

Star inching towards a monopoly?

The company bags the IPL global
media rights for 16347.5 crores

Pawan Kumar - PGPSM



Indian television giant, Star India, the sole bidder for the global rights of IPL outbid the rest of the 13 companies; who were all battling for the highest cricket rights deal ever, by a slim margin of 528.5 crores (3.34% more).

The bids were made for seven categories: Television in India, Digital in India, and rights for the USA, Middle East, Africa, Europe and the rest of the world. Star India was not the highest bidder in two major categories - Indian television and digital. The highest bid for the Indian television category was by Sony - Rs. 11,050 crores, compared to Star's Rs 6,196.95 crores. Facebook's bid of Rs 3900 crores for digital rights in India was 170% higher than Star's INR 1443 crores bid, which was the lowest in the category. Despite bidding in every category of TV rights Star couldn't make a single highest bid and was almost out of the contest until they produced a magical figure 16,347.5 crore in the global rights which turned the bidding process on its head.

The sum of all the highest bids in each category (Rs 15,819.51 cr) was outdone by the consolidated bid (Rs 16,347.5 cr) from Star India and the Star's winning bid was a mere 3.34% higher than the sum of all the highest bids in each category. The winning bid was 158% increase in the media rights value for IPL broadcasting from the previous cycle. The biggest challenge for Star India was to win the IPL media rights and now that the lucrative business is in the basket, the network will look to go all out for the overall Indian cricket rights as well which will allow them to establish a partial monopoly of sorts and thus ensure that competitors (Sony) don't have any prime cricket property.

Pro Kabaddi League Dethrones Cricket in BARC Ratings

Rohan Parakh - BSM 2

Week 32 of BARC ratings indicated that cricket now has some major competition coming from the very homegrown sport of India, kabaddi!

Virat Kohli's men in Sri-Lanka may have created a record by thrashing Sri-Lanka in their own backyard but in with respect to the television ratings, the men in blue were overpowered by the PKL boys, second week in running.

Star Sports First which has just been launched, primarily on the strength of Pro Kabaddi viewership in urban as well as rural areas, has again retained its lead of last week over cricket ratings on Sony Ten network.

In week 32 of BARC ratings, Star Sports First garnered just over 206 million impressions whereas, at the second spot, Star Sports 1 Hindi collected around 109 million impressions. In comparison, the broadcaster of India-Sri Lanka series, Sony TEN 1 could muster only 79 million impressions. Not only in terms of channel ratings but also in the list of TOP 5 sports programs of the week, India-SL series failed to make it inroads.

Ever since the inception of Pro Kabaddi League, players, fans, journalists and corporate honchos had all hoped that the league would grow far and wide in the pan-Indian market. But while there was hope, it was always going to be difficult to dethrone India's so-called 'religion' that is cricket, a feat that has now been achieved.

It remains to be seen however, if kabaddi can record the same kind of numbers when the India-Australia series is aired on the Star Network from the 17th of this month.



Top Players who turned into Sports Entrepreneurs

Gaurav Kadam - MSM 1

Sports Business in India is on the verge of becoming the next big thing with huge corporate influx due to mushrooming leagues in different sports. Indian sports persons, after making their mark on the field have taken kindly to benefitting from the rising industry off the field too. We look at some stars who have delved into sports business in different capacities.



The "God" of Indian cricket, after mesmerizing India with his game has continued his success off the field too. The master blaster has put multiple investments in budding businesses like Musafir (Internet Travel Company), Smaaash (Sports simulation), ISL (Kerala Blasters), S Drive and Sach (Healthcare products) and most recently, Pro Kabaddi League (Tamil Thalaivas).

The perceived successor of Sachin Tendulkar on the field, Virat Kohli has managed to build his brand off the field too. Kohli launched his chain of gyms and fitness centers called Chisel in association with Franchise India. The firm plans to launch a total of 75 centers in three years, with Virat's investment in the chain almost INR 90 crores. In 2014, Virat launched his fashion brand Wrogn. He is also a co-owner of ISL club FC Goa.



Mahesh Bhupathi, after being one of the faces of Indian tennis on the court has managed to create a huge impact for Sports in India. Mahesh Bhupathi started Globosport, a sports marketing and celebrity management company. In 2014, Mahesh Bhupathi invested in Sports365, an online store specialising in sports goods and fitness equipment. Bhupathi even started the International Premier Tennis League in an endeavor to bring quality tennis stars to Asia.

