

FinVista

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Current Trends in the Sports Broadcasting Market

> 3.0% CAGR growth rate for the sports broadcasting over the last five years

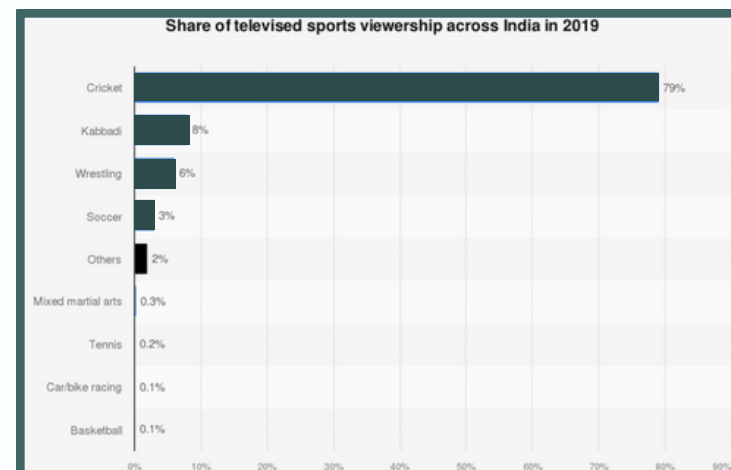
\$40 Bn Market size of sports broadcasting media

• Changing market trends in Sports Broadcasting

2.7 million Subscribers decreased from Pay-TV Services in India

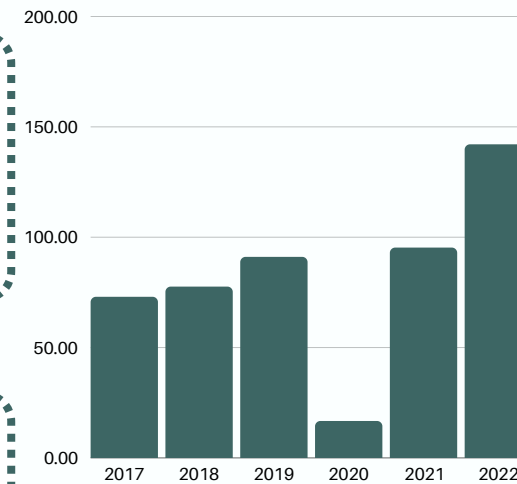
12.5% CAGR Increase is expected for the growth of SVOD Subscriptions in the next five years.

79% of the viewership is accountable to Cricket .



Current Scenerio

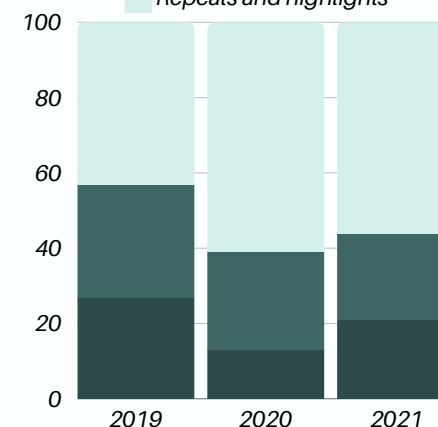
- Sports is the most loved genre on TV with over 730 million viewers in 2022, which is a growth of **21% over 2021**



Market size of the sports industry across India from 2017 to 2022

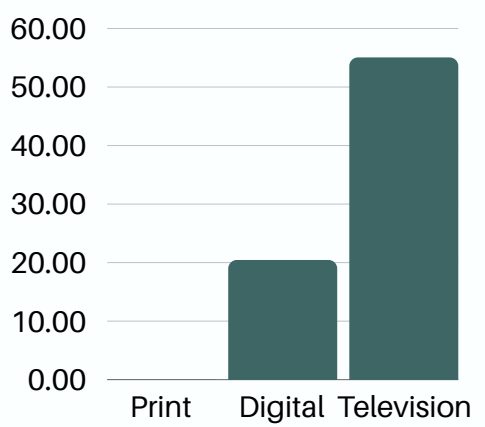
Legend: Live Sports, Sports related programs, Repeats and highlights

- The digital revenue for sports is estimated to be Rs 4,360 crore in FY26, at a **CAGR of 22 per cent.**



- Majority of the television viewership for sports consisted of **repeats and highlights** of sports events across India in 2021.

