

EUR(O)VISION SPORT

OPERATED BY EBU

EA COMMUNICATION MANAGERS' SEMINAR

ANDREAS ARISTODEMOU
3 APRIL 2024



40+ YEARS OF ATHLETICS PARTNERSHIP



First Agreement with European Athletics **1981**



Agreement with World Athletics for almost **40 years**

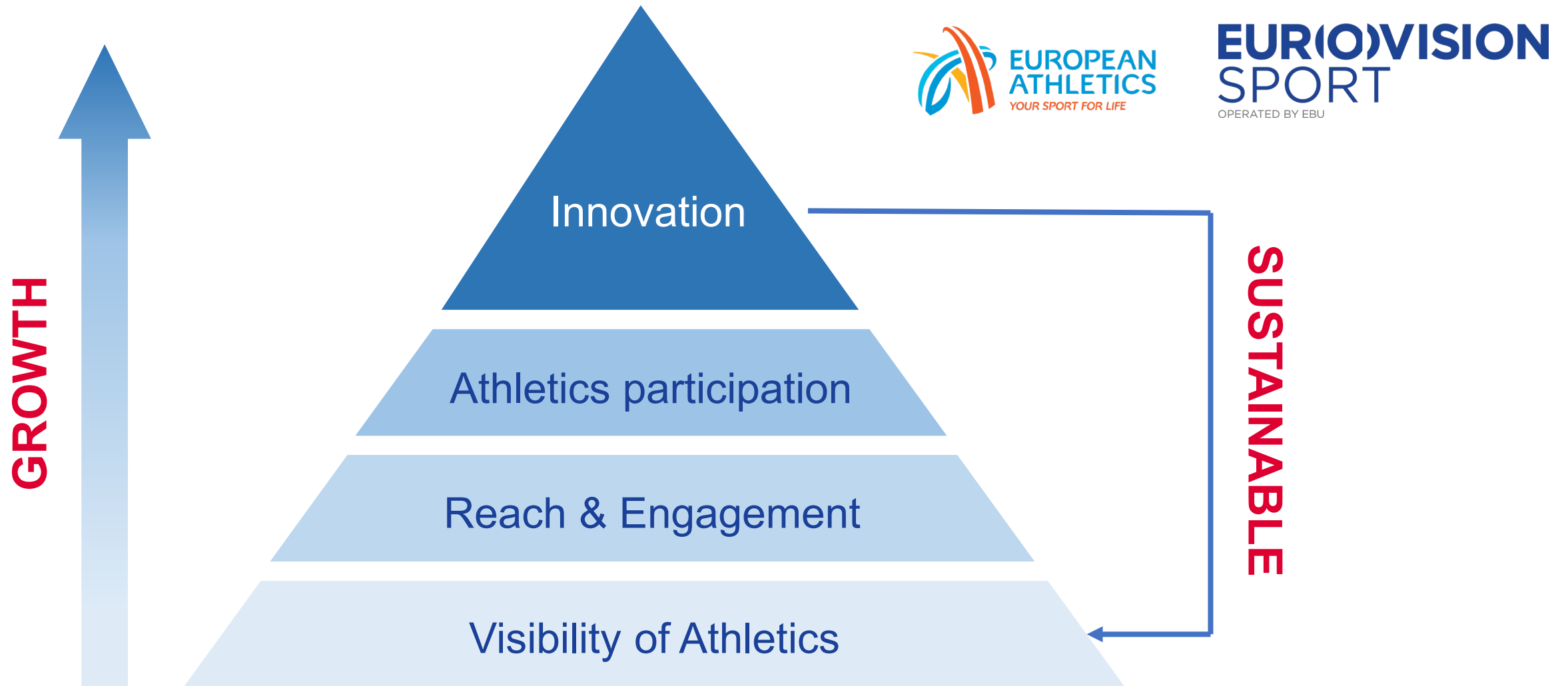


12 European Championships / **19** World Championships

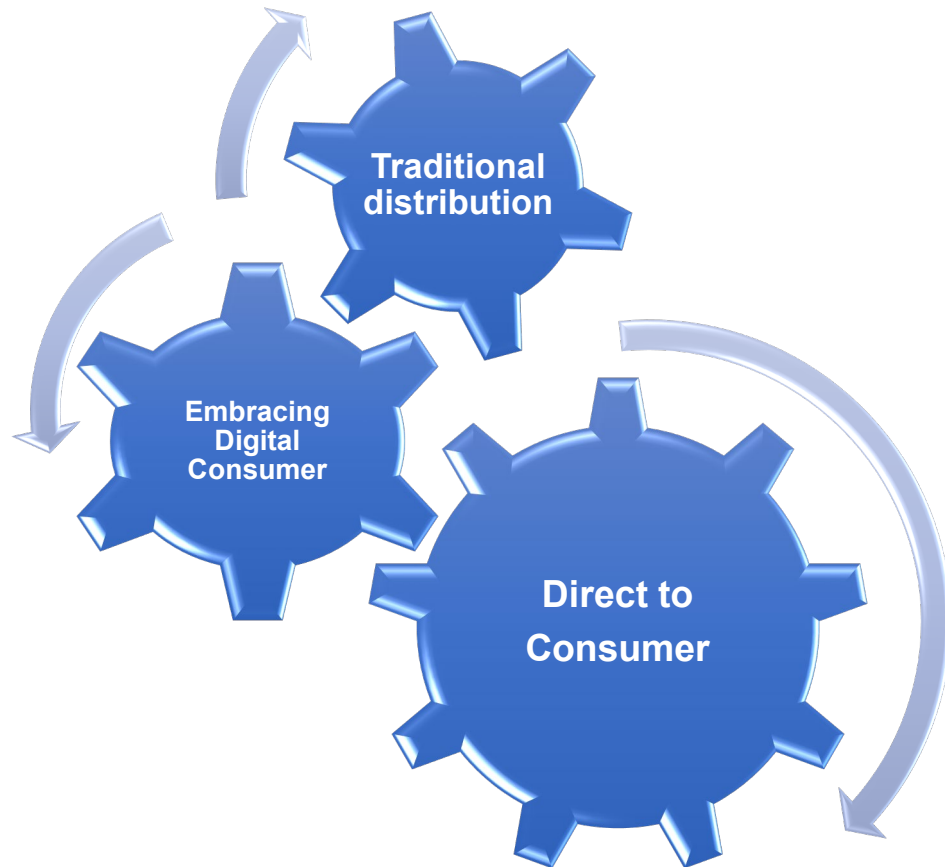


22 European Indoor Championships / **18** World Indoor Championships

PARTNERSHIP FOR GROWTH



COVERAGE STRATEGY



BROADCASTER LANDSCAPE as of today





**EUROVISION
SPORT**



**EUROPEAN
ATHLETICS**
YOUR SPORT FOR LIFE



<

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tom 24

EUROPEAN ATHLETIC CHAMPIONSHIPS

NOV 17, 2024, 5:41PM

European Men's Triple Jump

Enjoy the European Men's Triple Jump

UPCOMING

Live & upcoming

LIVE

European Men's High Jump – Qualification

4:41PM – 5:41PM NOV 17, 2023

UPCOMING

European Men's Rings – Qualification

4:41PM – 5:41PM NOV 17, 2023

Waterpolo – Semi Final

4:41PM – 5:41PM NOV 17, 2023

Men's Long Jump Qualification – Group A

4:41PM – 5:41PM NOV 17, 2023

Competitions

Upcoming

