

ANOC.TV



LET'S PLAY THE OTT GAME TOGETHER

Thierry Boudard, Sportall Executive President, May 2023

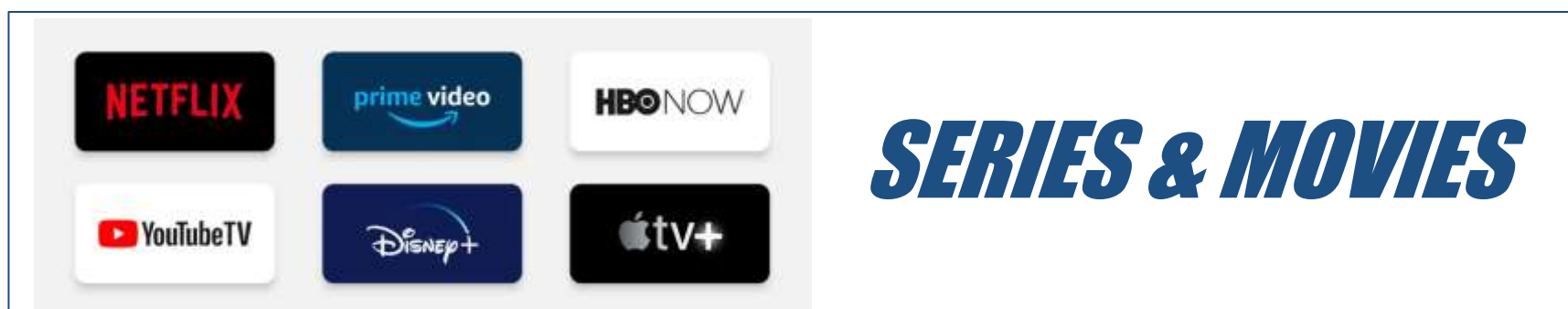
THE DIGITAL STREAMING MIGRATION ...

2

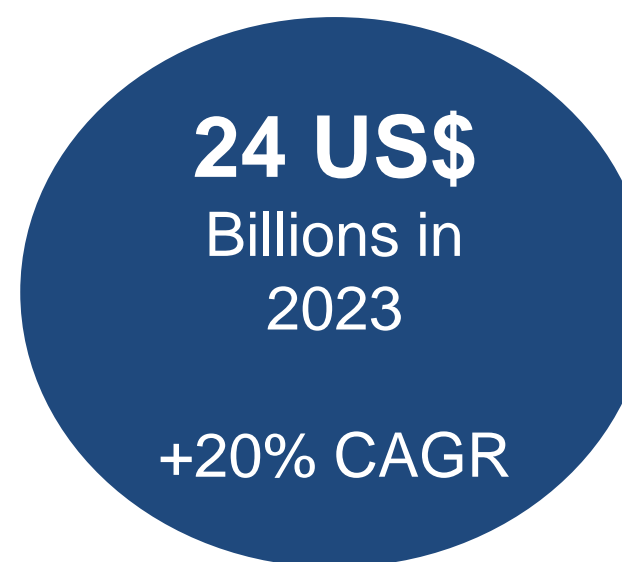


AFTER THE MUSIC AND THE SERIES AND MOVIES, THE SPORTS BROADCASTING IS NOW IN A RAPID MIGRATION TO DIGITAL (OTT = Over-the-top).

DIGITAL SPORTS STREAMING MARKET



THE LIVE SPORTS EVENTS IS THE LAST AND BIGGEST MEDIA TO FOLLOW THE DIGITALIZATION PATH , OPENING THE DOORS TO NEW PLAYERS AND NEW MODELS

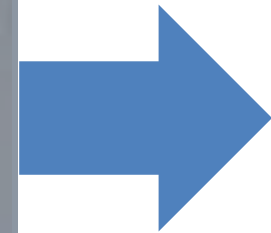


THE MARKET TRENDS

3

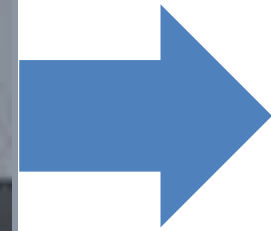


**THE BIGGEST
SPORTS RIGHTS
HOLDERS**



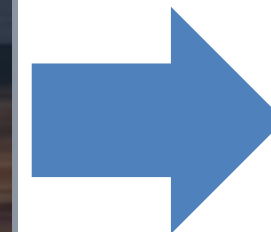
SELL THEIR RIGHTS TO TV CHANNELS OR PLAYERS

MONEY, VISIBILITY BUT A LACK OF CONTROL



LAUNCH THEIR OWN OTT APPLICATION

80% (in 2022) OF SPORTS RIGHT HOLDERS WANT
OR NEED TO GO **DIRECT-TO-CONSUMERS**



STREAM TO YOUTUBE / FACEBOOK / ...

