



SPORT AS A CRUCIAL BROADCASTING ELEMENT

MEDIA, ADVERTISING, NEW TECHNOLOGIES

TASHKENT, NOVEMBER 2016



CHALLENGING TIMES FOR TRADITIONAL MEDIA

New players: OTT, Telecoms, IPTV, Google, YouTube, Netflix

Technology: 4k, smartphones, smart TVs, apps

Old problems: Piracy, regulations



VIEWER IS IN FULL CONTROL

What to watch?

How to watch?

Where to watch?

When to watch?



OR IS HE IS NOT?

NEWS

We want to see the breaking news as they happen, by whatever means

SPORTS

We know what we want to see ahead of the event. We know whom with and where to watch it



LOCAL INTEREST IS KEY

LOCAL HERO

Manny Pacquiao Vs
Floyd Mayweather...
Aired on 4 channels
simultaneously



8.9 MILLION
VIEWERS

85% MARKET
SHARE

AND ALSO

LOCAL EVENT

Vasaloppet, cross
country race existing
since 1922



1.8 MILLION
VIEWERS

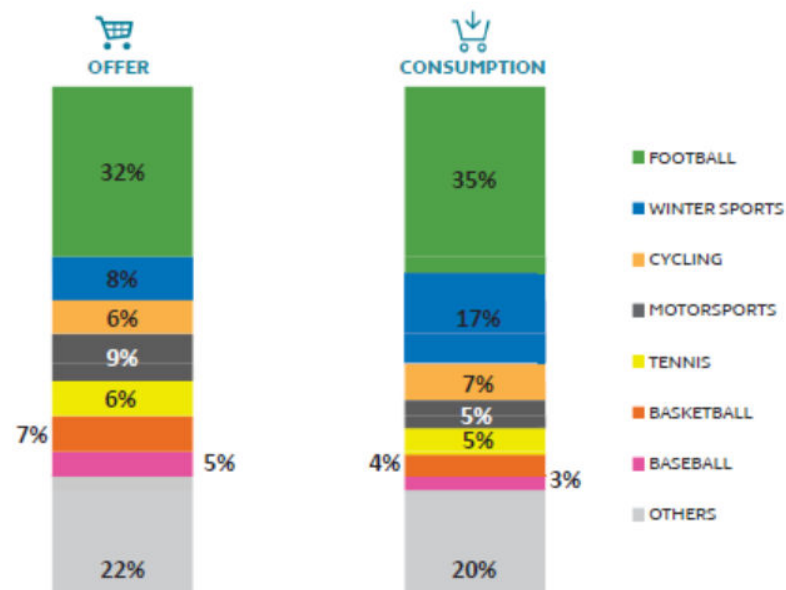
79,1% MARKET
SHARE

Such choice of content is very limited



LOCAL INTEREST IN A CERTAIN SPORT

Eurodata TV Worldwide Mega Panel – Offer and Consumption in 46 territories*



*Based on the top 6 sports consumed per market as per the Offer & Consumption analysis of the 46 territories studied in the 2015 Yearly Sport Key Facts