Past

HOMEPAGE

<

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Aquatics

Biathlon

Skiing

Live & Upcoming

UPCOMING

Men 12.5km Pursuit

Biathlon Open European Championships

10:50AM – 12:35PM – JAN 27, 2024

UPCOMING

Women 10km Pursuit

Biathlon Open European Championships

1:50PM – 3:35PM – JAN 27, 2024

UPCOMING

HS235 Competition Individual (3 and 4)

Ski Flying World Championships

1:50PM – 4:15PM – JAN 27, 2024

UPCOMING

Mixed Relay (M+W)

Biathlon Open European Championships

10:35AM – 12:05PM – JAN 28, 2024

UPCOMING

Single Mixed Relay (M+W)

Biathlon Open European Championships

12:05PM – 1:45PM – JAN 28, 2024

UPCOMING

HS235 Competition Team

Ski Flying World Championships

1:50PM – 4:00PM – JAN 28, 2024

UPCOMING

Women 7.5km Sprint

IBU Cup – Arber

10:50AM – 12:35PM – FEB 01, 2024

UPCOMING

Men 10km Sprint

IBU Cup – Arber

2:20PM – 4:20PM – FEB 01, 2024

Tomorrow

Sun, Jan 28, 2024

Thu, Feb 1, 2024

Fri, Feb 2, 2024

See All >

10:50AM

UPCOMING

Men 12.5km Pursuit

1:50PM

UPCOMING

Women 10km Pursuit

See All >

10:35AM

UPCOMING

Mixed Relay (M+W)

12:05PM

UPCOMING

Single Mixed Relay (M+W)

