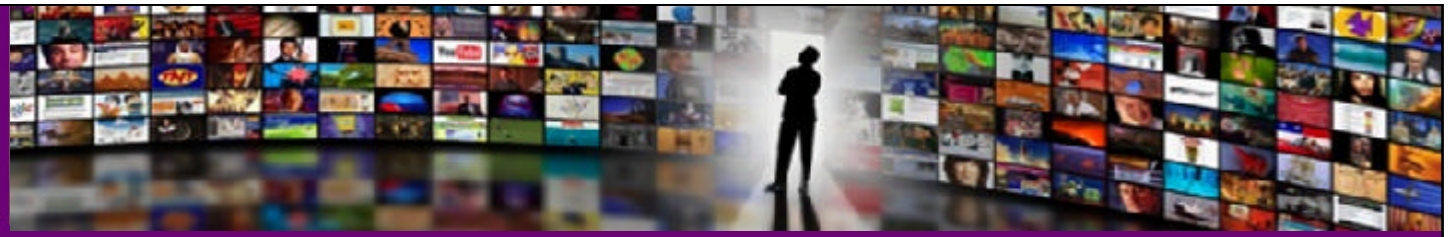


# 1

## Who we are (3/3)

The FEI owns the rights to and manages the commercial development of prestigious international properties:





# 2

## FEI & New media (1/2)

**Past:**

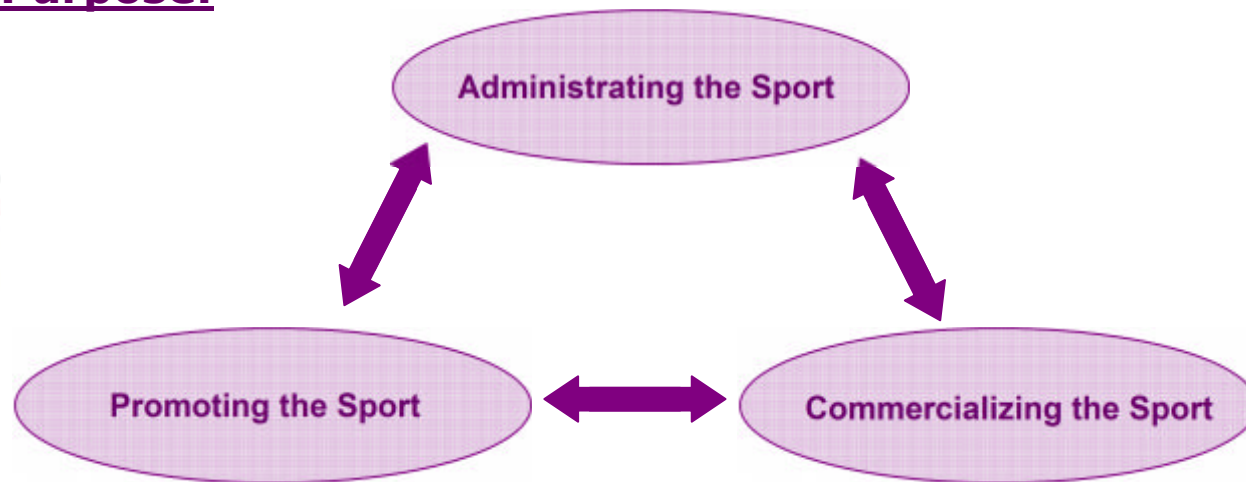
Limited to running  
www.fei.org



**Future:**

Integrated 360°  
approach

**Purpose:**



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# 2

## FEI & New Media (2/2)

### Administrating the Sport:

- Harmonizing & unifying data input & data generating globally
- Centralization of all databases for National Federations, Organizing Committees, Riders & Horses, e.g.:
  - FEI calendar of events
  - FEI event hosting approval & management system
  - FEI Licenses for riders
  - FEI Passports for horses
- Protected extranet for entire FEI family holding all horsesport/event related information

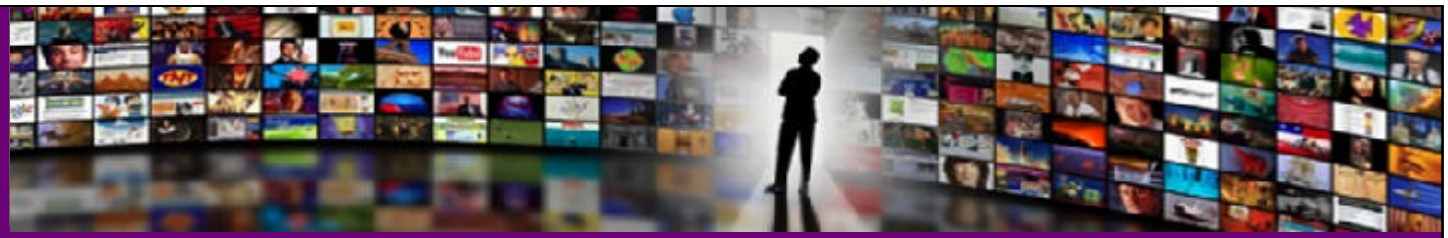
### Promoting the Sport:

- Web-TV: FEI TV
- Mobile Applications: e.g. iPhone applet for FEI dressage tests
- Gaming: e.g. Cooperation with game developers for console/on-line games
- Online Applications: e.g. Electronic TV Programme Guide, Podcasts, Votings
- Communications: e.g. use of online research tools, online campaigning using SNS, online information systems (PRs, Newsletter)



### Commercializing the Sport:

- Web-TV, Mobile Applications, Gaming, etc.
- Online Licensing & Merchandising Shop
- Online Approval Systems and Online Style Guides for FEI branding
- Online Archive of TV footage for broadcasters

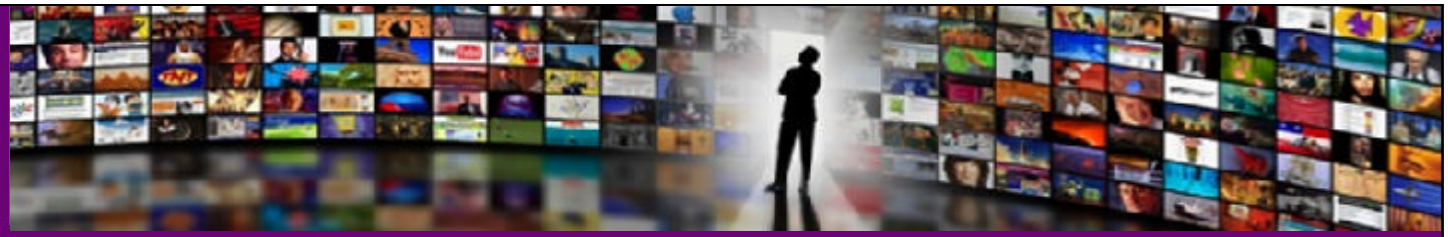


# 3

## Rationale for launching a web TV



- **Interesting demographics of equestrian sport:**
  - Consistent, loyal & wealthy participant and fan-base on international level
  - Membership structure in some countries: 50%+ younger than 20
- **Geographical spread of equestrian sport:**
  - Strong in most key markets with well developed broadband/internet landscape (in particular Australia, Europe, USA)
- **Irregular & fragmented presence of equestrian sport on TV**
- **FEI owns all media rights to all FEI series & international championships**
- **General trends in media consumption & technology:**
  - Younger audiences turn away from traditional TV
  - Merging of traditional & new media is accelerating
  - Online TV market forecast: 40% yearly growth in the next couple of years



# 4

## Setting-up FEI TV: Objectives



### 1. Provide global broadcasting platform for all FEI stakeholders

- Offer live and VOD streaming of major FEI events and archive
- Show & promote FEI disciplines & events with traditionally low or non-existing TV broadcast
- Reach territories with no or very limited equestrian TV coverage

### 2. Drive interest in equestrian sports & attract new audience

- On-line attracts young audiences
- Offer educational programs to attract new fans

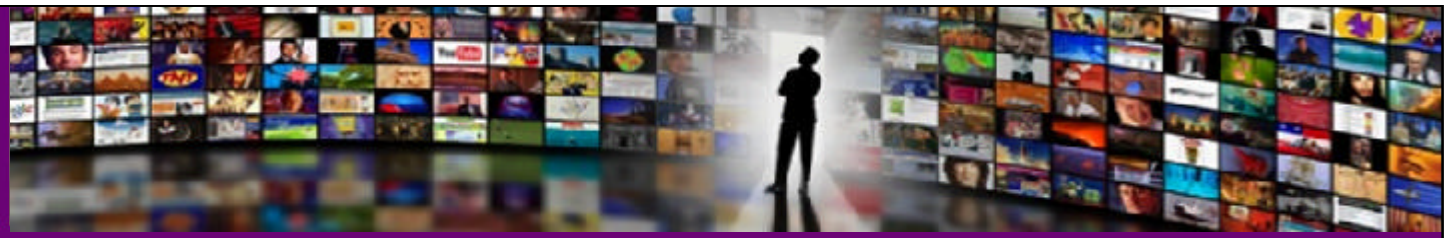
### 3. Strengthen overall image of equestrian sport & FEI

- Establish technically innovative user proposition
- Assign leadership position in online broadcast quality & applications

### 4. Develop new revenue streams for FEI while avoiding cannibalisation of TV rights sales

### 5. Develop synergies with other FEI online activities

- E.g. campaigning, voting, etc.



