



## FIBA Case Study

7 May 2008

## The Situation

Prior to 2008 FIBA's digital media was managed internally by a small but dedicated team of individuals within the organization. Built up over time, most new online projects and subsequent development has previously been implemented internally or self funded by 3<sup>rd</sup> party revenue share arrangements. This approach has seen the maturation of the website with several worthy commercial digital initiatives such as an image library, online games, and more recently an online community-based project.

FIBA's streaming and on-demand video rights are promoted around championship events which therefore becomes calendar driven.

Demand Sport was engaged by FIBA to review their Digital Media Rights (internet website, streaming media, images, participant database and mobile) and provide a valuation utilizing the service of Deloitte Touche Tomatsu, , both now and in 5 years time.

## The Challenge

Within the digital space, perhaps the biggest challenge FIBA face (and indeed most Sporting Federations) is what to do outside of the international event season. Whereas with FIBA owning rights to the World Championships held every four years and the five Continental Championships every 2 years, there are large amounts of compelling content in a period of just 2-4 months every three out of four years.

Consistent with meeting these challenges, FIBA endorsed the philosophy that the review and strategic recommendations of its Digital Media Rights was not about eroding the value of its significant TV broadcast contracts but of maximizing the value of video and other content within supplementary Digital mediums. This acceptance led to the implementation of a horizontal integrated approach to exploiting the true value of its media and community assets.

Finally, FIBA as an independent organization has to follow a holistic approach, taking into account not only its own political, organizational and commercial objectives but those of it's five continental zones and federations which it represents, each with their own unique characteristics requirements.

## The Goal

Consistent with FIBA and it's Federations audience and community strategies the goal was to determine the steps required to realize the maximum return of FIBA's Digital Media Rights through online advertising, sponsorship, merchandising, ticketing, subscriptions, database and other avenues .

## Outcome

Stemming from the Digital Media review and valuation Demand Sport worked extensively with FIBA management and key personnel exploring multiple Digital Media Strategic options and providing recommendations on how FIBA could best develop and exploit its Digital Media properties. This Strategic Recommendation included a clear, practical and achievable roadmap with projected income, costs, staff requirements, organizational commitment and timings for the next five years.

This outcome will enable FIBA to generate the maximum potential revenue from its Digital Media Rights whilst maintaining its core organizational objectives and promoting the sport of basketball worldwide to the widest possible audience.

## About Demand Sport

Demand Sport is an integrated digital media company providing management, content and advertising systems to build and grow audiences for sporting federations and online publishers. As a management company Demand Sport unlocks inherent value as new revenue streams are identified, quantified, then realized through strategic placement of media rights.

Demand Sport's head office is in Melbourne, Australia with a presence in Switzerland, the USA, China and the UK.

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## About FIBA

Fédération International de Basketball's ("FIBA") is the governing body for basketball worldwide. It is an independent association formed by 213 National federations and is recognized as the sole competent authority in basketball by the International Olympic Committee (IOC)

The headquarters of FIBA are established in Geneva, Switzerland.

For more information go to <http://www.fiba.com>