

3 February 2017  
Lausanne, Switzerland

## **2016 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 we 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 information updated to end-2016 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**

Since 2010, World Rowing Production's Executive Producer has been involved in the host TV production of every World and European Rowing regatta.

As 2016 was Olympic year, we did not stage a World Rowing Championships and therefore our four televised regattas were the World Cup regattas in Varese, Lucerne and Poznan, plus the European Rowing Championships in Brandenburg.

The first World Cup regatta (in Varese) was host-produced by World Rowing Productions and included some of the team who later went on to Rio as part of Olympic Broadcasting Services. The other three regattas in 2016 were host-produced by the respective EBU Member (SRG/Lucerne, TVP/Poznan and ARD/Brandenburg) in good cooperation with our Executive Producer. Despite some rather challenging weather conditions, all regattas were televised in a professional and consistent way.

Also in 2016, we negotiated the renewal of our agreement with European Broadcasting Union (EBU). This new four-year agreement will take us through to 2020 and will continue to provide host productions and live coverage of our premier world and European events. The EBU is the world's foremost alliance of public service media with 73 Members in 56 countries in Europe, and an additional 33 Associates in Asia, Africa and the Americas.

### **2. World Rowing Broadcast Rights Holders**

Our long-term strategy to increase the global coverage and promotion of rowing was very effectively maintained in 2016. In Europe, we gained (via EBU) France's major public service broadcaster (FTV) as our new, long-term rights-holder through to 2020, as well MTVA in Hungary for the 2016 European Rowing Championships. Less positive, was the take-over of Eurosport by the US-based media company Discovery Communications. This led to a very competitive battle with the EBU (and individually with many of its Public Service Members) for post-2020 Olympic Rights and resulted in Eurosport's

membership of the EBU being terminated. Although this was initially a disappointment for FISA, it is fair to say that Eurosport had not supported Rowing to the extent that they had in years past and, in fact, their competitive presence in many European rowing countries actually caused some national broadcasters to decide not to show our events in competition with Eurosport. Therefore, in 2017, together with the EBU's Sales Team, we will contact all TV channels throughout Europe with the objective of developing new, individual broadcaster partnerships to replace the pan-European Eurosport.

Another related situation is the sale of the European Olympic Television Rights to Discovery Communications. Discovery undertook to then sell these rights on to EBU broadcasters but not all have agreed to the terms offered. One of our key rights holders, ARD/ZDF of Germany, did not agree to terms with Discovery and, at this writing, will not be showing the 2020 Olympic Games, which has a possible knock-on effect on all Olympic sports. This is still evolving.

Outside Europe, we have renewed our important Rights Holder agreements with CCTV in China and Fox Sports in Australia – both through to 2020; and we have negotiated (subject to contract) a brand new agreement with NBCSN to be our US partner for the 2017 World Rowing Championships in Sarasota-Bradenton, USA.

Also during 2016, we entered into cooperation with the IOC's new Olympic Channel. Through this agreement we will provide rowing content (highlights, magazine shows, news coverage and original programming) to ensure that our sport and athletes are seen by this Channel's audiences on a year-round basis.

a) Rightsholding Broadcasters within Europe (in 2016):

World Rowing's current rights-holding broadcasters (for some or all events) are:

Country	Channel	Country	Channel
Bulgaria	BTV	Czech Republic	CT/CT Sport
Denmark	TV2	Estonia	ERR
France	FTV	Germany	ARD/ZDF
Great Britain	BBC	Greece	ERT
Hungary	MTVA	Italy	RAI
Lithuania	LRT	Netherlands	NOS
Norway	NOS	Pan-Europe	Eurosport
Poland	TVP	Russia	RTR/Match TV
Slovenia	RTVSLO	Switzerland	SRG/SSR

And, via the EBU, discussions for long-term rights holder agreements continue with channels in Austria, Bulgaria, Lithuania and Croatia.

b) Rights Holders outside Europe (in 2016):

World Rowing's current Rights-holding broadcasters (for some or all events) are:

Country	Channel
Australia	FOX Sports (renewed until 2020)
Brazil	GloboSat
Canada	Rogers SportsNet (expired end 2016)
China	CCTV (renewed until 2020)
New Zealand	SKY NZ (renewal through to 2020 confirmed)

Regarding Canada, a replacement TV deal is already under negotiation and now subject to contract. Also, in addition to our agreement with NBCSN in the US, we are continuing discussions with broadcasters in Latin American countries and South Africa, as well planning ahead for Tokyo 2020 by commencing discussions with broadcasters in Japan and Korea.

### 3. The Rio 2016 Olympic Games

The following statistics and commentary have been extracted from the IOC's own report on the TV-reach of the Rowing Competitions in the 2016 Olympic Games, in Rio de Janeiro, Brazil.

