Event & Media Distribution

Stadium as “Place”

1. Sports –
2. Sports –
3. Stadium –
4. Stadium –

Place =

1. Sports are produced and consumed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. The Stadium, Arena, or Venue serves as both the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. The media also \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. News, TB, PPV, Radio, Internet,…

Distribution of Events

1. Attendance
2. Gate or Gate Receipt
3. Fan Fun Events
4. Ancillary Events

Fan Involvement in Events

1. Many ways that fans shape and effect games




7. DirecTV, Satellite, Pay-Per-View

New Stadia

1. 4 Years: 33 new venues = 24 planned
2. New Venues incorporate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Increase \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Incorporate New Technology with “Old Style” Atmosphere

Stadia Funding

1. 80% of funding is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Luxory Boxes
3. Add \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to Team
4. Increases \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. Signing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. Increase \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. Increase \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_…

Ticket Distribution

1. Team & Venue Sales
2. Sales:
3. “GATE”🡺
4. Ticket Brokers

* Sales Price +

* Complaint:

Goal of Stadium

1. Create Value in
2. Attract
3. Make “Experience”
4. Define: REVENUE STREAM

Media Distribution

1. Delivering Sports Events with MEDIA
2. --
3. --
4. Other?

Rights to Distribution

1. Networks Buy “
2. Advertisers Buy
3. Sponsors pay
4. Media Revenue goes to
5. “REVENUE SHARING”
6. “MEDIA RECEIPT”

Reliance on Media Money

Benefits of Media Rights

1. Guaranteed
2. Specifically
3. Rating are
4. Slower in
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ remains the most watched programming
6. Companies can use sports to Create & Maintain their *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

Cable & Satellite

1. “ \_\_\_\_\_\_\_\_\_\_\_\_\_” Cable & Satellite Services
2. DirecTV, PrimeStar, Dish Network, Digital Cable
3. Offer
4. Provide Specialty Target Markets for \_\_\_\_\_\_\_\_\_\_\_
5. Provide \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Summary of Distribution

1. Moving Product from Producer to Consumers
2. Move through Distribution Channels
3. Overseen by Channel Members
4. “Middle-Man” – Wholesaler,Distributor,Retailer…
5. Retailer Image – Important Development & Use
6. Stadium as Place For Distribution & Spt Consumption
7. Media Distribution / Broadcast of Events = Distribution
8. New Stadia & Media Rights = Big Money for Teams

