

15 March 2015  
Lausanne, Switzerland

## **2015 World Rowing Television and Video Streaming Report**



FISA is pleased to provide this update on the television and video streaming results that have been achieved as a result of the new television strategy introduced in 2010. This strategy called for the creation of a well-structured and dedicated professional resource that has delivered improved and more consistent host TV productions, has led to a far greater amount of coverage and a wider distribution of rowing programming. This report provides detailed and updated (to end-2015) information about the amount of television coverage that rowing now attracts globally. We hope that this will be helpful to you in any discussions that you might have with your own media partners and existing or potential sponsors.

### **1. Host TV productions for our World & European Rowing events**

Minimum television production guidelines with camera plans and technology have been created for our World Rowing Cup, European and World Rowing Championship regattas. Also, advanced super slow-motion and cable camera equipment are required equipment for all regattas as well as a fully-stabilised master side-camera operating at a 90 degree angle to the leading crews.

Since 2010, World Rowing Production's Executive Producer has been involved in the host TV production of every World and European Rowing regatta. It is critical that the racing commentators can always understand and interpret what is happening in the race (whether they are on site or in a studio) so they can explain this to their own audiences, thus help them to better understand our sport.

The goal is to present and promote rowing in a consistent way, wherever one of our televised regattas is held.

### **2. World Rowing Broadcast Right holders**

Our long-term distribution strategy needed to take into account the fast and multiple changes that are constantly affecting broadcast media. In particular, we needed to stay relevant for many different audiences and viewing habits. This means that we must provide a greater range of content (not just the live signal) as well as an improved level and quality of service which gives each Broadcast Partner what it needs, and in a timely manner.

Rowing continues to be a long-standing and respected Olympic sport, meaning that in many countries rowing remains attractive – even essential - for their main, free-to-air, public service television networks. In particular, we have made significant progress in determining how the European Broadcasting Union (“EBU”) - which represents all of Europe's major public-service TV channels - distributes our television footage throughout Europe. In particular, we are now able to sell our rights to non-EBU members in those countries whose EBU Member has chosen not to become a rights-holder.

a) Within Europe, World Rowing's current Rights holding broadcasters (for some or all events) are:

Country	Channel	Country	Channel
Bulgaria	BTV	Czech Republic	CT
Denmark	TV2	Estonia	ERR
France	FTV	Germany	ARD/ZDF
Great Britain	BBC	Greece	ERT
Italy	RAI	Lithuania	LRT
Netherlands	NOS	Norway	NOS
Pan-Europe (54 countries)	Eurosport	Poland	TVP
Romania	TVR	Russia	RTR
Slovenia	RTVSLO	Switzerland	SRG/SSR

And, through the EBU, discussions are in progress with channels in Austria, Croatia, Finland and Kazakhstan.

b) Outside Europe, the current rights-holders are:

Country	Channel
Australia	FOX Sports
Brazil	GloboSat
Canada	Rogers SportsNet
China	CCTV
New Zealand	SKY NZ

