Dataxis

FREE WEBINAR

Pay TV Sports rights strategies in Europe

22nd November 2018

DATAXIS

Dataxis
FREE WEBINAR

Global	Offices based in Europe, Americas and Africa
Research	Leader in Market Intelligence of the Pay TV and Telcos in emerging markets, including Latin America
Events	NexTV Series and Future Ad Series conferences hosted in Miami, Mexico, Sao Paulo, Buenos Aires, Bogota, Berlin and Mauritius
Media	NexTV News Latin America, Brazil and Africa

DATAXIS RESEARCH

- ❖ Dataxis provides its clients with an online intelligence service
- ❖ Offices in Berlin, Buenos Aires & Mauritius
- ❖ Reliable, up to date and in depth key performance indicators, statistics and forecasts
- ❖ Our service includes:
  - Databases on 4play market: TV, Broadband, Wireless & Telephony
  - Data by country and operator including mid and small size operators
  - Free and unlimited online inquiry service
  - Complete operator's profiles

Agenda

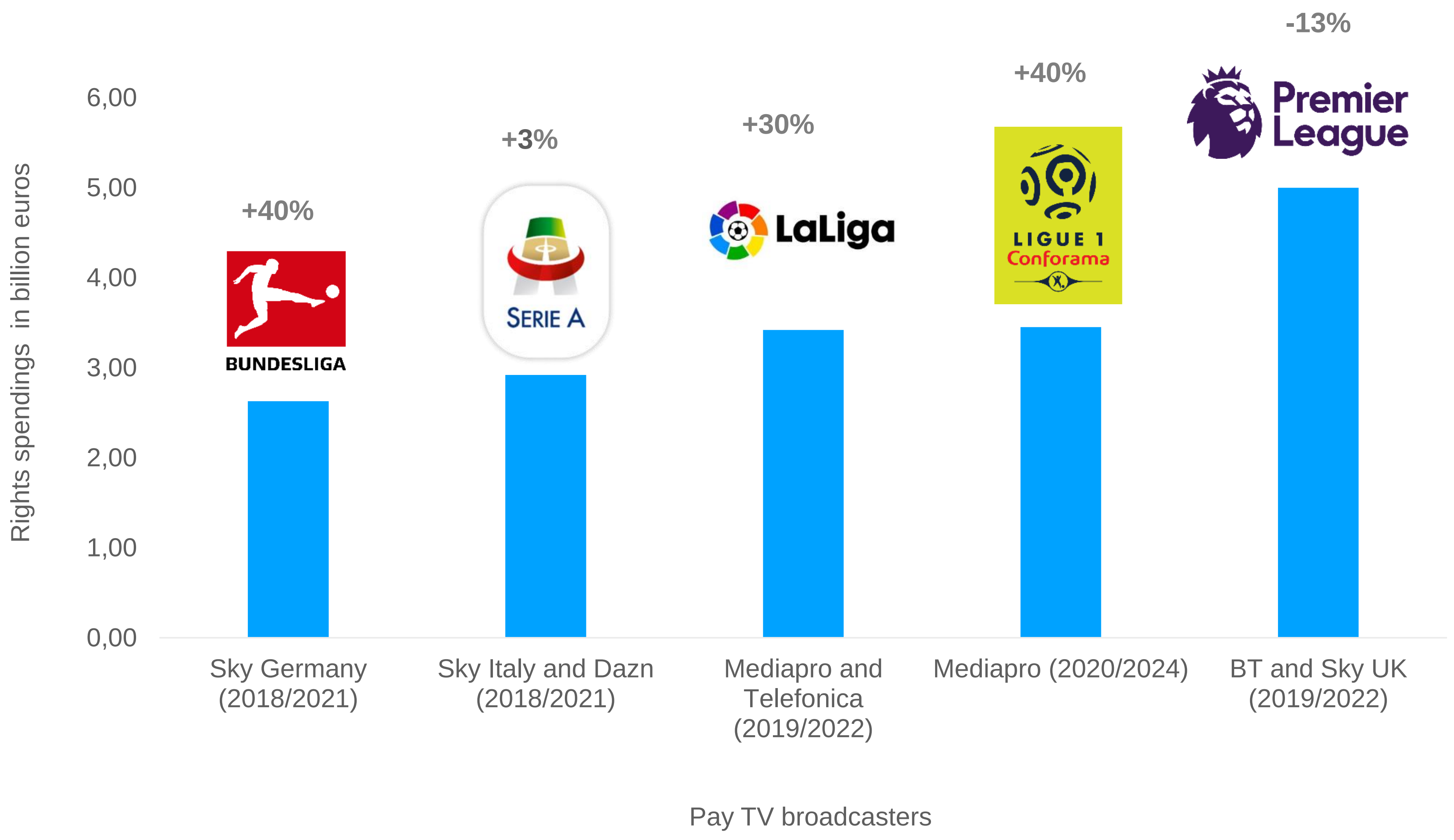
- **Inflation of sport broadcasting rights**
- **Analysis of sport TV content distribution**
- **Analysis of sport rights distribution**
- **Case studies**
- **Concluding remarks**

INFLATION OF FOOTBALL BROADCASTING RIGHTS

Dataxis
FREE WEBINAR

Domestic TV rights spent for top European football leagues for the three next seasons