See All >

10:50AM

UPCOMING

Women 7.5km Sprint

2:30PM

UPCOMING

Men 10km Sprint

See All >

7:30AM

UPCOMING

Women Solo Technical

8:00AM

UPCOMING

Women 1m Springboard

10:00AM

UPCOMING

Men Solo Technical

12:00PM

UPCOMING

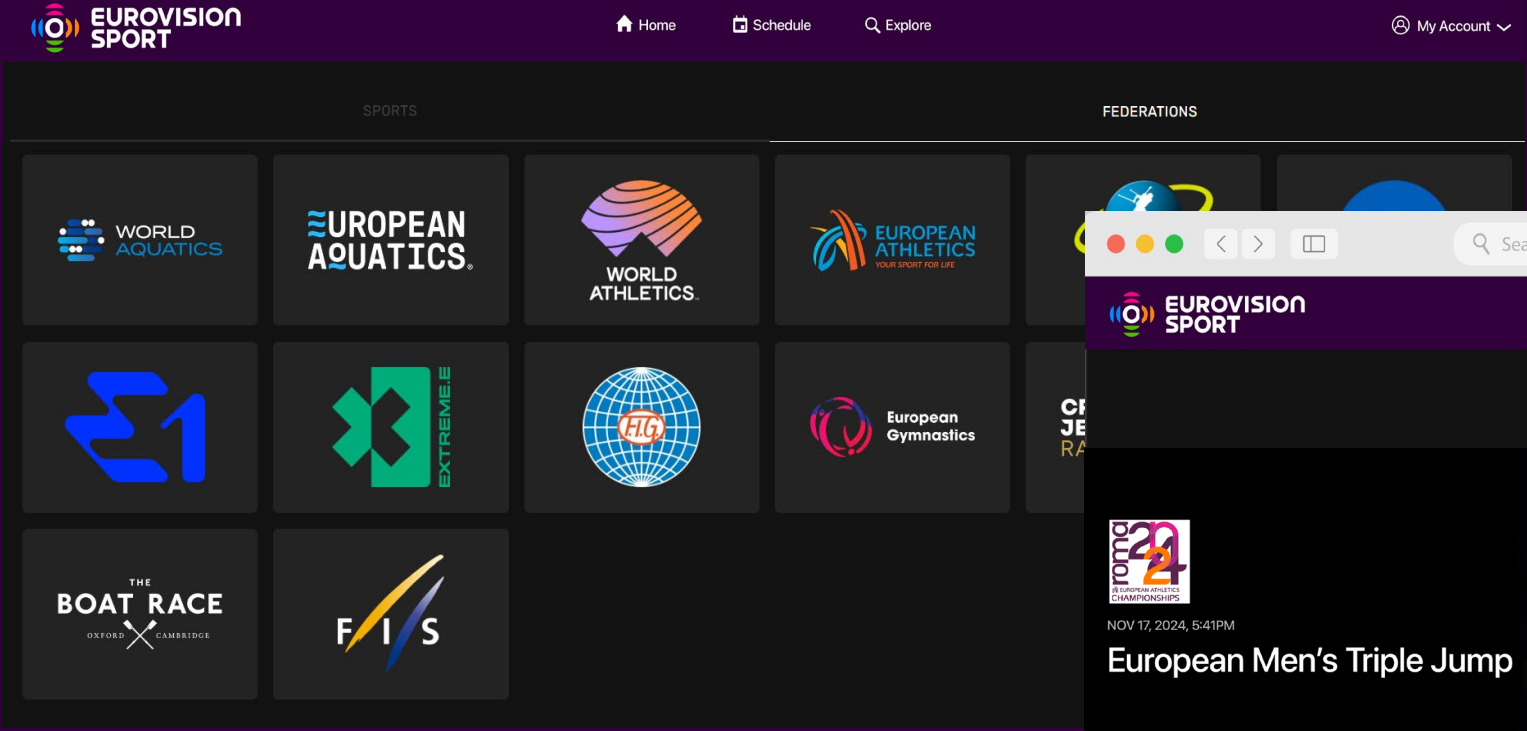
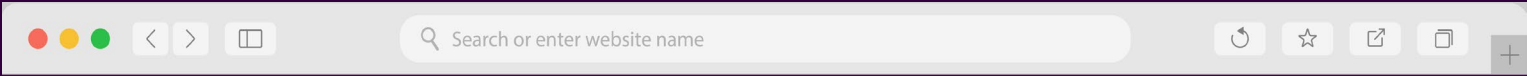
Duist Technical Women Group B