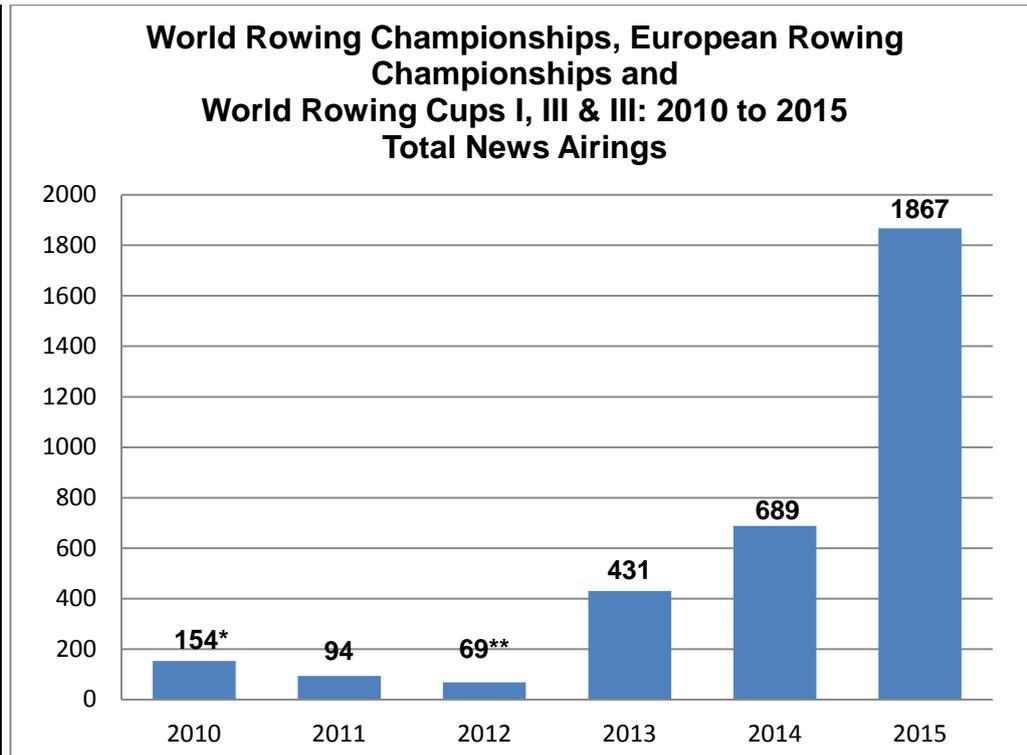
Discussions are on-going in the USA, Latin America, Japan and pan-Asia.

### 3. The World Rowing News Service

For all televised World/European Rowing regattas since 2010, a unique (and free of charge) World Rowing News Service is offered to all rights-holding broadcasters as well as to non-rights-holders. This 30 minute summary featuring the best races of the day includes the start, race-action, finish, victory ceremony as well as mother-tongue and English language interviews, and it is always available within three hours after the last televised race. Also, on request from right-holders that cannot send their own interview crew to the event, mother-tongue interviews are filmed featuring their national rowers.

This service has significantly increased the amount of television coverage of rowing – especially in those countries in which there is no rights-holder agreement. A secondary benefit is that the World Rowing News Service has increased interest in countries in which there is no rights-holder, leading to new and full, multi-year rights-holder agreements.

The feedback received from the EBU, as well as many of our international rights-holders, is that due to this service (and in fact our overall Broadcast Strategy) FISA is now one of the leaders in sport television productions and a standard for other international federations.