For the purpose of this report, audience reach is based on viewers watching the Rowing for a minimum of 5 consecutive minutes, and all TV ratings are based on official audited audiences:

Territory	Broadcast Hours	Population	Reach	Share of Population
N. America	29:30	323.9m	117.3m	36.2%
S. America	25:00	206.1m	30.2m	14.7%
Europe	76:46	596.4m	100.1m	16.8%
Africa	8:16	59.7m	4.2m	7.5%
Asia	39:56	2,872.5m	140.9m	4.9%
Rest of world	19:22	24.1m	12.3m	51.2%
<b>Total/Av.</b>	<b>198.8</b>	<b>4,082.7m</b>	<b>405.0m</b>	<b>9.9%</b>

## Key Facts Olympics 2016

### Sport: Rowing

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- All 17 markets analyzed showed at least some coverage of the Olympic Rowing competitions. There was a significant spread of coverage with some markets showing very low levels of coverage (less than 2 hours in Turkey) and others featuring extensive coverage (e.g. over 20 hours of coverage in the Brazil and Poland and up to 30 hours in the US).
- The total coverage came close to 200 hours reaching a unique viewership of more than 400 m. people having watched at least 5 minutes of Olympic Rowing coverage. This means that nearly 10% of the population in the 17 analyzed markets watched a significant amount of rowing coverage.
- The achieved result of 405 m. viewers can be regarded as a success, as the fact that a lot of the early round coverage was shown on the smaller / niche rights-holders.

The highest rated rowing broadcast was recorded in the USA, where the Final in the W8+ reached more than 7.6m different individuals on NBC. Not surprisingly, all “traditional” rowing markets where the respective teams won medals, eg AUS, USA, UK & GER, reached excellent shares of their populations – all over 25% - with AUS reaching over 50%.

#### **4. Rowing Informational Clips – “Vignettes”**

Taking advantage of the increased coverage and the potential for new rowing audiences that can be achieved for the Olympic Games, we produced 7 short “educational” vignettes for Rio 2016 to help TV commentators (worldwide), as well as their audiences and the “Big Screen” spectators in Rio to better understand and appreciate our sport.

They proved to be very popular and our efforts were appreciated both by the receiving channels and by our own on-line rowing communities. These vignettes were taken up by multiple broadcasters and, because all but one (“Who to watch in Rio”) are “timeless” and have time-coded scripts to enable easy translation; they will be used and re-used in the future.

On our own Social Media Channels. The viewing results are as shown below:

FISA's Social Media Sites

Vignette Number	Title	Facebook Views	You Tube Views	Total Views/ ranking
4	The Athletes	325,737	18,189	<b>343,926</b>
3	How to watch a race	101,128	21,992	<b>123,120</b>
7	The Race	63,046	9,906	<b>72,952</b>
6	Who to Watch (in Rio)	32,201	24,061	<b>56,262</b>
2	The Cox	48,203	7,601	<b>55,804</b>
1	Boat Technology	35,345	3,761	<b>39,106</b>
5	Boat Classes	31,387	7,661	<b>39,048</b>
		<b>637,047</b>	<b>93,171</b>	<b>730,218</b>

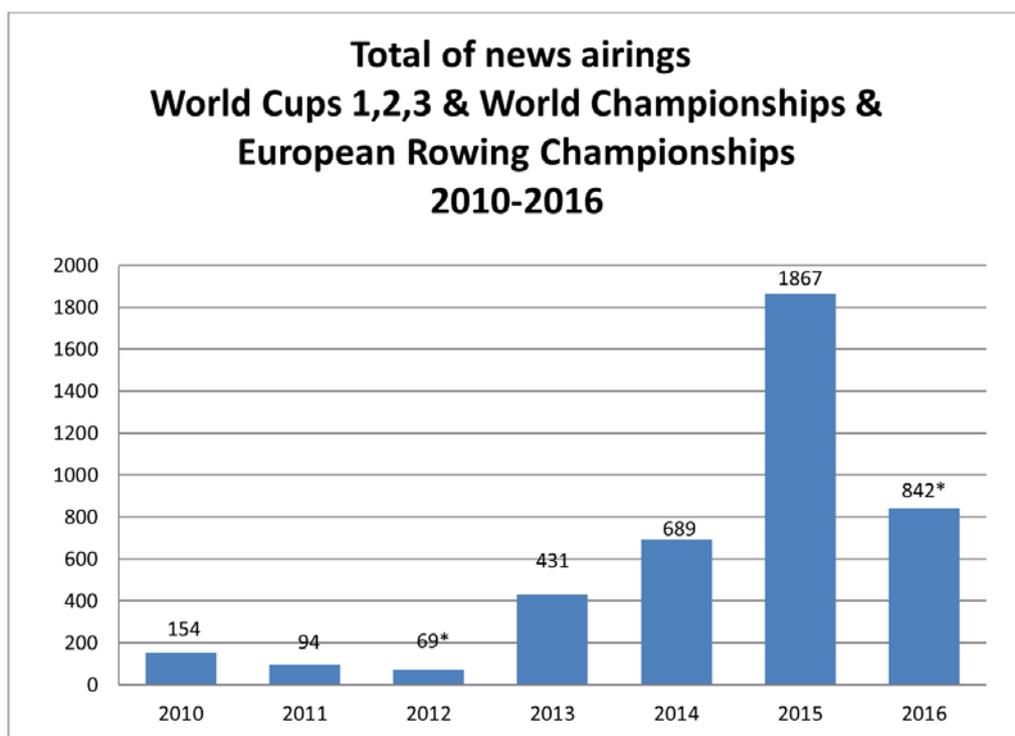
Because we believe these rowing vignettes will also be helpful to the development and education of rowing worldwide, we have decided to make them available (free of charge) to all our national rowing federations for their own use. As mentioned above, they will come with time-coded English scripts, which will enable easy translation into local language. We will write to you separately to explain how these can be obtained and the conditions which will apply to their usage.

