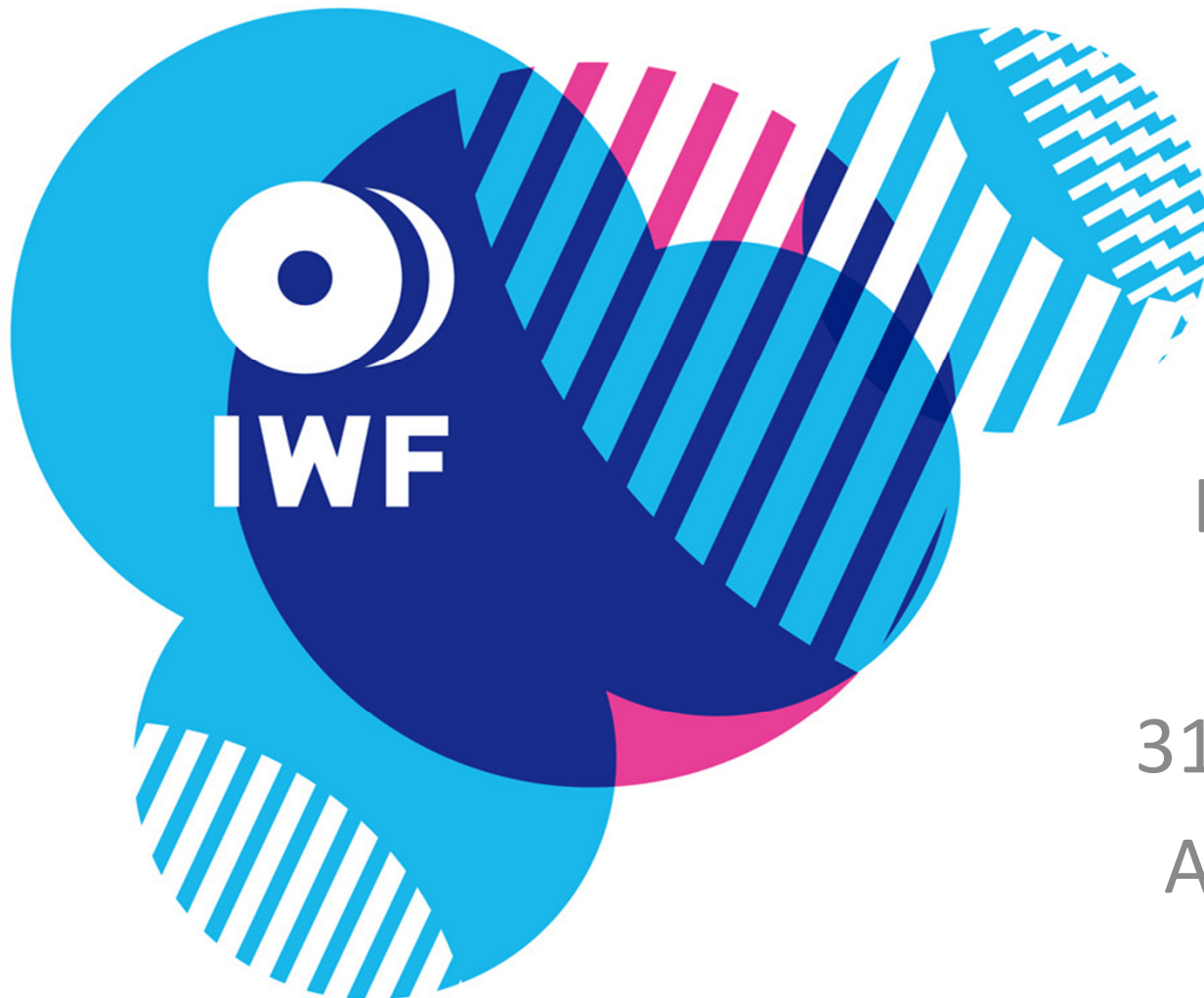


LAGARDERE – TV Broadcasting



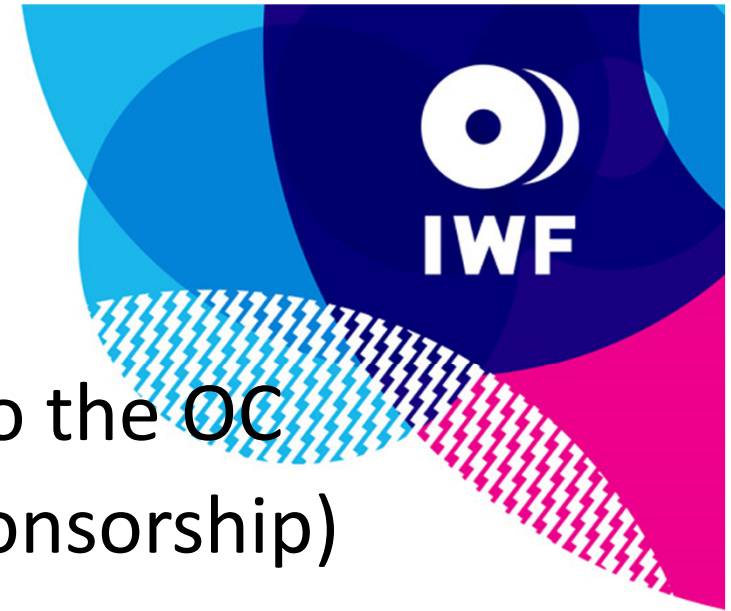
Lilla Rozgonyi

Congress

31 October 2018

Ashgabat, TKM

Before LAGARDERE



Rights were sold in a package to the OC
(including broadcasting and sponsorship)

The IWF has no information about:

- Production Budget
- TV Sales income

No data analyses was possible as the IWF had no access to:

- Audience, coverage, exposure, value etc.

LAGARDERE



2015 Lagardere was contracted by the Houston OC

NEW STRATEGIC APPROACH approved by the IWF EB in 2016

Challenges:

Difficulties to sell as a stand alone event

Challenging to find potential sponsorship deals (no feedback on past editions)

Long term strategic goals - remain an Olympic sport

Major IFs pay to be on TV

Agreement:

3 years Partnerships agreement IWF / Lagardere in 2017

