



A NEW MANAGEMENT OF SPORTS RIGHTS

Post Sydney Olympic Games, ITU decided to take its entire media and television production and distribution back in-house, after several years of working with agencies. The goal of this move was to efficiently and cost effectively control our key messages, and retain full control of ITU's media rights.

Knowing that Television and Media appeal is key to being a successful Olympic sport, ITU decided to invest significant resources into this area, in order to develop the sport.

A young, energetic media savvy team was established to achieve ITU's aggressive goals of becoming a market leader in TV and new media.

A ubiquitous media strategy has been developed in house to deliver the sport across all mediums of TV, radio, online and mobile technology.

ITU have full control over our key messages, such as absolute gender equality, a clean and healthy lifestyle sport and spectator and athlete friendly events.

Controlling rights and working in house allows a cost effective workflow, to support our stakeholders with large scale media support such as custom sponsor videos, archive footage, print material, etc. Stakeholders include national federations, athletes, events and sponsors. Outsourcing this would be cost prohibitive to do this effectively.

Today, ITU have found an optimal hybrid solution for maximising exposure and yet retaining control over important media rights. ITU work in conjunction with SPORTFIVE, a major TV distribution and marketing company (who has now acquired Olympic rights) to produce and distribute our TV. It's a fully integrated team where ITU staff produces the TV programming and work closely with SPORTFIVE to maximise exposure and leverage their industry position.

ITU currently produces 40+ hours of live TV programming per year, plus 15 hours of highlight shows. We work with networks to make bespoke programming for each national broadcaster. This has paid large benefits securing important deals and exposure on free to air national broadcasters such as NBC (USA), ARD /ZDF (Germany), BBC (UK), NHK (Japan), TVE (Spain), RTP (Portugal), TEN (Australia), TVNZ (New Zealand), CCTV (China).

Our TV programming is now focused on highlighting the sport to all sports fans, not just the established triathlon audience. The focus is on showing the dramatic sporting aspects of the sport and generating sporting heroes to the general public, while stressing the importance of a healthy lifestyle for all ages including especially the younger generation.

ITU strongly embraced online media to satisfy the needs and demands of the core triathlon audience. To ensure the widest possible reach, all events are broadcast fully live and in high definition on ITU website. All races are available on demand one hour

after each race is finished to view at any time. A one hour magazine show featuring exclusive interviews and behind the scenes footage is produced and distributed the day after each event. This is also made available on line immediately.

Also custom triathlon programming such as in dept interviews, training tips, behind the scenes features are produced and distributed online to satisfy the growing demand for triathlon focused programming, which is too specialised for the general TV audience. ITU's online viewership has grown an average of 90% per annum for the last five years, and continues to grow.

ITU also distributes to all forms of media including iPods, mobile media devices, games consoles and mobile phones. Race results and images are also distributed via MMS and SMS to mobile technology.

All of this media is produced in house and is all rights and production is completely controlled by ITU. ITU controls the rights and distributes in association with our distribution partner. This is important as some territories are more important for exposure than for revenue. Having influence on distribution in house ensures the best balance of exposure for the sport and revenue to reinvest in the development of the sport.

ITU also retains 100% of all online and new media rights for its content. This ensures that ITU can ensure the widest possible distribution of ITU racing, and also effectively control the revenues from a growing online market. In certain territories ITU will grant live online exclusivity, where significant broadcasts deals are established and the broadcaster can show it has an online capability to effectively air the content.

Management of sports rights are an important topic which ITU has paid close attention to. Controlling our federation's sports rights, ensures control of our message and the future direction of our sport.