

# MAJOR EVENTS - THE CONTENT PROVIDER PERSPECTIVE

39th EPRA Meeting - Working Group III

Budva, June 5th 2014



# THE DISCOVERY CASE - Italy

- DMAX is a FTA DTT male skewed channel at #52 of the EPG
- Very **positive reaction** to the acquisition of 6 Nations among DMAX viewers and also among Rugby lovers.
- The overall appreciation was amplified by the perception of DMAX as a «**young**» channel that invest on a such **big sport event**:
  - Not only matches, but a whole **editorial ecosystem**;
  - **Democratization** of a premium content;
  - Guarantee of **credible/competent commentary**.
- DMAX built a dedicated FB app, miniwebsite, simulcast streaming on line



OVERALL MATCHES	15
MATCHES PLAYED BY ITALY	5
MATCHES WON BY ITALY	0







### ITALY MATCHES Premiere

AMR 4+ 565k	Share 4+ 3.5%	Share M20-49 8.0%
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### Repeat

AMR 4+ 87k	Share 4+ 0.6%	Share M20-49 1.4%
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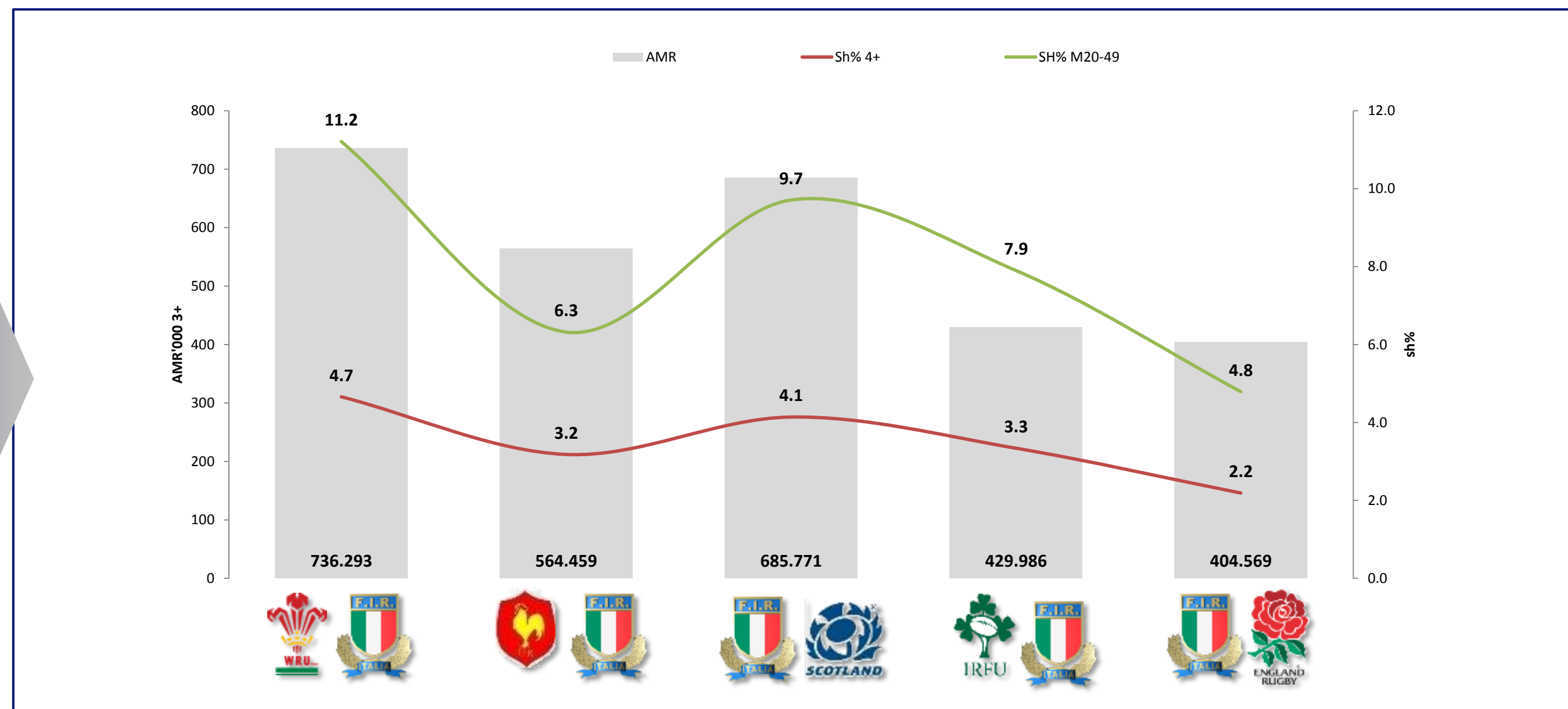


