SPORTS VIDEO GROUP

EUROPE

VALUE PROPOSITION 2017

Advancing the creation, production and distribution of sports content in Europe

www.svgeurope.org

SPORTS VIDEO GROUP EUROPE

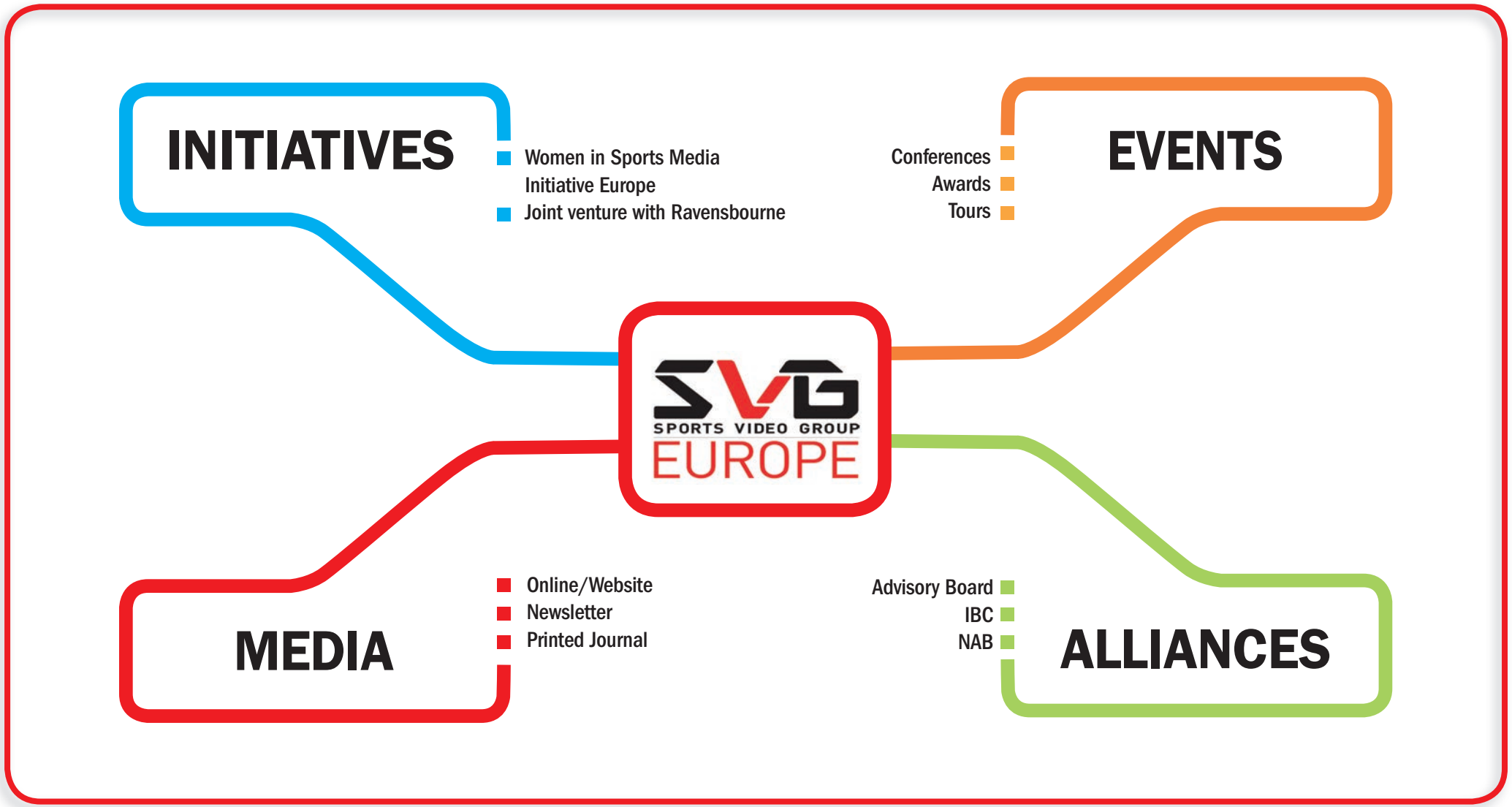
WHAT IS SVG EUROPE?

SVG Europe is an independent pan-European trade association run by an advisory board and executive staff.

We provide European-based conference events, digital media, industry initiatives and alliances serving the broadcast television sports production industry.