2017 IWF World Championships Anaheim – first time IWF own rights

IWF keeps broadcasting rights (production costs, sales and international sponsorship)

OC keeps national sponsorship rights

Impact:

2017 – no qualification event for the Olympic Games

Tbilisi Decision impact – 9 countries excluded from competing

IOC criteria for inclusion at the Paris 2024 Olympic Games (remain Olympic)

Impact of the Eurosport strategic change – rights are less valuable

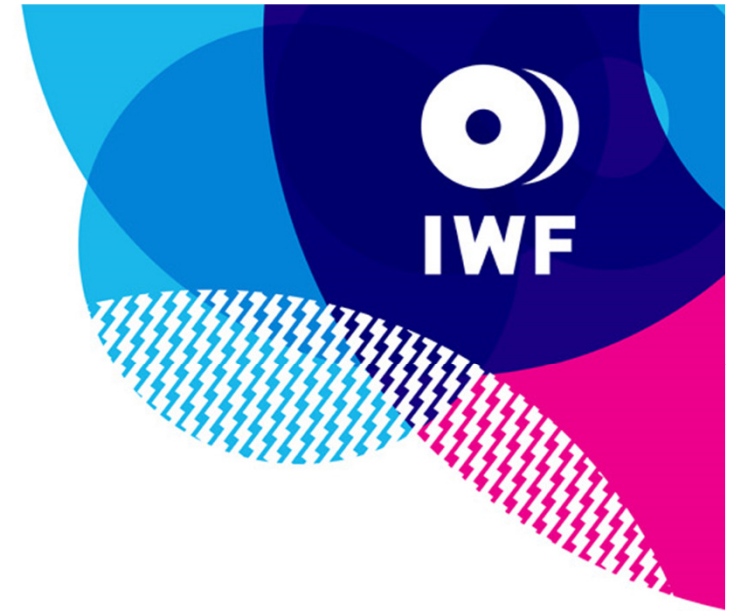
LAGARDERE

COMPARISON 2015-2017-2018 EXPENSES VS. INCOME

2015 Production Budget: 489 225 USD
2015 TV Sales Income: 697 462 USD

2017 Production Budget: 483 633 USD
2017 TV Sales Income: 479 164 USD

2018 Production Budget Estimate: 437 765 USD
2018 TV Sales Income Estimate: 484 822 USD



Revenue 2017-2018

TO BE DISTRIBUTED

List of Broadcasters:

CCTV, ESPN, Fox Sports Asia, TVP, TVE, Match TV, TV Globo, ESPN3, QazSport, Public TV, Kwese Sports, D Sports, Star Sports, National TV, National TV, L'Equipe, Viasat Baltics, Arena Sport, Silknet, Playbook, Premier Sports, Belarus TV, Global Eagle, Sport A/ARD ZDF, Sky NZ, DAZN, beIN SPORTS, beIN SPORTS, Olympic Channel, Eurovision, NHK Japan, TBS Japan, SNTV, BBC UK



LAGARDERE 2018



2018 IWF World Championships – Confirmed Media Territories 144 Territories and Over 750 Million Households

all additional territories covered live on Olympic Channel

Albania	Cambodia	Eritrea	Laos	Niger	St. Lucia
Angola	Cameroon	Estonia	Latvia	Nigeria	St. Maarten
Anguilla	Comoros	Ethiopia	Lesotho	North Korea	St. Kitts and Nevis
Antigua	Cape Verde	Falkland Islands	Liberia	Pakistan	St. Vincent/Grenadines
Argentina	Cayman Islands	France	Lithuania	Panama	Sudan
Armenia	Central African Republic	Gabon	Macau	Papua New Guinea	Suriname
Aruba	Chad	Gambia	Macedonia	Paraguay	Swaziland
Bahamas	Chile	Georgia	Madagascar	Peru	São Tome and Principe
Bangladesh	China	Ghana	Malawi	Philippines	Taiwan
Barbados	Colombia	Grenada	Malaysia	Poland	Tanzania
Belarus	Costa Rica	Guadeloupe	Maldives	Republic of the Congo	Thailand
Belize	Croatia	Guatemala	Martinique	Romania	Togo
Benin	Cuba	Guinea	Mauritania	Rwanda	Trinidad & Tobago
Bermuda	Curacao	Guinea-Bissau	Mauritius	Senegal	Turks and Caicos
Bhutan	Democratic Republic of the Congo	Guyana	Mexico	Serbia	Uganda
Bolivia	Djibouti	Haiti	Micronesia	Seychelles	United Kingdom
Bonaire	Dominica	Honduras	Mongolia	Sierra Leone	United States of America
Bosnia & Herzegovina	Dominican Republic	Hong Kong	Montenegro	Singapore	Uruguay
Botswana	East Timor	India	Montserrat	Slovenia	Venezuela
Brazil	Ecuador	Indonesia	Mozambique	Somalia	Vietnam
British Virgin Islands	El Salvador	Ireland	Myanmar	South Africa	Zambia
Brunei	Equatorial Guinea	Ivory Coast	Namibia	South Korea	Zimbabwe
Bulgaria		Jamaica	Nepal	South Sudan	
Burkina Faso		Kazakhstan	New Caledonia	Spain	
Burundi		Kenya	Nicaragua	Sri Lanka	

LAGARDERE 2018

Confirmed Media Partners



LAGARDERE innovation



PRODUCTION REQUIREMENTS UPDATED FOR ASHGABAT

Unique and innovative solutions

New LED standard

Additional Cameras (15 excluding webcasting)

Railcam in front of platform

Remote camera above lifter platform

2nd RF Camera to cover lifters waiting area and coaches

3rd RF Camera for warm-up room

2nd Jimmy Jib Camera in warm-up room

Camera on Chief Marshalls Table to see coaches submitting weights

Webcasting

Webcasting of the non-broadcasted sessions (and eventual delayed broadcast of the broadcasted sessions) will be provided by the OC

LAGARDERE innovation

PRODUCTION REQUIREMENTS UPDATED FOR ASHGABAT

Additional Sound Enhancements

Chalk box mic

Coaches mics (x6-8 coaches per session)