News Service was added to the ERCH in 2013

\*Olympic year, no WRCH

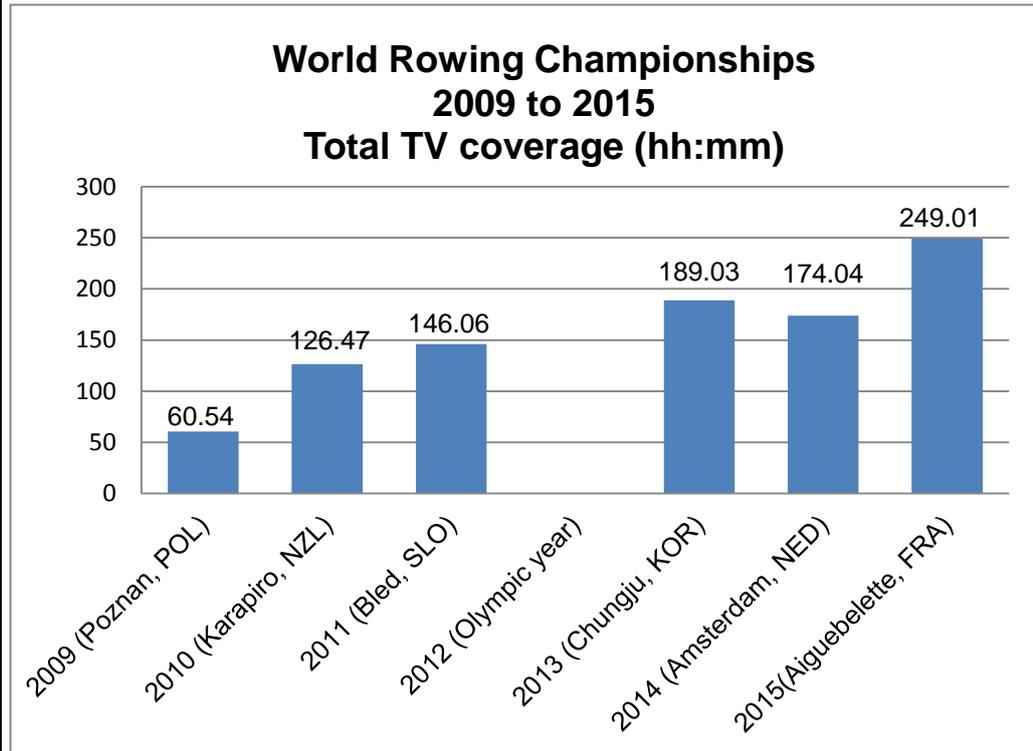
#### **4. International News agencies**

After each day of televised racing, World Rowing Productions provides a short three minute News summary, free of charge, to a group of international sports video news agencies which include the EBU, SNTV and Omnisport (we are still in negotiation with Reuters and Enx). Through these agencies, rowing video-headlines can now reach almost all parts of the world via the Internet, traditional television, Tablets and mobile phones.

#### **5. Total TV coverage from FISA's Major Events 2009 to 2015**

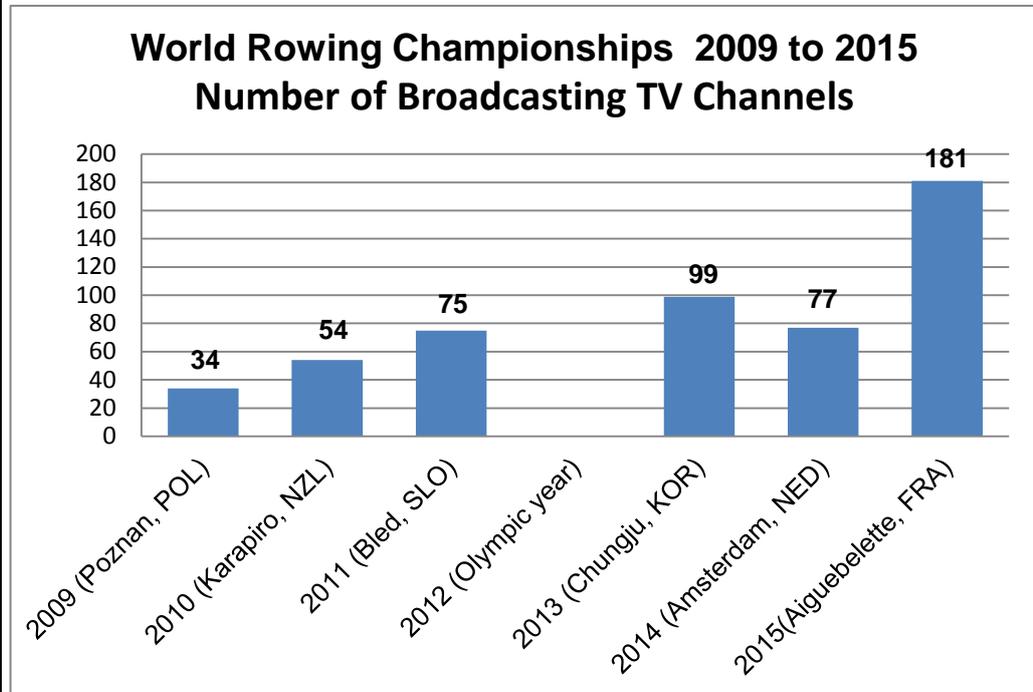
The following information - which covers the World and European Rowing Championships and the World Rowing Cup series from 2009 to 2015 - has been sourced from the individual broadcasters and compiled by the EBU and Quattro Media.