# 4

## Setting-up FEI TV: Strategy



### Current FEI online presence:

- Currently restructuring entire online approach to activate and fully exploit the sport's online potential

### FEI partnership with Perform:

- Partnership as a result of extensive tender process
- Combination of solid technology and online marketing know-how (in particular with – 2nd tier- sports) was key in selection process

### FEI content production and delivery:

- Dedicated FEI TV and Web TV team was restructured to fit new media requirements (style, configuration, turn-around times, etc.)
- Exploitation of synergies between TV and Web TV production

### FEI TV business model as mix of:

- Subscriptions
- Downloads
- Syndication/Licensing (incl. integration of National Federations)
- Sponsorship
- Advertising





# 4

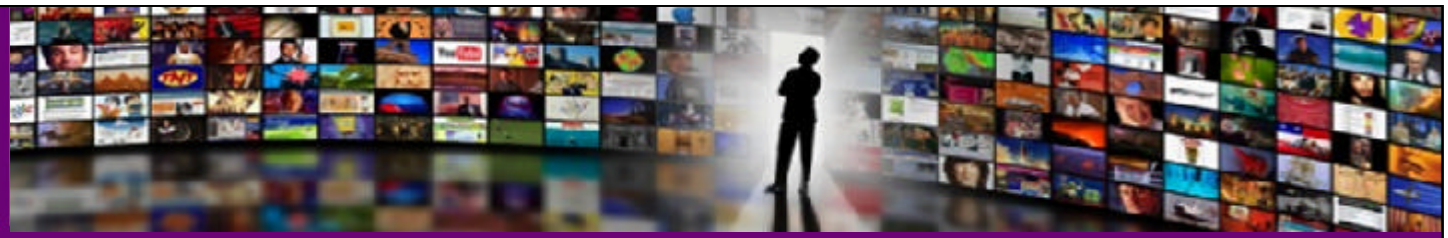
## Setting-up FEI TV: Challenges & difficulties



- Rights clearance (from 3rd parties & TV deals)
- Technical delivery to guarantee high quality viewing experience
- Online marketing know-how
- Live content production
- VOD content production
- Integration & harmonization with overall FEI branding & communication



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5

## FEI TV - Today & tomorrow



### Existing functionalities:

- Live and VOD subscription website
- 3 different video stream qualities allowing users best viewing experience according to their individual internet speed connection
- Extensive constantly updated and growing archive

### Existing content:

- Live stream from all major FEI Championships, FEI series & FEI Games
- VOD highlights of the above
- Extensive VOD archive
- Interviews, Behind the scenes, Equestrian Life Style Programming

### To be launched soon:

- Downloads (highlights, training & educational footage, documentaries)
- Live blogging
- Live data feeds (starting orders, results, etc.)



**Comprehensive digital marketing strategy**



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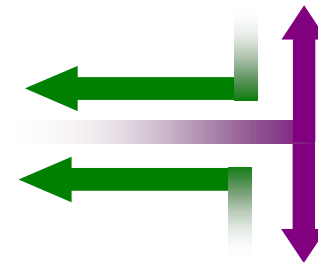
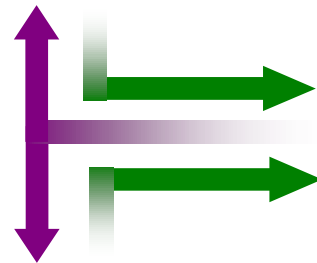
**FEI TV - Marketing: digital marketing**



**Distribution Partners:**



**FEI TV on SNS:**



**Affiliates:**



**Direct Marketing:**

E.g.:  
Pre-broadcast mailings





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**FEI TV - Marketing: traditional marketing**



**Print Advertising:**

- Show Programmes
- FEI Publications
- Integration in Press Releases & News

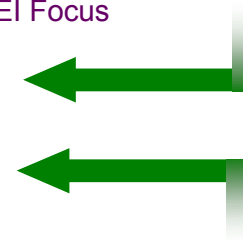
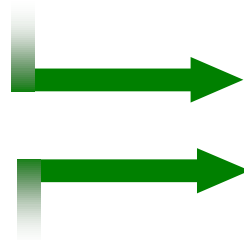
**Editorials in Print Magazines:**