NO MONEY – LIMITED VISIBILITY - VERY LIMITED CONTROL

**ALL THE OTHER
ONES..**

THE DIRECT-TO-CONSUMERS WAY

4



?

DIRECT-TO-CONSUMERS :
THE ABILITY FOR A RIGHT HOLDER TO DIRECTLY
CONNECT THE END USERS TO ITS CONTENT

PROs

**YOUR
CONTENT** **YOUR
STORY-
TELLING** **YOUR
PARTNERS**

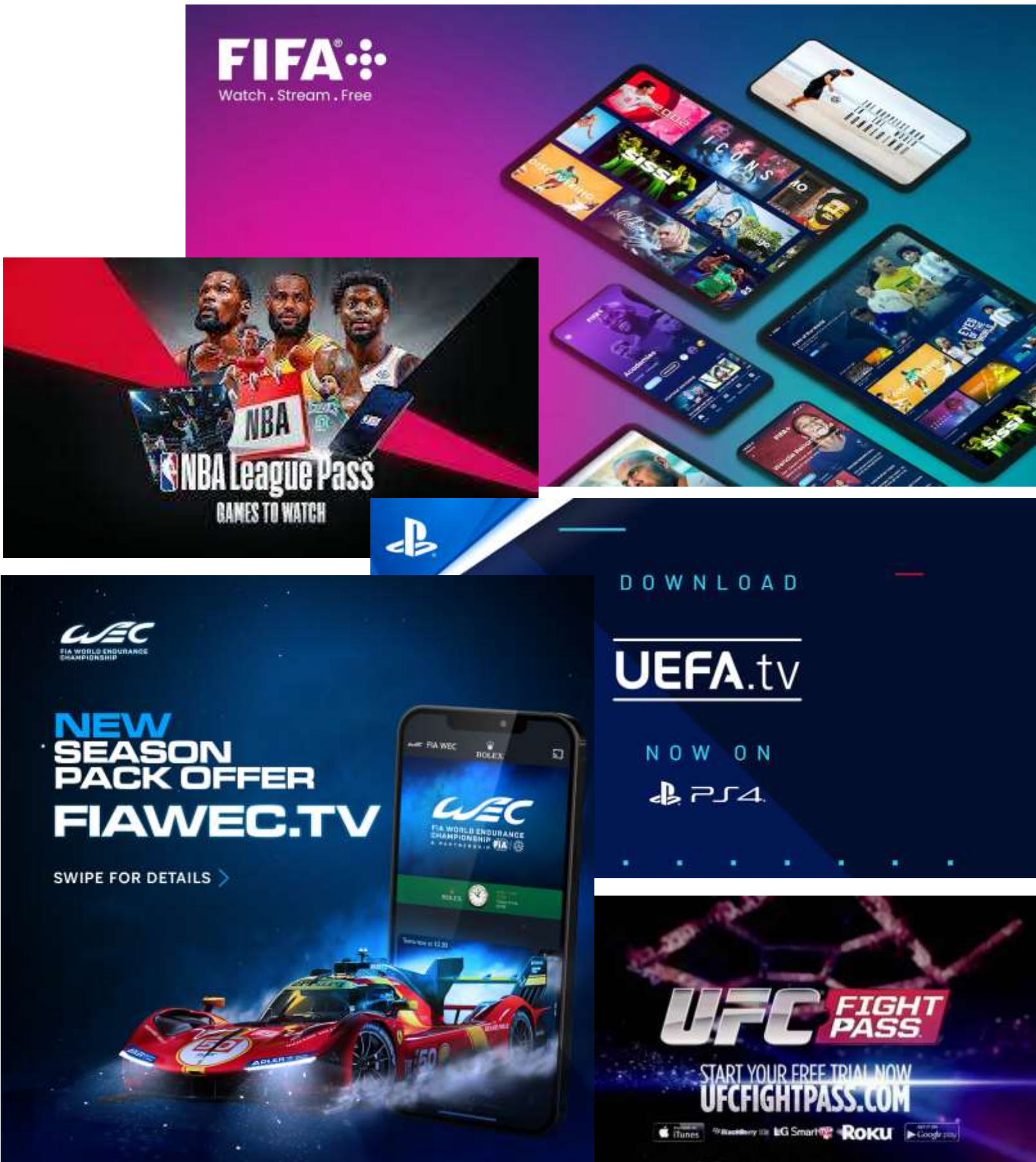
**MULTIPLE
DESTINATIONS** **YOUR
IMAGE** **YOUR
REVENUES**