- Media spend in sports across India amounted to over 75 billion Indian rupees in 2022. **Television dominated** in terms of medium at over 55 billion rupees that year. Digital fared second, higher than print spending.



Media spend in Indian sports in 2022

Business model of broadcasting

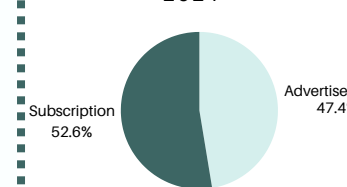
Costs :-

- **Broadcasting Rights fee** (Most Significant Expense)
- **Production cost**
- **Tech & Infrastructure**
- **Marketing**

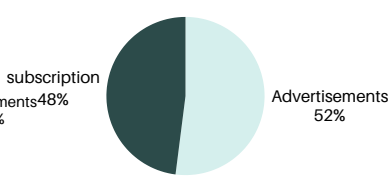
Revenues :-

- **Subscription fee** (Directly or Indirectly Through the Revenue Streams)
- **Advertising Revenues**
- **Broadcasting Rights** (Channels bid for Sports and Acquires Rights. They may sublicense these to other broadcasters)

Hotstar Revnue Sources in 2021



Viacomm18 Revenue Sources in 2021



Current Scenerio of Cricket Broadcasting

- Currently two players dominate the market -**Star India** and **Viacom18**.

Rights to broadcast IPL

Star India	Viacomm18
23,575Cr	20,500Cr
(TV Rights)	(Digital Rights)

Revenue from Ads (2022)

Star India	Viacomm18
3,500Cr	4,400Cr

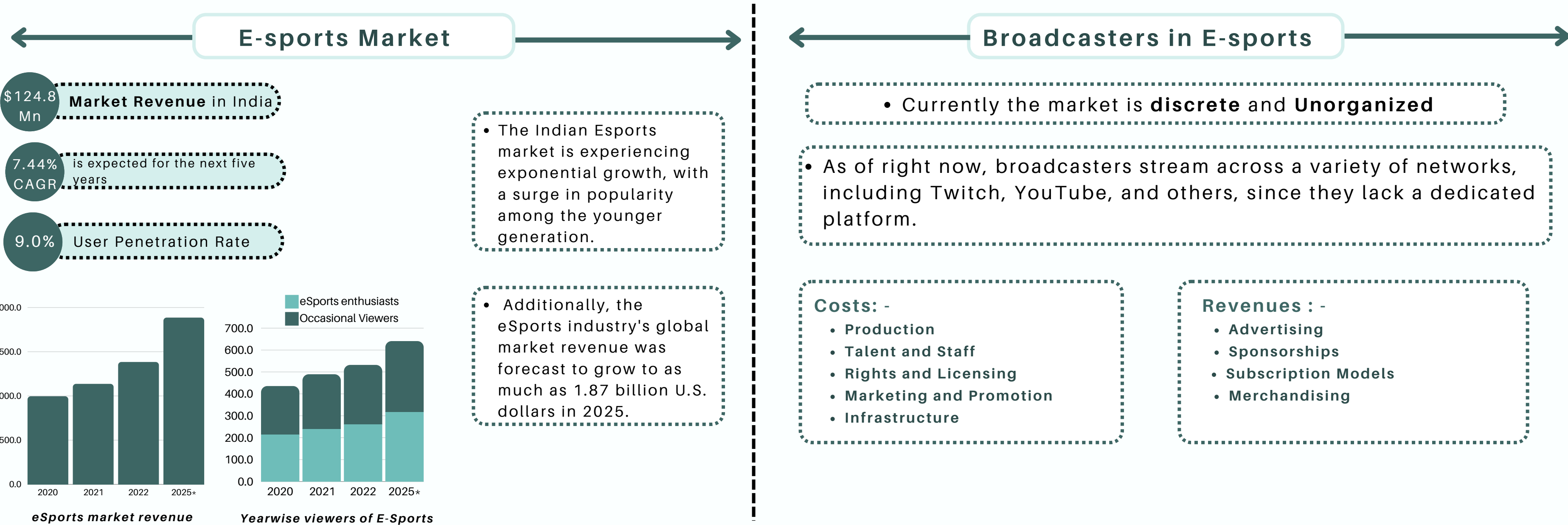
- These two competitors fight it out in the market for the exclusive rights to broadcast certain cricket series.