FEI Focus



Equestrio



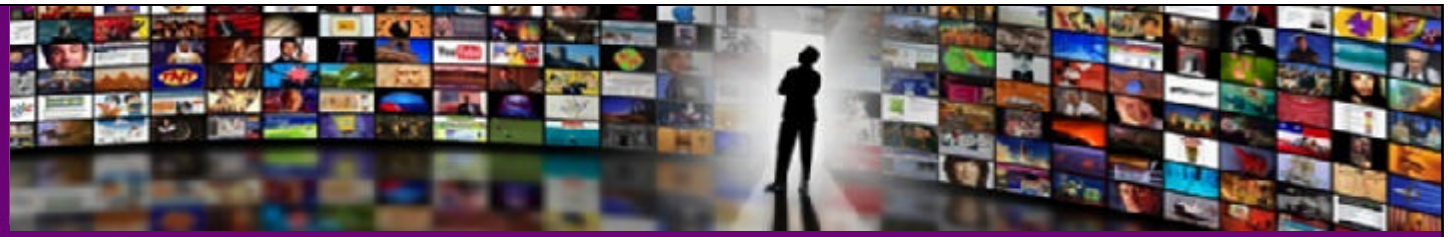
**Video at events:**

- Giant screens
- CCTV

**Boards at events:**



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# 7

## FEI TV - First results (1/2)

Comparing [www.fei.org](http://www.fei.org): March-Aug 2008 <--> March-Aug 2009

### Traffic:

- Total Page Impressions: + **1165 %**
- Total Page Views: + **28 %**
- Monthly Unique Users: + **29 %**
- No. of new users on page: + **39 %**  
(users not on [www.fei.org](http://www.fei.org) in past 12 months)
- No. of new users from top territories: + **30 %**  
(for top-15 most important FEI territories)

### User Behaviour:

- Time spent on page: + **75 %**

### First Conclusions:

- Impressive no. of new users for [www.fei.org](http://www.fei.org)
- Contact quantity & contact quality increases significantly

**➔ FEI TV as a key traffic driver for [www.fei.org](http://www.fei.org)**

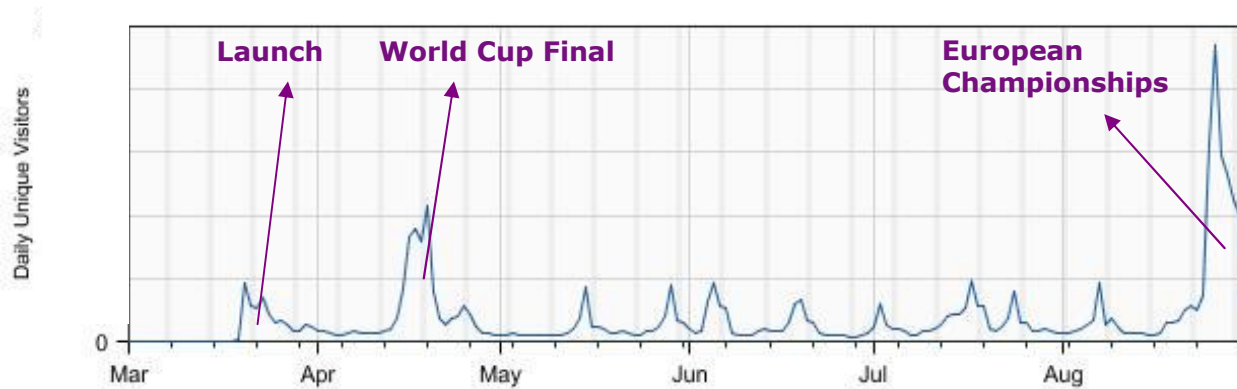




**7**

**FEI TV - First results (2/2)**

**Traffic: Live events are traffic drivers**



**Split of subscription products:**

- Annuals: **39.2 %**
- Weeklies: **19.2 %**
- Dailies: **41.6 %**

**Revenue split from subscriptions:**

- Annuals: **73.5 %**
- Weeklies: **6.8 %**
- Dailies: **19.7 %**

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# 8

## FEI TV - Future revenue opportunities

- End-user sales of download content (historic moments, training & educational video)
- New syndication models with online platforms
- Online content sales and distribution to broadcasters (archive, pre-event promotion, etc.)
- New applications (e.g. online dressage judging application)
- FEI TV well positioned for recent developments in media convergence (e.g. online media consumption via home TV sets)





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FOR YOUR ATTENTION !**



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## QUESTIONS?



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