Additional Editorial/TV Graphics Enhancements

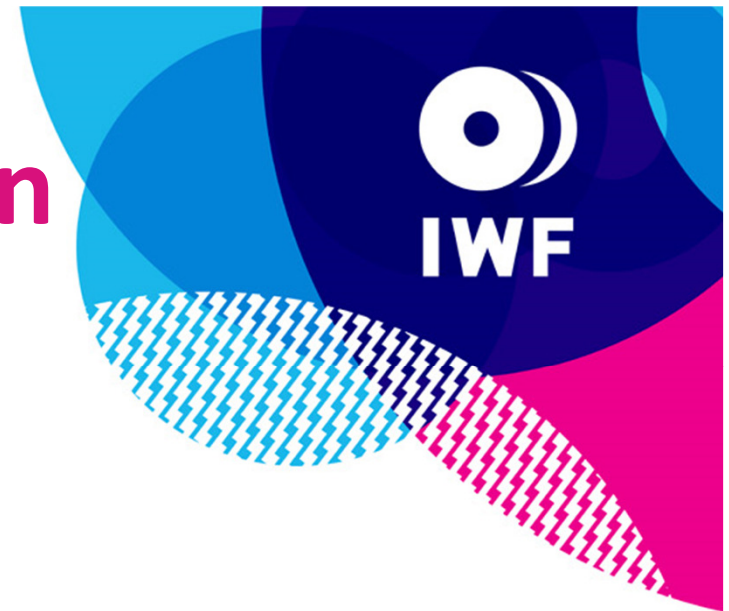
TV Graphics

Full data integration with IWF Results system

Live Leaderboard and Weight-change Information (Tower Graphic) incl lift clock

Current Leader / Placing on post lift graphic

Information on Jury Stop reasons



Outcome



Constantly able to lower Production Costs

Constantly able to higher Revenue

Due to the partnership and long term cooperation

- Secured sales for 3 years (Olympic cycles)
- Innovative solutions can be introduced
- TV production standards can be upgraded
- Comparison made possible between the events
- Audience can be efficiently monitored

Future

Potential sponsors can be prospected

SMG



IWF audience report from Anaheim

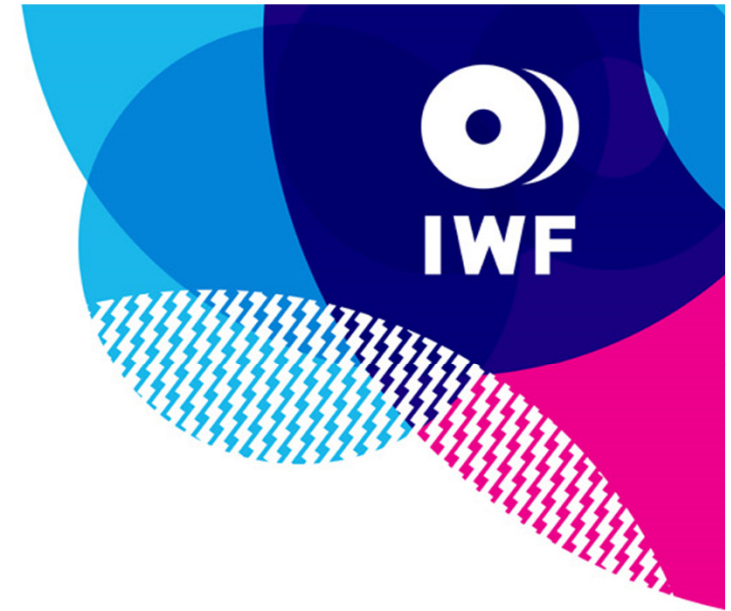
- Evaluate the media value of the 2017 World Championships
- Measure the level of exposure received by the IWF, the city of Anaheim and Eleiko
- Attract potential host cities
- Maximise sponsorship deals and value
- Value the equipment provider's investment
- Analyse potential commercial opportunities

SMG Content

- Dedicated TV
- Digital / OTT Streaming
- Short Form Social Media Content
- Social Media & Online Press coverage of the event

Based on the above media sources they produce a set of Key Performance Indicators, including:

- Household Reach of the event
- Cumulative TV audience
- Broadcast hours
- Hours of selected sponsor exposure on the broadcast feed
- Media value of selected sponsors across the media sources listed above



SMG Key Findings



- Shows the value to be among the most visible World Championships sponsors.
- Shows how impactful the loss of Eurosport was to the net sponsorship value

Total Audience of 26.6 million from Dedicated TV, Digital Streaming and Social Media Videos

Total Net Sponsorship Value of 55.1 million USD across three brands;

- IWF 23.9 million USD
- Anaheim 17.2 million USD
- Eleiko 14.0 million USD

SMG Television KPIs



A ALL SOURCES ¹		
Total Audience	Total Brand Exposure (Hours)	Total Net Sponsorship Value
26.6m	806 hrs	\$55.1m

B TOTAL AUDIENCE BY SOURCE		
Total Dedicated TV Audience	Total Digital Streaming Audience	Total Social Media Video Views
22.0m	1.0m	3.5m

C DEDICATED TV BROADCAST COVERAGE		
Dedicated TV Broadcast Hours	Live Broadcast Hours	Dedicated TV - Household Reach
788 hrs	289 hrs	757.9m

83% of the total audience
13% from Social Media
4% from digital streaming
93% of the media value

SMG Social Media



1 minute videos have a value of 32 342 USD (for 50)

Videos represent 13% of the Total Audience

Digital audience top countries

- USA
- India
- China

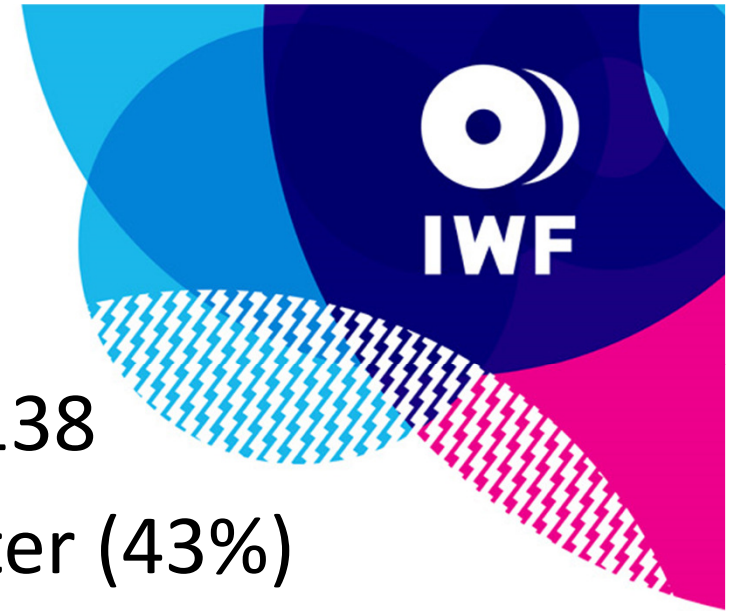
IWF Facebook page drove 3.3 million views

Investment should be made on Youtube Channel

Top 3 videos

- Mohamed Ehab (EGY) 1.3 million views
- Lasha Talakhadze (GEO) 291k views
- Kuo Hsing-Chun (TPE) 191k views

SMG Social Media



Total number of mentions: 10 138

Majority of the mentions: Twitter (43%)

Largest volume of impressions: Facebook (69%)

Most tweets and most impressions: IWF

Mostly retweeted:

- Rajyavardhan Rathore (324) Sport Minister IND
- USA Weightlifting (46) Sarah World Champion
- USA Weightlifting (44) about CJ Cummings