**AS A COMPLEMENT OR A REPLACEMENT
OF YOUR BROADCAST PLAN**

ISSUES

**CONTENT
PRODUCTION** **BUDGET** **SKILLS**

TECHNOLOGY **VENDORS / CONTRACTORS**



THE WIN-WIN PARTNERSHIP

5



THEY JOINED THE SPORTALL PLATFORM

6



FRANCE

30+ French federations and clubs



INTERNATIONAL

10+ International federations and private organisers



SPORTALL OWNED BRANDS

To Aggregate Rights under Sports "verticals"





ANOC TV



ANOC WORLD BEACH GAMES



AWBG QATAR 2019



ANOC AWARDS

ANOC GENERAL ASSEMBLY



ANOC WORLD BEACH GAMES 2023

Bali

UPCOMING



Let's Play the Digital Game together !

AWARDS



ANOC.TV HUB PROGRAM

ANOC.TV IN A NUTSHELL

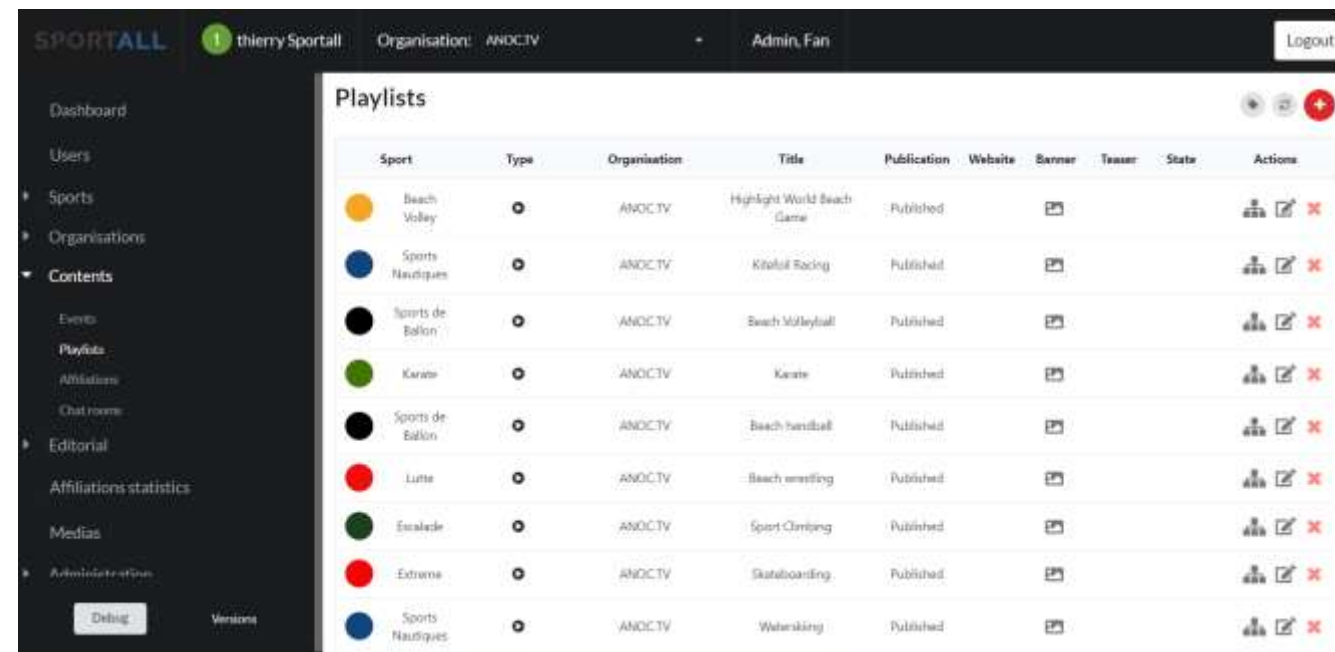
8



A DIGITAL VIDEO PLATFORM

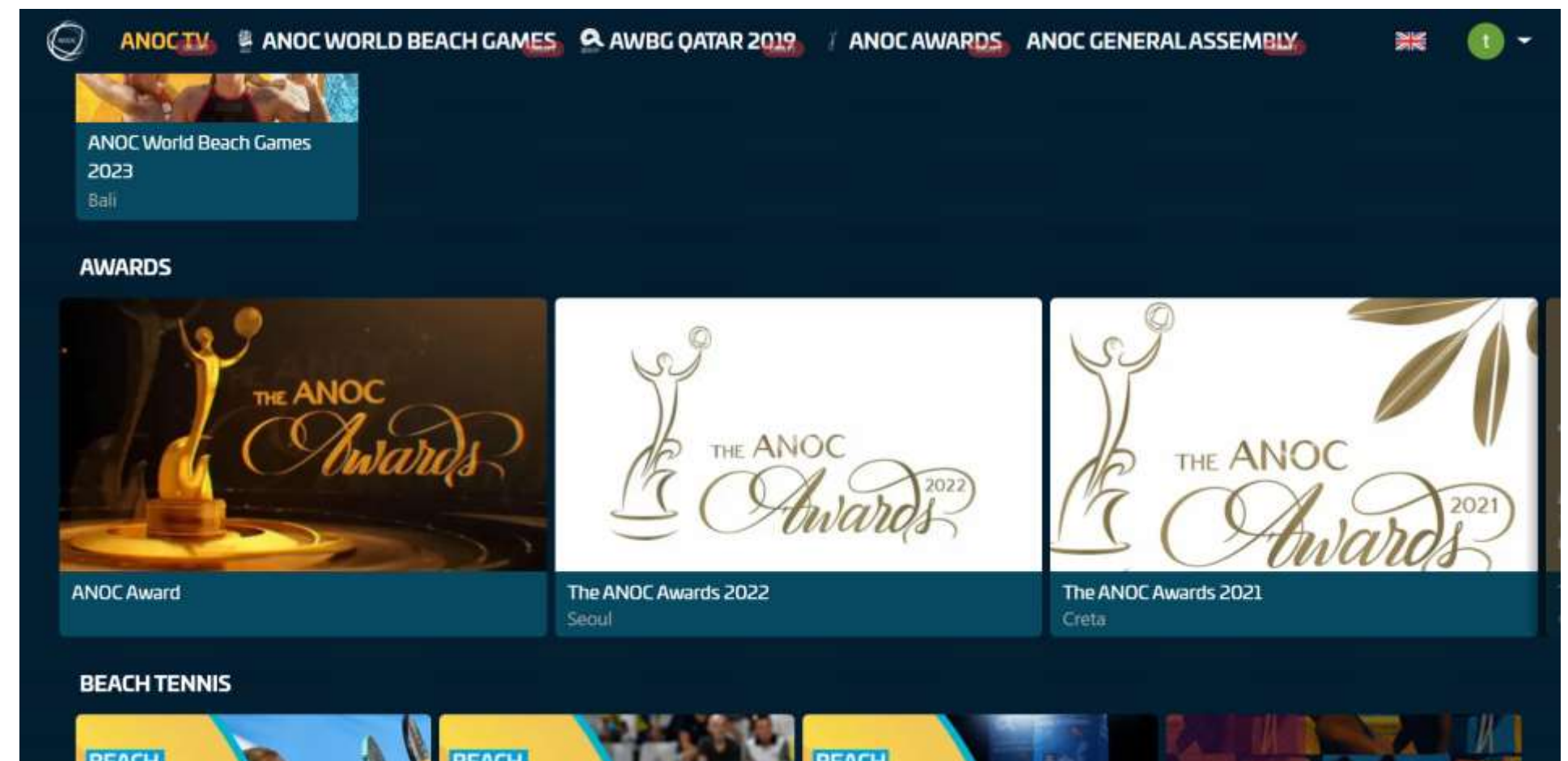
STREAMING **WORLDWIDE**
ON ANY DESTINATION

AVAILABLE FOR ANOC and ANOC members
Through a simple back-office



THE ANOC.TV APPLICATION

AVAILABLE WORLDWIDE ON THE WEB
FREE ACCESS FOR THE SPORTS FANS



THE ANOC.TV HUB PROGRAM

9



A NEW INNOVATION PROGRAM LAUNCHED BY ANOC

- FOR THE **BOOSTED VISIBILITY** OF ANOC AND NOCs SPORTS EVENTS
- **GIVING THE NOCs:**
 - ✓ *A FULL AND PRIVILEGED ACCESS TO THE ANOC.TV PLATFORM*
 - ✓ *A DIRECT ACCESS TO THE SPORTALL TECHNOLOGY AND SERVICES*



ACTION #1: BOOST AWWBG !

