

Sports Consumption in the Digital Age

Sports Marketing & New Media Congress 2009

30th September & 1st October 2009

Olympic & Sports Museum, Barcelona

A SPORTFIVE Presentation | Barcelona, 1st October 2009



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How do fans consume sports?



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TV Screen



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Computer Screen



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Mobile Screen



Source: <http://www.flickr.com/photos/rafeblandford/2267905438/sizes/l/>

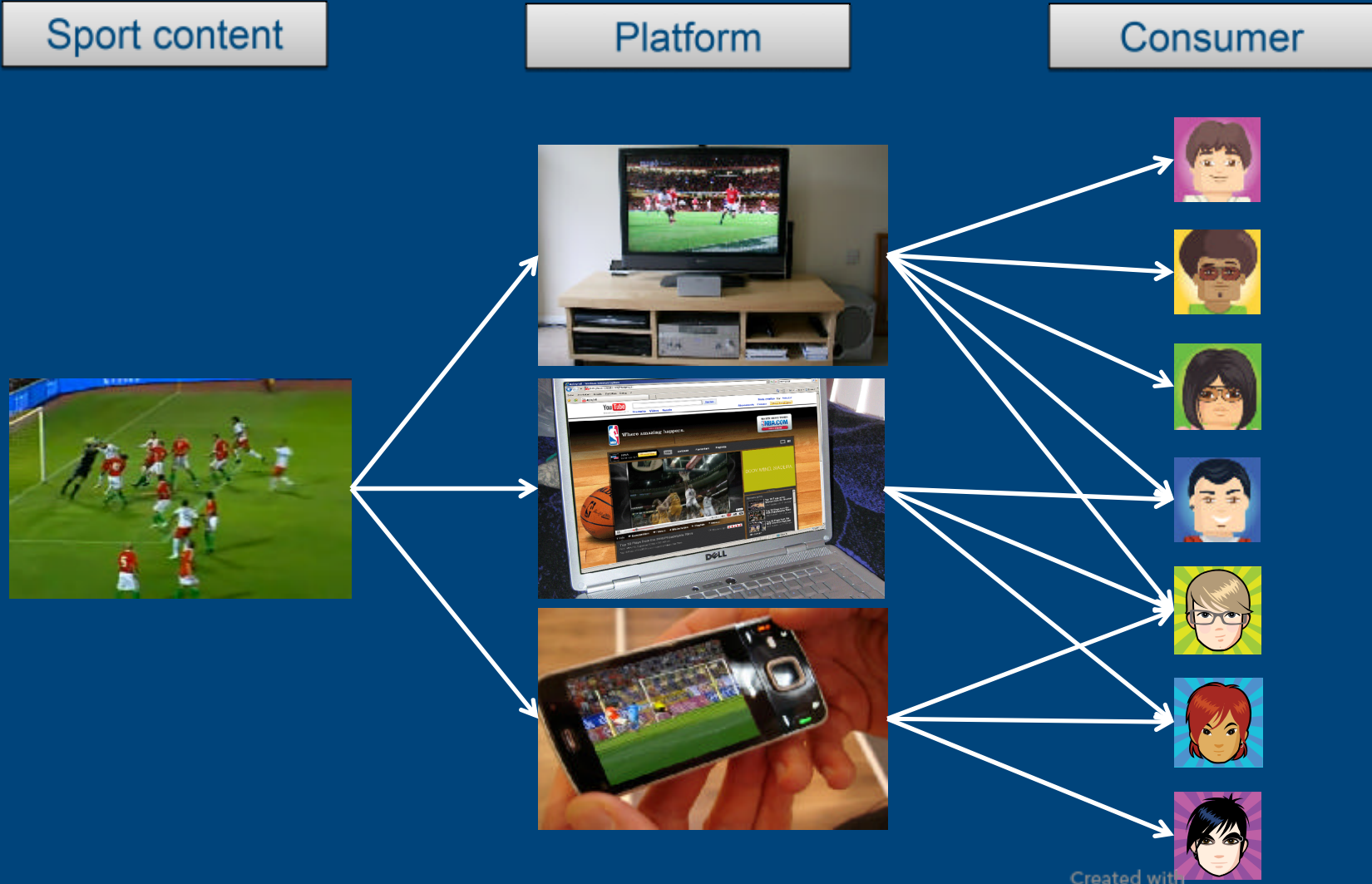
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The three Screens



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What are the main developments today?



Source: http://aboutlearningglobal.files.wordpress.com/2008/09/personal_development.jpg

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Digital convergence



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Media fragmentation

Device Level

TV

Internet PC

Notebook

Mediaplayer

Smartphones

Time Level

Live

Timeshift

Relive

Highlights

Archive/VOD

Service Level

Free TV

Pay TV

Publ. View.