- Launched 7 years ago
- **102** sponsors
- SVG Europe Insider newsletter: 80 per year
- Website updated daily
- **11** conference/networking/awards events scheduled for 2017 in Europe and US
- Annual SVG Europe Journal
- Dedicated European editorial, sales and management team

WHAT DOES SVG EUROPE PROVIDE?



SPORTS VIDEO GROUP EUROPE

ONLINE & PRINT MEDIA

Takes you to the heart of the European sports production business

EMAIL NEWSLETTER: SPORTS VIDEO EUROPE INSIDER

- Reaches - 7k* per week
- Europe's only dedicated newsletter focused on the sport production and technology marketplace. Distributed every Wednesday

WEBSITE: WWW.SVGEUROPE.ORG

- Reaches - 12k* unique users
- Contains top stories, headlines, archived info, news, upcoming events, blogs, members-only area, etc

SVG EUROPE ANNUAL SPORTTECH JOURNAL

- Our annual journal covering the European sports market
- Available both in print and digitally

DAILY NEWS UPDATES FROM THE SVG EUROPE APP

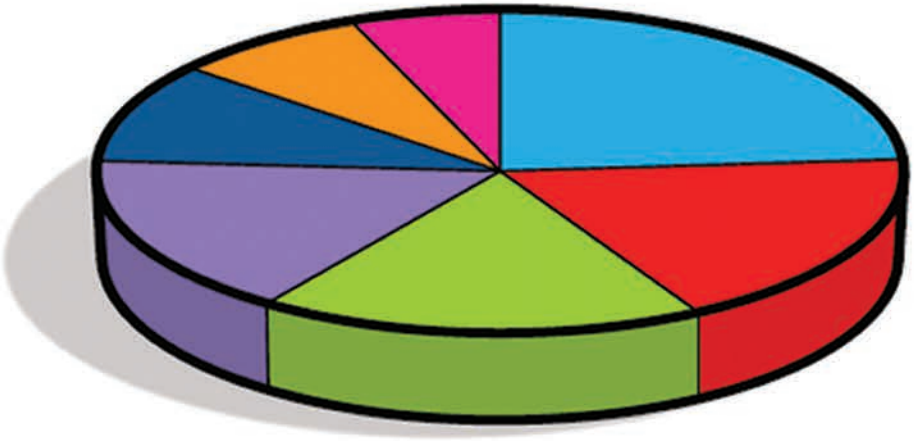
*SVG published statistics 2014

SVG SPORTS VIDEO GROUP EUROPE

NEWSLETTER AND WEBSITE MEMBERS

Reaching Europe's television sports broadcast technology decision-makers

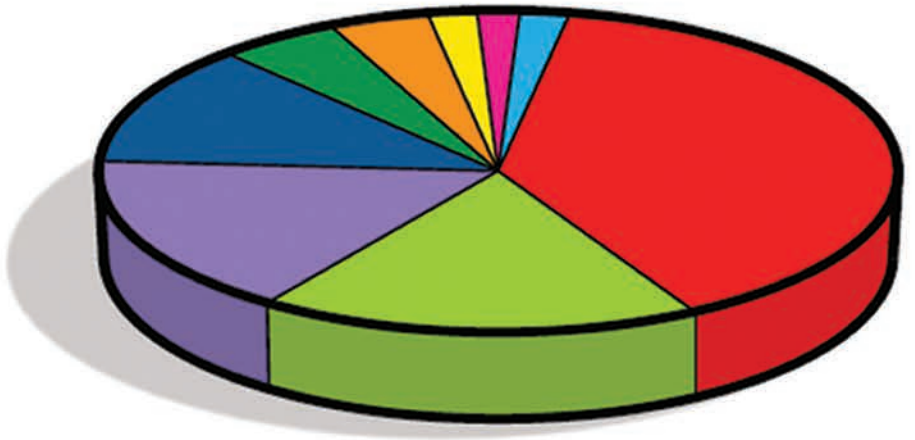
SVG Europe Members



- UK - 24%
- ITALY - 6%
- SWITZERLAND - 8%
- NETHERLANDS - 10%
- OTHER TERRITORIES - 16%
- GERMANY - 18%
- FRANCE - 18%

Total members: 7,245

SVG Europe Demographics



- CTO - 2%
- CONSULTANT - 2%
- COMMERCIAL MANAGER - 2%
- PROGRAMMING - 4%
- PRODUCER - 4%
- BROADCAST & OPERATIONS - 14%
- VP/GM - 15%
- CEO/CFO/COO - 18%
- DIRECTORS, PRODUCTION - 39%

