



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

**- Business Cases – Financial Evaluation of the Offers-**

**Confidential**

**14.05.2024**

## Starting point

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- This presentation begins with a comparison of the existing scenarios and offers based on the average values per season (based on the next 5 seasons).
- Then the following scenarios and offers (for the respective terms) are presented:
  - ICE continues to stream the matches via its own OTT platform live.ice.hockey (Valcome TV).
  - ICE cooperates with Sport Deutschland TV / Sport Europe TV (SDTV) for the media rights.
  - ICE cooperates with Krone for the media rights.
  - ICE cooperates with Red Bull Media House (RBMH) as a general contractor and consultant (also for the media rights). The term of a possible cooperation is 6 seasons; for reasons of comparability, the first 5 seasons are taken into account in the presented comparison.
- The underlying assumptions and other comments are listed in advance for each scenario and offer.



## Valcome TV – Business Case assumptions and comments

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- Acceptance of the Puls4 offer (26 matches per season)
- Contract with ORF (Highlights)
- Betting rights increase by 5.000 EUR per season
  
- Increase of ticket sales: +7.5% per season
- Additional 19 matches on OTT platform (Puls4 reduces from 45 to 26 matches)
- No technical investments by ICE
- Additional production costs for ICE clubs: 19 matches x 2.500 EUR
  
- Commission for Valcome TV: 17.5% (17% for PPV-, 19% for season tickets)
- No commission for TheRiA, as OTT exploitation continues to be carried out via own platform
  
- Further agreements with Free (e.g. ORF, Laola1, Kleine Zeitung), Pay (Canal+, Sky) and international media partners possible



## **SDTV Business Case assumptions and comments**

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- Acceptance of the Puls4 offer (26 matches per season)
- Contract with ORF (Highlights)
- Betting rights increase by 5.000 EUR per season
  
- Increase of ticket sales:
  - Season 1: Linear increase to Season 2
  - Season 2: 2.000.000 EUR OTT gross revenue (= forecast SDTV)
  - From season 3 onwards: +15% per season
- Additional production costs for ICE clubs: 19 matches x 2.500 EUR
  
- Commission for SDTV on TV revenues: 25%
- Commission for SDTV on OTT revenues: 25% (up to 1.250.000 EUR), thereafter 30%
  
- Further agreements with Free (e.g. ORF, Laola1, Kleine Zeitung), Pay (Canal+, Sky) and international media partners are possible in principle (after consultation with SDTV)