### OTHER MATCHES

AMR 4+ 231k	Share 4+ 1.4%	Share M20-49 3.7%
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# LIVE 6 NATIONS

## Matches: TV Performance



- Good results of *live Italy matches*, especially the first one, revealing a consistent tune in on the event.
- The matches showed a **male-skewed profile** (66%), concentrated on **20-34** (25% of the tot audience) and on **45+** (42% of the tot audience), so totally in line with the target fan of this sport

# THE DISCOVERY CASE -Spain

- Discovery MAX is FTA DTT male skewed channel performing around 2% AMR on Spanish market
- The channel is distributed and managed under the supervision of Unidad Editorial
- Discovery group acquired 51% of Eurosport
- On Discovery MAX there will be broadcast the 2 finals and 2 semi-finals of the tournament (if Spanish players will play)
- Both Unidad Editorial and Discovery will benefit by the new partnership with Eurosport
- Example of synergy between Paytv and FTA distribution of the same sports content





# THE DISCOVERY CASE - What we learned

- DMAX and Discovery MAX took advantage from the Major Events rules
- Particularly DMAX in Italy exploited the inclusion of the R6N matches in the list
- The fans and the viewers were happy and satisfied of the service
- We got good audience result and a positive budget in this operation
- More synergy between Paytv and FTA distribution may be created





# THE LEGAL ANALYSIS - TOPIC #1

Historically there are two main interests that may then be divergent in the practice ...

- *Premium content*
- *Thematic*
- *Attractive for viewers and investors*
- *Easy to be sponsored*

**Operators' interests  
on the economic  
potentialities of sports  
on TV - Freedom to  
provide services**

**Regulation scope to  
enlarge the audience  
of certain sports  
events - Right of being  
informed**

- *Cultural and national relevance*
- *Wide interest (over the traditional supporters)*
- *Protect the right to be informed*

# THE LEGAL ANALYSIS - TOPIC #1

How the two main interests have been positioned in the market:

- *Access only for paying viewers*
- *High technical level of the service (HD, 3D)*
- *Special and extra contents and services*