1:30PM

UPCOMING

STRICTLY CONFIDENTIAL

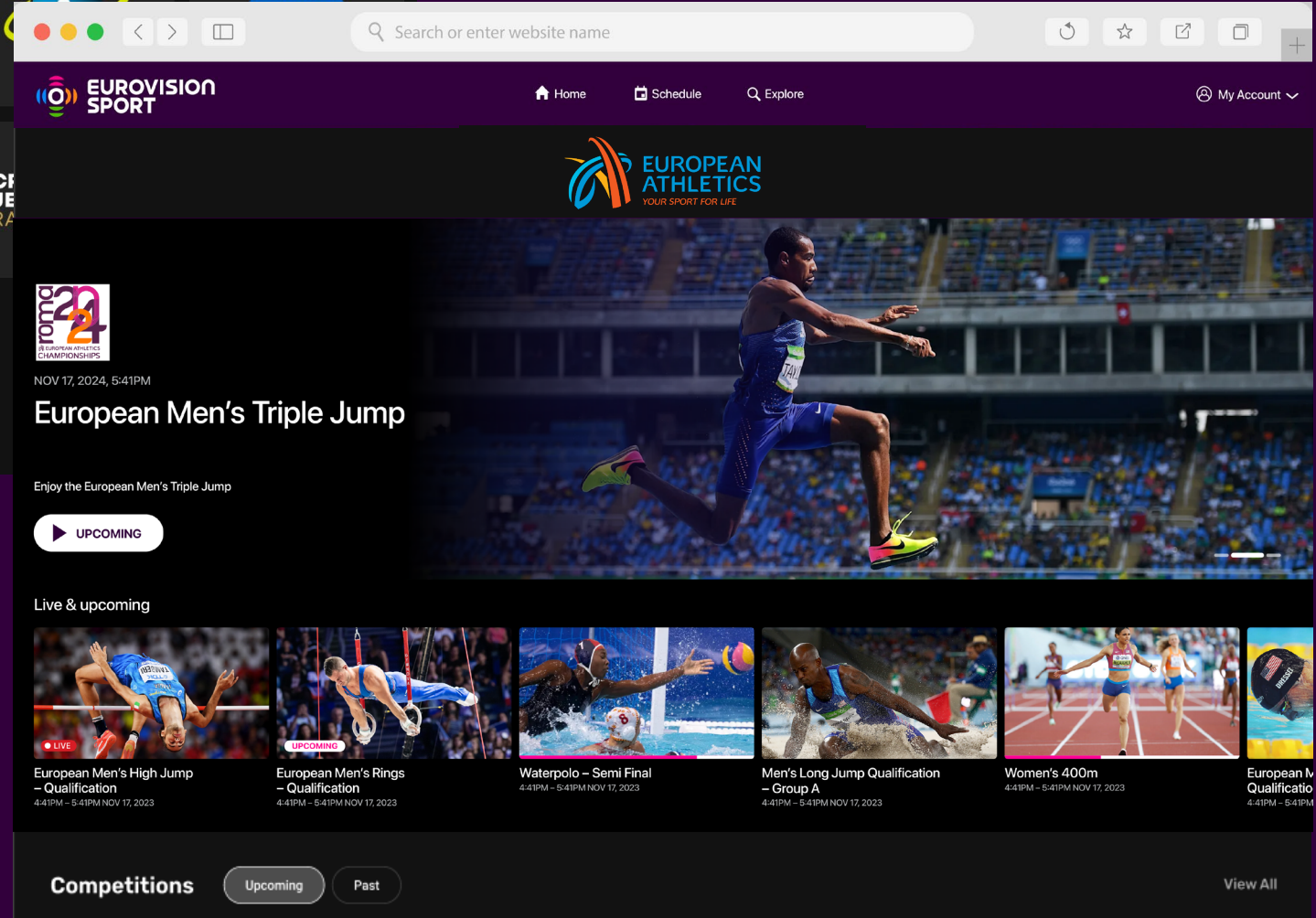
Page 8



EXPLORE

FEDERATION
HOME

STRICTLY CONFIDENTIAL



BROADCASTER LANDSCAPE as of today



BROADCASTER LANDSCAPE as of today



HOW DOES IT WORK?