a. **World Rowing Championships**

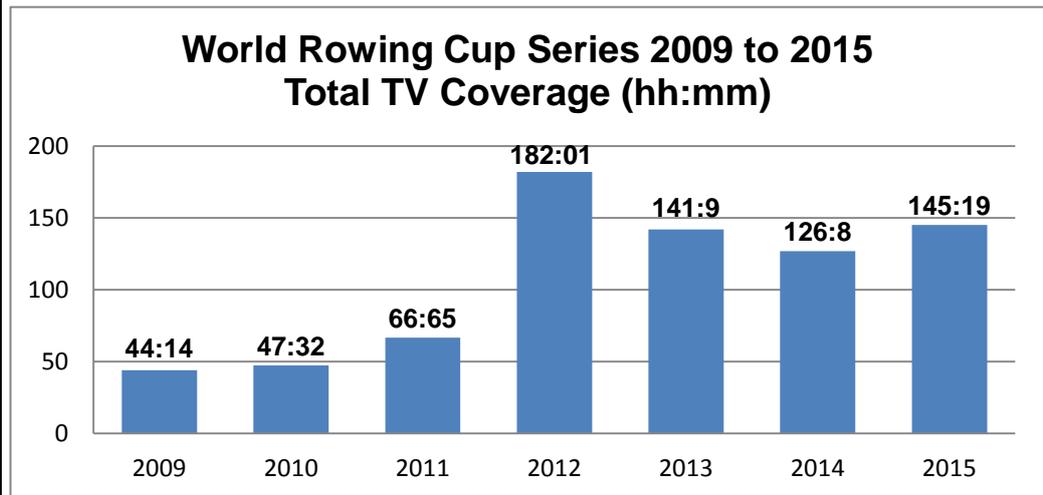


Comment

*Because the 2013 World Championships took place in Asia, the broadcast signal was available in Europe much sooner and so more broadcast time was possible. Also, more Asian channels covered rowing than usual.*