BEST IN SPORT



BEST IN TELEVISION



BEST IN SPORT

ALL THE GREATEST
PLAYERS



BEST IN SPORT

ALL THE GREATEST
PLAYERS

THE BEST SUPPORTED
CLUBS



1,852m



592m



586m



307m



200m



112m

BEST IN SPORT

ALL THE GREATEST
PLAYERS

THE BEST SUPPORTED
CLUBS

THE MOST ELUSIVE PRIZE

NUMBER OF WINNERS
SINCE 1992/93

UEFA CHAMPIONS LEAGUE | 13

TOP FIVE DOMESTIC LEAGUES
(AVERAGE) | 6

BEST IN TELEVISION

ULTIMATE APPOINTMENT TO
VIEW

TUESDAY/WEDNESDAY – 20:45



BEST IN TELEVISION

ULTIMATE APPOINTMENT TO
VIEW

WORLD CLASS BRAND



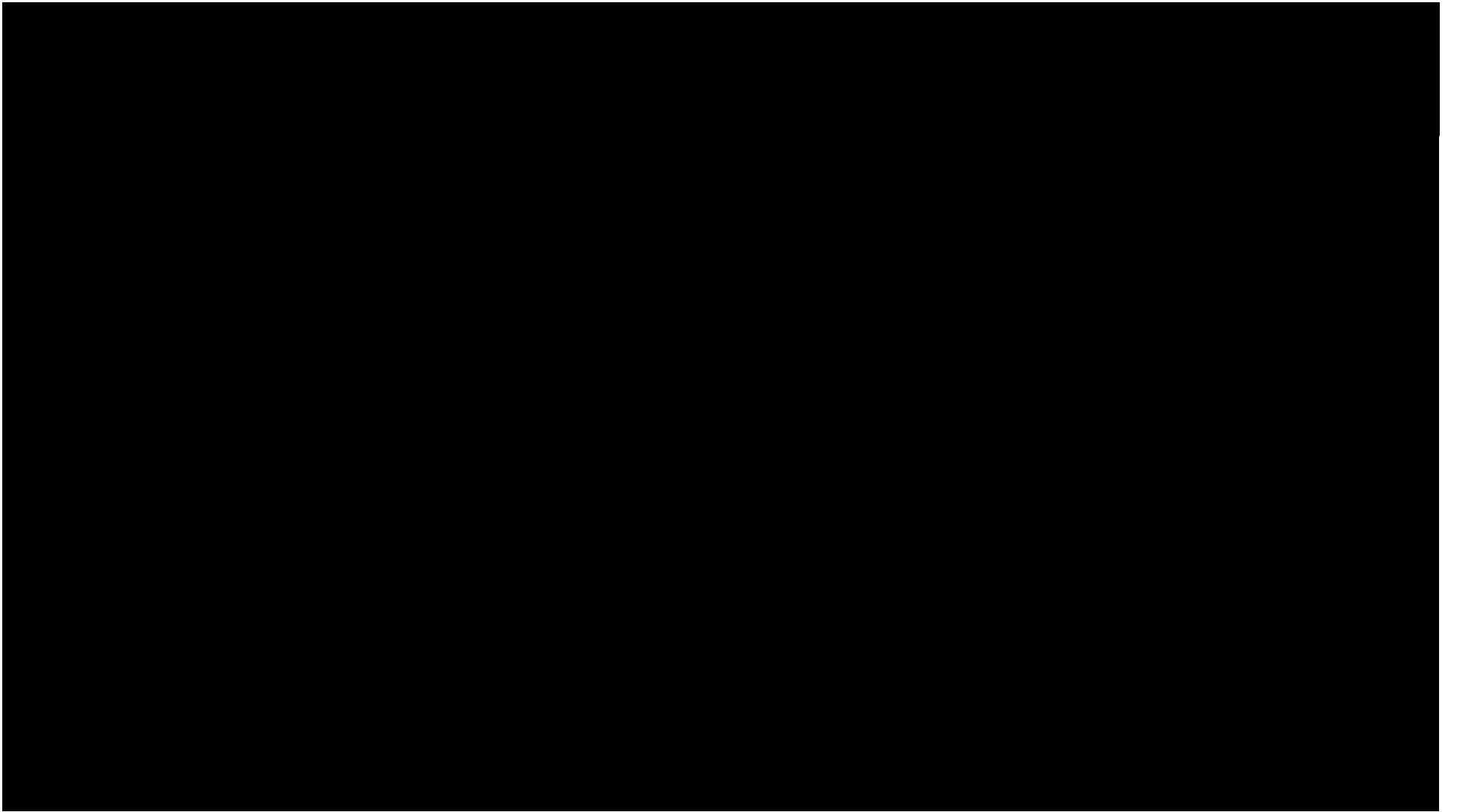
**BEST IN
TELEVISION**

ULTIMATE APPOINTMENT TO
VIEW

WORLD CLASS BRAND

UNSCRIPTED LIVE DRAMA
EVERY YEAR







GLOBAL APPEAL EVENT



2014/2015

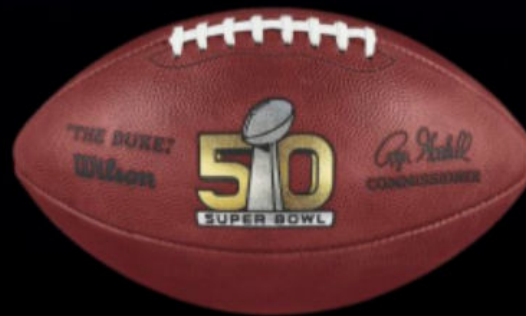
4.2bn

1992/1993

1.4bn



THE MOST WATCHED ANNUAL SPORT EVENT ON THE PLANET