Strongest growth for the Bundesliga, LaLiga and the Ligue 1



SCOPE OF THE RESEARCH: Western Europe

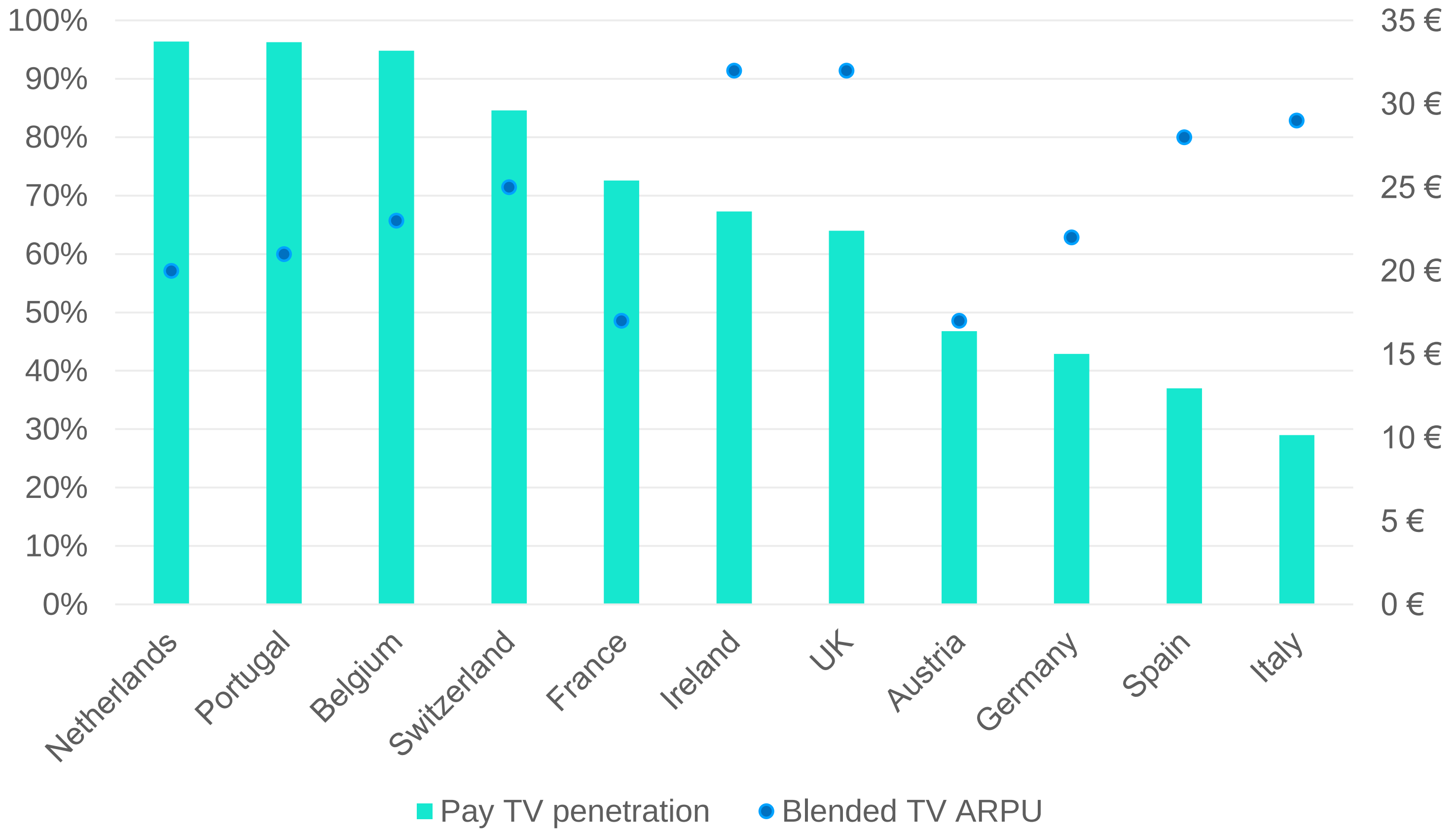
Dataxis
FREE WEBINAR

11 countries in Western Europe

Mature Pay TV markets

Pay TV subscriber base CAGR at 3,2% in 2018/2023

Arpu range from 17€ to 32€



Higher ARPUs are found in countries with large FTA markets, where Pay TV subscribers are those who are willing to pay high prices for premium content on TV.