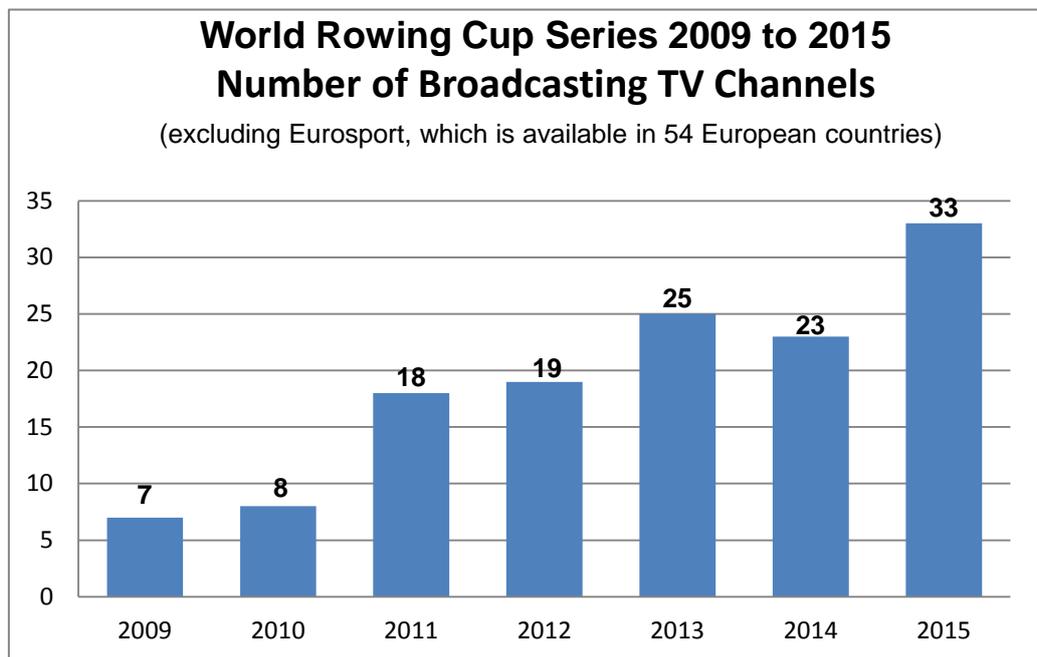


b. **World Rowing Cups**

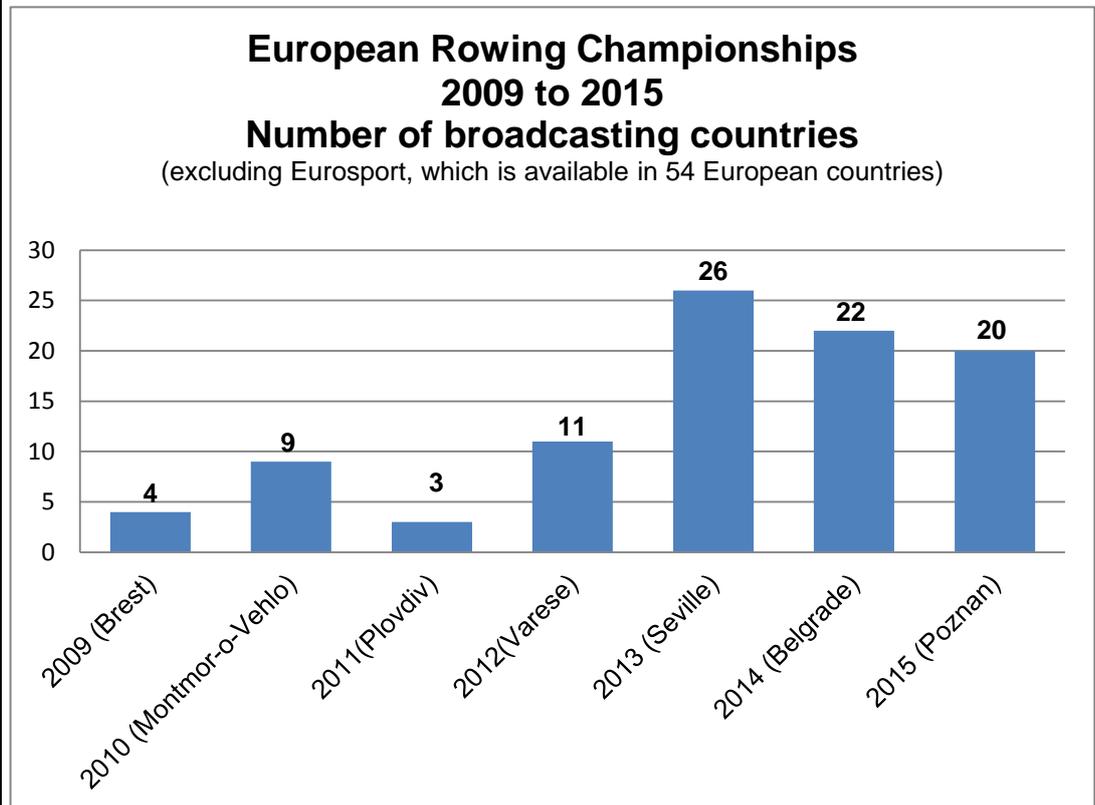
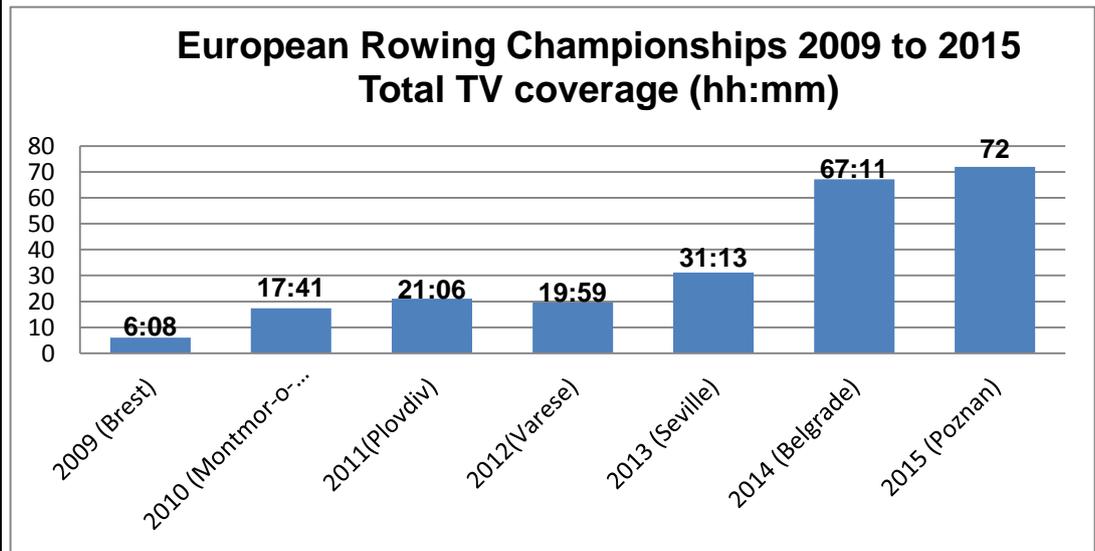