SVG SPORTS VIDEO GROUP EUROPE

CALENDAR OF EVENTS 2017

Sports Venue Technology Summit @ ISE 2017	9 February	RAI, Amsterdam, The Netherlands ALL SPONSORS	Now an established part of the SVG Europe calendar, the Sports Venue Technology Summit will examine digital signage, VR and new content production innovations at its 2017 edition. The programme will again be prepared in conjunction with eminent consultant Roland Hemming.
DACH Summit	21 March	Allianz Arena, Munich, Germany PLATINUM/DACH ONLY	The 2015 SVG Europe DACH Summit was a huge success, bringing together broadcasters, consultants, service providers and other stakeholders to discuss the present and future of sports broadcasting in Germany, Austria and Switzerland. Now returning for its second event, the 2017 DACH Summit will take place in Munich on the eve of the Football Production Summit.
Football Production Summit 2017	22 March	Allianz Arena, Munich, Germany ALL SPONSORS	Football remains a major driver of sports broadcast technology innovation throughout Europe. Visiting Munich for the first time, the Football Production Summit will again provide broadcasters, OB providers, federations, leagues and clubs with an opportunity to find out more about the production technologies and workflow developments set to impact upon this most dynamic of sports.
Chairman's Forum	21 April	Las Vegas, USA PLATINUM ONLY	Scheduled ahead of the NAB 2016 Show, the Chairman's Forum offers a unique Platinum sponsor-only conference, networking and golf event that provides an ideal entry point to a productive week on the showfloor.
Pre-Game Party at NAB	23 April	Las Vegas, USA ALL SPONSORS	The Pre-Game Party provides a special opportunity to network with colleagues from across the globe over cocktails and nibbles before the NAB exhibition gets underway the following day.
Innovation Day with Broadcast Solutions GmbH	1 June	Bingen, Germany PLATINUM/INVITE ONLY	Leading systems integrator Broadcast Solutions GmbH will again host its popular Innovation Days event at its facilities in Bingen on 1 June. This year SVG Europe will provide seminar content and speakers for what promises to be a fascinating insight into OB design and broadcast production innovation.
SportTech Europe 2017	7 June	Emirates Stadium, London, UK ALL SPONSORS	After its debut visit to Dublin in 2016, SportTech Europe returns to London for its 2017 event. Delegates should anticipate a characteristic blend of sessions examining emerging technologies such as VR and HDR, as well as tantalising previews of some of the summer's major sports events and the production workflows set to deliver them.
Sport Production Summit 2017	14 September	Amsterdam, The Netherlands ALL SPONSORS	Sport Production Summit has become SVG's flagship European event, providing insights and reflections on host broadcast and unilateral first-screen and second-screen case studies from the summer's major sports events. As ever, the summit is scheduled to precede Europe's premier broadcast exhibition, IBC.
Sport Production Awards 2017	14 September	Amsterdam, The Netherlands ALL SPONSORS	In the wake of the best-attended Sport Production Awards to date, SVG Europe will honour more key examples of outstanding production and technical achievements in the field of broadcast sports. The event also serves as a welcome social 'break' during the reliably frenetic week of the IBC conference and exhibition.
Sports Production Awards 2017 Networking Evening	16 September	Amsterdam, The Netherlands ALL SPONSORS	On September 16 SVG Europe will hold the SPSA Networking Evening at the RAI. This serves as a welcome social break during the reliably frenetic week of the IBC conference and exhibition and an excellent opportunity to build new business contacts and to renew old ones.
Next Generation Audio Summit	9 November	London, UK ALL SPONSORS	After a highly successful first edition in 2016, SVG Europe and Dolby will reunite to host a second Next Generation Audio Summit. A series of panel sessions and presentations will examine the current progress of Audio over IP, the opportunities arising from remote production of audio, and the outlook for immersive audio production of sports throughout Europe.
FutureSport 2017	29 November	Kia Oval, London, UK ALL SPONSORS	FutureSport has emerged as SVG Europe's premier future-facing event, looking ahead to the emerging technologies that are beginning to be adopted by the sports broadcast production community – or are still just a little way off. Expect analysis and discussion of topics such as 4K, HDR, IP, OTT, VR... and other popular acronyms!