SPORT CONTENT MARKET VALUE

Dataxis
FREE WEBINAR

€ 6.1 bn

Value of the west European Pay TV market for Q2 2018

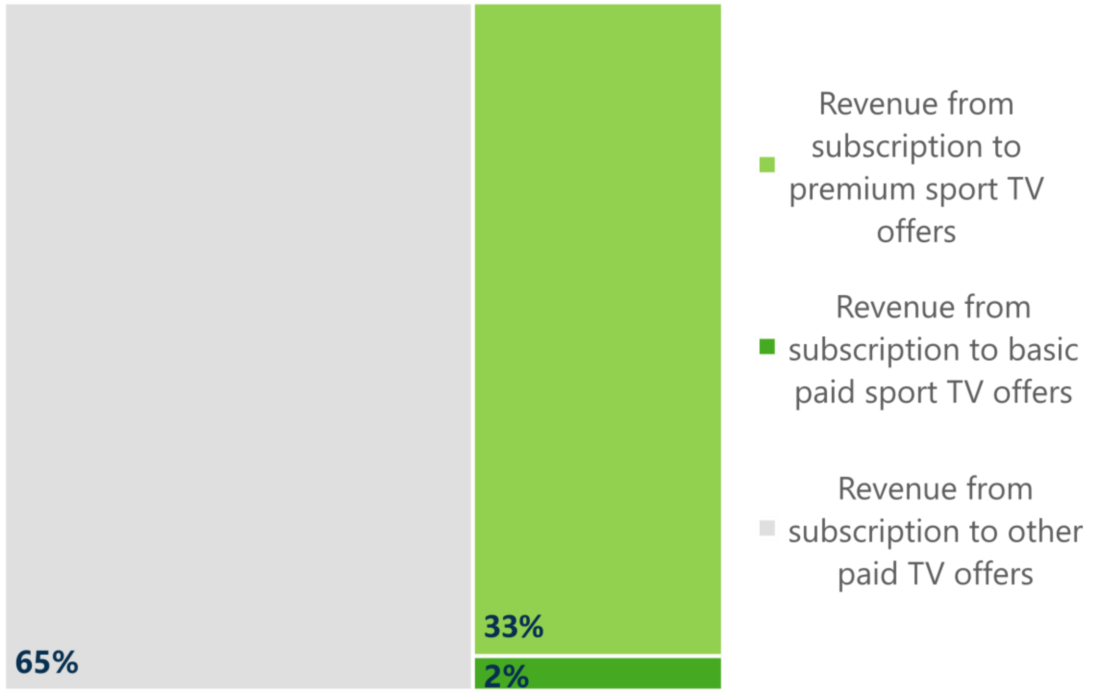
€ 2.1 bn

Subscription revenue generated by sport TV packages

€ 1.9 bn

Subscription revenue generated by premium sport TV packages

Sport content contribution to Pay-TV market revenues



Premium sport TV packages: Sky, Dazn, Teleclub, MySports, BT, RMC Sport, BeIN, Canal+, Proximus 11, Voo Sport, Play Sport, Ziggo Sport, Fox Sports, SportTV, BTV, Movistar, Mediaset, Serie A Pass, Eleven Networks
Basic paid sport TV packages: Eurosport, Telekom Sport, Premier Sport, Eir, Gaago TV, Opensport.

CONTRIBUTION OF SPORT CONTENT TO PAY TV REVENUES

Dataxis FREE WEBINAR

Highest share of Pay TV revenues in:

Spain - 41%

Main actors: Movistar (Telefonica), BeIn

UK – 40%

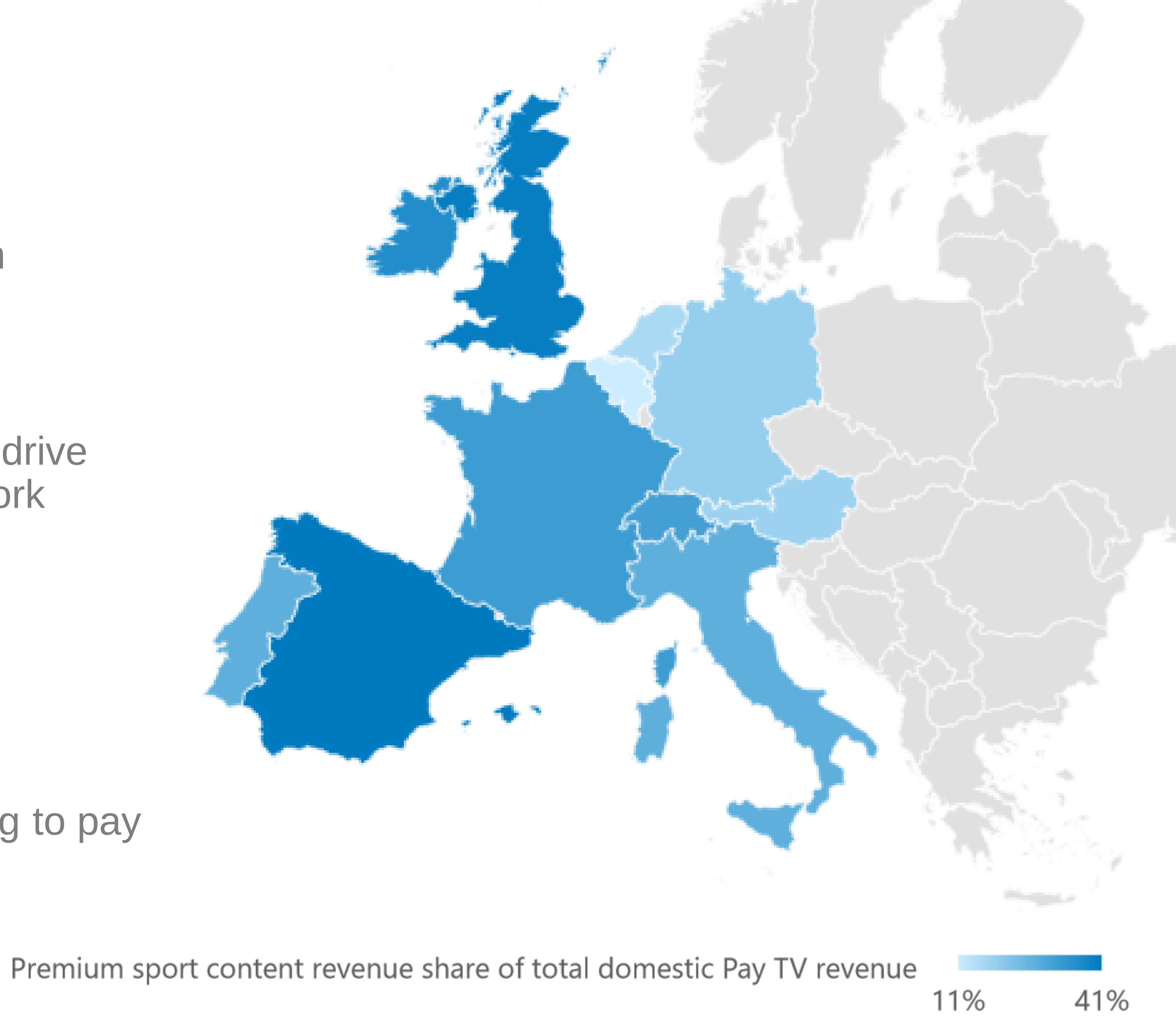
Main actors: BT, Sky

Telcos creating inflation on sport markets to drive subscribers to their fixed broadband network