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*TV coverage in 2012 reached an extreme high peak because it was the pre-London 2012 Olympic Games season. It was also the last year in which all three World Cup regattas were staged in Europe. In 2013 & 2014, the first regatta was staged in Australia, which resulted in fewer countries participating. This, compounded by the inconvenient time-zone for European programme scheduling, affected TV coverage in Europe. Even so, it can still be seen (above and below) that a much higher base was established in 2013 -2015 than had been the case for 2009 – 2011.*



c. **European Rowing Championships**



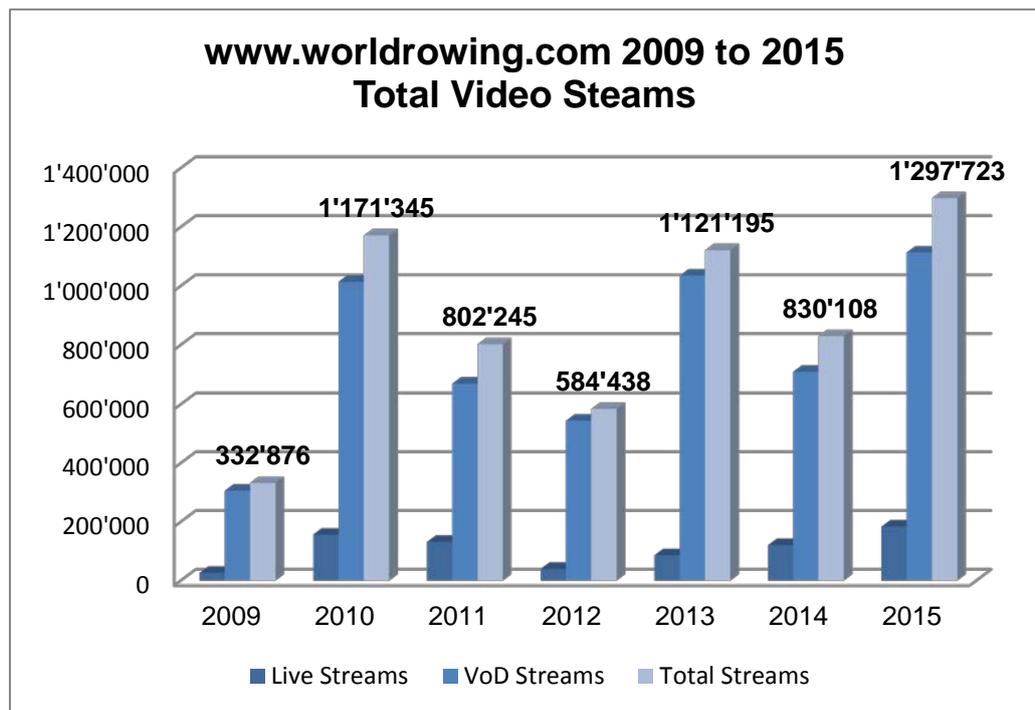
## 6. Countries with a World Rowing Broadcast Rights-holder