## 5. The World Rowing News Service

For all televised World/European Rowing regattas we continued to offer in 2016 a unique (and free of charge) World Rowing News Service to all rights-holding broadcasters and non-rights-holding broadcasters. 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 with their national rowers are filmed.

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.



#### Comment

*News Service was added to the European Championships in 2013*

*\* are Olympic years in which there is no World Championships.*

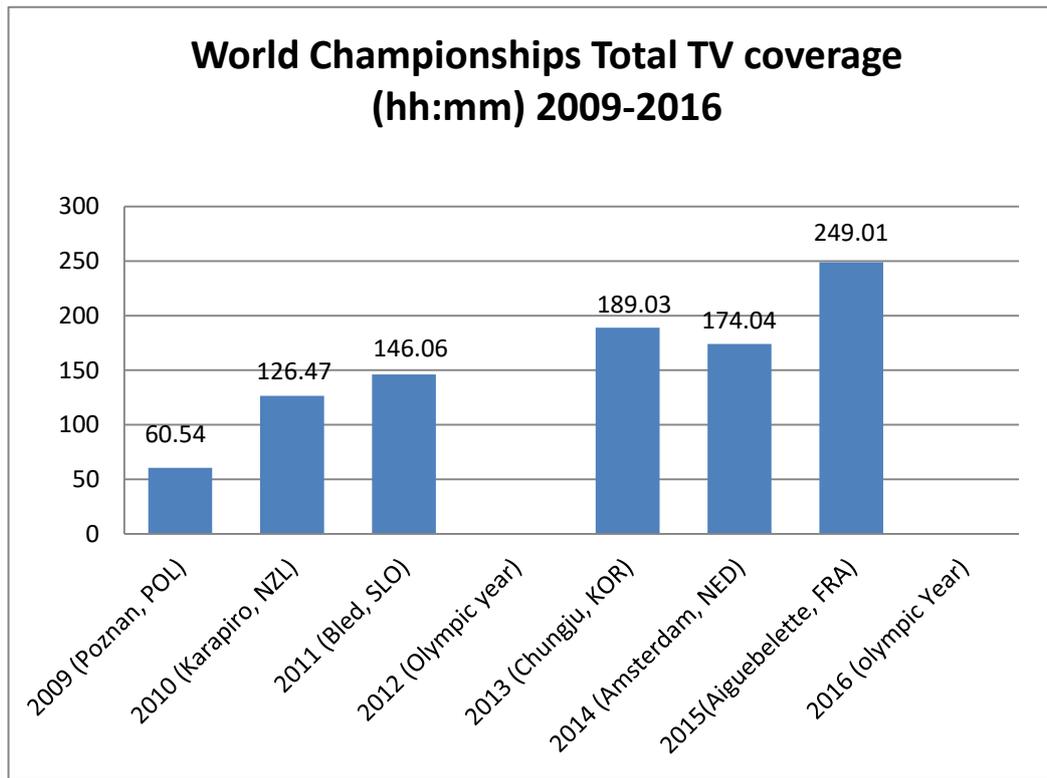
#### **6. International News agencies**

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. Through these agencies, rowing video-headlines can now reach almost all parts of the world via the Internet, traditional television, Tablets and mobile phones.

#### **7. Total TV coverage from FISA's Major Events 2009 to 2016**

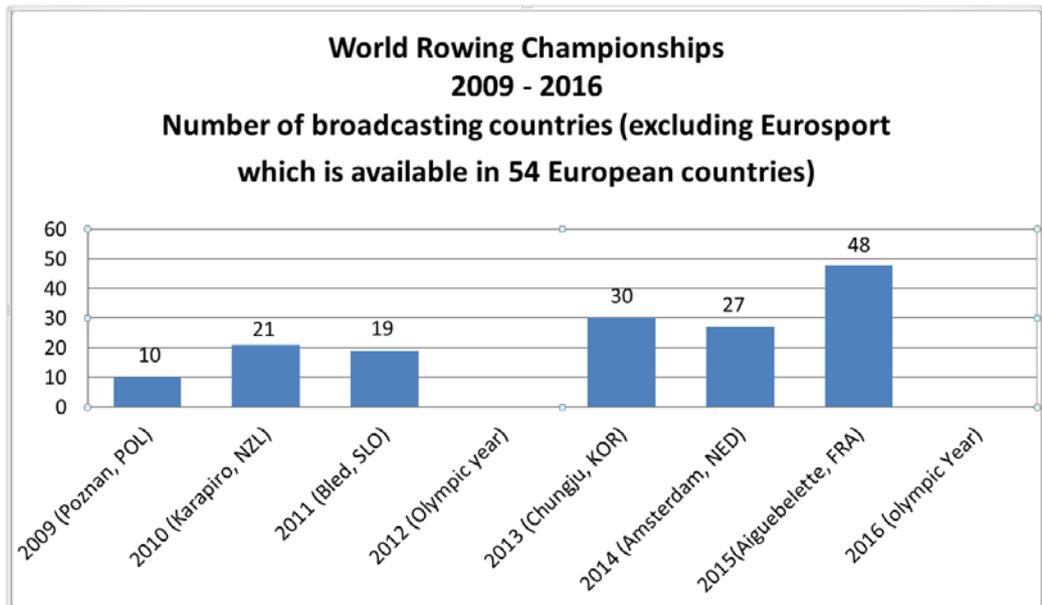
The following information - which covers the World and European Rowing Championships and the World Rowing Cup series from 2009 to 2016 - has been sourced from the individual broadcasters and compiled by the EBU and Quattro Media.