Lowest share of Pay TV revenues in:

Belgium, Netherlands

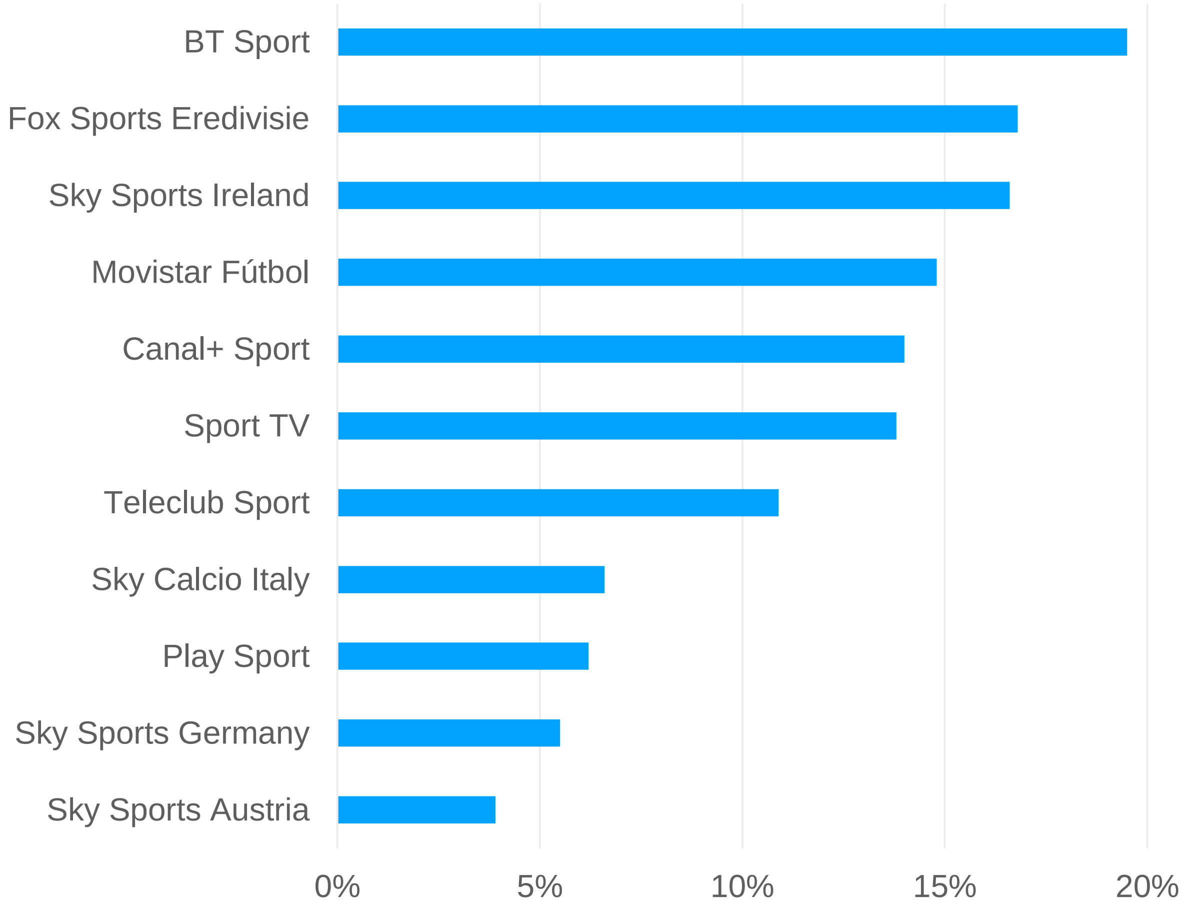
Only 10%-15% of Pay TV subscribers are willing to pay for premium TV content



MOST POPULAR PREMIUM SPORT PACKAGES

Dataxis
FREE WEBINAR

Penetration on domestic TV households
Top players by country



Growth drivers

Detention of key sports rights
European football competitions
and/or
Top national football leagues
and/or
Top competitions from other sports

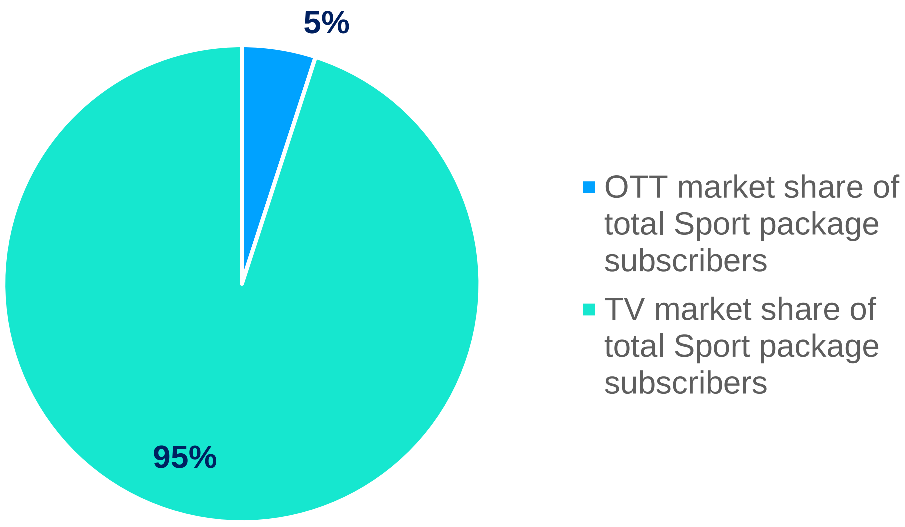
Redistribution strategies
Direct redistribution partnership
Indirect redistribution

Even between premium broadcasters themselves: cf broadcasting deals between Sky and BT in the UK, Canal+ and SFR in France, etc.