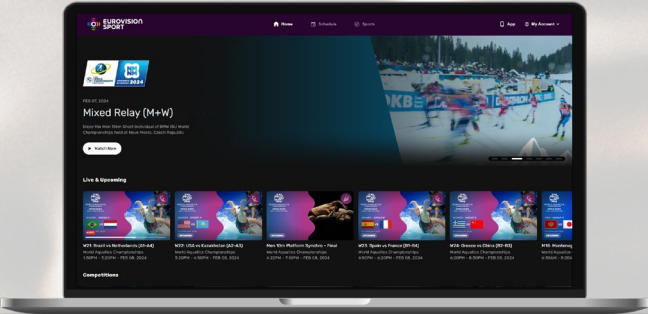
1 When there is **NO** rights holder



**FULL
EXPLOITATION**



EBU DIGITAL PLATFORM
Customizable & brandable



2 When there **IS** a rights holding Member



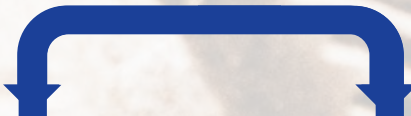
**A. CONTENT BROADCAST
BY MEMBERS**



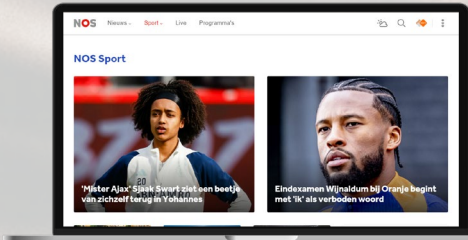
**B. CONTENT NOT
BROADCAST BY MEMBERS**



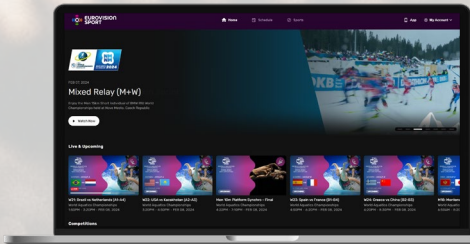
REDIRECTION



MEMBERS PLATFORMS

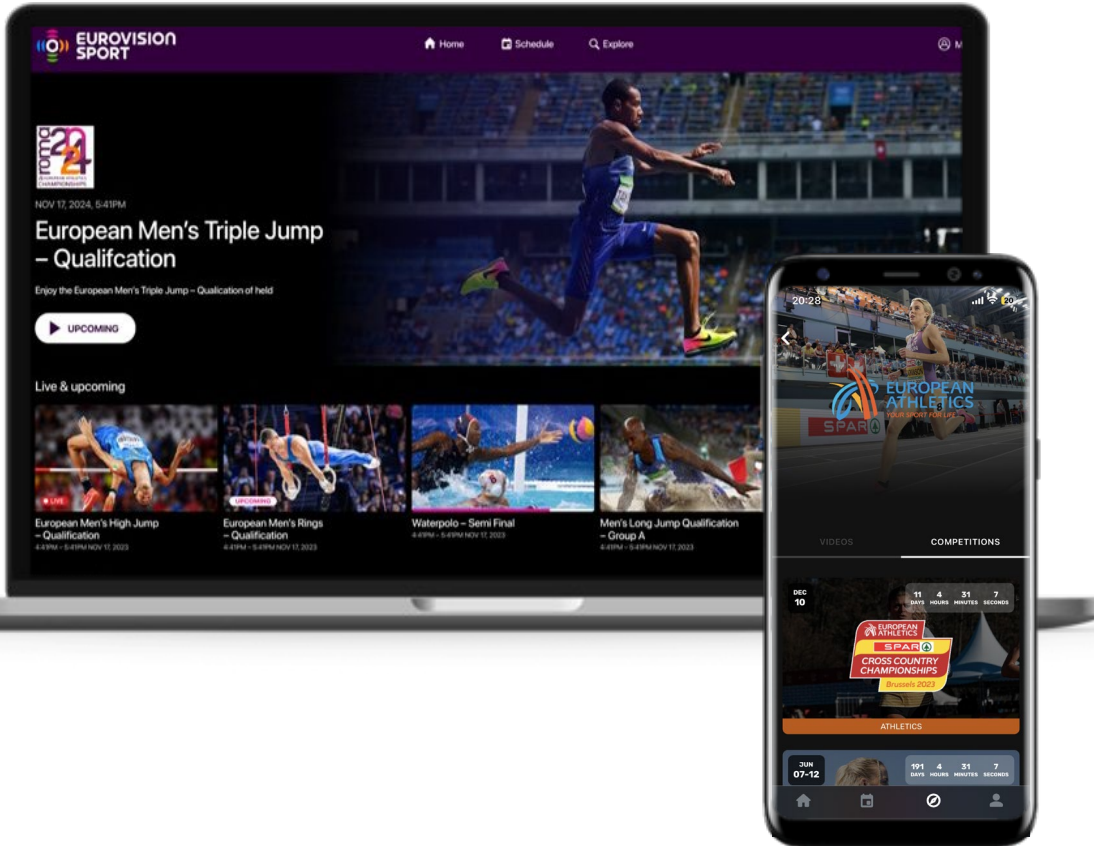


EBU DIGITAL PLATFORM
Customizable & brandable





WHAT WE OFFER



1