**Pay TV  
dedicated  
channels**

**FTA small  
channels**

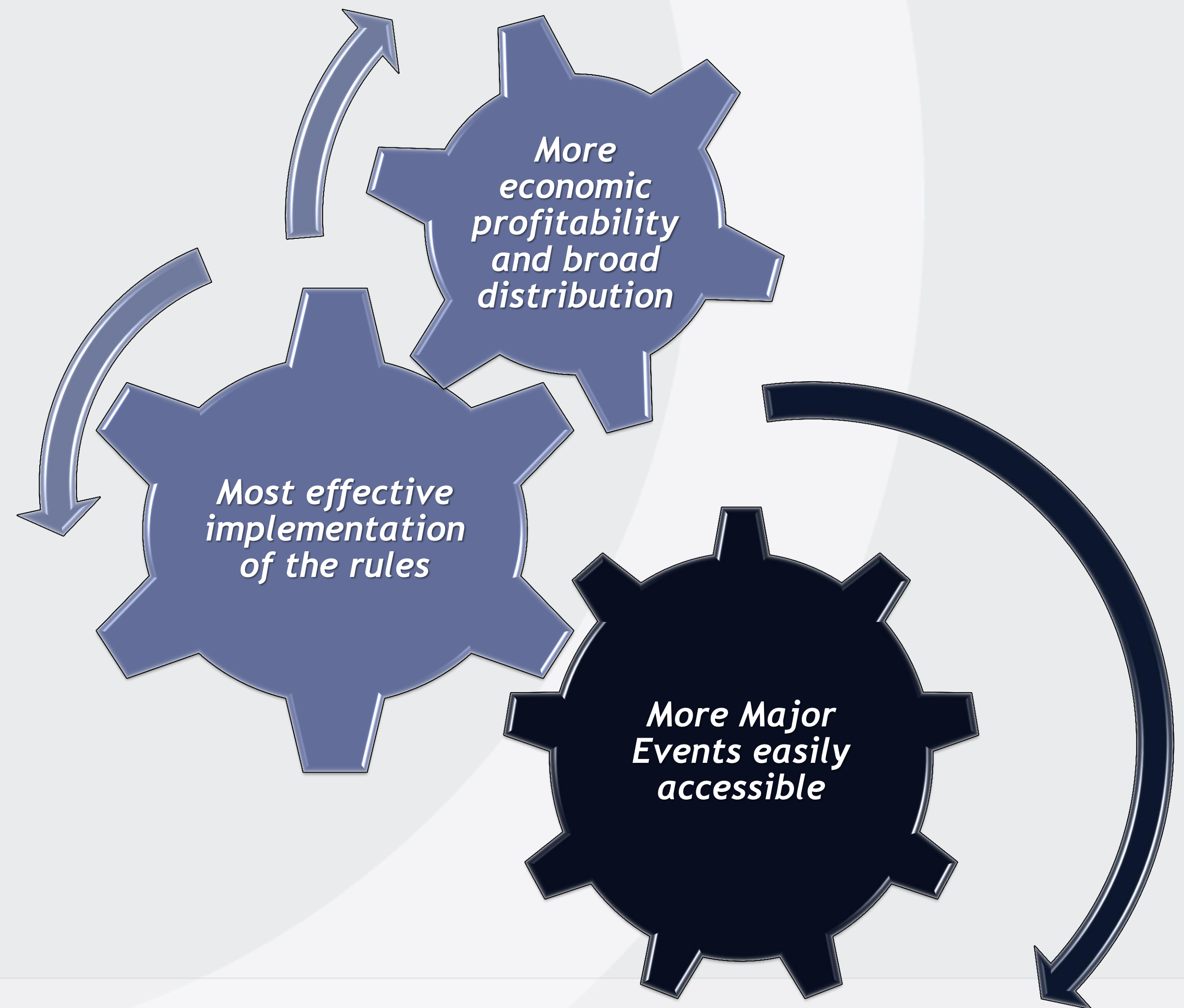
- *Access for every single viewer*
- *High cost of the rights*
- *No dedicated service*



# THE LEGAL ANALYSIS - TOPIC #1

**BUT the scenario is rapidly changing:**

- Fast change of the market scenarios in many Member States
- More and new means and device of distribution (online, mobile, thematic FTA channels) which may grant a full implementation of art. 14 AVMS Directive
- More operators interested to the sports rights (not only traditional pay operators)





# THE LEGAL ANALYSIS - TOPIC #2

## New trends in the acquisition of sports rights:

### Negotiations for acquisition of rights on Pan European basis

- Certain sports events are acquiring relevance at European level
- Operators may exploit scale in the negotiations
- Operators may increase their audience

### Potential exploitation on multiterritorial basis

- New operators (OTT in particular) may have interest to take benefit from limitation to territory exclusivity
- New distribution means (online, mobile) allow broader distribution also outside of countries

*the Murphy  
Case effect*

# THE LEGAL ANALYSIS - TOPIC #3

## Classification of Major Event in different Member States:

After the Court  
cases C.205/11 P  
and C. 201/11 P

- How the divisibility criteria works?

Major Events may  
be treated, even if  
these have a broad  
relevance in all  
the Member States

- What is the impact on  
Pan EU negotiations?



# THE LEGAL ANALYSIS - SUGGESTIONS

In light of the previous Topics what can be the next step in the regulation?



Guidelines on major events having relevance for the EU States

Help the pan-European negotiations

Avoid discrepancies between the different Member States

Support a broader distribution of the events and better performance for many channels

Increase clarity on the application divisibility criteria