# SDTV – Business Case

	season 2023/24 status quo - starting point -	season 1 SDTV	season 2 SDTV	season 3 SDTV	season 4 SDTV	season 5 SDTV	average SDTV
<b>1. Revenues media rights Free/Pay (net)</b>							
Puls4	350.000 €	140.000 €	140.000 €	140.000 €	140.000 €	140.000 €	
ORF	25.000 €	25.000 €	25.000 €	25.000 €	25.000 €	25.000 €	
Servus TV	5.000 €						
<b>Revenues media rights Free/Pay (net)</b>	<b>380.000 €</b>	<b>165.000 €</b>	<b>165.000 €</b>	<b>165.000 €</b>	<b>165.000 €</b>	<b>165.000 €</b>	<b>165.000 €</b>
<b>2. Revenues media rights OTT-platform</b>							
sold PPV-Tickets (9,90 EUR)	117.899						
sold season tickets+ (199,00 EUR)	172						
sold season tickets (249,00 EUR)	411						
Revenues OTT-platform (gross)	1.303.767 €		2.000.000 €				
Revenues OTT-platform (net) I	1.086.473 €	1.376.570 €	1.666.667 €	1.916.667 €	2.204.167 €	2.534.792 €	
Commission service provider Free/Pay partner	- €	- 41.250 €	- 41.250 €	- 41.250 €	- 41.250 €	- 41.250 €	
Commission service provider OTT-platform	- 225.133 €	- 350.471 €	- 437.500 €	- 512.500 €	- 598.750 €	- 697.938 €	
<b>Revenues OTT-platform (net) II</b>	<b>861.340 €</b>	<b>984.849 €</b>	<b>1.187.917 €</b>	<b>1.362.917 €</b>	<b>1.564.167 €</b>	<b>1.795.604 €</b>	<b>1.379.091 €</b>
<b>3. Revenues betting rights (net)</b>	<b>270.000 €</b>	<b>275.000 €</b>	<b>280.000 €</b>	<b>285.000 €</b>	<b>290.000 €</b>	<b>295.000 €</b>	<b>285.000 €</b>
<b>4. Other revenues (Sponsoring) (net)</b>	<b>- €</b>	<b>50.000 €</b>	<b>50.000 €</b>	<b>50.000 €</b>	<b>50.000 €</b>	<b>50.000 €</b>	<b>50.000 €</b>
<b>TOTAL REVENUES MEDIA RIGHTS ICE (net) I</b>	<b>1.511.340 €</b>	<b>1.474.849 €</b>	<b>1.682.917 €</b>	<b>1.862.917 €</b>	<b>2.069.167 €</b>	<b>2.305.604 €</b>	<b>1.879.091 €</b>
Increase/reduction of production costs (compared to status quo)	- €	- 47.500 €	- 47.500 €	- 47.500 €	- 47.500 €	- 47.500 €	- 47.500 €
<b>TOTAL REVENUES MEDIA RIGHTS ICE (net) II</b>	<b>1.511.340 €</b>	<b>1.427.349 €</b>	<b>1.635.417 €</b>	<b>1.815.417 €</b>	<b>2.021.667 €</b>	<b>2.258.104 €</b>	<b>1.831.591 €</b>
Commission TheRiA (15% on top of 620.000 EUR)	- 750 €	- 113.602 €	- 144.813 €	- 171.813 €	- 202.750 €	- 238.216 €	- 174.239 €
<b>TOTAL REVENUES MEDIA RIGHTS ICE (net) III</b>	<b>1.510.590 €</b>	<b>1.313.746 €</b>	<b>1.490.604 €</b>	<b>1.643.604 €</b>	<b>1.818.917 €</b>	<b>2.019.889 €</b>	<b>1.657.352 €</b>
<b>- thereof guaranteed by SDTV:</b>		<b>850.000 €</b>	<b>50.000 €</b>	<b>50.000 €</b>	<b>50.000 €</b>	<b>50.000 €</b>	<b>210.000 €</b>

## Krone – Business Case assumptions and comments

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- Contract with Puls4 (smaller rights package, 50% of the offered license fee)
- Contract with ORF (Highlights)
- Betting rights increase by 5.000 EUR per season
- Increase of ticket sales:
  - Season 1: +20%
  - Season 2: +20%
  - Season 3: +15%
  - Season 4: +12.5%
  - Season 5: +10%
- Commission for Krone on TV revenues: 30%
- Commission for Krone on OTT revenues: 30%
- Further agreements with Free (e.g. ORF, Laola1), Pay (Canal+, Sky) and international media partners might be possible (subject to approval by Krone)



## **RBMH – Business Case assumptions and comments**

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- TV revenues: according to extrapolation/forecast of RBMH
- International distribution: according to extrapolation/forecast of RBMH
- Betting rights: according to extrapolation/forecast of RBMH
- Reduction of production costs from season 2 onwards: according to extrapolation/forecast RBMH
- Allocation of basic remuneration for consulting to media rights (50%) and other services (including sponsorship) (50%)
- Of the 86-100 matches planned for TV (average 93), 21 matches are exploited in parallel, i.e.: 72 matches are shown on TV (free and pay)
- Increase of ticket sales: +7.5% per season
- Additional production costs for ICE clubs in season 1: 20 x 2.500 EUR (TV partners reduce production from 45 to 25 matches)
- Reduction of the number of matches on the OTT platform: 27 x 500 tickets (TV partners increase from 45 to 72 matches)
- Commission for OTT service provider (Sportradar/Laola1): 17.5%

