

The background features a dark blue field with large, overlapping circles in red and blue. The EBU logo is positioned in the top left corner.

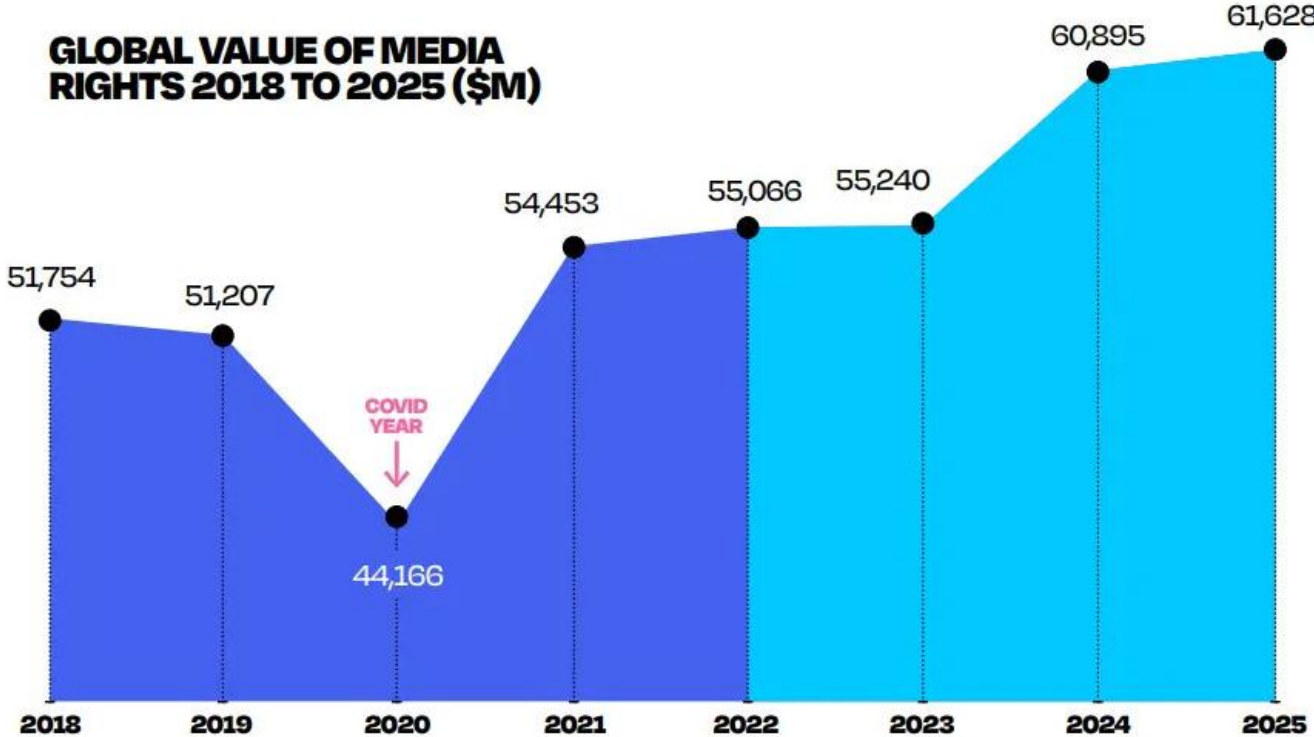
EBU

OPERATING EUROVISION AND EURORADIO

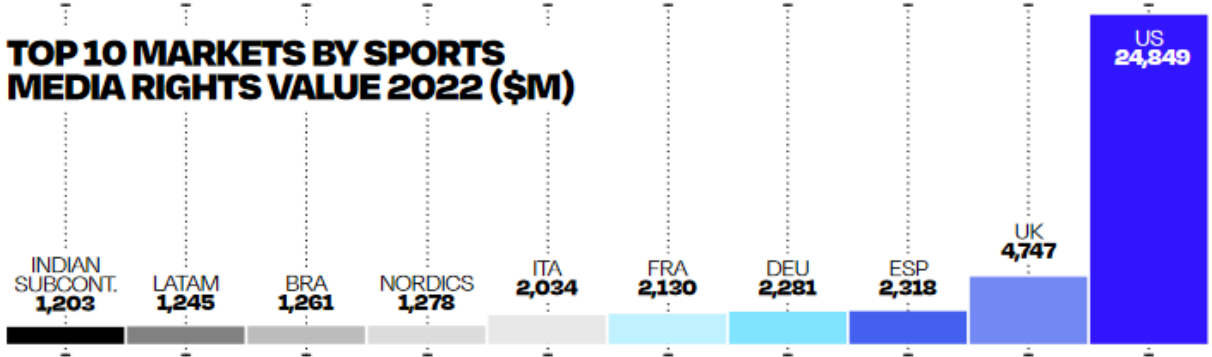
EUROVISION SPORT UPDATE to IBU

IBU PRESIDENTS MEETING
JULY 2023, WIEN/AUT

GLOBAL ANNUAL VALUE OF SPORTS MEDIA RIGHTS IN 2022



- The global value of sports media rights reached \$55.07bn in 2022
- FIFA World Cup makes its debut in top 10 properties with revenue of just over \$3bn (mainly from Qatar 2022)
- Stagnation continues to be expected in the major European markets
- Only Germany is expected to continue on a path to growth
- The Nordics was by far the fastest-growing region in the top 10 markets, as Viaplay’s aggressive moves in 2022.