SkyLink should venture into the esports industry by establishing a presence on OTT platform

- SkyLink will go through two ways - launching a **TV channel** and also an **OTT platform** if not there



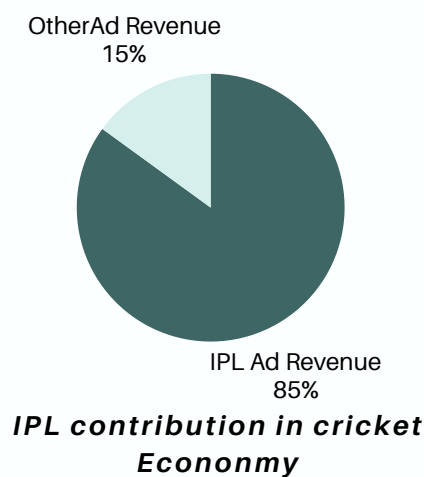
- Adding **E-sports** for the initial Platform Growth.



SkyLink should penetrate the cricket market by initially emphasizing Cricket Series and other sports that are gaining popularity.

Invading Cricket Market

- The broadcasting rights to international matches whose **contracts are about to expire** will be our focus.
- By leveraging our well-established history in news and entertainment broadcasting , we aim to attract viewers to our Sports channel.
- The **IPL broadcasting rights are now sold until 2027**; during that time, Focus will be on other cricket series; after the contract expires, the IPL will be a huge win for us.



OPPORTUNITIES

- INTERNATIONALS: -**
 - Ad revenue from world cup 2023 was 3000 Cr.
 - Additionally, it would benefit us in terms of **audience building, recognition, and viewing.**
- IPL: -**
 - IPL witnessed a significant growth in ad revenue to 10120 Cr in 2023.
 - Much larger fan base and is second richest league in the world in terms of ad revenue generated.