SVG SPORTS VIDEO GROUP EUROPE

CALENDAR OF EVENTS 2018

Sports Venue Technology Summit @ ISE	8 February	Amsterdam, The Netherlands	After five successful half-day events, SVG Europe is partnering with Pan Stadia to expand its Sports Venue Technology Summit to a full-day conference at ISE 2018. Expect the usual mix of technology insights, presentations and panel discussions, as well as multiple networking opportunities.
Nordic Summit	February/ March	Oslo, Norway	For its first-ever dedicated Nordic Summit, SVG Europe joins forces with broadcaster TV2 and graphics giant Vizrt to survey the sports production landscape in this hugely dynamic region. The day-long programme will include a technical tour of the new, eagerly-anticipated Media City development in Oslo.
French Summit	TBC	Paris, France	SVG Europe returns to Paris for its first dedicated French market summit since 2016.
Football Production Summit	14 March	Paris, France	Football remains a major driver of sports broadcast technology innovation throughout Europe. Returning to Paris after events in Dublin and Munich, the Football Production Summit 2018 will again provide broadcasters, OB providers, federations, leagues and clubs with an opportunity to find out more about the production technologies and workflow developments set to impact upon this most dynamic of sports.
Chairman's Forum	6-8 April	Las Vegas, USA	Scheduled ahead of the NAB 2018 Show, the Chairman's Forum offers a unique Platinum sponsor-only conference, networking and golf event that provides an ideal entry point to a productive week on the showfloor.
Pre-Game Party at NAB	8 April	Las Vegas, USA	The Pre-Game Party provides a special opportunity to network with colleagues from across the globe over cocktails and nibbles before the NAB exhibition gets underway the following day.
SportTech Europe	6 June	London, UK	At one of SVG Europe's three signature conference events, delegates should anticipate a diverse blend of sessions examining emerging technologies, workflow innovations, and some of the summer's major sporting events.
Sport Production Summit including Achievement Awards	12 September	Amsterdam, The Netherlands	Now enhanced by the incorporation of SVG Europe's annual awards for broadcast production excellence, the Sport Production Summit regularly attracts more than 300 delegates and is the organisation's most popular European event.
Achievement Awards Networking Evening	14 September	Amsterdam, The Netherlands	A further opportunity to celebrate the winners of the SVG Europe Achievement Awards and relax with industry friends and colleagues on the Saturday evening of IBC week.
Next Generation Audio Summit	November	London, UK	Now an established part of the SVG Europe calendar, the Next Generation Audio Summit – a collaboration with Dolby and other leading audio vendors – will focus on immersive audio, audio-over-IP and other technologies shaping the broadcast sound landscape.
FutureSport	28 November	Manchester, UK	SVG Europe's final summit of 2018 looks back at some of the year's most exciting events – and ahead to the production innovations and major tournaments expected to dominate the industry narrative in 2019.

SVG SPORTS VIDEO GROUP EUROPE

INDUSTRY INITIATIVES

Education

SVG Europe has worked with Ravensbourne, London, to launch a BSc (Hons) Outside Broadcasting Engineering qualification.

SVG WOMEN'S SPORTS MEDIA initiative

The Women in Sports Media Initiative Europe was launched late in 2013 and will provide a full range of educational opportunities and networking events for women working in European sports television production.

SVG SPORTS VIDEO GROUP EUROPE

ADVISORY BOARD MEMBERS

David Shield, IMG, SVP Global Director of Engineering & Technology, Chairman of the Advisory Board

