

Abstract

Max Barnett
SVP & Global Head of Digital
Nielsen Sports

In this session, our speaker will cover macro marketing and sponsorship trend including data on spend and channel breakdown. Korean context will be applied with local market data. Our speaker will then talk about two of the hottest commercial trends in 2018 identified by Nielsen Sports, particularly concentrating on upheaval in sports media industry and market, sports content evolution for fan engagement.

Due to the constant change in the sports media industry, rights holders, broadcasters and brand norms are being disrupted and this leads to opportunity and uncertainty. Tech giants such as Facebook, Amazon and Netflix have significant communication, ecommerce and content platforms with fans engage with to get their fix of sports content. These platforms are getting serious and aggressive by launching their own services and investing in sports rights. On the other hand, the traditional media has been adapting to the upheaval and responding by partnering and collaborating. The right holders have stepped into the sports media industry and market as well. The media and right holders are focusing on D2C offerings. Here NFL's case study will be addressed regarding D2C offerings.

Fans also have access to a dizzying amount of content. At times and when appropriate this sports content is shortening in accordance with fan's digital media consumption behaviour. It creates new sponsorship opportunities in various media areas. On the other hand, there is a time and place for long-form content, too. Content is also getting tailored to fans. In order for content to be more personalized, right holders and media have