10



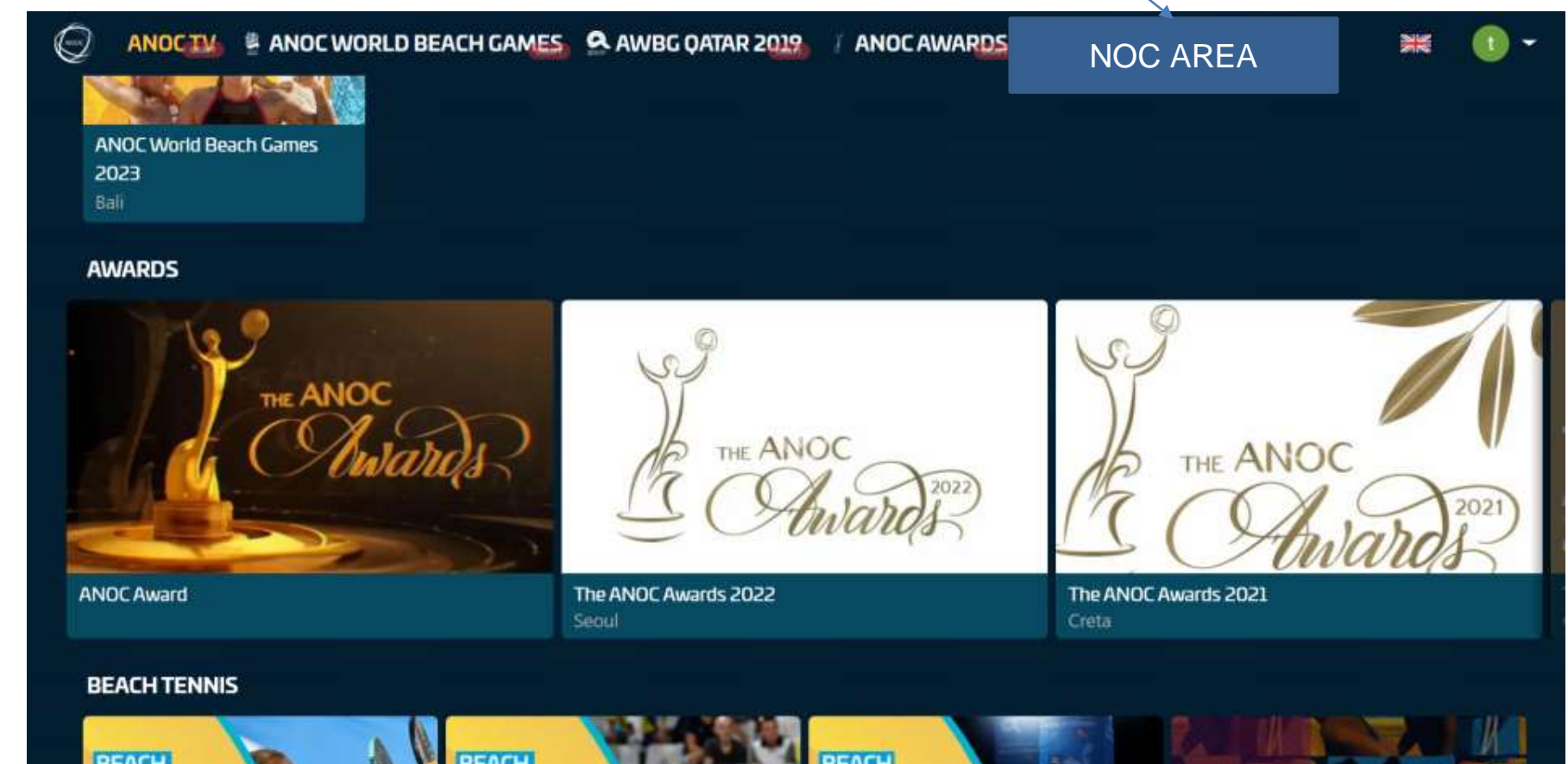
- **Participate to the AWWBG digital visibility thanks to the ANOC.tv platform**
- ***Free access and training to the ANOC.tv platform, with support from Sportall experts***

ACTION #2: GET YOUR OWN PAGE

11

YOUR NOC AREA (PAGE) IN ANOC.tv

- Your own page in ANOC.tv , to boost the digital visibility of the NOCs events, athletes, ...
- *Free access and training to the ANOC.tv platform,*
- *Optional tech & Editing support from Sportall experts*