Class of '92 : The Business Side of Things

Arjun Ohri - BSM 1

Ahh, One of the best academy players ever produced by an English Club from the 1990's were The Class of '92. It comprises players like David Beckham, Nicky Butt, Ryan Giggs, Gary Neville, Phil Neville and Paul Scholes, who all grew up under the legendary Coach Sir Alex Ferguson. They all were the second wave of youth players that brought success to the club in every aspect. Each and every one of them had their moment under the sun during their stint with the club. The Class of '92 contributed with 35 trophies (13 Premier League, 10 Community Shield, 4 FA Cups, 4 League Cups, 2 Champion League, 1 FIFA Club World Cup and 1 Intercontinental Cup). They all were present during the most prosperous era of the club also known as the Fergie Era.

The Class of '92 was active until the end of the 2012-2013 season, as the last one to leave the club was Ryan Giggs. In these 21 years, the club earned a total of £870 million which includes the Merit Prizes, TV Rights, and Commercial Revenue etc. All taken into the consideration, they were the reason behind the club's fame, honor, and better sponsorship deals, plus Man United didn't have to pay for them as they were home grown players increasing the tally of profit by a larger margin. The Class of '92 still helps in bringing revenue to the club by helping them in the management and bringing up of academy players which is still a profit supplement to the club in one way or the other.



What is happening in Sports?

Spandan Paul - MSM 1



Bangladesh crushing Australia in Dhaka and Windies humiliating England at headingley has turned the heads of many cricket pundits. Fans are exuberant over the fact that game is defending its nature of glorious uncertainties and that too in its elite form.



54 teams from all over the world are vying for the 31 final places in the 2018 Russia Football WC. France, Spain, Germany have looked like favorites as of now and have been topping their respective groups.



Among so many transfers in the football world, the 18-year-old French prodigy Kylian Mbappe stunned the entire soccer fraternity with his £166mn move to PSG just before the transfer deadline. Earlier, Neymar Jr. shocked Barcelona fans with his record £200mn move to PSG.



Year end Grand Slam promises surprises: US open is underway at New York & Rafael Nadal who entered as the 'numero one' seed will be locking horns against Del Porto who beat Roger Federer to deny fans the much hyped "dream" semi-final at the last major. Maria Sharapova, who resumed her career post a 15-month doping suspension bowed out in the quarters, and women's singles will welcome a new champion in either Madison Keys or Sloane Stephens.

VIVO – A Game Changer?

Sachin Nayak - MSM 1

When VIVO entered the Indian smartphone market in 2015, not many knew about them. Fast forward a couple of years later and VIVO has made some huge strides not only in the smartphone market but also in the realm of sports. VIVO made its presence known in 2016 when they purchased the title sponsorship rights for the IPL for two years. Knowing that the return on investment on the most marketable sports property in India today would be a no-brainer, VIVO used the IPL as a launchpad to increase their market share in the ever-growing smartphone market in India. But that was just the tip of the iceberg.

VIVO garnered further eyeballs when they secured a five-year extension on the sponsorship rights for a whopping Rs. 2199 crores, a stunning

454% increase over the previous deal, and then went on to secure the title sponsorship rights for the Pro Kabaddi League for Rs. 300 Crores. By acquiring rights to two of India's most popular leagues, VIVO has changed the way the game is played in the sports management industry. Not only have they taken the sports industry by storm but within the span of a couple of years, they have also established themselves as leaders of the pack.

The meteoric rise of VIVO is a great success story in itself but it is also a signal to their competitors, both in the smartphone and sporting sphere, that they are in it for the long haul. For now, VIVO is ruling the roost and there is so much more to them which is yet to come than just Camera and Music.



Olympic Task Force for the Grassroots

Varun Singh - MSM 1

In the backdrop of India's Rio Olympic performance, the Government of India has formed a committee by the name of Olympic Task Force to enhance India's performance in the upcoming Olympics and para olympics. The eight member committee, which includes Beijing Olympics Gold medallist, Abhinav Bindra aims at transforming India's sporting system into one that is "athlete centric, coach led and systems driven". In its first phase, the task force gave its key recommendations to the government on the 19th of August 2017.

