



# **Media Rights from season 2024/25 onwards**

**- Summary of the available offers -**

**Confidential**

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## Starting point

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- As Puls4/Puls24 ("Puls4") did not exercise its unilateral option to extend the current agreement at the end of January 2024, ICE, supported by TheRiA, offered all ICE media rights to the market.
- Comprehensive offers were made by Krone/fan.at ("Krone"), sportdeutschland.tv/sportheurope.tv ("SDTV") and Red Bull Media House ("RBMH") (offer to act as consultant/general contractor). Puls4 made an offer for fewer matches than before, ORF has signaled its general interest in ICE media rights.
- On 30 April 2024, Krone, SDTV and RBMH presented their concepts and models to the ICE Executive Committee and the ICE Moving Images Group.
- In this presentation, the key points of the three offers from Krone, SDTV and RBMH as well as from Puls4/Puls24 and ORF will be summarized.
- An extraordinary general meeting is scheduled for 17 May 2024.

## Continuation of ICE's own OTT platform via Valcome TV

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- In principle, it is possible to continue to exploit/stream the ICE matches via ICE's own OTT platform live.ice.hockey from season 2024/25 onwards.
- ICE would then be free to decide whether, and if so, which matches, to exploit/broadcast via a free or pay partner (e. g. Puls4, ORF, Canal+) or, alternatively, to stream some of the matches as free content on its own platform.
- There are no restrictions regarding regional/local cooperations for the international ICE clubs.
- Further key points are:
  - Term: the cooperation with Valcome TV can be extended for one further season at the end of each season (1 July).
  - Valcome TV receives a fixed remuneration of EUR 35,000 per season; the OTT-revenues are split 83 (ICE) : 17 (Valcome TV) for PPV tickets and 81 (ICE) : 19 (Valcome TV) for season tickets. In case of a switch to FULL-HD, the share for Valcome TV will increase by 3%.

## Evaluation Valcome TV

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- The further cooperation with Valcome TV (live.ice.hockey) can be evaluated as follows:
  - + Full flexibility in terms of duration and the exploitation of free matches
  - + Low share for Valcome TV (but: increase of 3% in case of a switch to FULL-HD)
  - + No commission for TheRiA (due to the exploitation on ICE's own platform)
  - + Flexible future development together with ICE (VOD, Season-Away-Ticket, Analytics, CRM tool)
- Low technical development, as costs have to be borne by ICE and ICE clubs
- An increase in sales of PPV tickets and season tickets is only possible on an organic basis as long as ICE and ICE clubs do not invest in the marketing of the platform.
- It is questionable whether the overall competitive situation will improve over time if ICE's own OTT platform continues to be used (e. g. whether Krone or SDTV will submit offers again).

## Offer Krone

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- Krone's offer is focusing on Austria. 45 matches (first pick) will be broadcast free on krone.tv and produced by Krone. All other matches will be streamed via the Krone OTT platform. Some further matches may be broadcast free (e. g. Puls4/Puls24, ORF), but the consent of Krone is required (problem: match selection/first pick).
- Increase of pay revenues through extensive coverage by regional sports editors and across all channels and media genres and intensive advertising of the ICE games.
- There will be a weekly studio show with highlights of all matches.
- The international clubs can generally continue their local cooperations (after approval by Krone).
- Further key points:
  - Term: 3 + 2 seasons
  - License fee (fixed): 100,000 EUR per season (to be paid at the beginning of the season)
  - All revenues will be split 70 (ICE) : 30 (Krone)
  - Comprehensive advertising volume on all media (valued by Krone with at least EUR 500,000 per season)

## Evaluation Offer Krone

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- Krone's offer can be evaluated as follows:
  - + Krone reaches a huge audience in Austria through its various media
  - + Strong advertising of the ICE matches to be expected
  - + This should lead to an increase in OTT revenues
  - + Krone bears production costs for 45 matches and a weekly studio show
- Strong focus on Austria, no dedicated offer/proposal for the international ICE clubs
- An additional exploitation of ICE matches on free TV (Puls4, ORF) seems difficult, due to the issue match selection/first pick

## Offer RBMH

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- As an external service provider, RBMH would like to provide services in an advisory and, in some cases, operational form; the basic remuneration for these services is EUR 500,000 per season. RBMH will not take over the operational league tasks and the day-to-day operations.
- The aim is to widely expand the media presence after a well-founded inventory and to achieve revenue increases or cost savings in almost all areas by optimizing the product ICE (additional sponsorship revenues and license revenues from third parties, savings in TV/streaming production, etc.).
- Further key points:
  - Term: 6 seasons
  - Intended free exploitation: ORF (20-25 matches), Puls4/Puls24 (20-25 matches) and Canal+ (46-50 matches); revenue expectation: EUR 200,000 – EUR 700,000
  - OTT exploitation of all other matches via Sportradar/Laola1 (on a revenue share basis)
  - Cost savings are to be achieved by centralizing production; however, clubs might have to invest in production in some cases
  - Merger of the club websites with the ICE website (centralized platform)
  - 10% profit share for RBMH in the event of marketing increases and new customer acquisition
  - RBMH foresees a total potential for ICE (including additional sponsorship revenues) in the range of EUR 262,000 (2024/25 season) to EUR 1,833,000 (2029/30 season)