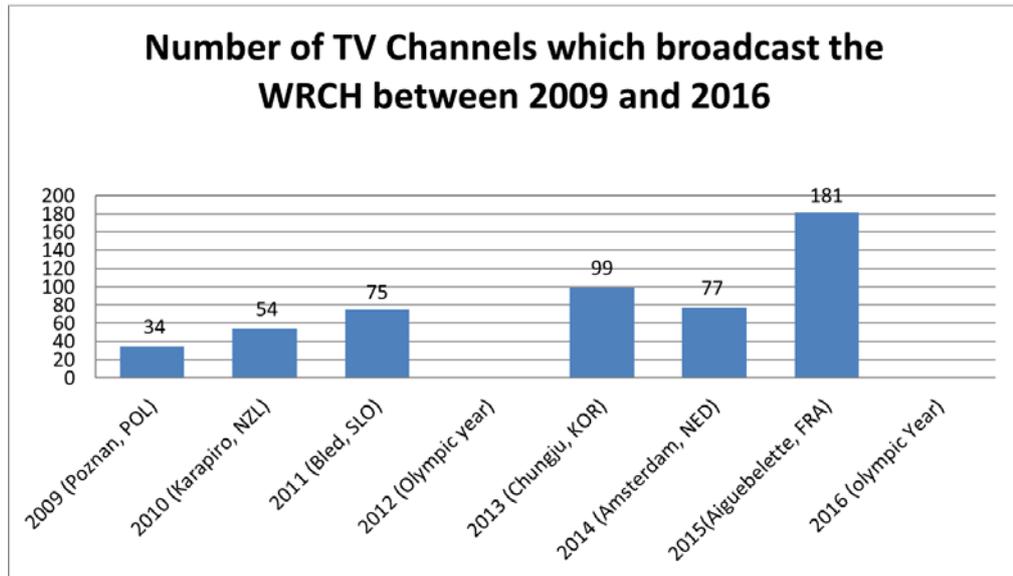
a. **World Rowing Championships**



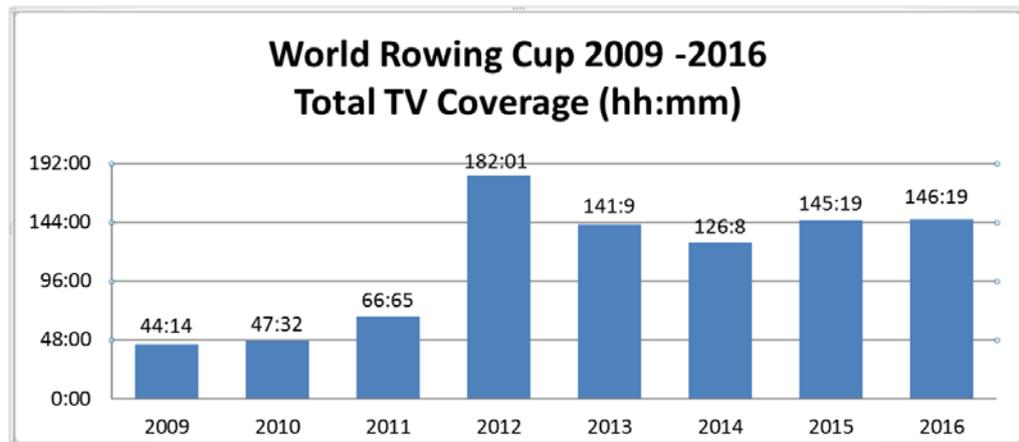
Comment

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. There was no World Championship in 2016.