SMG Online press

Number of articles: 1 211

Potential Readership: 52.3 million

Top 3 largest number of articles published

- USA
- India
- UK

Top publishers

- Daily Mail Online
- The Washington Post
- ESPN.com

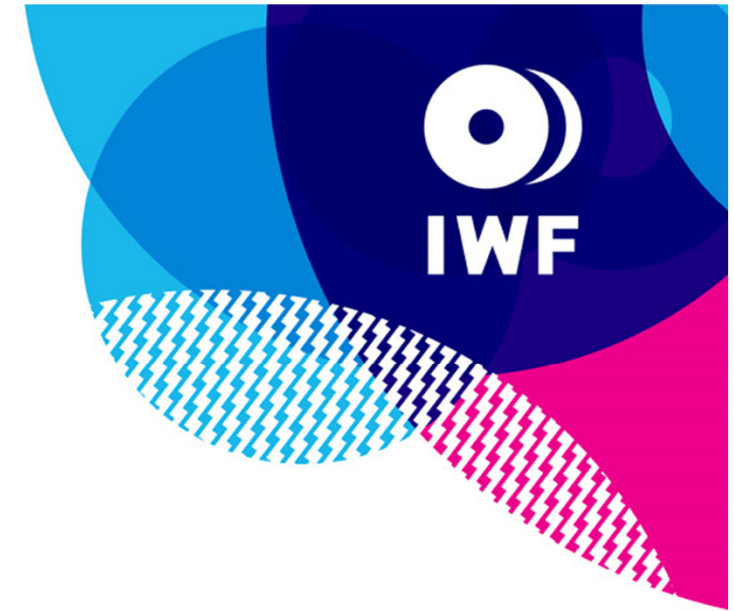


SMG Key Findings



- Backdrop Branding proved the most valuable location due to its high exposure
- Huge Social Media Video views at 3.5 million views
- Online Press Potential Readership of 52.3 million
- The removal of certain sources (Stage Floor & Safety Rail, for example) has resulted in a loss of value of c.\$9m against the 2015 event
- Not working with Eurosport has a strong negative impact on our value

SMG Eurosport value



Net Sponsorship Value

52.5 million USD for the city of Houston

30.7 million USD was Eurosport coverage

Eurosport represent 58,5 % of the Net Sponsorship Value

	2015	2017	Trend	Percentage
Audience	45 300 000	22 000 000	- 23 300 000	- 48,5 %
Media Value	52 500 000 USD	17 200 000 USD	- 35 300 000 USD	- 67,2 %

	Loss	Eurosport	%	Other	%
Audience	23 300 000	19 700 000	84,5	3 600 000	15,5
Media Value	35 300 000 USD	30 700 000	86,9	4 600 000	13,1

EUROSPORT

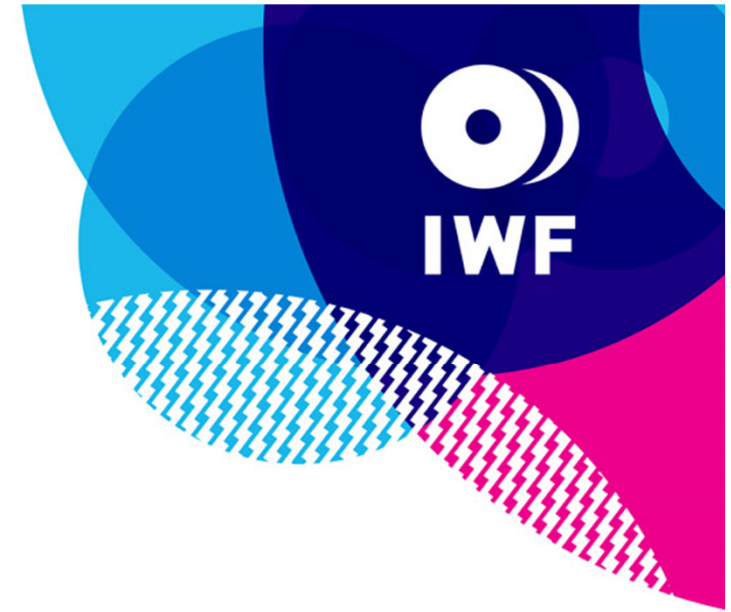


IWF lost Eurosport coverage in 2017

- IWF aligned the new strategy with Lagardere – European sales country by country
- 150 000 USD in confirmed sales for Europe

IWF/Lagardere meeting with Eurosport – first time ever

- Eurosport bought by Discovery
- New strategic approach: Sales against buys
- Investment required from the IWF to appear on
- for niche sports such as weightlifting, they would only consider airing the World Championships for a **time-buy**.
- To be considered for next strategic moves



THANK YOU!