

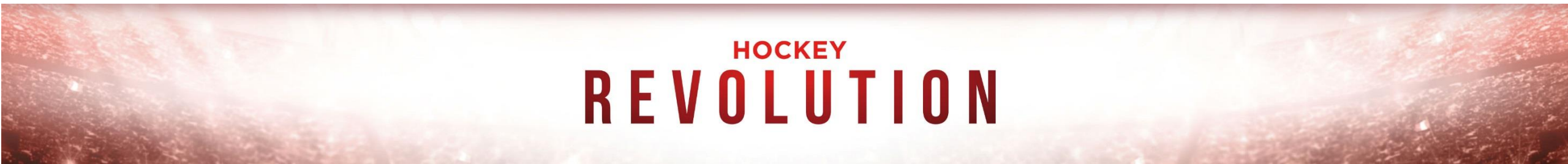


**WORLD CLASS CONTENT
CREATION & DISTRIBUTION**

**HOCKEY
REVOLUTION**

/ TV-A CHANGING WORLD FOR HOCKEY

- We are changing the way that we produce and distribute Hockey
- Showcase the sport better to millions more people
- Requires a change in understanding from all stakeholders
- Value being built in the hockey product
- STAR will make sure we question the status quo in line with other sports
- Value being built in the hockey product



HOCKEY
REVOLUTION

/ TV PRODUCTION

2011 - 2014

- Host engaged production company and paid for all TV production
- TV budgets often cut by hosts resulting in lower quality production

2015 - 2018

- FIH/STAR pay for all TV production. Host to provide space/some facilities on site. STAR pay for production of KEY events, FIH pay production of other events CAH pay for production of all Argentina events
- Standards of TV production raised through investment by STAR/FIH

HOCKEY
REVOLUTION

/ DIGITAL CONTENT

2011 - 2014

- Matches were accessible live on FIH YouTube channel free of charge. Geoblocking in place if match was being shown by a broadcaster in that territory
- No digital content prior to 2013
- NAs had a widget embedded on their home page to directly view on YT

2015 - 2018

- Starsports.com global platform for live content. Geoblocking in place if digital rights have been acquired by a broadcaster in that territory
- YT for clips and highlights. Extensive Twitter and facebook usage for instant clips – very successful
- Widget no longer operational. FIH to provide NAs with better information for directing fans to view content

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REVOLUTION

/ RIGHTS OWNERSHIP

2011 - 2014

- Domestic TV and digital rights owned by hosts
- International TV rights owned by FIH
- Rights sold on a long term or event by event basis

2015 - 2018

- ALL TV and digital rights owned by STAR. FIH no longer have direct commercial contact with broadcasters – all done through STAR
- Hosts do not have any rights
- STAR will seek to sign long term agreements for consistency and investment in hockey
Some event only deals have been done in exceptional circumstances

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/ RIGHTS OWNERSHIP

2011 - 2014

- Rights fees were low/free and sometimes only technical costs of distributing the signal were charged to broadcasters.
- Limited footage being used by NAs