Jennifer Angell, VER, Director, International Project Services – Broadcast
Peter Angell, Lagardère sports, Senior VP Media Production
Manuela Baraschi, Sky Italia, Head of Sport Production & Operation
Konrad Bartelski, OTL, Consultant
Daragh Bass, NEP Broadcast Services UK, Technical Project Manager
Andy Beale, BT Sport, Chief Engineer
Julia Boettger, Sky Deutschland, Head of Operations, Sky Sports
Riccardo Botta, Sky Italia, Director - Production & Creative Hub
Jonny Bramley, BBC Sport, Executive Producer
Robin Broomfield, Sky UK, Technical Manager
Alan Burns, OBS TV, NEP Broadcasting Services UK, Managing Director
Brian Clark, NEP Major Events, Sales Director
Charlie Cope, BBC Sport, Technical Executive
Tony Coxon, European Tour Productions, Head of Production
Paul Davies, All England Lawn Tennis Club, Head of Broadcast & Production
Nicolas Deal, UEFA, TV Transmission Manager
John Dollin, Arsenal Football Club, Senior Systems & Operations Manager
Hamish Greig, CTV Outside Broadcasts, Director of Engineering
Duncan Humphreys, Stream TV Networks, Head of Production
Steve Jenkins, President, NEP UK & Ireland
Barry Johnstone, CTV Outside Broadcasts, Managing Director
Jens Cornelius Knudsen, TV 2 Norway, VP Production News and Sports
Timo Koch, 3K Media, Director
Michael Koegler, ORF, Head of Directors Sport
Dean Locke, Formula One Management, Executive Director, TV Production
Ronald Meyvisch, Euro Media Group, Chief Technology Officer
Dan Miodownik, Host Broadcast Services, Chief Content Officer
Nick Moody, IMG Media, Head of Premier League Productions
Nick Morgan, Premier League, Head of Production
Roger Pearce, ITV Sport, Technical Director
Emili Planas, Mediapro, CTO and Operations Manager
Alessandro Reitano, Sky Deutschland, Director Sports Production
Inga Ruehl, Sky UK, Account Director, Sport & News
Marcin Serafin, Ekstraklasa Live Park, Head of Operations
GP Slee, Broadcast Rental, Owner
David Tippett, Sunset + Vine, Head of Development
Henk van Meerkerk, Fox Sports NL, Head of Production
Anna Ward, Premier League Productions, Head of Production
Phil White, IBC, Director of Technology & Events
Joachim Wildt, Sports Media in Transition, Director
Tom Woods, Woods Communications, President

SVG SPORTS VIDEO GROUP EUROPE

WHAT OUR SPONSORS THINK

"SVG is all about communication. They are dedicated to improving output in the live broadcast sector and we are proud to be able to play a part in that"

Kevin Emmott, Calrec

"SVG has given us a platform to engage with the decision-makers from sports broadcasters. We plan to continue supporting SVG in the future"

Richard Craig-McFeely, Interxion

"Being a sponsor of SVG and attending SVG events enables Aspera to connect and communicate with key sports broadcasters, sports production teams and distributors. The results are significantly reduced operating costs, dramatically accelerated times to market, and happy and loyal viewers"

Lisa Borga, Aspera

"Many 'trade bodies' purport to have the key to the door when it comes to accessing the movers and shakers in a particular segment, but it is my experience that generally they fail to deliver on the promise. The main reason for this is lack of focus. SVG has re-set the game. They are defining what good looks like in this space and are being successful because they understand what their role is and therefore they can bring focus to the process. This is paying off hugely. I can't think of another organisation that can access the right people, at all levels, with the right mix of platforms – workshops, technical papers, forums and excellent news and articles"

Kevin O'Meara, SAM

"Without any doubt, ChyronHego's participation in Sports Video Group Europe has proven to be a fantastic value... ...one that continues to pay for itself again and again"

Mark Gederman, ChyronHego

SVG SPORTS VIDEO GROUP EUROPE

CURRENT SPONSORS

PLATINUM SPONSORS

Blackmagicdesign

DOLBY

euro media group
BROADCAST FACILITIES & SERVICES

GEARHOUSE BROADCAST

EVS

grass valley
A BELDEN BRAND

HARMAN
AKG JBL STUDER

Imagine COMMUNICATIONS

NEP

Limelight NETWORKS

NTT Electronics

sam
Snell Advanced Media

SOS Global

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CURRENT SPONSORS

GOLD SPONSORS

OB/SI/OTHER SPONSORS

SVG SPORTS VIDEO GROUP EUROPE

SPONSORSHIP PACKAGES

	Platinum	Gold	OB/SI*
EVENT:			
Delegates to SVG Europe Events – five per year NEW!	4	2	1
Delegates to three SVG Europe Regional Summits NEW!	4		
Chairman's Forum - at NAB	✔		
NAB Pre-Game Party NEW!	4	2	1
Delegates to Advisory Council Annual Board Meeting	2		
Delegates to Sport Production & Technical Achievement Awards - at IBC	4	2	
Logo exposure at Sport Production & Technical Achievement Awards - at IBC	✔	✔	
Exhibiting tabletop at an event of your choice	✔		
Five-Minute promotional presentation at Sport Production Summit - at IBC	✔		
One 'Session Sponsorship' at a SVG Europe Conference of your choice	✔		
NEWSLETTER:			
Rotating Top Banner on SVG Europe Insider newsletter	1		
Hyperlinked Logo on SVG Europe Insider newsletter	✔		
Hyperlinked Text on SVG Europe Insider newsletter	✔	✔	✔
Two Q+A's to be featured on the SVG Europe Insider newsletter NEW!	✔		
Send us news and we will post it!	✔	✔	✔

