



FEDERATION INTERNATIONALE CINEMA TELEVISION SPORTIFS

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Summit Forum “TV SPORT EMOTIONS”

**Speech of
Prof. Franco B. Ascani**

- **Federation Internationale Cinema Television Sportifs President**
- **Member of IOC Commission for Culture and Olympic Education**
- **Professor of Sport Management at Milano-Bicocca University**

Milano, Italy – 8th December 2012

Ladies and Gentlemen,

sport has become a provider of contents and audience of strategic interest for the Media and it is much more source of social, scientific, cultural reflections, advertising revenues and wider economic investments.



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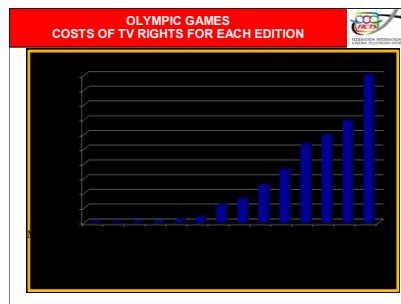
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In fact, continuously, sports programs are at the high television position in the world ranking by television and web audience: both for great recurrent sport events (Olympic Games, Soccer, Athletics and Rugby World Championship, etc.) and seasonal events like the National Championships of the different sports disciplines and the specialized sports programmes in local broadcast TV and in satellite and on demand thematic channels.

For example, Tv Rights numbers of the Olympic Games are getting higher and higher.

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The Olympic Games Tv Rights acquisition's costs get from 1 million € for Rome 1960 to 2 billion € for London 2012.



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OLYMPIC GAMES COSTS OF TV RIGHTS FOR EACH EDITION		
OLYMPIC GAMES	COSTS*	
1960 Rome	€ 947.900	from 1 million € in 1960 to 2 billion € in 2012
1964 Tokyo	€ 1.263.400	
1968 Mexico City	€ 7.740.800	Increase of 2100 times from 1960 to 2012
1972 Munich	€ 14.000.000	
1976 Montreal	€ 27.560.000	U.S.A. invest twice as much as Europe
1980 Moscow	€ 69.492.300	
1984 Los Angeles	€ 226.556.300	
1988 Seoul	€ 317.986.400	
1992 Barcelona	€ 502.412.200	
1996 Atlanta	€ 709.506.200	
2000 Sydney	€ 1.051.564.500	
2004 Athens	€ 1.180.039.400	
2008 Beijing	€ 1.373.626.500	
2012 London	€ 1.888.579.300	

It's necessary a reflection on this point because there is a growth of 2100 times.

It's important to point out that U.S.A. invest twice as much as Europe.

FICTS (Federation Internationale Cinema Television Sportifs), with its thirty-year experience, suggests to think about the present and the future of the sector in the light of the changes in the Tv market, the spread of multimedia platforms which brought to an increasing offer of sports events worldwide (both free and pay per view), the multiplication of broadcasting rights (free, satellite, digital, cable, Internet) and the related prices fixed by the Tv market, as well as the relationship between sports events and advertising (direct and indirect) in all its ways.

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Technological evolution:

INTERNET,
FACEBOOK,
TWITTER, MOBILE
and NEW MEDIA

The creation of new technological supports (Internet, Facebook, Twitter, mobile, etc.) allowed the birth of new mass media for the emission of sport contents (for example: 1,5 million youth fans on Facebook for the Youth Olympic Games of Singapore and Innsbruck).



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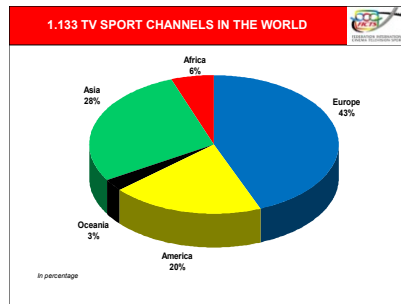
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There are 1.133 Tv Sport Channels worldwide exclusively dedicated to sport in its various ways.