YOUR NOC.TV APPLICATION
AVAILABLE ON ALL SCREENS



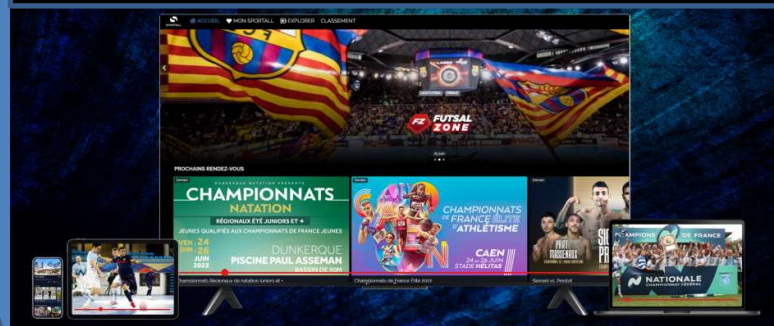
WHY YOUR OWN NOC.TV?

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TO OFFER YOUR
COUNTRY
A MULTISPORTS DIGITAL
PLATFORM

NOC.TV



TO CONTROL YOUR
IMAGE
AND YOUR STORY
TELLING



TO OFFER
YOUR NATIONAL FEDERATIONS
THEIR **COMMON** PLATFORM



TO BENEFIT FROM
A **GUARANTEED**
VISIBILITY ON
ANOC.TV



TO OFFER FREE SPORTS CONTENT TO
A **YOUNG AND CONNECTED NATIONAL FANBASE**





THANK YOU

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ANOC

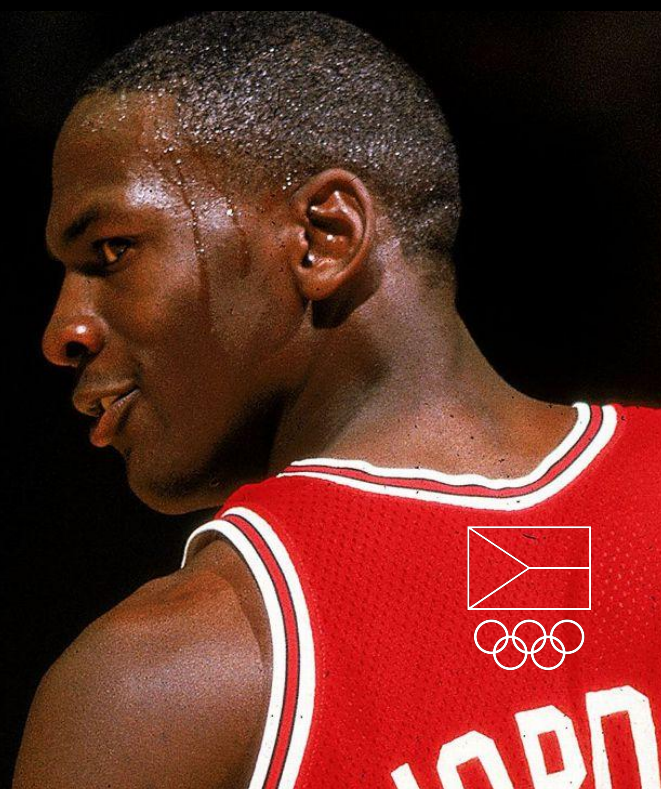


PARIS 2024





**YOU MUST
EXPECT GREAT
THINGS OF
YOURSELF
BEFORE YOU
CAN DO THEM.**





1 Million fans
5,5 monthly reach

Pořady

VŠECHNY KATEGORIE

TOP PŘÍ

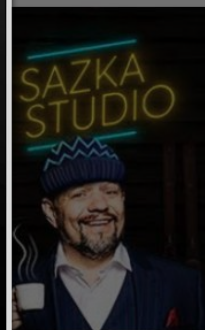
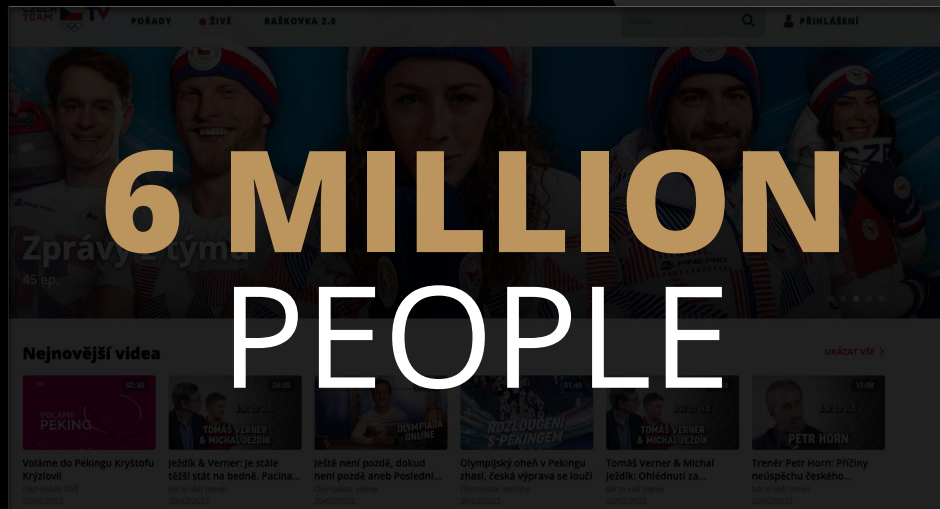
ŘAZENÍ RELEVANCE ▼



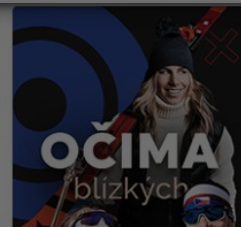
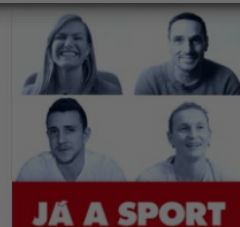
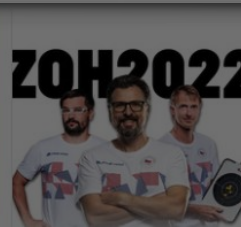
Olympijské sestřihy