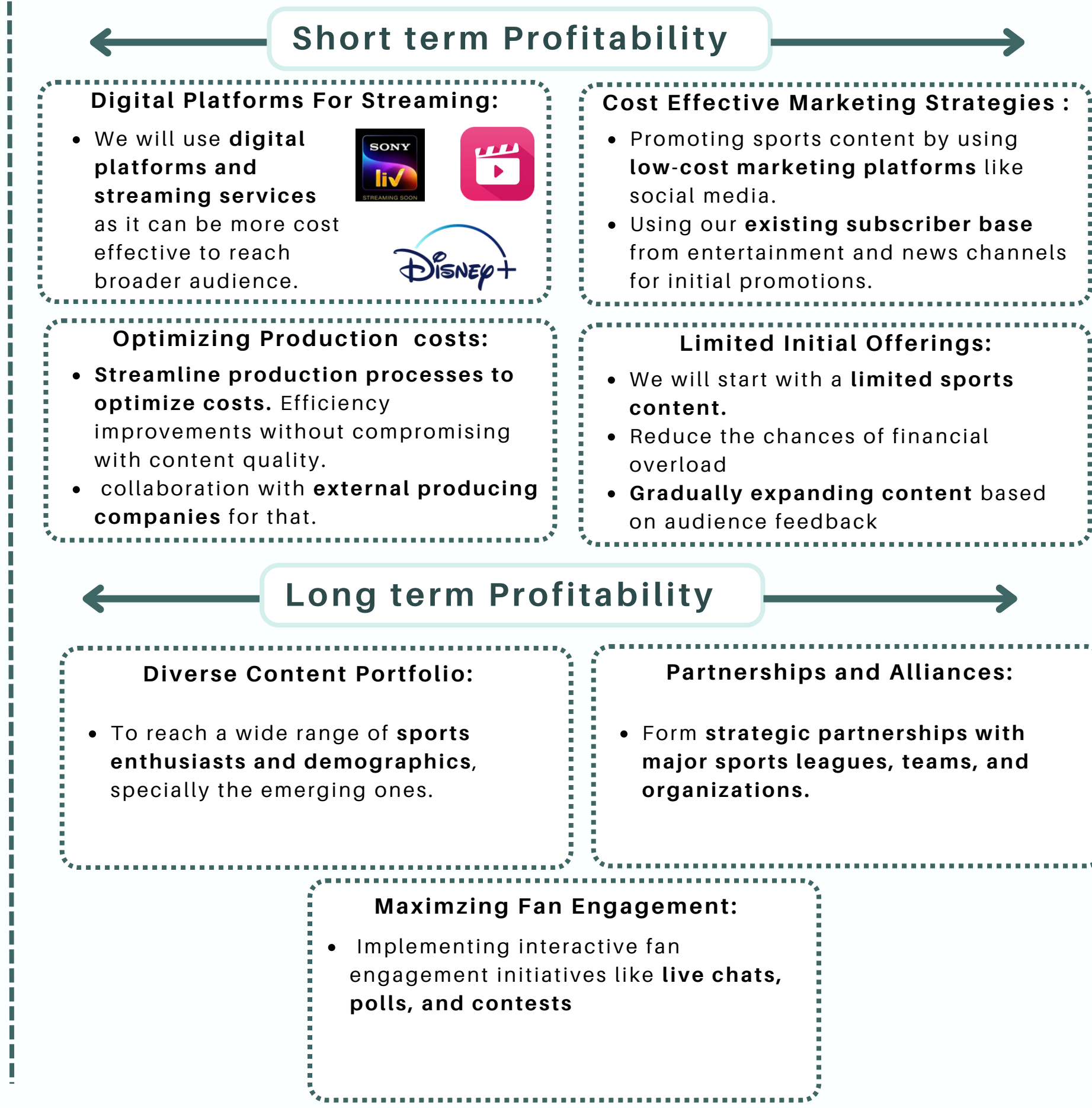
Focusing on Other Sports

- Focusing on popular sports in India other than cricket, such as **soccer, wresting, and Kabaddi**, during the beginning of the channel.
- The information above confirms that **kabaddi is becoming more and more popular** in India.



viewers using the current brand recognition

- Promotion by Celebrities**
- Tempting Combo Packs of TV Channels**
- Targeted Ads**
 - Employing variety of tactics, such as running advertisements on shows with the viewers of **targeted age groups.**
- Prediction based games on OTT platform :**
 - Hosting a live **prediction-based game** where spectators can guess the outcome of next ball. The best scorers on the leaderboard will receive a **complimentary sports channel subscription.**



Risk Mitigation Strategy

Strategic Partnerships:

- **Risk:** *High broadcasting rights costs and initial investment.*
- **Mitigation Strategy:** We will forge strategic partnerships with **sports leagues, teams, or content providers** to share costs and reduce financial burdens.

Rights Reselling:

- **Risk:** *Financial strain due to high operational costs.*
- **Mitigation Strategy:** In case of high operational costs, considering **media rights reselling** to relatively smaller platforms. This can reduce the financial burden at initial stages.

Diversified Revenue streams:

- **Risk:** *Overreliance on advertising revenue.*
- **Mitigation Strategy:** **Diversify revenue streams** by exploring subscription models, premium content offerings, merchandise sales, and other monetization avenues.

Insurance Coverage

- **Risk:** *Match cancellation, cyber thefts, equipment damage.*
- **Mitigation Strategy:** Unfortunate events like **match cancellation or equipment damage** can give a heavy load on revenue. Opting for **insurance with proper evaluations** will reduce Risk .

Roadmap

PHASE 1

Objective: Generating Awareness and planning

- Ad Campaigns
- Strategic Partnerships (if required)
- Leveraging existing audience



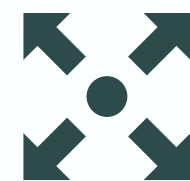
Objective: Initial Launch and brand establishment

- Rights Acquisition of sports other than cricket .
- OTT integration and cross promotion on channel and OTT
- Community building and fan engagement (in ESports)

PHASE 2

Objective: Expansion and Monetization

- Rights Acquisition of Cricket Series and IPL
- monetization strategies, such as subscription models, pay-per-view events, and partnerships with advertisers and sponsors.



PHASE 3