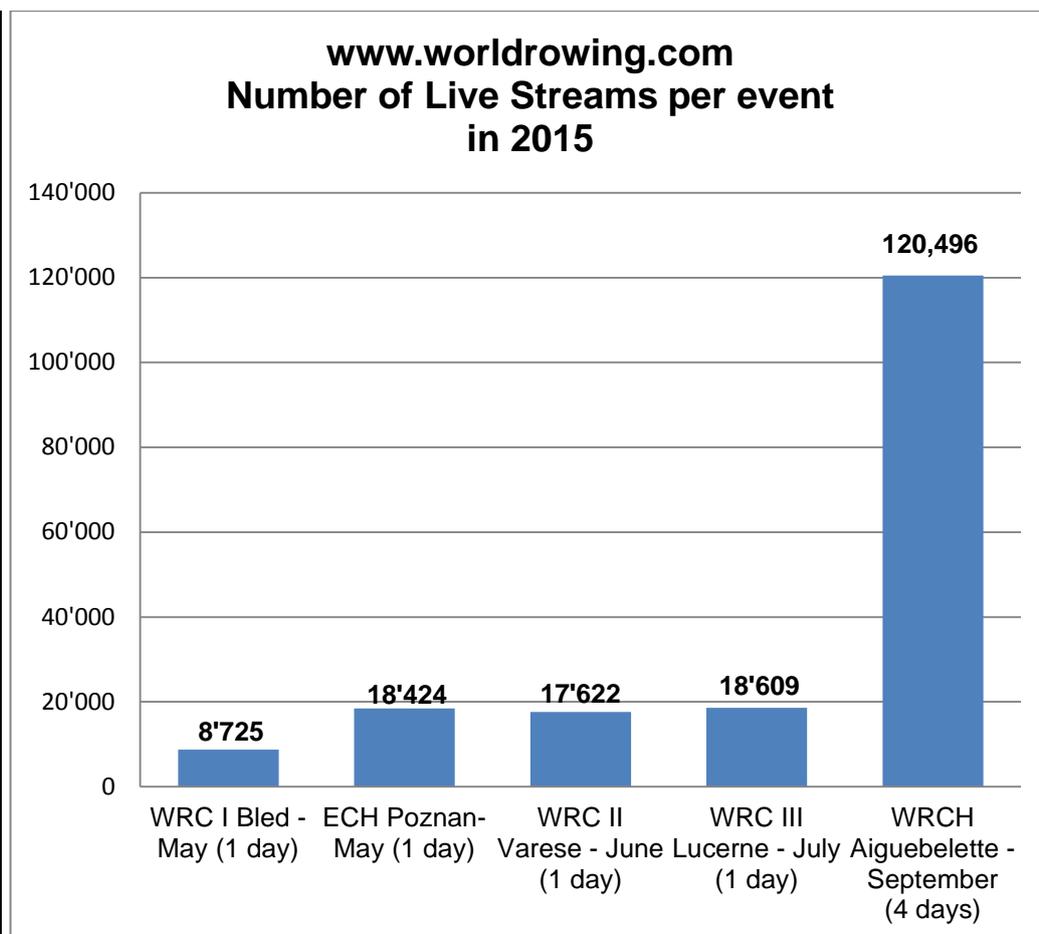
For those national federations in countries in which there was a contracted World Rowing Broadcast Rights holder in 2015 (see point 2 above), a summary of the TV coverage statistics that have been received for the World/European Rowing events in 2015 are available upon request and will be forwarded separately.

## 7. Live Streaming and Video-on-Demand (VoD) on [worldrowing.com](http://worldrowing.com)

In 2014, World Rowing launched a new and considerably upgraded website. All televised races can be now seen LIVE on the website just about everywhere in the world (with the exception of New Zealand where there is a 24 hour embargo). We have a team of video streaming commentators that travels to each regatta and provides expert live racing commentary from the regatta. This live-streaming is a particularly useful service for those markets (such as the USA) where we do not presently have a rights-holder television channel.

Post-live, the same videos remain available on-demand and at no cost. And, of course, please note that streaming figures peak at event times.