Přími

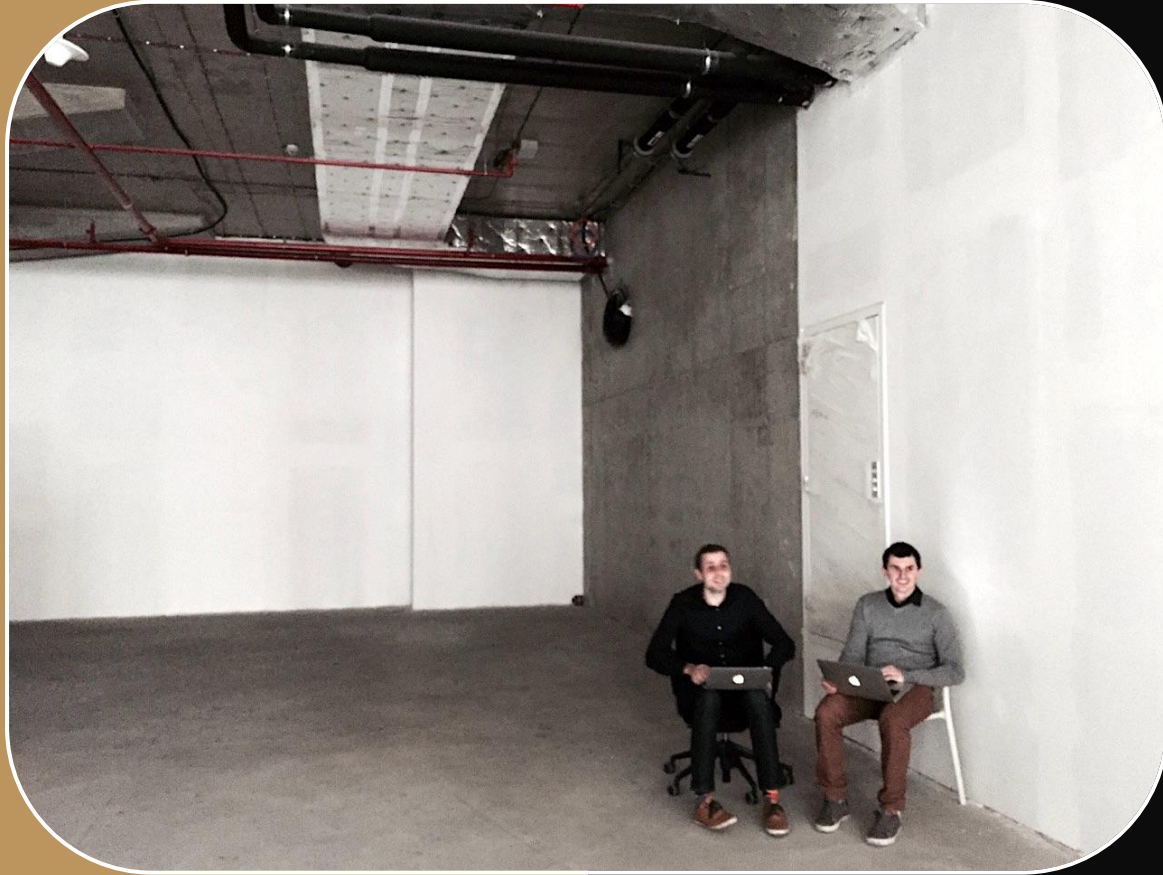


ka Studio





**CHANGE
YOUR
MINDSET.**









Thousands \$



Millions \$





Pořady

VŠECHNY KATEGORIE

TOP PŘÍ

ŘAZENÍ RELEVANCE ▼

daily sport newspaper

VOD platform

public broadcaster

media house

Czech NOC's social media channels



CZECH TEAM TV POŘADY ŽIVĚ RAŠKOVKA 2.0 Hledat PŘIHLÁŠENÍ

Zprávy z týmu
45 ep.


Nejnovější videa [UKÁZAT VŠE >](#)

VOLÁME PEKING	JAK TO VÍDÍ TOMÁŠ VERNER & MICHAL JEŽDÍK	JAK TO VÍDÍ TOMÁŠ VERNER & MICHAL JEŽDÍK	OLYMPIJSKÝ OHĚN V PEKINGU	JAK TO VÍDÍ TOMÁŠ VERNER & MICHAL JEŽDÍK	JAK TO VÍDÍ PETR HORN
02:30	24:05	02:12	01:49	17:43	15:08
Voláme do Pekingu Kryštofu Krýžlovi!	Ježdík & Verner: Je stále těžší stát na bedně. Pacina...	Ještě není pozdě, pokud není pozdě aneb Poslední...	Olympijský ohně v Pekingu zhasí, česká výprava se loučí	Tomáš Verner & Michal Ježdík: Ohlédnutí za...	Trenér Petr Horn: Příčiny neúspěchu českého...
Olympiáda Živě	Jak to vidí trenér	Olympiáda online	Olympijské sestřihy	Jak to vidí trenér	Jak to vidí trenér

Olympijské sestřihy

Přím

Sa Studio



JAK TO VIDI
TRENÉR



Pořady

PRODUCTION
PARTNERTECH
PARTNER

NOC



VŠECHNY KATEGORIE

TOP PŘÍBĚHY

TOKIO 2021

ŠKOLA SPORTU

ROZHOVORY

ZÁBAVA

AKTUALITY Z PEKINGU

ŘAZENÍ RELEVANCE ▼



Olympijské sestřihy

Přímě z Pekingu

2022

Sazka Studio

LIVESPORT

LIVESPORT

WPP

WPP

PUBLISHER

OČIMA
blzkýchJAK TO VÍDÍ
TRENÉR



FUNDING VIA PARTNERS

TOYOTA CASE STUDY

382 minutes of