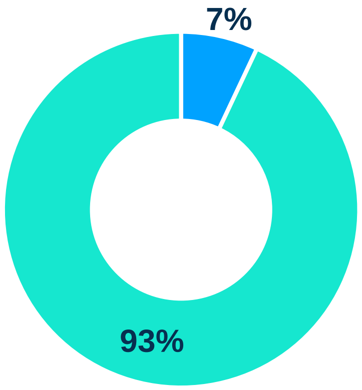
SPORT OTTS STILL IN THEIR INFANCY

Dataxis FREE WEBINAR

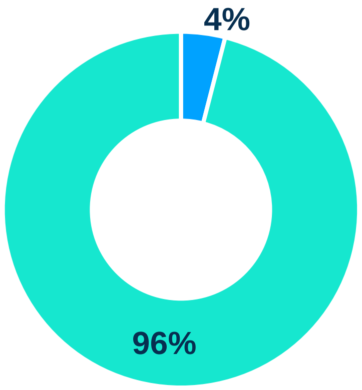
OTT is still playing a minor role in the distribution of sport content



France



Spain



Major OTT players

Bein Connect, Now TV/Sky Supersport, Dazn

League OTTs

Gaago TV, Serie A Pass , NBA League Pass

Pay TV broadcaster challengers

OpenSport, Premier Sport, Eurosport Player