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FICTS, as International Federation of Sports Tv, launched the "TV SPORT EMOTIONS PROGRAMME", a circuito f Meetings in order to study new tendencies of sports contents on tv channels through the annual international appointments.

In 2012: on 11th May in Barcelona (Spain), on 12th May in Istanbul (Turkey), on 5th July in Yakutsk (Russia), on 30th July in London (United Kingdom), on 15th November in Beijing (China) and 8th December in Milano (Italy).

Together, we have to analyse the present and the future of the multimedia rights market for example of the great sports events in the 5 Continents.

Today we are in front of an extremely diversified behaviour by users, producers, suppliers and all professionals towards the "product sport" in general and soccer in particular.



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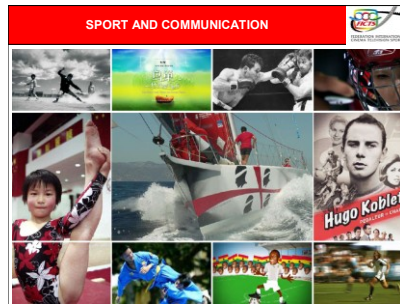
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The ongoing tendency is a quick change of the offer by virtue of the birth of new technologies.

The communication phenomenon, exploded in these years, risks to make a technical, social and moral revolution.

Sport is real.

Cinema is fantasy.

Today Tv condition Society and could condition sport.

If until yesterday sport forced Tv to follow it, since tomorrow Tv could heavily influence sport and its educative values.

And now a question:

How will the technologic development influence communication and sports culture through the new formats, in the light of the multiplication of analogical and digital information sources?



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I allow myself to submit to Your kind attention 10 starting points for a discussion suggested by the results of various Workshops organized by FICTS (Federation Internationale Cinema Television Sportifs) in 2012:

1. Finding new forms of funds, public and private, for Productions and Festivals, understood as moments of Audiovisual Productions promotion.
2. Letting the producers and distributors of sports sector be known on international audiovisual market.
3. Increasing the commercial power of sports products through meetings and exchanges between the audiovisual productions.
4. Better sensitizing television companies on the sports products quality distinguishing the offers and the contents according to the public and supporting the growth and the development of the productions about the less known sports disciplines.
5. Helping the growth of the audiovisual sector through new technologies (social networks, apps, etc.).
6. Analyzing the growth of the sector through meetings and exchanges among Countries also involving Institutions and, in particular, Universities.
7. Using the International Circuit “World FICTS Challenge” – with 14 yearly Festivals – as a valuable instrument of spread at the international level of the sports productions.



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8. Analyzing the relationship between sport events and direct and indirect promotion.
9. Simplifying the bureaucratic and Institutional mechanisms which don't allow the sector to develop and stand out in some Countries in particular.
10. Inverting the trend, coming from TV, of the flattening of the audience and share rules promoting the development of the programmes about the traditional, new and less popular sports in order to increase the audience interest towards these sports disciplines.

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Thank You.



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Workshop
“NEW INTERNATIONAL SPORT TELEVISION MARKET TRENDS”

Milano, Italy – 8th December 2012

Final proposal

I wish to thank all the qualified professionals that participated to the today's Workshop and to the previous sessions in Barcelona, Istanbul, Yakutsk, London, Beijing.

Concluding the profitable work done together, I wish to suggest the institution of a “permanent Forum” dedicated to the sports television market that will be composed by the professionals present today, the main actors of sports broadcasting and the members of FICTS Committee “Market Television and Movies Rights” coordinated by the FICTS General Secretary Dr. Massimo Lavena.

The Forum will get together periodically on occasion of the 14 stages of “World FICTS Challenge”.

FICTS will continually inform – for free – all the members through the weekly Information's Agency “SPM & TV” open to the participation of all.

Prof. Franco B. Ascani

- *International President of FICTS (Fédération Internationale Cinéma Télévision Sportifs)*
- *Member of IOC Commission for “Culture and Olympic Education”*

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