The Task force asked the state governments to play an active role in the development and promotion of sports at the grassroots level. For this, it has asked the states to at least take up one Olympic sport and share publicly the measures to achieve excellence in it.

The task force also recommended to move sports from State List to Concurrent list so that the Centre can also make laws pertaining to the field of sports. "This will also allow the central government to create a common framework for the sports ecosystem within the country even as we strive to preserve local sports cultures" said the report.

Other key recommendations of the OTF included setting up of have 650 district level sports schools (one in each district) to nurture grassroots talent and make hosting of National Games mandatory every two years. The states should also take up the development of motor skills,

physical literacy and grassroots level talent acquisition.

States must also take up coach education programs and set up at least one sports science facility, the report said.



Rajyavardhan Singh Rathore

Olympic medalist turns Sports Minister

Gaurav Kadam - MSM 1

September 3 will be noted in Indian sporting and political history, with the appointment of Col (Retd.) Rajyavardhan Singh Rathore as the Cabinet Minister with independent charge for Ministry of Youth Affairs and Sports. This is the first instance when a former sports person has been given the charge of the Sports Ministry. The 47-year-old Rathore was till now was serving as Minister of State for Information & Broadcasting.

Rathore, who won a silver medal in the double trap event in the 2004 Athens Olympics, replaced Vijay Goel as the Sports Minister. In a career spanning over a decade, he also won multiple medals at the Commonwealth and Asian Games. He was awarded the Padma Shri in 2005.

Here is how Indian sports fraternity on Twitter reacted to the official announcement :



Insight into the role of a Team Manager

Tête-à-tête with Sakar Sharma

Tarun Kaboo - MSM 1

Sakar Sharma is all but 26 years of age, diving a bit into the past, he won his first title as a team manager with the Jaipur Pink Panthers in 2014 when he was just 22! What goes into the making of a successful team manager in a sporting property as huge as the Pro Kabaddi League? In the inaugural installment, Sakar had to play 5 different roles ranging from the Team manager, Operations manager, Media manager, Kit manager and Marketing manager. This was due to lack of professionalism in the field however things have changed some years down the line and he has a host of dedicated individuals working under him in each of these verticals. Today, the most important thing he deals with is man management when it comes to picking the right mix

of players and developing a great bond with them by recruiting the best coaches, physios and other related staff. The other key aspect he highlighted is that of motivation, “At the end of the day if the player is not motivated enough, he will not perform to his potential. As such the skills of pro-activeness, observation, analysis and observation are very vital for a manager.” Sakar will switch on to the ISL post kabaddi and on a concluding note he said that the role of any sports manager is not the same, it is uniquely carved out depending upon the kind and requirement of a particular game, thus the willingness to adapt is the most important skill to possess.



Hardik Pandya - The Success Story

Himanshu Chandnani - MSM 1



Hardik Pandya is gradually turning into a role model for youngsters in India. Although fascinated by his success, few know about the hardships he faced in his journey to fame.

Pre success phase

- Hardik dropped out from school in 9th grade to focus on cricket.
- Krunal (Hardik's brother) and Hardik would prepare a mere ₹5 Maggie noodles at the ground, their lunch and breakfast for a whole year.
- Hardik stated, "I was in deep debts and whatever money I earned sufficed only for paying the debts. Forget ₹10, I didn't even have ₹5."

Road to success

- 22 March 2013 - T20 debut for Gujarat, smashed 44 in just 26b vs Maharashtra.
- 16 February 2015 - Picked up by Mumbai Indians for base price of ₹10 Lakh.
- 19 April 2015 - IPL debut, smashed 16* off 6 balls.
- 8 May 2015 - CSK vs MI, 30 required of 12 balls for MI to win. Pandya smashed 3 sixes off his first 4 balls to seal the match.
- 14 May 2015 - His turning point, smashed 61 off 31 balls when MI was struggling. The same day, Sachin Tendulkar told him "you will play for India within next 18 months".
- 10 January 2016 - Smashed 34 in an over in Syed Mustaq.
- 26 January 2016 - T20I debut, didn't start well but picked up 2 wickets.

Since then, Hardik has been making his mark, be it his heroics with the ball against Bangladesh in T20WC or that blistering knock against Pakistan in CT17 final, Hardik will be remembered for a long time.



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