



PLAZAMEDIA
TV & FILM PRODUKTION

Medialization of CISM

CISM Symposium 2008 - Sofia

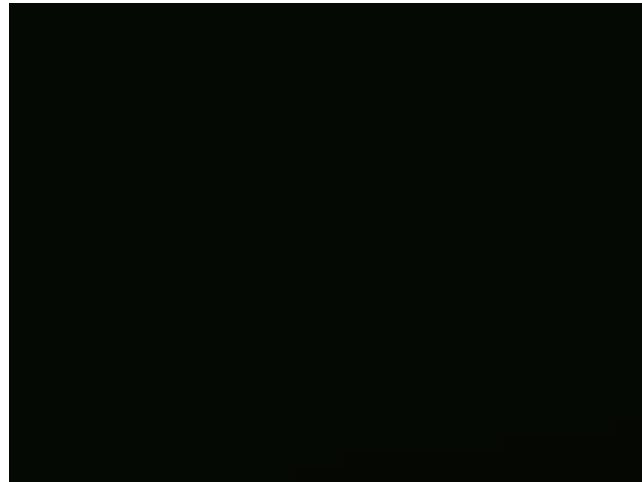
Mr. Holger Haas, 09/24/2008

Mission Analysis

Mission Analysis – Medialization of CISM

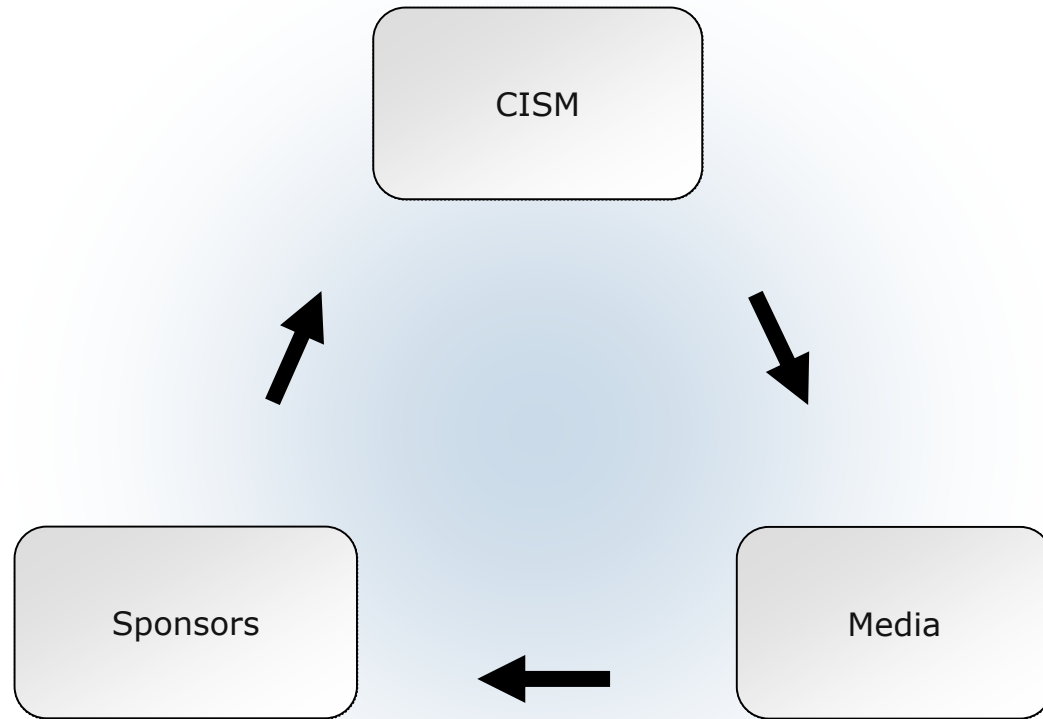
- intent
- specified and implied tasks
- constraints and restraints
- Has there been a fundamental change in the situation?
- conclusions

Imagetrailer



Analysis of the market environment

Circle



Sports catches the public's interest because of...