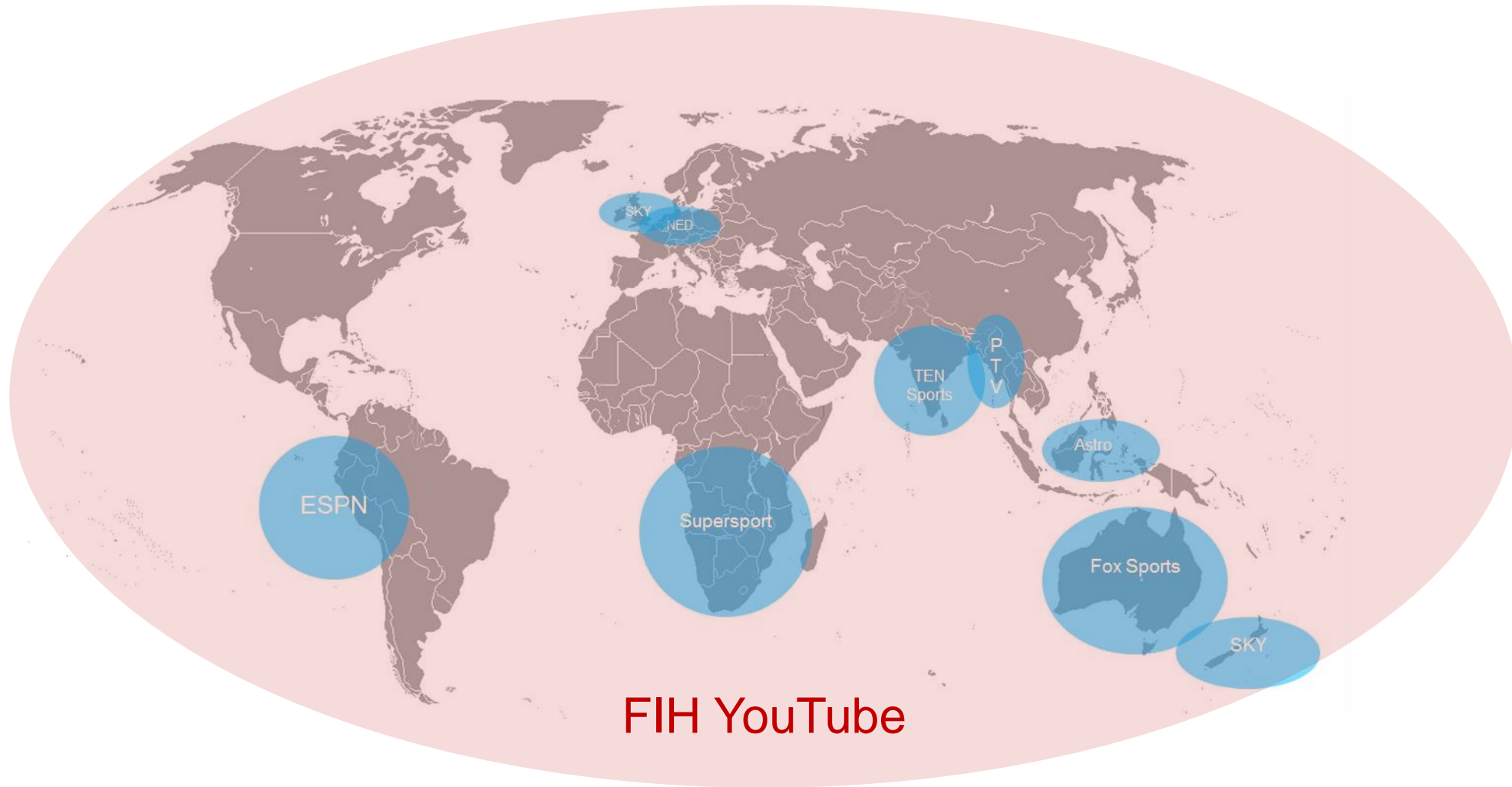
2015 - 2018

- Rights fees increased to reflect true value for hockey.

NAs encouraged not to give national/domestic content away for free and to discuss a strategy with FIH first
- Match footage generated by FIH can be used NAs and CFs. Archive in place to facilitate specific requests for footage