## Evaluation RBMH offer

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- RBMH's offer can be evaluated as follows:
  - + RBMH is very well connected in Austria and internationally and has first-class contacts
  - + Development of various new formats
  - + Sales increase targeted through better marketing
  
  - No guaranteed payments
  - Additional financial burden for ICE and clubs (basic remuneration and investments in production, among other things)
  - Feasibility of RBMH's assumptions partly questionable (e. g. compatibility of the planned free exploitations, targeted cost savings in production despite a planned quality increase)
  - Media offer from Puls4/Puls24 and interest from ORF independent of RBMH
  - Incompatibility/problem with TheRiA contract (exclusive consultant for ICE media rights)

## Offer SDTV

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- SDTV's offer stipulates that ICE is free to exploit up to 45 matches per season free (e. g. Puls4/Puls24, ORF). All other ICE matches will be exploited/streamed via the SDTV OTT platform.
- Increase in pay revenues through a wide range of ice hockey offerings (including DEL, DEL2, Ice Hockey World Championships), regular magazines and intensive advertising on social media channels (sales of EUR 2 million are forecast for season 2).
- The international clubs are free to continue their regional/local cooperations; SDTV aims to partner with media websites in all ICE countries.
- Further key points:
  - Term: 5 seasons
  - All pay revenues are split 75 (ICE) : 25 (SDTV), up to net revenues of EUR 1.25 million, then 70 (ICE) : 30 (SDTV); all revenues from free exploitation are split 75 (ICE) : 25 (SDTV).
  - For season 1, SDTV guarantees at least 800.000 EUR
  - SDTV creates highlight clips of all matches
  - League sponsorship (referee) in the amount of 50,000 EUR per season
  - ICE clubs receive 12 minutes of advertising time per broadcast hour (100% of the proceeds remain with ICE/clubs)
  - Provision of technical infrastructure for second commentator (away club)

## Evaluation Offer SDTV

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- SDTV's offer can be evaluated as follows:
  - + Very extensive ice hockey platform
  - + Addressing young target groups
  - + No focus on Austria only, but on all ICE clubs
  - + Since ICE would be the first non-German national league in SDTV's portfolio, it can be assumed that SDTV will take special care of the development and success of the project
  - + Substantial increase in OTT revenues expected (incl. guaranteed minimum revenues of 800.000 EUR in Season 1)
  - + Free choice of free TV partner(s) in Austria, media cooperation for international ICE clubs are possible
  - + Each ICE club gets its own landing page on the SDTV platform
  
  - No guarantee payments for subsequent seasons
  - Platform currently not known very well in Austria

## Puls4 and ORF

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- Puls4 offers to exploit approx. 26 matches per season free and to produce these matches at its own expense.
- Further key points:
  - Term: 2 – 4 seasons
  - Match selection (first pick): in the regular season 1 highlight match per month, in the playoff season 1 match per round
  - Broadcast on Puls24, some (few) matches possibly on Puls4
  - License fee: 140,000 EUR per season
- ORF has only declared a general interest in ICE matches:
  - 20 – 24 matches per season (first pick), mainly matches on weekdays
  - Broadcast on ORF Sport Plus, some (few) matches possibly on ORF1 (as far as programmatically possible and feasible)
  - Payment of production costs and license fee still open
  - As in the past, ORF wants to show highlights of ICE matches

## Summary of the key points 1/2

	Valcome TV	Krone	RBMH	SDTV
Basic Model	Pay exploitation via ICE's own OTT platform with the possibility of exploiting matches free	Pay exploitation via Krone OTT platform, 45 matches free on krone.tv, further matches free possible (subject to approval by Krone)	External service provider and advisor Extensive free exploitation OTT exploitation via Sportradar/Laola1	Pay exploitation via SDTV OTT platform, 45 matches free (ICE's free choice)
Term	Extendable by one season each season	3 + 2 seasons	6 seasons	5 seasons
Fixed Remuneration	-	100.000 EUR	-	OTT guarantee in season 1: 800,000 EUR
Remuneration of the OTT operator	35.000 EUR fix 17% PPV-Ticket 19% Season-Ticket (+3% in case of FULL-HD)	30%	Share Sportradar/Laola1 (tba)	25% on third-party revenues OTT revenues: 25% up to EUR 1.25 million, then 30%
Marketing Services	-	Advertising services on all media, valued by Krone with at least 500,000 EUR	Various campaigns, valued at EUR 350,000 by RBMH	League sponsorship (referee): 50.000 EUR 12 minutes of advertising time per broadcast hour (100% clubs)

## Summary of the key points 2/2

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	Valcome TV	Krone	RBMH	SDTV
Production Services	-	Krone produces 45 matches per season Studio show with highlights	-	Highlights and social media clips, technical infrastructure for 2nd commentator
Production support	-	General in the area of production and editing	Goal: centrally controlled production with professional service providers	Workshops on camera, directing and commentary
Additional costs for ICE and clubs	-	-	Consulting fee for RBMH: 500,000 EUR per season If necessary, further investments in production	-