- heroes
- creating an event
- change of regulations
- identification



Criteria of a successful sport in the media

- hero
- sports fans
- tradition
- own experience
- clean sport (no doping)
- internationality
- sustainability
- positive image



Positive Image

the 3 aspects of a brand

- popularity
- image
- benefit

World of Red Bull

www.worb.tv



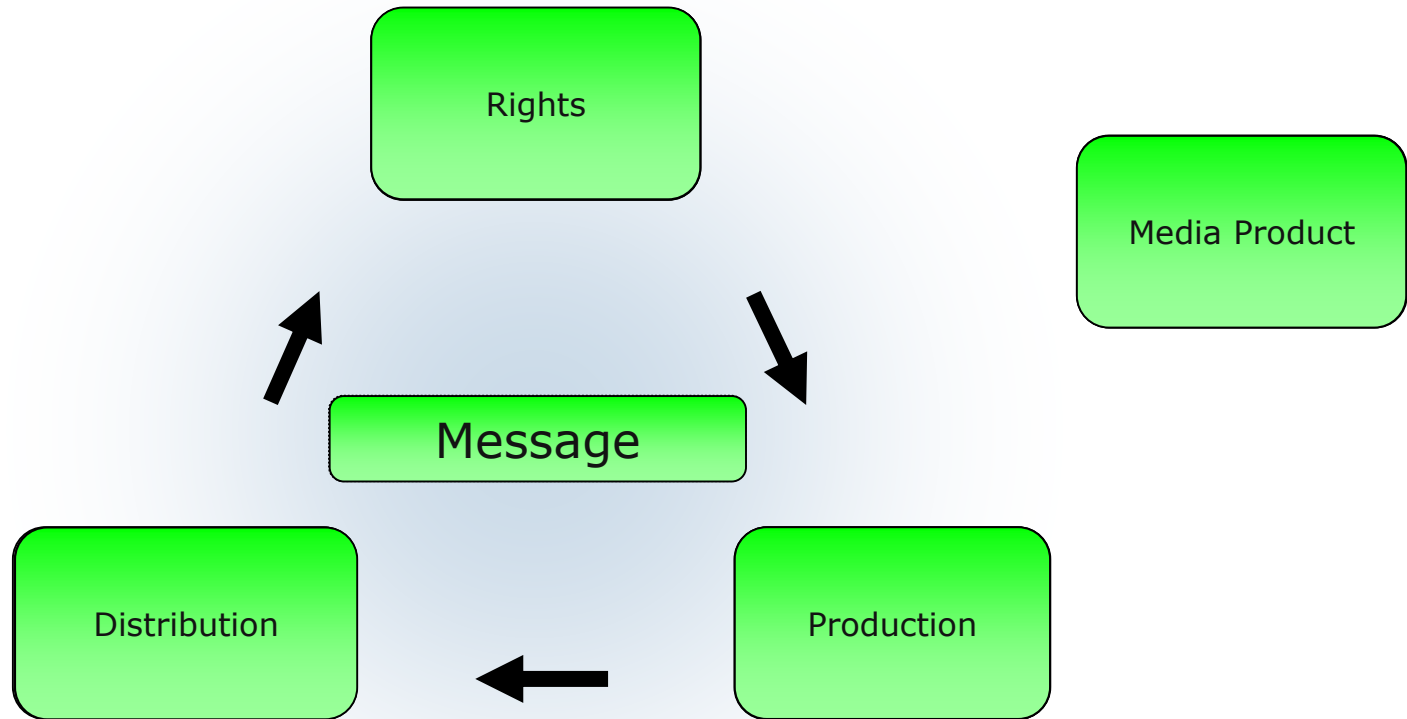
Factors to increase media presence

- creating an event
- play mode
- professional management
- media cooperation
- high quality TV - productions



➔ media product

Media Product



Unique camera perspectives - Camera Moving Systems

Ski – Jumping

- Speed Cam
- Pylon Cam



Premiere Sportportal

Premiere SPORT Portal

Optionskanäle 16:32:14

1	Fußball	Stuttgart - Bielefeld
2	Eishockey	Mannheim - Frankfurt
3	News	Sport Infokanal

Es folgt

1	Fußball	17:30
Alle Spiele, alle Tore		
2	Formel 1	18:45
Großer Preis von Bahrain		

Formel 1 - Der GP von Indianapolis
Das Rennen - Morgen, live ab 20:00 Uhr

Bundesliga, UEFA Champions League und Formel 1 können Sie auch bei PREMIERE DIREKT bestellen.
Mehr Infos auf dem Kanal PREMIERE DIREKT oder unter www.premiere.de/direkt