content produced

60 EPISODES

Toyota branded video
content views

120 % OF THE PLAN

Toyota ads served
& viewed

111 % OF THE PLAN

czechteam.tv



Czech NOC's web



Social networks



MISSION

1 **PRODUCT**

2

3

4

5

6





Linkedin



Q&A



PARIS 2024



THANK YOU



PARIS 2024





Brazilian Olympic Channel

**Brief history and strategy to
spread olympic sports in Brazil**

First steps

. Created in December 2020

..Operation payed itself in 2021 with activations of four brands

170k

subscribers

56

competitions

1.2 mi

views

21.4 mi

minutes



2022

Partnerships with Globo TV, Bandsports, Pan Am and IOC's Olympic channel



First broadcast of BOC's Youth Games

+22k new subscribers
Coca Cola as event sponsor



Acquisition of relevant international rights

Women's Boxing WCH,
Diamond League, IJF Circuit,
Gymnastics WCH

Exclusive broadcaster of the South American Games in Brazil

Globo, ESPN, FOX, CNN and
Other channels use our
images and special content

2023

265k subscribers



Current portfolio

National events

- +23 brazilian national championships

International events



Next steps

Youtube move

- Huge partnership with Cazé TV, biggest streaming channel in Brazil – 6.9 million simultaneous views during Fifa 2022 Football World Cup
- National events already in YT – soon international events as well

Sponsors onboard

- Medley commercials and Cobcast





Thank you!

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