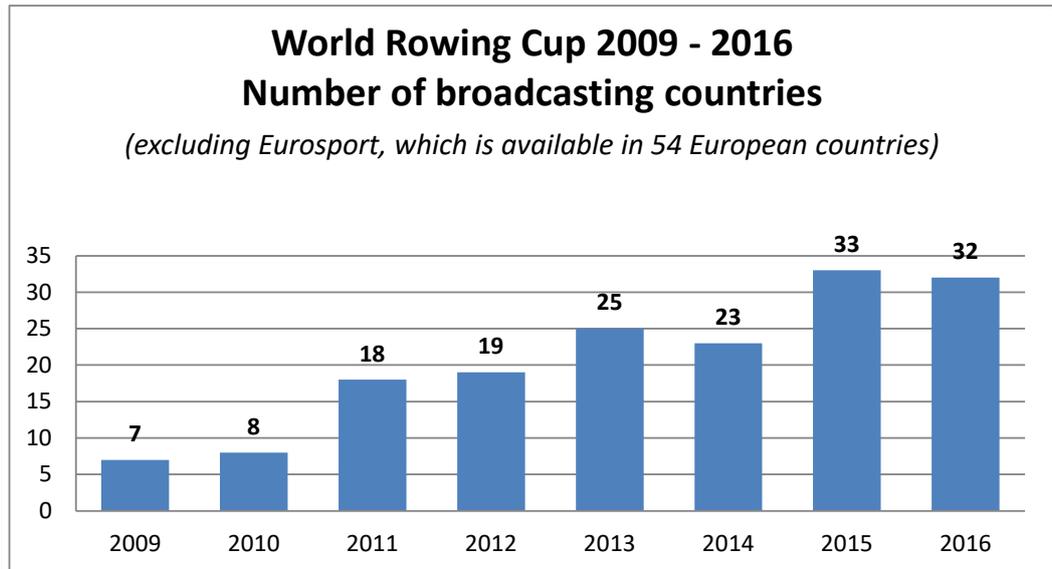
**b. World Rowing Cups**



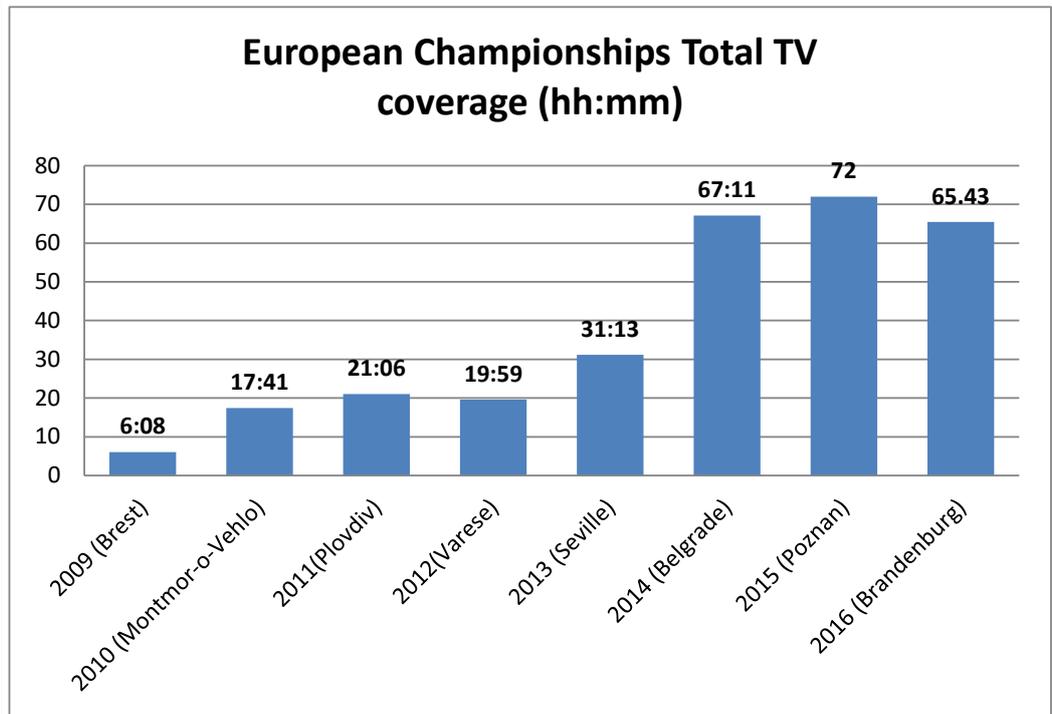
Comment:

*TV coverage in 2012 reached an extreme high peak because it was the pre-London 2012 Olympic Games season. Even if 2016 as the equivalent season did not peak as high (due to the very early-season start in Varese for World Cup I and our change-over from one-week's delayed coverage on US cable channel WCSN to our own Live-streaming service on [www.worldrowing.com](http://www.worldrowing.com)), the general upward trend has continued.*