145 M VIEWERS



183 M VIEWERS



A POWERFUL GLOBAL PREMIUM BRAND

Interbrand

Brand
Strength



UEFA
CHAMPIONS
LEAGUE®

comparable to the
TOP 10 strongest brands

€3.14bn





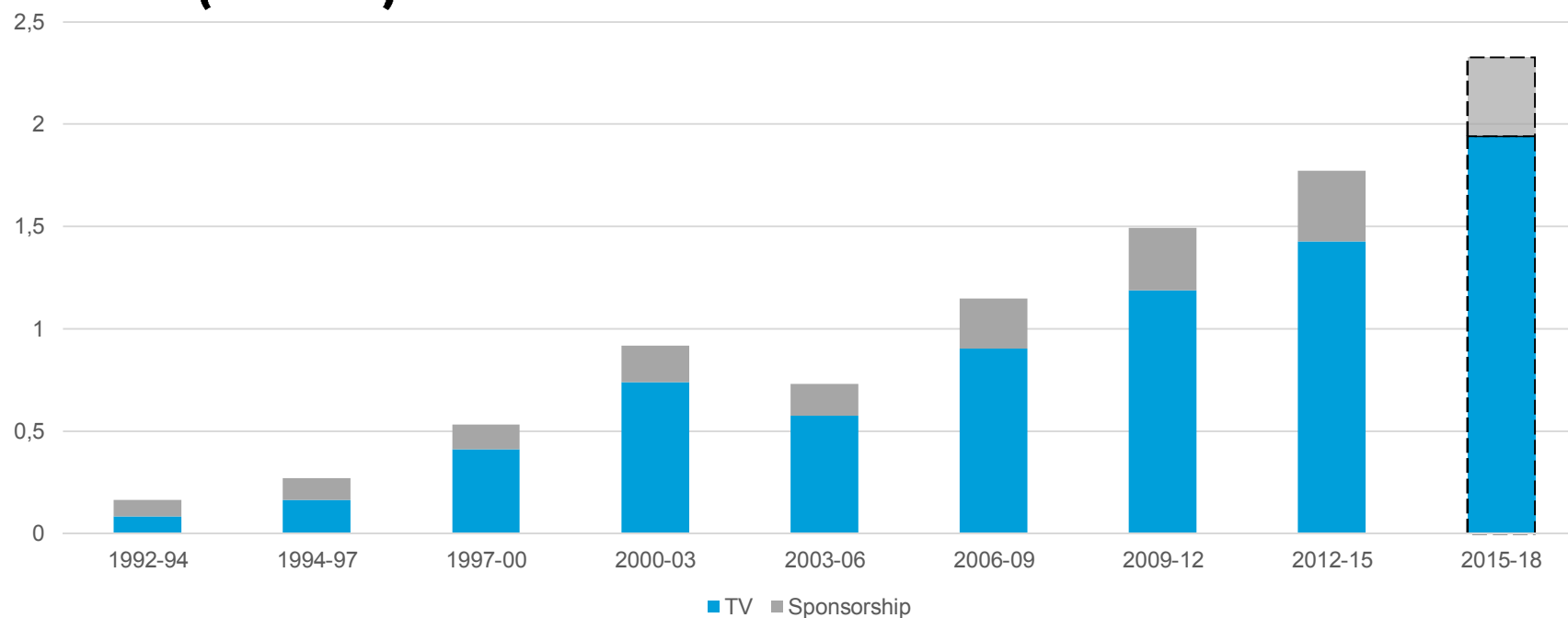
BALANCING FREE TV AND PAY TV





TWO DECADES OF SUCCESS

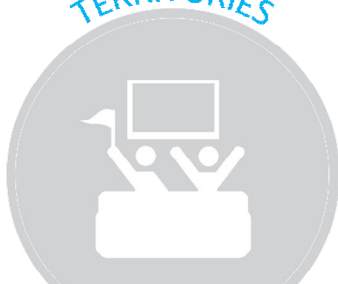
Club competition revenues (TV/Media Rights and Sponsorship) per season (EUR bn)





GLOBAL PHENOMENA

TERRITORIES



210+

CONTRACTS



300+

BROADCAST PARTNERS



170+



CHALLENGES SUCCESSFULLY TACKLED BY PARTNERS

Watch UEFA Champions League in Uzbekistan on UzReport since 2015

Better quality of signal

In Uzbek and Russian languages

Locally relevant

Legal

Cheap



Fenerbahce – Manchester United 23:00

Schalke 04 – Krasnodar 01:05

LIVE AND ONLY ON UZREPORT





RAHMAT