SVG SPORTS VIDEO GROUP EUROPE

SPONSORSHIP PACKAGES

	Platinum	Gold	OB/SI*
APP: Logo on the SVG Europe App opening splash screen – on monthly rotation NEW!	✔		
WEBSITE: Rotating 728 x 90 Top and Bottom Banners on all web pages	✔		
Rotating 468 x 60 Top and Bottom Banners on all web pages		✔	
White Papers/Case study to post on www.svg europe.org (per annum)	3	3	
Logo on 'Sponsor' web page	✔	✔	✔
Logos linked to websites	✔	✔	
PLATINUM PLATFORM: An exclusive CEO thought leadership interview. An annual opportunity for company executives to showcase current company developments and projects through a combination of video and editorial interviews NEW!	✔		
The opportunity to feature video content of products and services as part of the dedicated 'Sponsor' channel on the SVG Europe YouTube channel NEW!	✔		
JOURNAL: Advertisement in SVG Europe Sports Technology Annual Journal. The SVG Europe Journal is distributed in print just before IBC and a digital edition remains online for 12 months.	FULL PAGE	HALF PAGE	HALF PAGE
Annual Sponsorship:	€15,000	€7,300	€3,700

*For Outside Broadcast/System Integrators only

SVG SPORTS VIDEO GROUP EUROPE

OTHER SPONSORSHIP OPPORTUNITIES

SVG Europe Event Sponsorship Packages

Title Sponsor: €3500

- 5 minute executive introduction/ welcome
- Company branding around the venue and on Holding Slides before and during the conference
- Branding on available digital signage
- Company logo on event webpage
- Company logo on all pre and post web and e-mail promotions for the event
- Sponsor inclusion in all Editorial Coverage of the Event
- Tabletop – 1.8 metre long table with 2 x chairs including a 240 volt power supply
- Literature distribution around the event
- Use of delegates list after the show – usage terms as agreed with SVG Europe

Registration Sponsor: €2500

(1 available)

- Physical signage on the Registration table and well as on-screen digital signage
- Opportunity to have a company executive stand at the Registration table and to greet guests
- Literature distribution on registration table
- Company logo on event webpage
- Company logo on all pre and post web and e-mail promotions for the event
- Distribute event programs
- Use of delegates list after the show – usage terms as agreed with SVG Europe

Table Top Sponsor: €1500

(number available depending on venue size)

- 1.8 metre long table with 2 x chairs including a 240 volt power supply
- Branding on digital signage if available at the event
- Company logo on event webpage
- Company logo on all pre and post web and e-mail promotions for the event

Session Sponsor: €1000

(based on availability)

- Introduction to the session (to be confirmed with Editorial)
- Company logo exposure throughout the entire session
- Branding on digital signage if available at the event
- Company logo on event webpage
- Company logo on all pre and post web and e-mail promotions for the event
- Use of delegates list after the show – usage terms as agreed with SVG Europe
- Literature distribution

Networking Reception Sponsor: €2000 *(1 available)*

- Branding in the reception area
- Branding on digital signage if available at the event
- Company logo on event webpage
- Company logo on all pre and post web and e-mail promotions for the event
- Use of delegates list after the show – usage terms as agreed with SVG Europe
- Literature distribution

Networking Break Sponsor €2000

(1 available)

- Branding in the location of the Networking Area
- Branding on digital signage if available at the event
- Company logo on event webpage
- Company logo on all pre and post web and e-mail promotions for the event
- Literature distribution
- Use of delegates list after the show – usage terms as agreed with SVG Europe

Round Table/ Breakfast Meeting

Single Partner Format – Exclusive Sponsorship

Cost: €9000

- SVG Europe to supply venue and catering
- SVG Europe to provide moderator
- SVG Europe to chair and lead the debate
- SVG Europe to set agenda and discussion points, working with the sponsor
- SVG Europe to write a 3,000 word editorial report – This will be split into two pieces and posted on the Newsletter/Website following the event

SVG SPORTS VIDEO GROUP EUROPE

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