*Also, 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.*

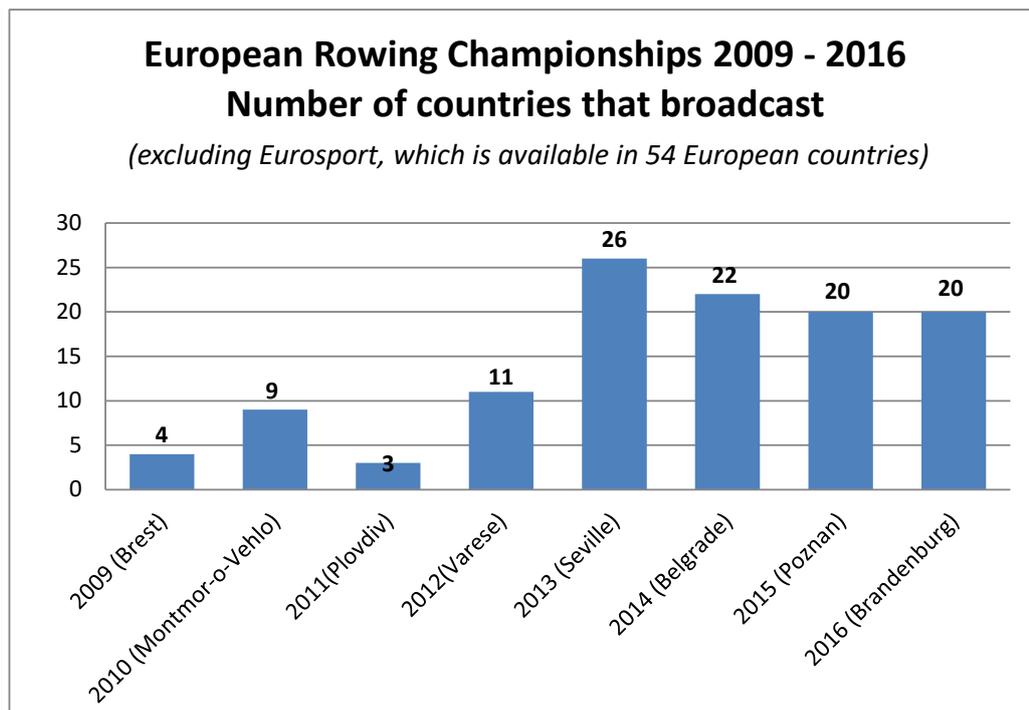


#### c. European Rowing Championships



**Comment:**

*The slight drop in total TV coverage for 2016 can be accounted by the fact that the exceptional coverage of 7:40 hours by TVP (Poland) - the host broadcaster of the 2014 European Championships, and similarly, the 6:23 hours host-coverage by RTS (Serbian TV) of the 2014 European Championships, could not be matched by ARD in Germany (0:42 minutes) albeit their audience figures were substantially higher. Nevertheless the overall coverage was very nearly maintained, and demonstrated that other channels showed more of the 2016 ERCH than in previous years.*



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

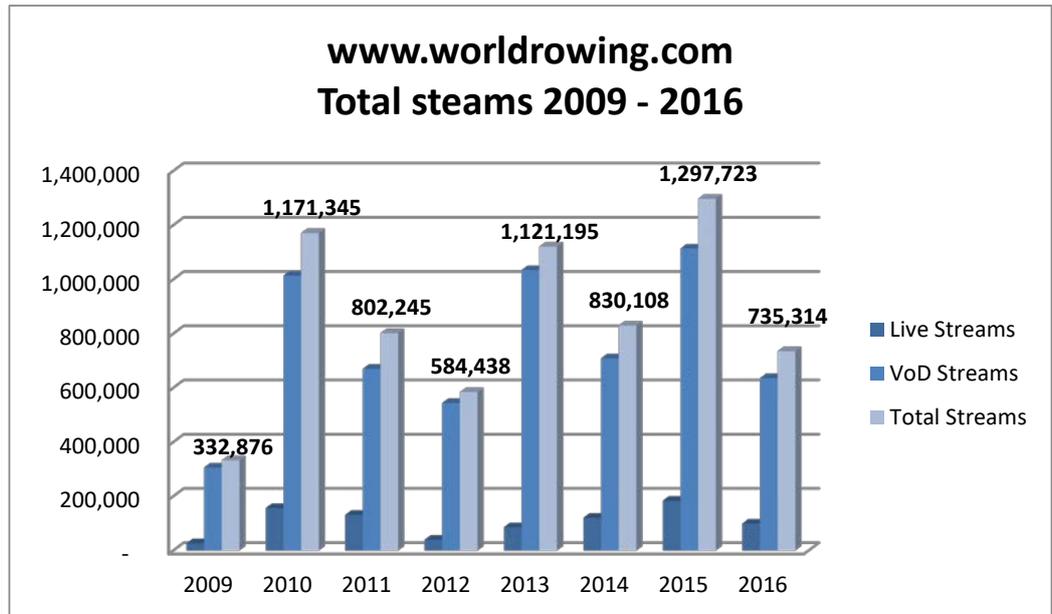
For those national federations in countries in which there was a contracted World Rowing Broadcast Rights holder in 2016 (see point 2 above), a summary of the TV coverage statistics that have been received for the World/European Rowing events in 2016 is available and can be forwarded separately, on request.

## 9. Live Streaming and Video-on-Demand (VoD) on 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 – which is particularly useful to our rowing audiences in certain territories (such as the USA) where we do not presently have a rights-holder television channel.