Potential new entrants

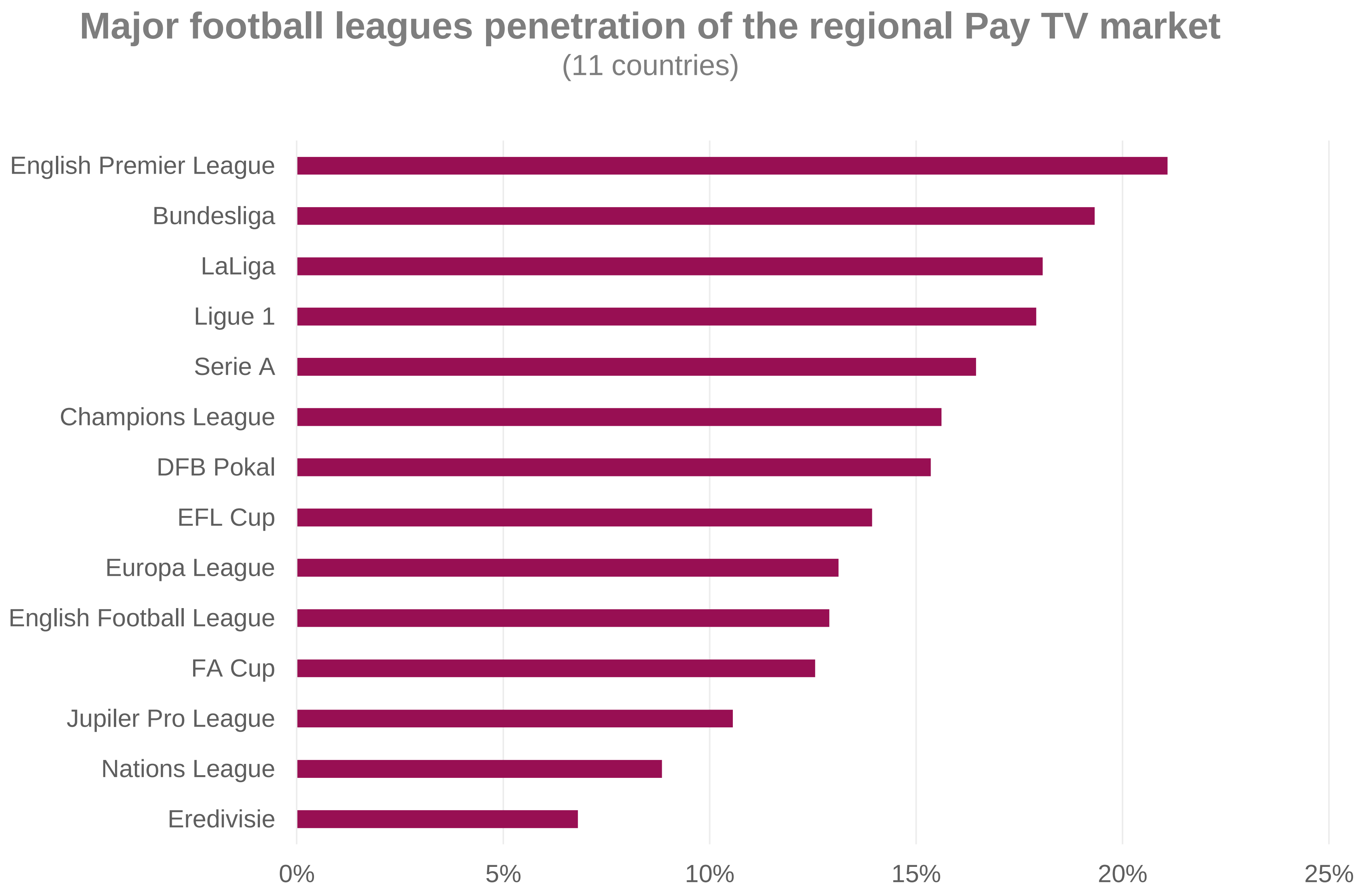
Amazon, Facebook

Operators' Pay TV Everywhere apps going D2C

BT, Play Sports Go

REDISTRIBUTION OF MAJOR FOOTBALL LEAGUES

Dataxis FREE WEBINAR

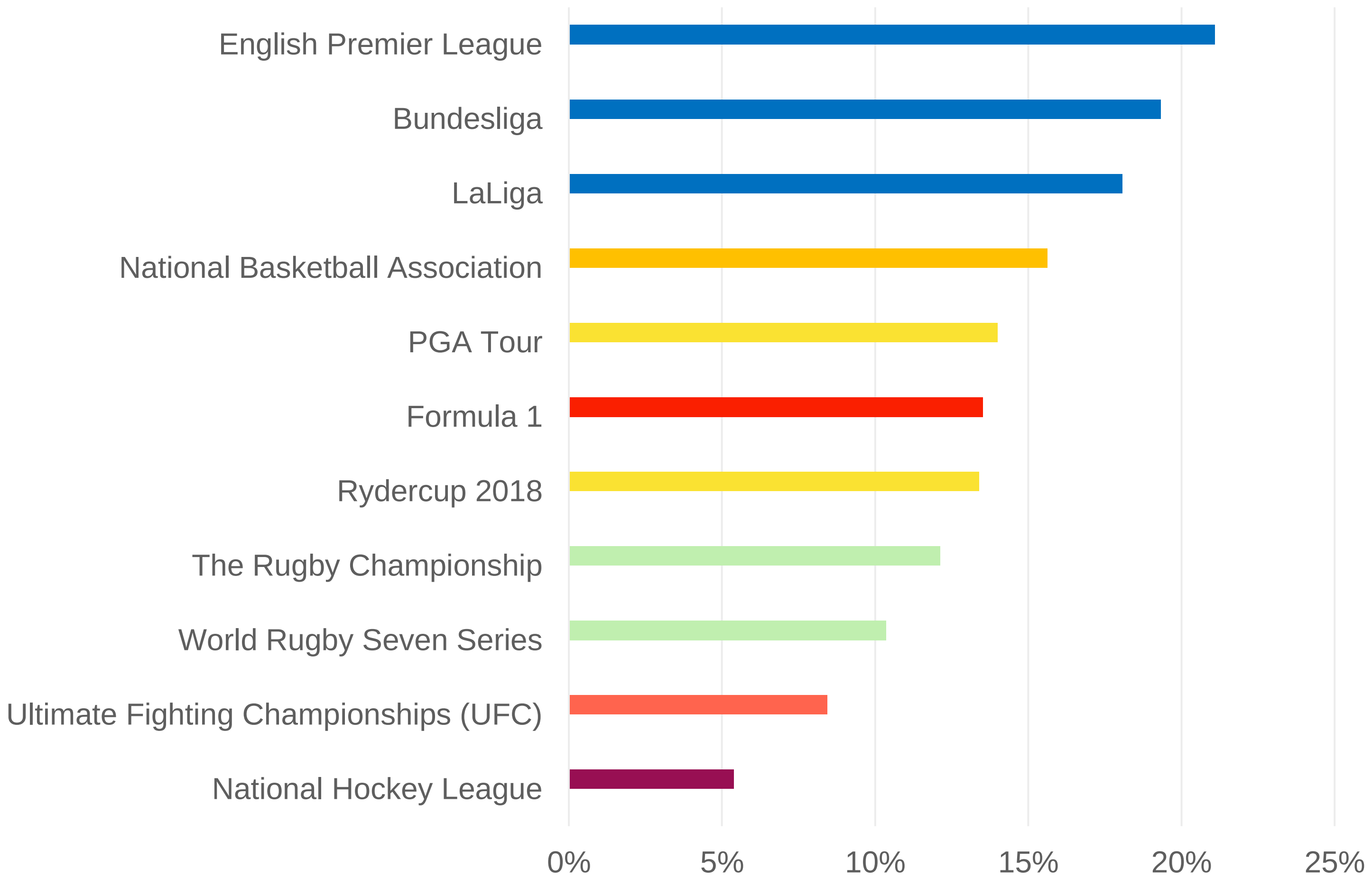


REDISTRIBUTION OF FOOTBALL VS OTHER SPORTS

Dataxis FREE WEBINAR

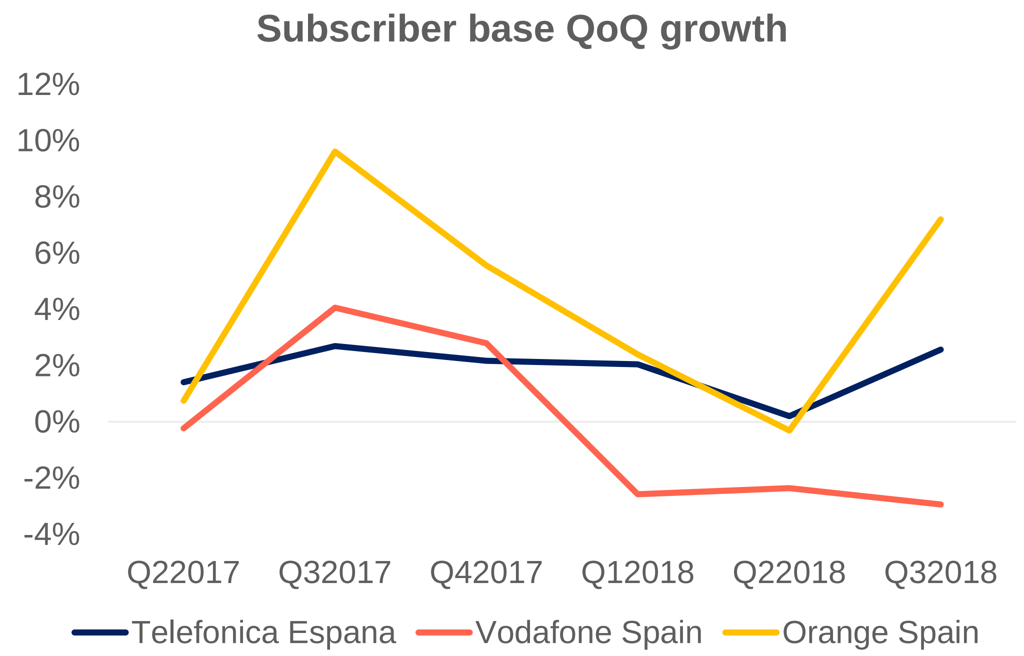
Major sport competitions penetration of the regional Pay TV market