MAIN TRENDS

- Football continues to dominate in all major markets
- Audiences continue to grow for Women's Sport but ...
- "Live" remains "King" but ...
- Ad revenues recovered across Europe (average growth of 1.4%, source PWC)
- Data increasingly relevant to acquisition and monetisation models
- Pan regional competition from Comcast Peacock, Viacom CBS/Pluto TV/Paramount+, Discovery+ and Disney has not yet materialized
- Rights Owners appetite to build their own digital D2C offering has not abated

MAIN PLAYERS


PAY TV → Subscriber Growth has tapered...


-  Comcast Sky Sports Dominant with focus on immersive customer experiences to control churn
-  Viaplay Key personnel departures, strategy changes
-  Disney ESPN Player has not taken off in Europe
-  Warner Bros. Discovery Addressing debt issues. Optimistic about marriage of Max with WBD Streaming (Sports etc.,)
-  DAZN USA/Canada and UK are doing OK. Hope to make an operating profit in 2024
-  Vivendi Canal+ Strong Financial performance.

SPORTS STREAMING

Global Streaming market 2022 value : \$129bn. Forecast CAGR at 15.2%. Streaming will continue to eat into linear services

 Not Europe wide (focus on UK, Sweden, Norway, Benelux, Germany, Italy, France and Spain).

 Not currently bidding for Live Sport in Europe, focus currently remains on hosting.

 Not currently a Live option, but have impacted the value of Live rights (F1).

 Currently seeking tactical platform partnerships (C+) and focusing on MLS

IBU-EBU PARTNERSHIP MOVING FORWARD

Tackle key international markets

Relaunch IBU digital streaming platform Q4 2023

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Continue to promote the Content Hub

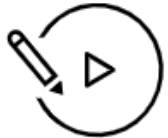
CONTENT HUB - CORE FUNCTIONALITIES



Near Live Access Broadcast Content (“Broadcast PAM”)



Digital Production Tool (“Digital PAM”)



Automatic Generation of Content



Biathlon Archive (“DAM”)



Access to Information and Content Exchange

CONTENT HUB - CONTENT DATA

8,433

Nb of
“Digital Clips” published

40% Automatic Publishing
30% Athletes & NFs
14% RHBs

1,734

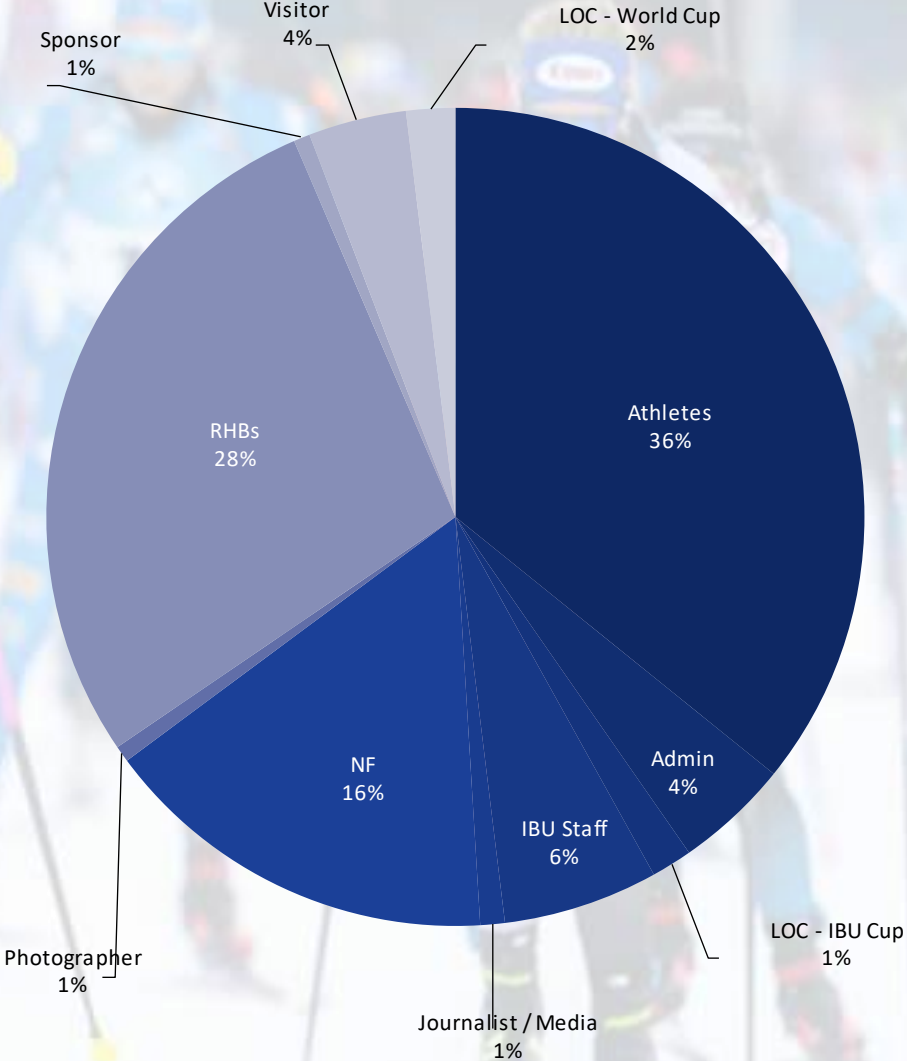
Nb of
“Broadcast Clips” published

88% by IBU Media Team
12% by RHBs

40% Isolated clips (from HB – OB van)
23% Clean Feed (no graphics)
20% Isolated Cameras

CONTENT HUB - USERS DATA

310 Nb of Registered Users



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Impacts of Russia/Ukraine conflict under discussion



EUROVISION SPORT

WE CONNECT PEOPLE TO SPORT AND SPORT TO THE PEOPLE