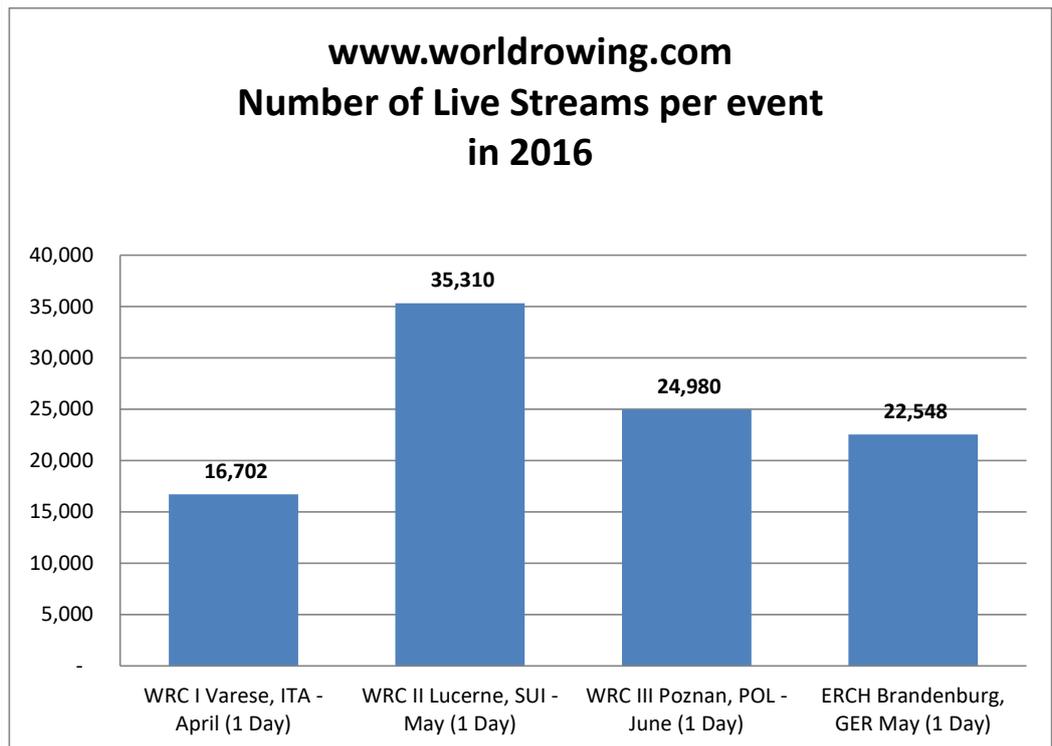
And in fact, this same Live Video commentary is taken and used by our Rights Holders in Canada, New Zealand and Australia.

Immediately after the live streaming, the videos are cut into individual race “clips” and remain available on-demand on the website, and at no cost.



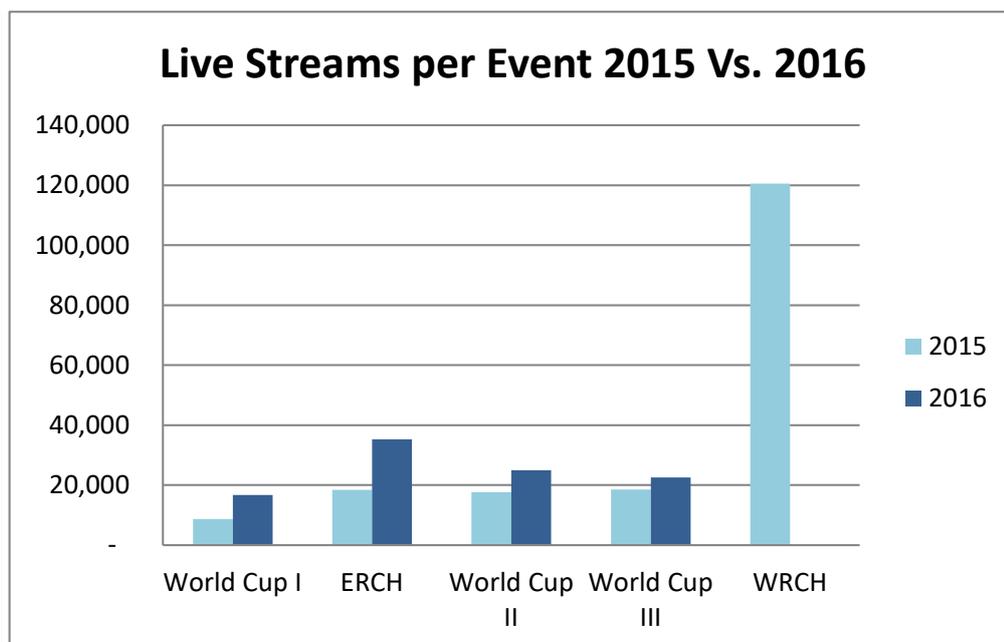
**Comment:**

*The 2016 figures should be compared with those from 2012, which was also Olympic Year, and therefore there was no World Rowing Championships.*



**Comment:**

*With the following graph, it can be seen that the number of Live Streams of each of the four regattas in 2016 increased against their equivalents in 2015.*



## 10. 2016 Video Streaming summary

The top 10 countries for video-impressions are shown below:

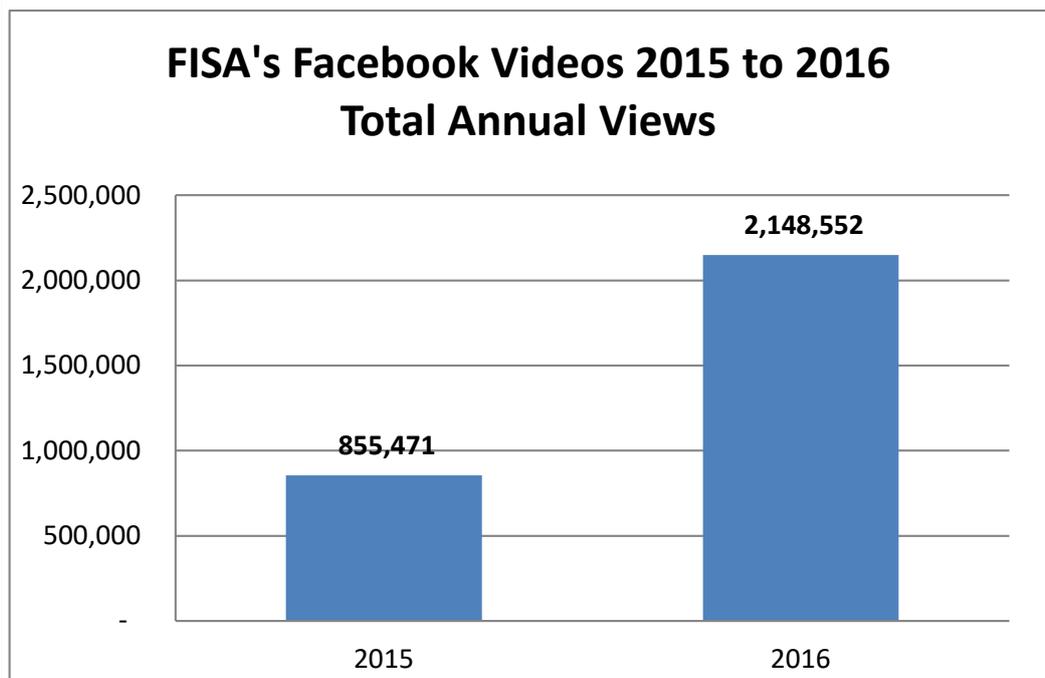
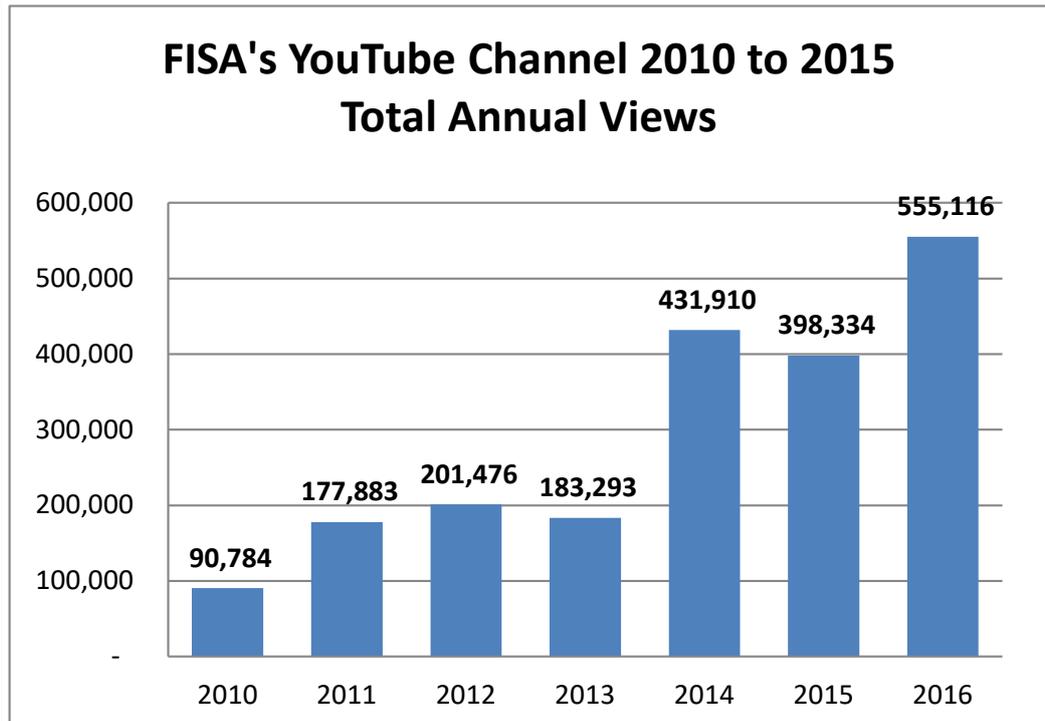
Country	Share of impressions
United States	12.7%
United Kingdom	9.5%
Germany	7.3%
Netherlands	5.6%
France	5.6%
Australia	5.5%
Japan	2.5%
Canada	4.3%
Switzerland	3.3%
Italy	3.0%

## 11. 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 2015, over 36 unique videos were posted on World Rowing's YouTube channel, generating a total of 398,334 views. In 2016, the number of videos uploaded was reduced to 22 (with better content but less quantity/cost), yet we generated a total of 555,116 views – which included a total of 135,264 views for the streaming of the 2016 World Rowing Senior, U23 and Junior Championships in Rotterdam - therefore still a nett increase over 2015.

For the second year, some of our videos were posted on Facebook, resulting in a significant increase in the total views, reaching 2,148,552 views in 2016 (compared to 855,471 views in 2015).



## **12. Other Digital platforms**

In 2016 we also made very good progress across our other digital platforms: Our Twitter followers increased from 8 million in 2015 to 11 million, and our Instagram followers have grown to 33,000 – which is now our fastest growing social media platform.

## **13. Conclusion**

We are pleased with the results we have achieved across all media and platforms. The promotion of Rowing worldwide is one of FISA's primary goals. By increasing and extending our television and on-line coverage each year, we are also helping to develop and grow our sport in all its forms, in an inclusive and more accessible way.

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 will continue 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 the European Broadcasting Union, its members, our ex-Europe broadcast partners, our television services partner Quattro Media of Munich, Germany and our marketing and communications departments for these impressive results.

Sincerely,



Jean-Christophe Rolland  
President



Matt Smith  
Executive Director