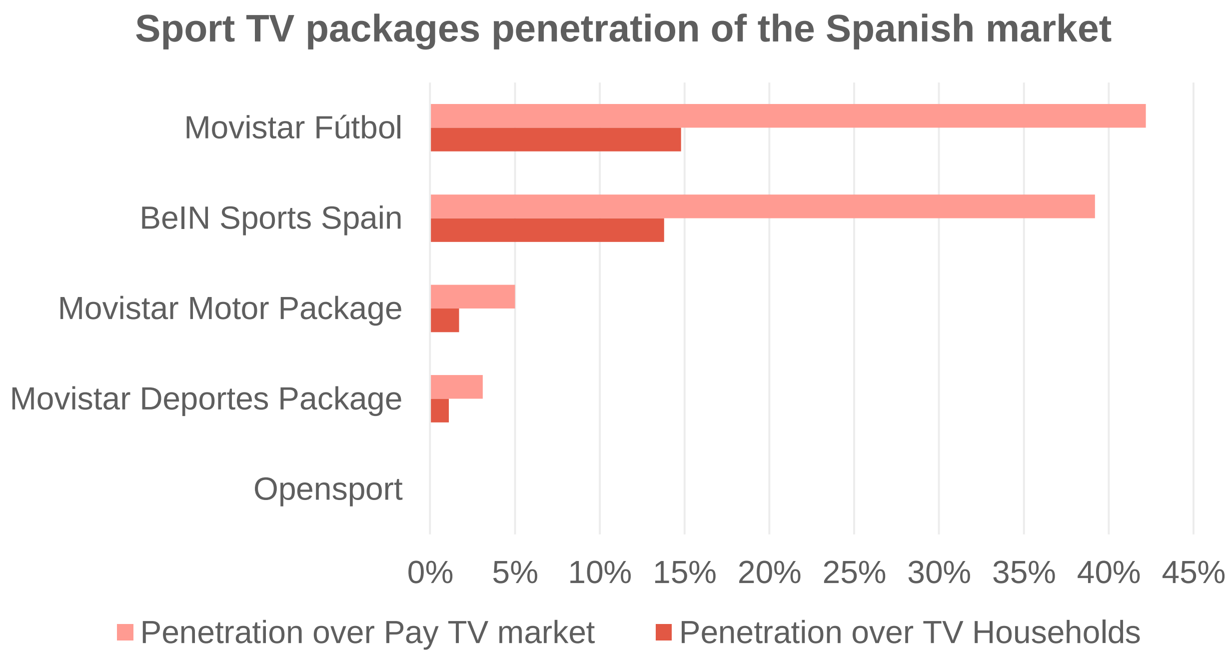
(11 countries)



CASE STUDY: VODAFONE SPAIN

- June 2018: Telefonica buys back Mediapro's rights for the UEFA Champions League and Europa League (2018/2021) for 1.1 billion euros
- July 2018: Telefonica launches a channel dedicated to its UEFA rights
- July 2018: Vodafone will stop distributing Telefonica's football channels
- September 2018: Vodafone loses 70K TV subscribers in Q3