3 INFOKANAL **1 STU - BIE** **2 MAN - FRA** **3 INFOKANAL**

(C) PREMIERE

Made for Mobile



picture MMS

- picture and text slideshow

video MMS

- 10 sec. slow motion goal replay

video Stream

- 60 sec. highlight reel for each game

Evaluation of the competition in relation to the market environment

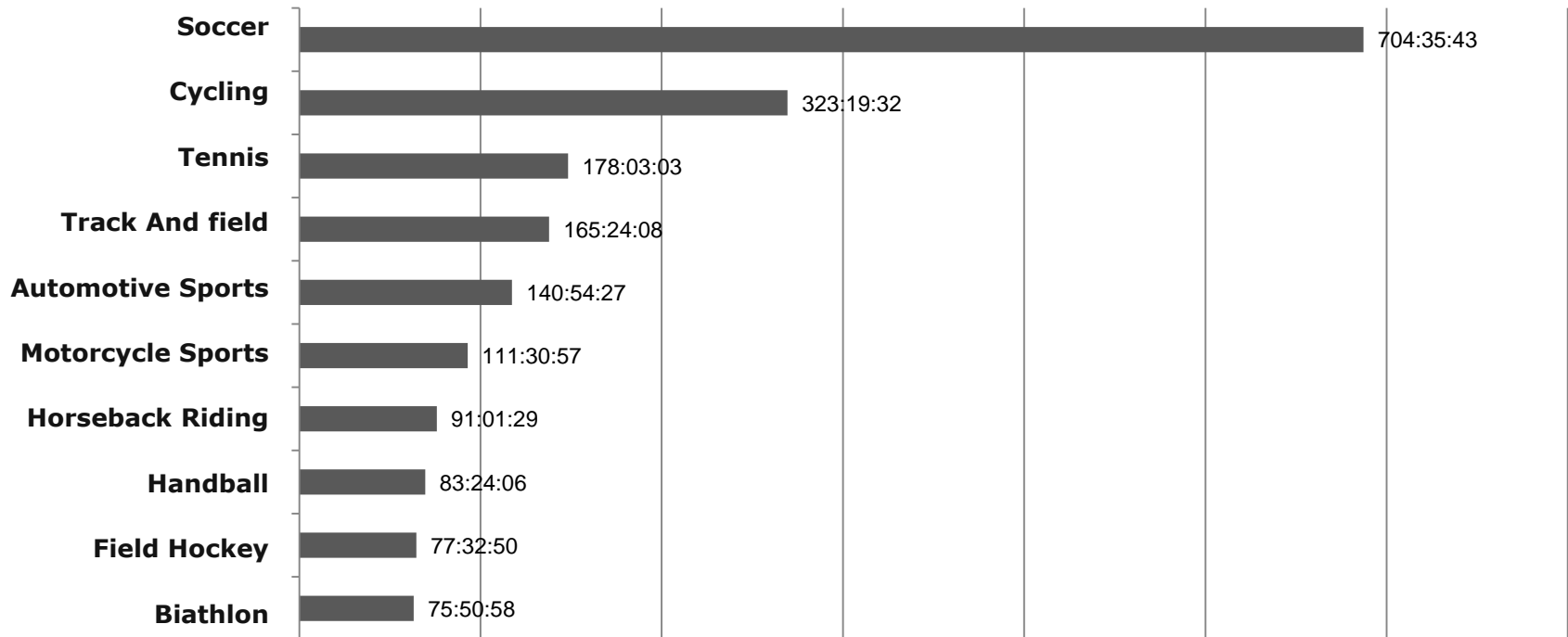