REACH AND VISIBILITY

- UNRIVALED COVERAGE OF 100% GUARANTEED LIVE
- CROSS POLLINATION OF FANBASES FROM EBU PORTFOLIO

2

WORLDWIDE ACCESS

- GLOBAL REACH AND CONNECTIVITY
- NO DARK MARKETS

3

EBU PARTNERS' EXPERTISE

- NAGRA – STREAMING AND ANTI-PIRACY TECH
- ACTUA – PRODUCTION & WEB-BASED CLIPPING TOOL

4

ACCESSIBILITY TO ALL

- LIVE MULTILINGUAL COMMENTARY AND CAPTIONS
- FREE ACCESS – REMOVE BARRIERS OF ENTRY FOR NEW FANS

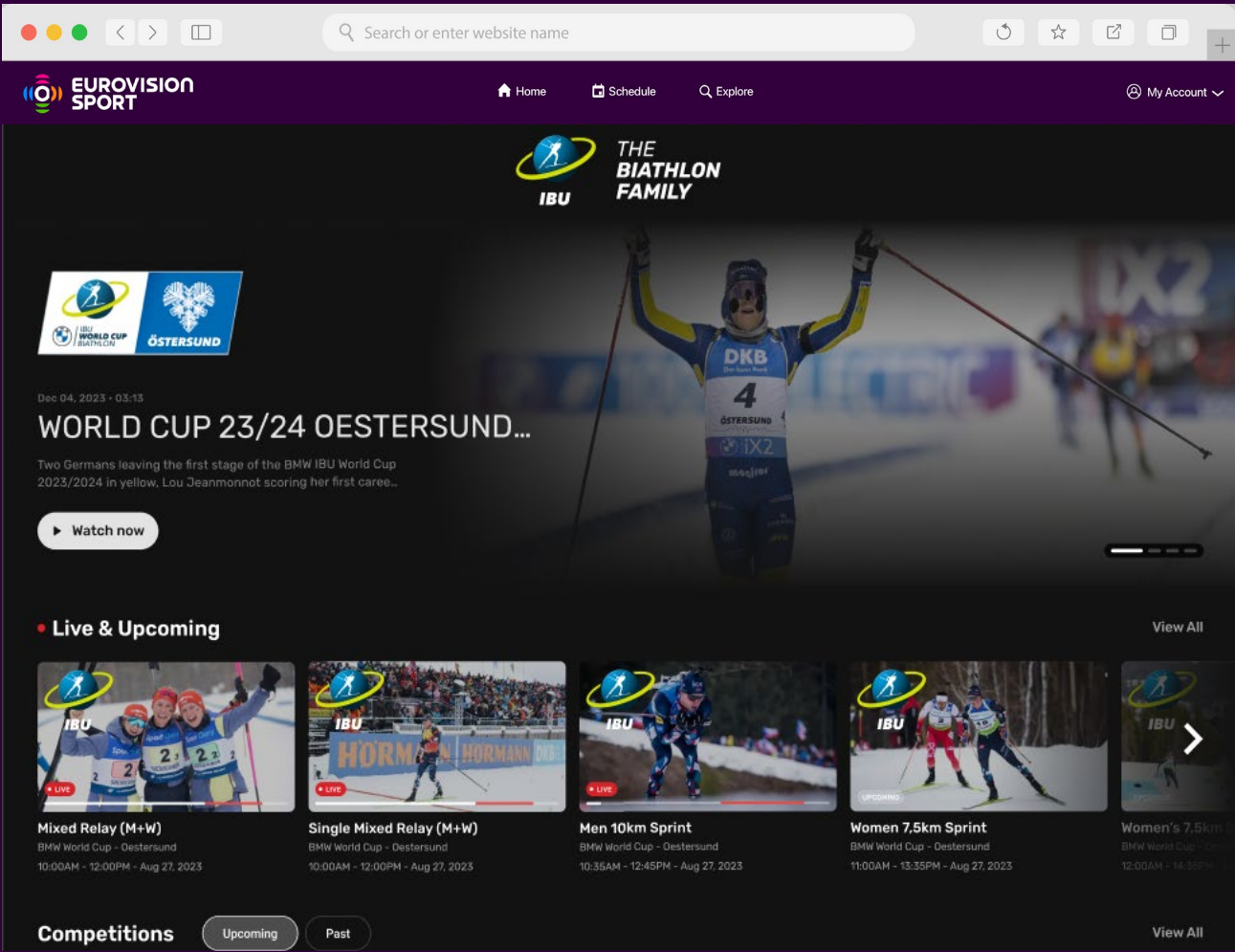
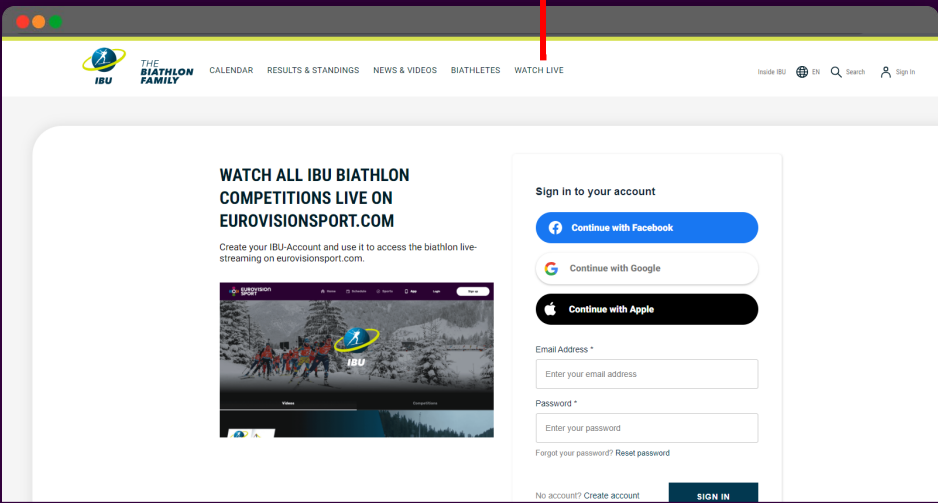
5

FULLY EMBEDDABLE ECOSYSTEM

A NETWORK OF NETWORKS...