Bars

BettingTV

Content Level

Olympics

Football

Handball

...

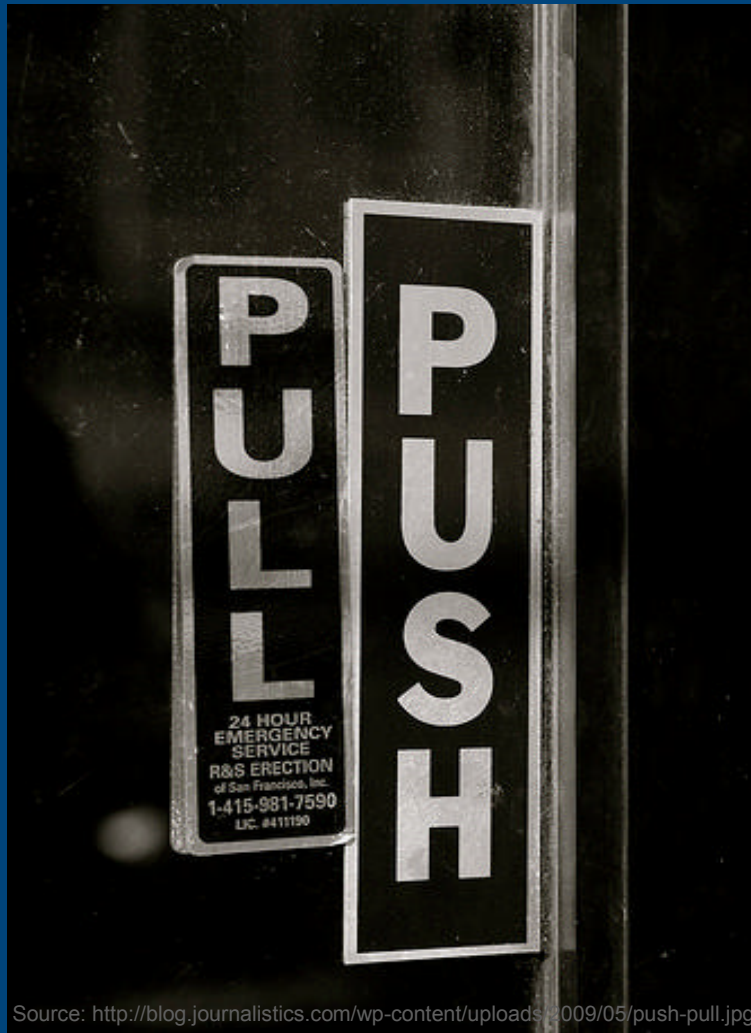
Niche Sports

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From push to pull



Source: <http://blog.journalistics.com/wp-content/uploads/2009/05/push-pull.jpg>

The fan decides ...

- ... what to consume.
- ... when to consume.
- ... and how to consume.

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Simultaneous consumption



Source: <http://neuerdings.com/2008/01/28/arcor-digital-tv-das-blaue-fernsehen/>

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Social media



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Which are the business models?

Free



Pay



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Free

- Free TV is mass medium Nr. 1
- On Internet the fans expect everything to be free
- Free mobile content is starting to establish



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Pay

- High Quality Sports program is main driver for Pay TV
- Internet Pay services work if Quality of Service is great
- Mobile Content was pay from beginning



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Persona 1

- 20 years, male
- Fan of local Football team
- Student

Sports consumption

- Goes to football Stadium 25 times a year
- Watching sport on TV 8-10 hours a week
- Following sport on Internet 1-2 hours per week
- Using social networks to be in contact with fellow fans
- Sport consumption on Mobile 30 min. per week



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Persona 2

- 37 years, male, married, 2 kids
- General sports fan
- Working 8 hours a day

Sports consumption

- Goes to football Stadium 5-10 times a year
- Watching sport on TV 4-6 hours a week
- Having Pay TV
- Following sport on Internet 1-2 hours per week
- Mobile sports consumption just news



Source: http://www.flickr.com/photos/vodafone_de/3659497881/

Persona 3

- 65 years, male, married
- General sports fan
- Retired from work

Sports consumption

- No active sports, no Stadium
- Watching sports on TV 10-15 hours a week
- No mobile or internet consumption of sports



Source:<http://www.flickr.com/photos/tncowart/3175327457/sizes//>
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Thank you!

Philipp Wessel
Senior Director New Media
SPORTFIVE GmbH & Co. KG

Email: philipp.wessel@sportfive.com

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SPORTFIVE GmbH & Co. KG

Nagelsweg 33-35 | 20097 Hamburg | Germany
Phone +49 40 376 77-0 | Fax +49 40 376 77-129
info@sportfive.com | www.sportfive.com
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