Popular sports with public interest



TV – sports in 2006

TOP 10 sports live* in 2006

Transmission period per



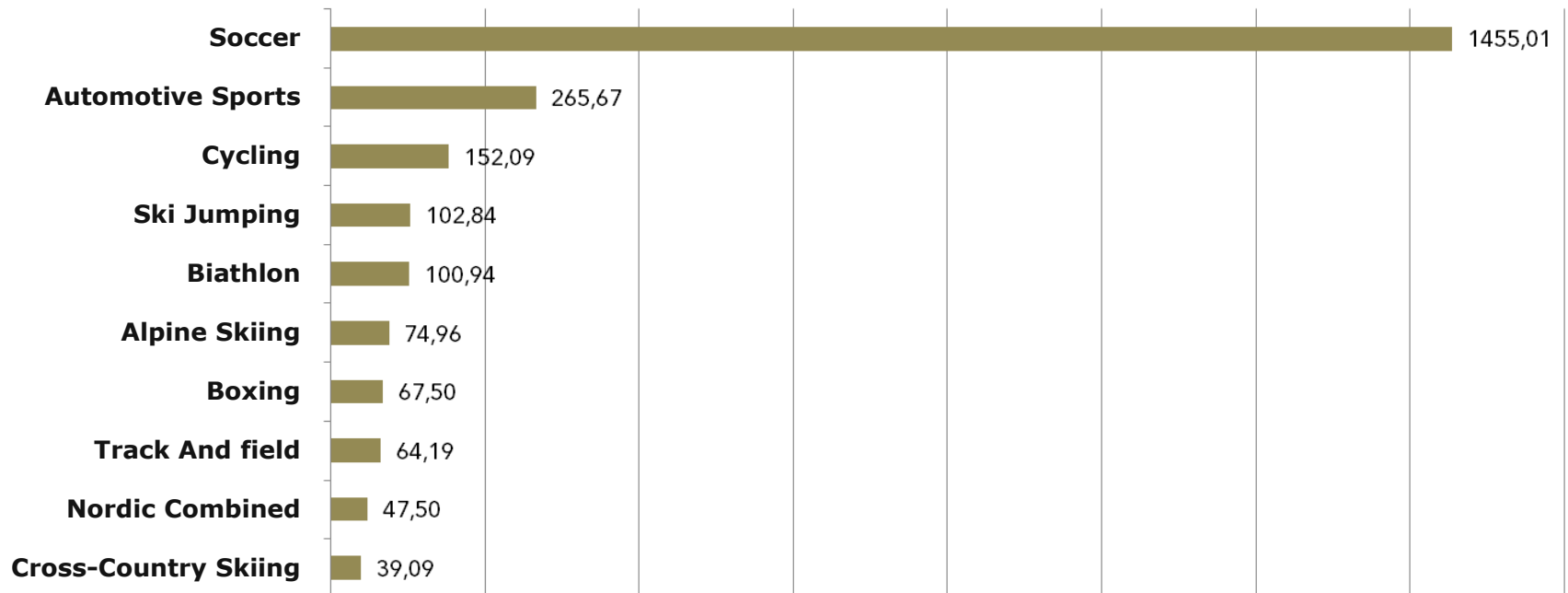
Quelle: IFM

* Basis: deutsches Free-TV, nur live, IFM-Standardsenderpanel, 01.01. - 30.09.2006, kumuliert, Zuschauer ab 14 Jahren

TV – sports in 2006

TOP 10 Sports live* in 2006

Media penetration in m.