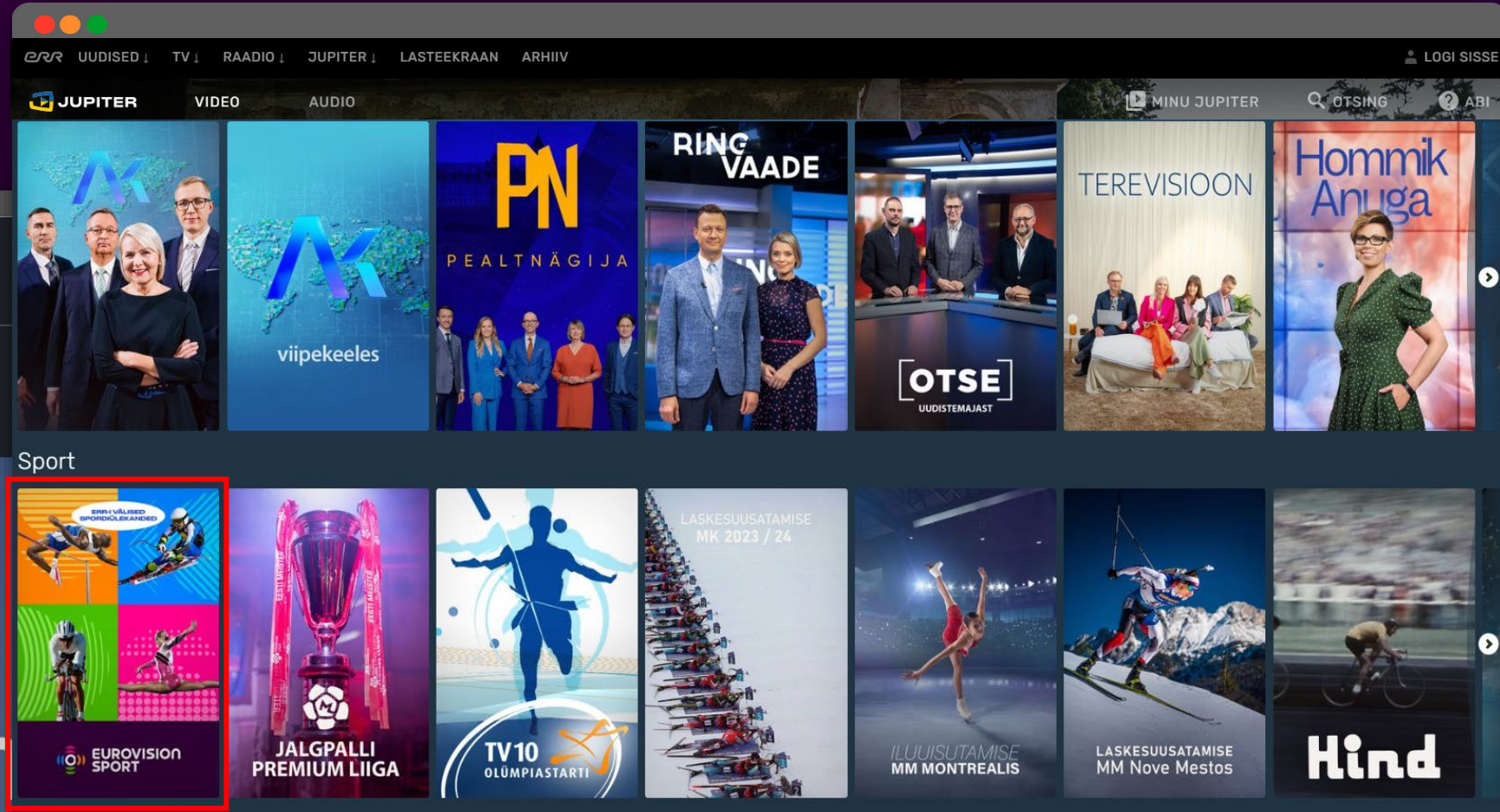
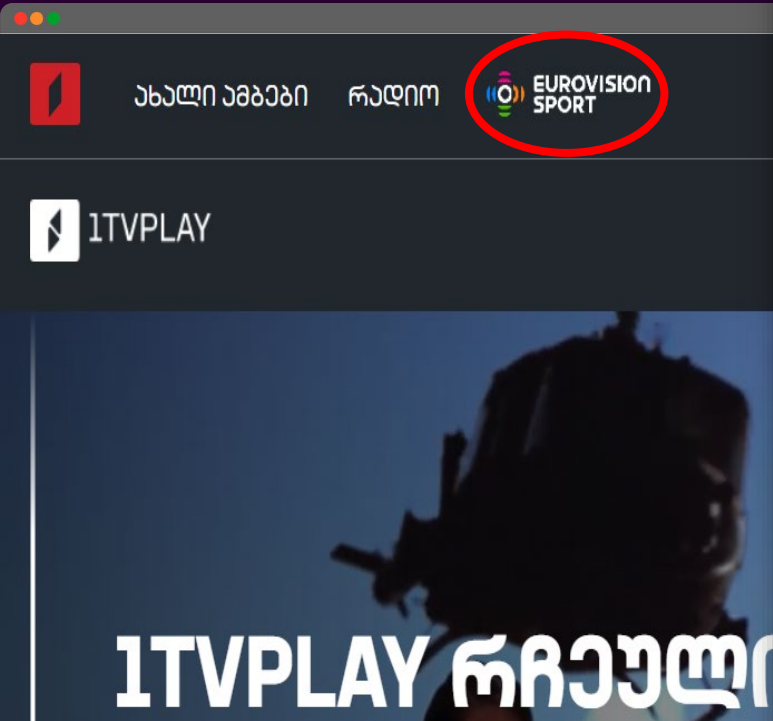
EMBED WITH
FEDERATIONS