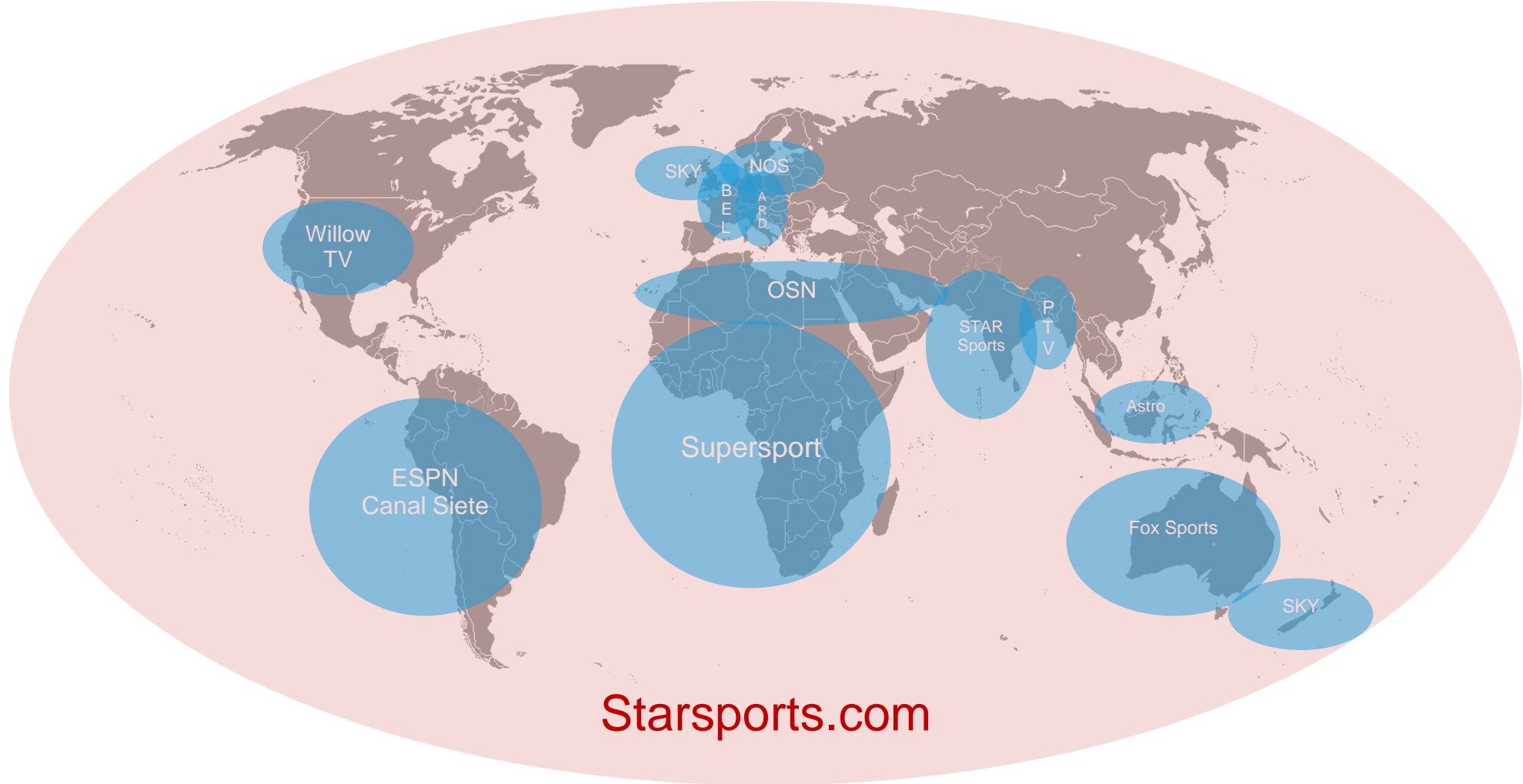
HOCKEY
REVOLUTION

/ NUMBER OF BROADCASTERS HWL Semi-Finals 2013



HOCKEY
REVOLUTION

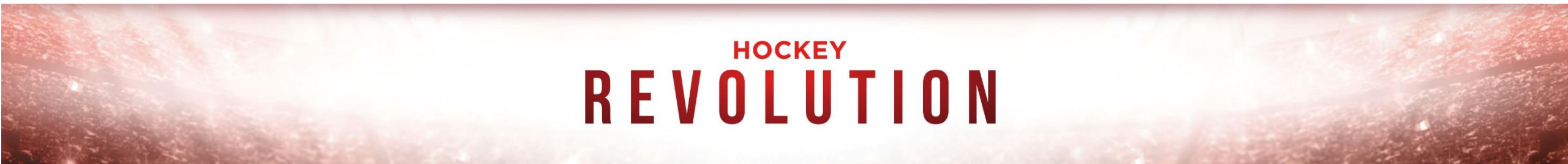
/ NUMBER OF BROADCASTERS HWL Semi-Finals 2015



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/ WHAT CAN THE NAs and CFs do?

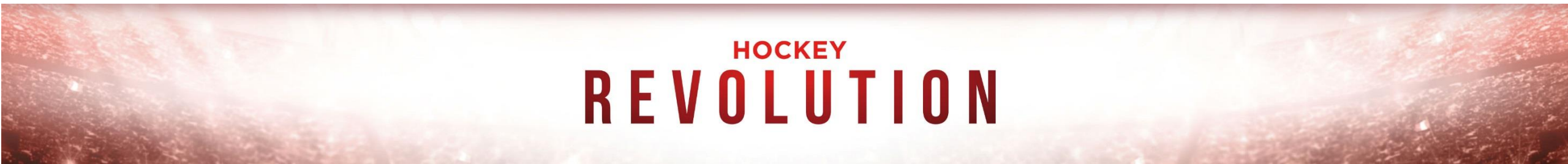
- Engage with the broadcasters in territory – make athletes available, interviews etc
- Promote to fans where they can watch hockey
- Produce great video content
- Centralise content strategy for hockey in the short term – joined up approach
- Don't give anything away for free
- Engage with FIH SM channels and use assets provided
- Set up call/meeting with Andy Oram at FIH to discuss strategy. FIH will guide NAs as to what to do



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/ WHAT HAS BEEN DIFFERENT SO FAR

- Taking a more professional approach towards our hockey product
- Consistency across all our events
- New graphics, data and analytics
- Other technologies – speed gun, player tracking, hawkeye
- Producer led commentary
- Broadcasters showing signs of greater interest in programming not just taking the world feed
- Revival of the magazine programme
- Instant clip technology



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