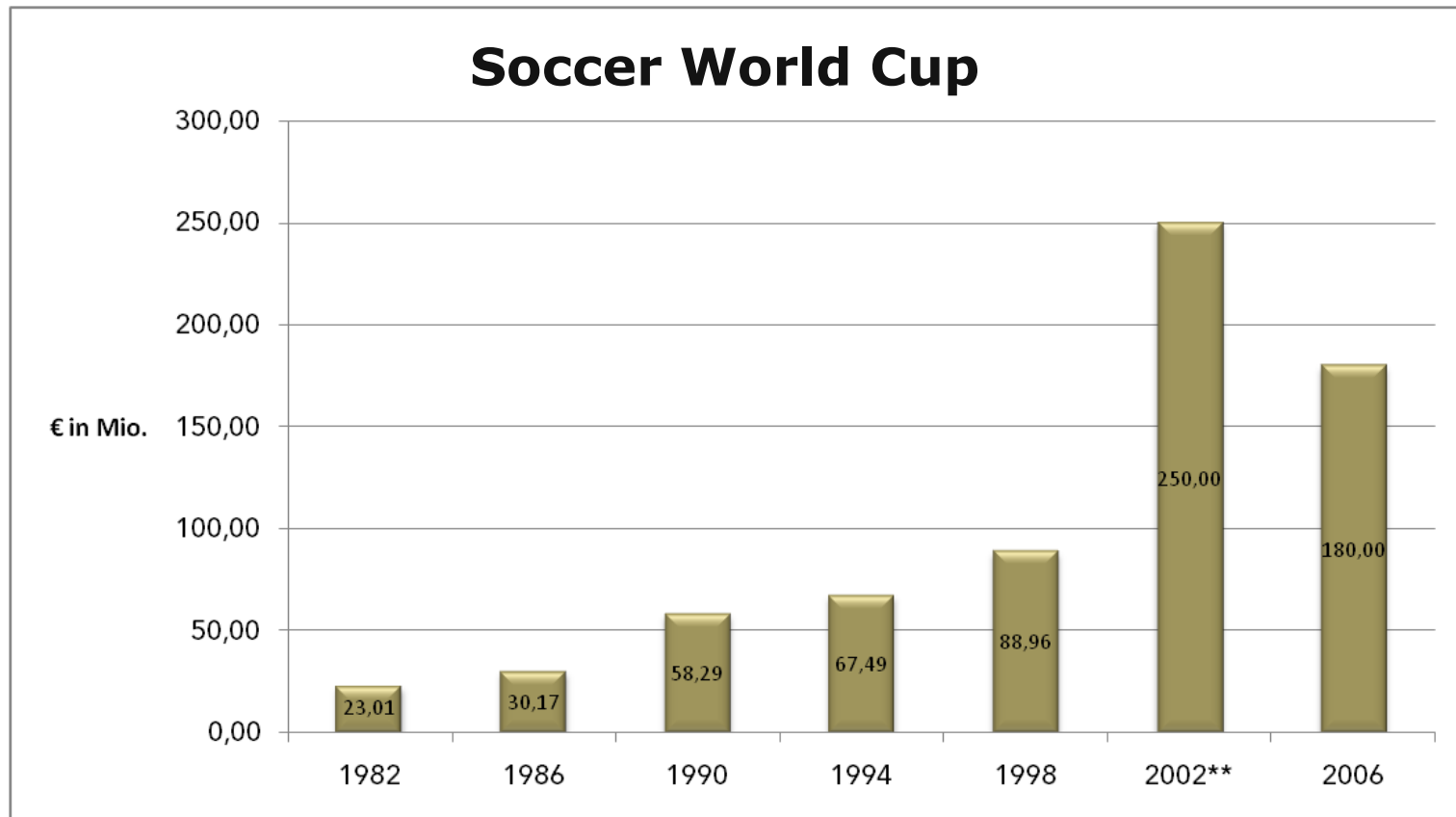
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Soccer dominates the national sports scene

year	sportsformat	viewers in mio.	marketshare in %
1997	FORMEL I - GP EUROPA	15,41	68
1998	FB WM live: Deutschland - USA	24,37	70,1
1999	FORMEL 1 -GP BRASILIEN	13,69	41,9
2000	FB EM: Frankreich - Italien	20,43	64,2
2001	FB WM-Quali. Deutschland - Ukraine	18,13	52,3
2002	FB WM live: Deutschland-Brasilien	27,09	88
2003	Quali FB EM: Deutschland - Schottland	15,49	48,8
2004	FB EM: Portugal-Griechenland	25,4	68,5
2005	FB Confederation-Cup: Deutschland vs. Argentinien	13,09	44,5
2006	FB WM live: Deutschland – Italien	29,66	84,1
2007	Handball WM live: Deutschland – Polen	16,16	58,3