### 2015 Video Streaming summary

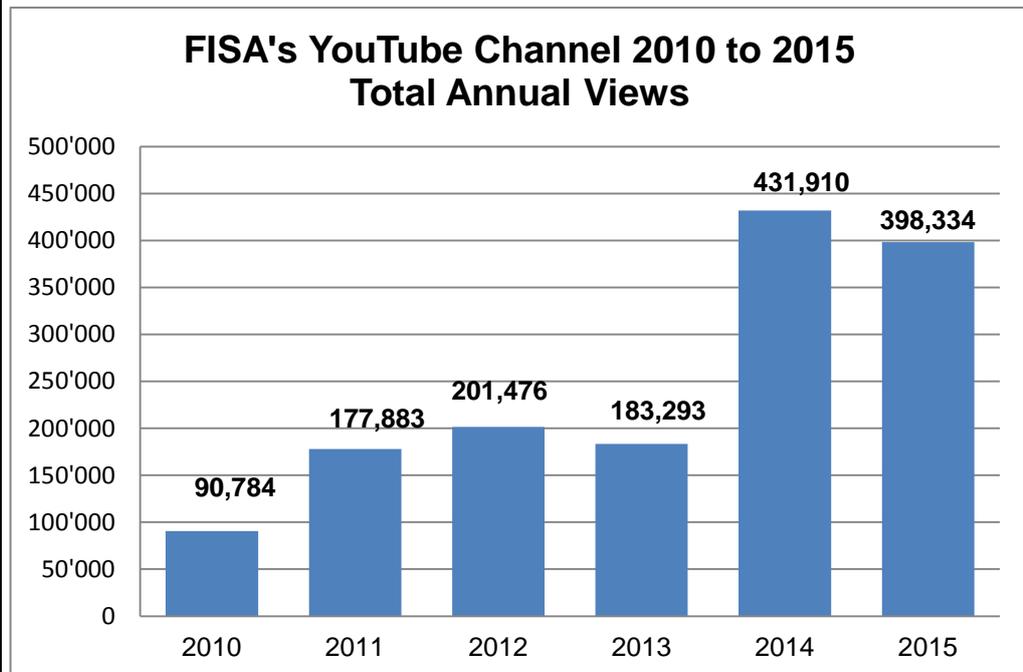
- Viewers in 176 countries (167 in 2014) watched World Rowing TV on Video-On-Demand in 2015 and there were 1,485,487 impressions against 590,570 in 2014.
- The top 10 countries for video-impressions are shown below:

Country	Video Impressions	Percentage
United States	174,282	15.77%
United Kingdom	106,203	9.61%
Germany	88,351	7.99%
France	84,291	7.62%
Australia	56,854	5.14%
Netherlands	42,176	3.82%
Canada	41,260	3.73%
Switzerland	37,177	3.36%
Italy	36,122	3.27%
Russia	28,044	2.54%

## 8. FISA's YouTube Channel

YouTube is the famous video content channel with a worldwide reach. The "WorldRowingFISA" channel (<https://www.youtube.com/user/WorldRowingFISA>) was created and it is constantly updated with our own athlete interviews and profiles as well as interesting and attractive videos about our sport, promotional clips for our events and features to assist training, coaching and so on. Unfortunately, our territorially-exclusive contracts with individual television rights holders prevent us from showing rights-protected racing footage on this Internet platform

In 2014, over 40 unique videos were posted on World Rowing's YouTube channel, containing a total of 20 hours and 23 minutes of original content. These generated a total of 431 910 views. In 2015, we decided to shift our video strategy slightly. We reduced the number of videos (to 36) but improved their quality and content. As a result, we had less costs whilst still generating just under 400,000 views and we increased the average number of views per video from 10,798 to 11,065. Also, all of our clips went on YouTube and a selection of these went on Facebook (for the first time), so although the number of YouTube views was slightly reduced, we achieved a significant 855,471 on Facebook as well.



## 9. Conclusion

This information has been provided to you in order to provide an appreciation of how much television coverage our sport is now achieving, and also to help each National Federation in its own search for sponsors. We hope that you have found this information helpful.

We now have the structure, the necessary partners and the means to provide this information, and we plan to report on an annual basis. If you feel that we should make contact with a television channel in your country then, subject to any existing contractual obligations to which we might already be committed, we will be very pleased to do so.

Thanks go to our marketing department and, in particular, to Quattro Media of Munich, Germany for these impressive results.

Sincerely,



Jean-Christophe Rolland  
President



Matt Smith  
Executive Director