Example: Used by the International Biathlon Union

...OF PLATFORMS

EMBED WITH
MEMBERS



Examples: Used by our Members in Georgia & Estonia

EUROVISION SPORT + EBU MEMBERS PROMOTION



Events & Meetings

One month to go to the Albufeira 2024 ECC Cross Country

Home / News / One month to go to the Albufeira 2024 ECC Cross Country

25th January 2024 14:53

There is just one month to go before the cream of the continent's athletics clubs clash at the European Champions Clubs Cup Cross Country in Albufeira, Portugal on 25 February.

By far the biggest and most prestigious cross country event on the European club scene with a history long predating even the SPAR European Cross Country Championships dating back to 1962, 106 teams representing 85 clubs from 22 nations feature on this year's provisional entries.

The championships will be streamed in its entirety through **Eurovision Sport** with separate English, French and Spanish commentaries and there will be extensive coverage of the event on the European Athletics website and social media channels.

GERMAN NATIONAL FEDERATION

div_online

HALLEN-WM TAG 2

LET'S GO!

AB 11:00 UHR:
WEITSPRUNG-FINALE
MIT SIMON BATZ

ZUM LIVESTREAM

Atletika: svetovno dvoransko prvenstvo

1.-3. 3.

RTV SLO TV SLO 2, MMC TV

rtv.slovenija Ta konec tedna v Glasgowu poteka dvoransko svetovno prvenstvo v atletiki. Slovensko atletsko reprezentanco sestavlja šest tekmovalcev.

Večerne boje bomo prenašali na TV SLO 2 in na MMC, prvič danes, 1. marca, ob 20.35, ko bo v skoku v višino nastopil Lia Apostolovski.

V kolikor želite prvenstvo spremljati še podrobneje, si lahko prenose dopoldanskega programa ogledate na Eurovision Sport: eurovision-sport.com

SLOVENIAN MEMBER

atleticaitaliana

Liked by ca.canovelles and 8'629 others

atleticaitaliana Simonelli... yes!

Vince la batteria dei 60hs con 7.61 e si qualifica per la semifinale di 100m indoor #Glasgow2024

DIRETTA TV su RaiSport

ITALIAN NATIONAL FEDERATION

EUROPEAN ATHLETICS

europeanathletics and eurovisionsport

LIVE STREAM

10:50 CET | 25 FEBRUARY

ON EUROVISIONSPORT.COM

PORTUGAL

SPORT TV3 | SPORTTV.PT

EUROVISION SPORT

Mentions - yemimagdalena 48m

WORLD ATHLETICS

@eurovisionsport

GERMAN ATHLETE

FFAthlétisme @FFAthlétisme · 1m

Wilhem Belocian fait forte impression en séries du 60 m haies, en remportant sa course en 7"47 !

Rendez-vous ce soir à partir de 20h10 pour les demi-finales !

Les #WorldIndoorChamps sont à suivre le matin sur bit.ly/EurovisionSport et le soir sur France 4.

WORLD ATHLETICS

0:10

FRENCH NATIONAL FEDERATION

atletismorfea

#ESPAÑAATLETISMO GLASGOW 2024

HORARIO DOMINGO 3 MAÑANA

11:00H	TRIPLE	FINAL	ANA PELAYO
11:30H	60 METROS VALLAS	ELIMINATORIA 3	SERENA BENACH

HORA PENINSULAR ESPAÑOLA

atletismorfea Esta mañana #EspañaAtletismo vibrará con @apeleteirob en la final de triple

Y @veniasa_benach buscará pasar de ronda en las eliminatorias de 60m vallas

#PasiónPorCompetir

@teledportertve

SPANISH NATIONAL FEDERATION



LET'S BUILD IT TOGETHER

1

**INTRO CALL
BEFORE JUNE 2024**

2

**CLIPPING TOOL ONBOARDING
ACCESS AND GUIDELINES**

3

**CONTACT IN EDITORIAL/
SOCIAL MEDIA TEAM**

4

COORDINATE COLLABORATION

CONTACT US



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[Eurovision Sport](https://www.eurovision.ch/sport)

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