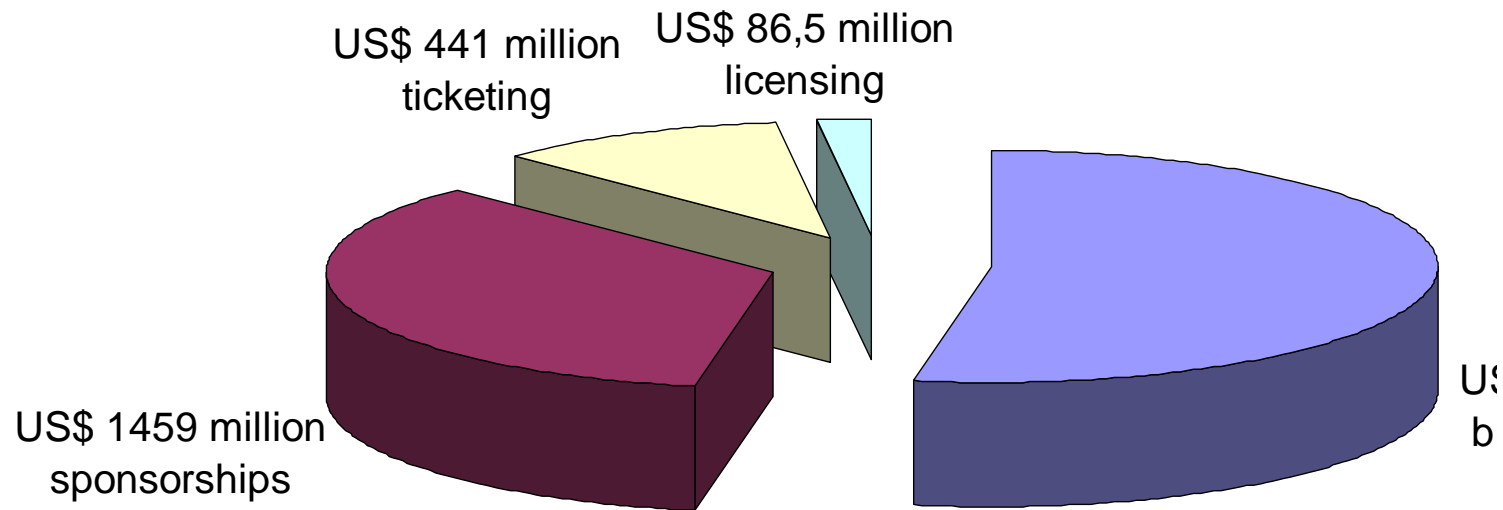
Costs of TV-rights – Is there an end?



Premium Sports in Free- and Pay – TV
not financially feasible through advertising only

* bis 1998 umgerechnet von DM in €
** 25 Spiele der WM 2002 + Option für WM 2006

Olympic Revenue Sources 2001 - 2004



Evaluation of the Friendly Situation in relation to the market environment

Status: Public perception / Media perception

Goals of CISM

- ➔ very noble goals
- awareness level
- media tools
- quality of CISM events
- heroes (figureheads)
- no scientifically proven studies about the awareness level of CISM



➔ **media and public do not notice CISM**

CISM

- military world games
- 25 word championships
- own sport – pentathlon

Comparison of Forces

Leaders in TV - ratings are struggling

Sports	Highest TV – ratings (year)	Viewers (m)	Current status	Viewers (m)
Tennis	1985	11,6	2007	0,77*
Boxing	1995	17,59	2005	7,78**
Formula 1	2001	9,65	2007	5,9
Ski jumping***	2002	10,5	2008	4,8
Cycling*****	2003	6,2	2007	0,82

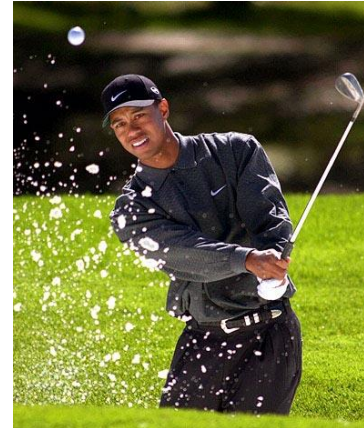
*Wimbledon-Finale Roger Federer – Rafael Nadal