CASE STUDY: RMC SPORT FRANCE

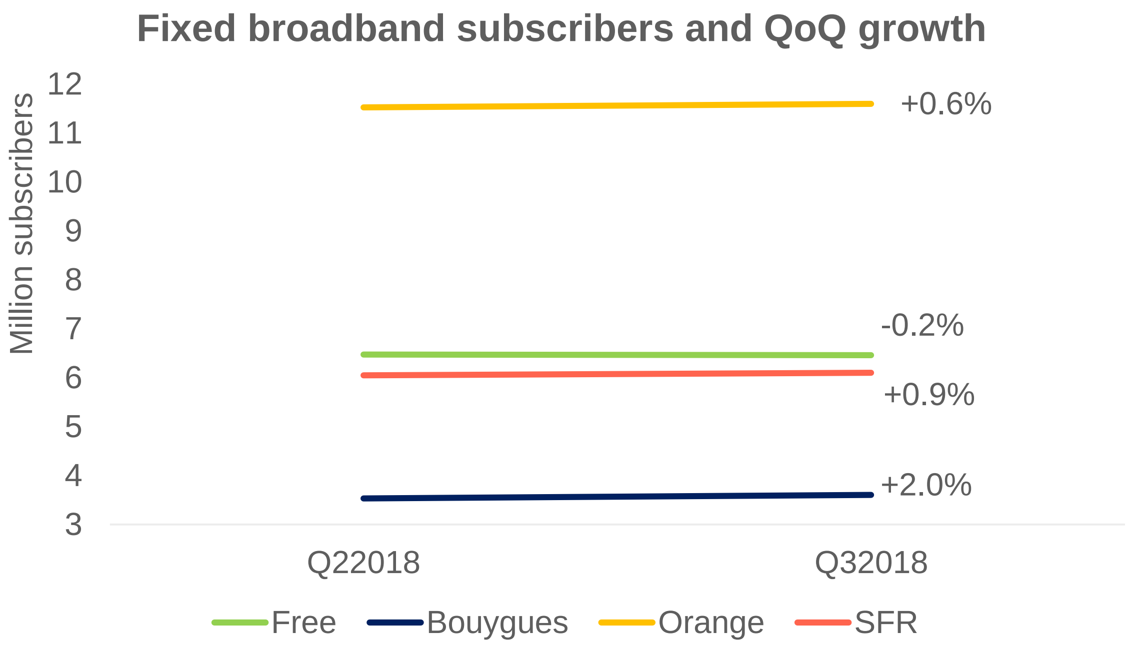
Dataxis
FREE WEBINAR

- Mai 2017: Altice acquires UEFA Champions League and Europa League exclusive broadcasting rights for
- August 2018: Altice launches RMC Sport
- Redistribution via Canal+ and on OTT
- November 2018: Altice claims « *more than 1 million customers won back in France* » in Q3. 200K new subscribers would be attributed to the sport offer.

Fixed B2C additions: +166K subscribers

70% of which coming from the sport OTT.

Only 50K new fixed broadband subscribers

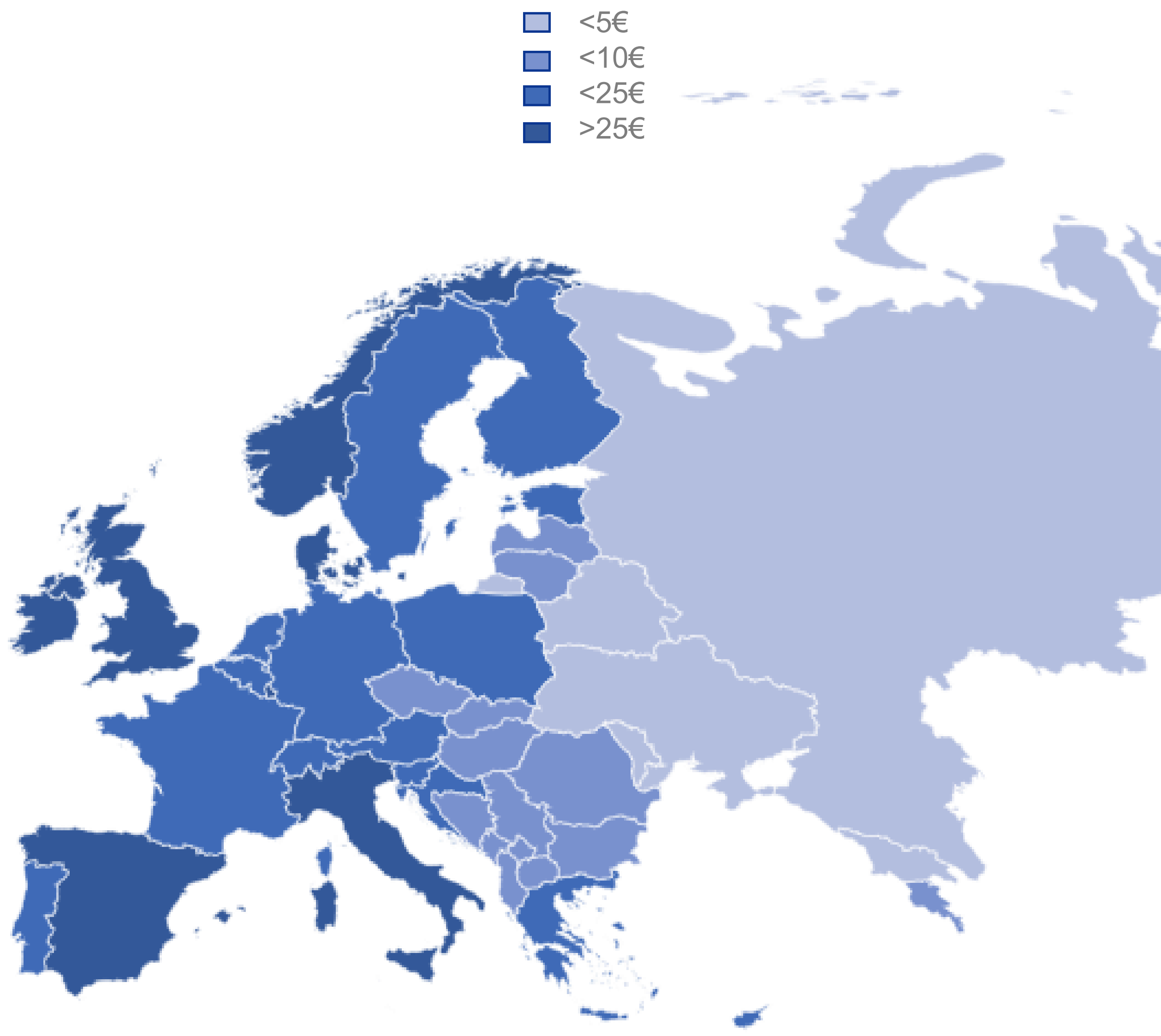


A BROADER LOOK AT SPORT ON TV IN EUROPE

Diversity of Pay TV ARPUs in Europe
From less than 5€ to more than 25€

Nordic countries
Situation similar to Western Europe
High ARPUs, premium sport TV packages

Central and Eastern Europe
Average ARPU below 10€
No market for premium sport TV packages
Lower cost of broadcasting rights for top european and national leagues



Q&A

For more information on this webinar and the Dataxis' new sport module:
juliette.boulay@dataxis.com

For more information on the NexTVSeries COO & DACH conference in Berlin, Nov 29th 30th:
priscilla.tirvengadum@dataxis.com

Thank you!

Dataxis

www.dataxis.com