** WM-Kampf Nikolai Walujew - John Ruiz

*** Vierschanzentournee

**** Tour de France

Chance for "hidden champions"



Criteria of a successful sport in the media – table tennis

- hero
- sports fans
- tradition
- own experience
- clean sport (no doping)
- internationality
- sustainability
- positive image

PLAZAMEDIA and Contenthouse – strategic partners



Previous regulations	Adaption of regulation
4 players / Team	3 players / Team
2 games played simultaneously	1 Centrecourt (only one game at a time)
Bundesligasystem	Modified Olympic system
Playing time not calculable	Playing time planable



- internet/DSL account growing market
- IPTV – Future market
- „Free-TV“ online
- content available worldwide and 24/7 (live + on demand)

➔ **TOP SPORTS in TOP QUALITY every time and everywhere**

Multichannel advertising

Networked advertising

League – right to a name



Sports venues



Testimonial



TV



Mobile



Online – www.DTTL.tv



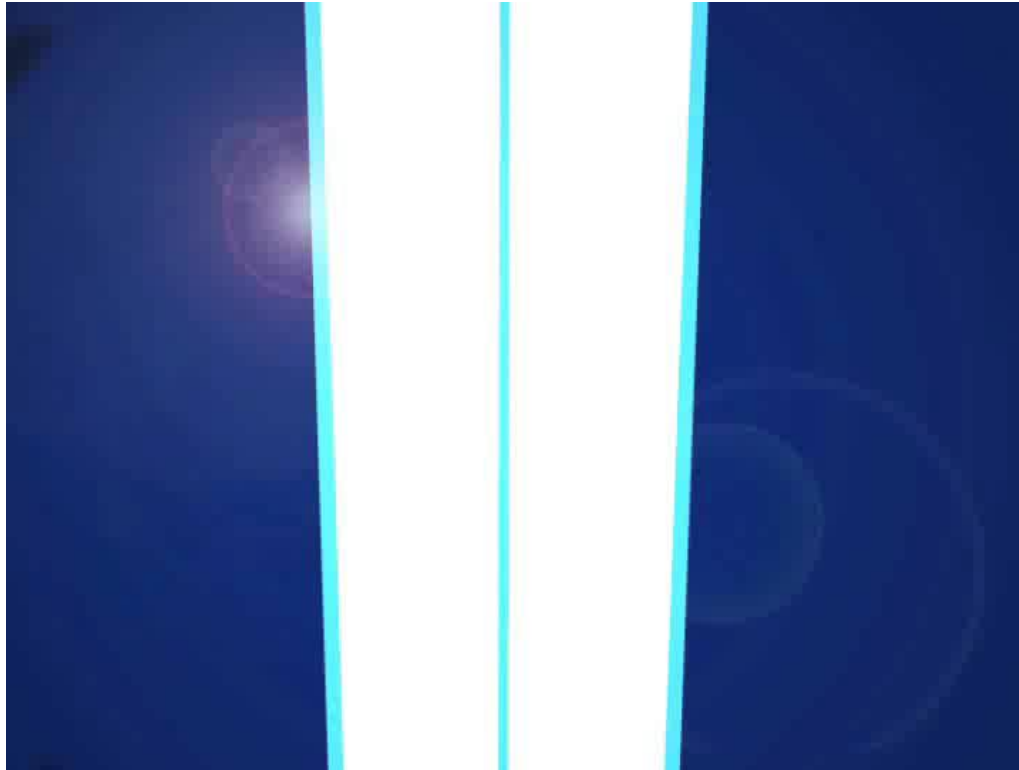
➔ Integrated portfolio for marketing- and sponsoring-solutions!

Establishment and Comparison of Possible Friendly Courses of Action

Summary

- network – CISM (Sport) , media , sponsors
- champions are struggling – Always a demand for new and attractive content in the sports world today
- CISM has extraordinary potential
- distribution through various channels (Internet, radio, print, mobile,...)
- lots of opportunities for a successful media product that is attractive for sponsors

Vision – CISM News 2010



Contact details

Thank you for your attention!

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