



Broadband and Beyond

Sport – and Why We are the Kids in the Broadband Candy Store

Presented by Dr. Colin McLeod
Australian Football League

Television Changed Today; Distribution Will Be Impacted... Not if, Just When – Rich Greenfield, Analysts PALI Equity Research



CNN.com Live with facebook

LIVE

HISTORY IN THE MAKING

Inauguration historical perspective
Kerwin Saint is an author and professor of political science at Kennesaw State University in Georgia.

NOW PLAYING

- Inauguration Day on Capitol Hill
- Obama arrive at the White House
- Crowds gather for inauguration

facebook Privacy Logout

Update your status about what you're watching

Everyone Watching Friends

- Rachel Fontenot is watching history in the making! 10:23am
- Sam Aj Just like little drops of water make a mighty ocean! 10:23am
- Stine Igesund is excited for Obama and USA :) 10:23am
- Ingrid Bain is watching from the Bahamas. 10:23am
- Laurie Oliver is just letting it soak in. 10:23am
- Julie Anderson can't believe she's up this early. 10:23am
- Dale Laurum wonders why his friend Joe Biden is watching.

This is a sample of what everyone watching is saying.

Feedback Posted on Tuesday, January 20th, 2009 at 1:36 pm by Rich Greenfield

How Could Australian Sport Look in High Speed Broadband? Major League Baseball – the Gold Standard for Sports Online



- Major League Baseball Advanced Media (MLBAM) formed in 2000. Currently turns over about \$US400 million per year
- Has a range of online options – based around MLB.com and MLB.TV
- MLBAM also runs sites for several other sports, including Major League Soccer and NCAA “March Madness” (2nd most watched television sports event in the US after the SuperBowl – annual broadcasting rights are over \$US1 Billion)
- Very technology savvy and customer experience focused – impact on the brand is a key strategic consideration

The screenshot displays the MLB.com Gameday interface for a game between the Oakland Athletics (6) and the Baltimore Orioles (5). The central focus is a live-action video feed of a batter swinging. To the left, player profiles for Andrew Brown (#10) and Luke Scott (#20) are shown. Below them is a fielding diagram for the Oakland Athletics. To the right, a detailed scoreboard lists the batting order and statistics for both teams. At the bottom, a play-by-play log shows the current at-bat for Andrew Brown and Luke Scott. The website also features a weather widget for Oakland, CA, and an advertisement for the 2008 MLB All-Star Game.



- Emmy Award Winner
- Watch up to 6 live games at one time or get completed games on demand – uses drag and drop
- Multiple camera angles
- Player tracker
- Live alerts
- Instant game change
- Video available in NexDef (HD)

The screenshot shows the MLB TV Mosaic interface. It features a grid of live games and a large video player displaying a baseball game. The MLB TV logo is visible in the top right corner.



- Expanded coverage of ALCS with TBS
- Live coverage of all post-season games
- Four camera angles and four-screen mosaic view
- Expanded coverage of NLCS and World Series with Fox



What's next?

Fantasy Sports



- Good revenue model – annual advertising and subscriptions growth around 30%
- Fantasy sports presently attract about 18 million players from the United States - about 80 % play fantasy football 30 % play fantasy baseball, and 86 % are male. Station Casinos, the fifth largest U.S. sports bookmaker, is accepting “wagers based on players’ projected fantasy statistics.”
- Fantasy sport leagues have been extended to bowling, darts, celebrity leagues, and even “fantasy Congress leagues.”

- They are fanatics – example of a fantasy baseball blog:

“A 5x5 Rotisserie strategy that proposes spending a maximum of \$60 out of a \$260 budget on pitching, spending a maximum of \$30 on saves, ignoring all other pitching categories, and drafting pitchers who will pitch the fewest innings possible. The idea behind this is that if money is spent on the pitchers with the best skills, you will draft a team with a good ERA and WHIP, without “chasing” after fickle statistics such as wins. Pitchers should be targeted if they possess the following skills:

- *Strikeout to walk (K/BB) ratio of 2.0 or greater, [Strikeouts per nine innings \(K/9\)](#) of at least 6.0, Allows fewer than 1.0 [home run per nine innings pitched \(HR/9\)](#)”*

“Correct implementation of the LIMA plan will allow for the majority of a team’s budget to go toward offensive players, whose statistics are relatively more easy to project, noting that the LIMA plan is thought to be better suited for AL- or NL-only leagues, as opposed to mixed (AL and NL) leagues.”

The Challenges.....



There are many – some technical, some commercial and some philosophical..... I will pick 2:

1. The technology allows us to do lots of interesting things, but do we really understand the online community? We might be able to drive there faster with broadband but is the destination worthwhile?
2. How do we handle the volume of video that higher speed broadband will enable? How do we find what we want to see?

1a. Ideas that should influence our thinking about the web – Democratisation via the Web (of sport in this case)



MyFootballClub.Com

- Started by a sports journalist who thought traditional fans disenfranchised by private ownership & corporate interests.
- Sought private subscribers to pay £35 to buy a share/membership in a football club (maximum of 1 share each).
- Major decisions (board election, team selection, recruitment, investment and financial strategy) made by shareholders – effectively owner/managers.
- Got about 35,000 members and bought Ebbsfleet United in Nov 2007
- About 15 similar projects now underway
- Created immense academic interest – not only sociology but also the “Wisdom of Crowds” and shared knowledge

The world's first and only web-community owned football club

Players
FA Trophy winners
ClubBest United
play in the Blue Square Premier

Own the club, pick the team

Welcome to MyFootballClub. You are invited to join over 35,000 members who own **ClubBest United** and vote on all key decisions from team selection to financial budgets. Membership is at £22 annually.

Situated in Essex, England, ClubBest United play in the Blue Square Premier, which is the 4th division below the Premiership.

In February 2007, the members purchased the football club **FC Ebbsfleet**. Just three months later, ClubBest United won the FA Trophy at Wembley – the club's greatest achievement in a history that dates back to 1881.

This season, members are voting for a transfer that by gaining ClubBest United into the Football League for the first time in its history. You can join the members today and be part of what will be a thrilling off-season campaign.

Click here to become a MyFC member for £22

Or buy membership as a gift

Page 10

1b. The sociology of social networks



Facebook, Club Penguin, Second Life etc – passing fads or meaningful connections?

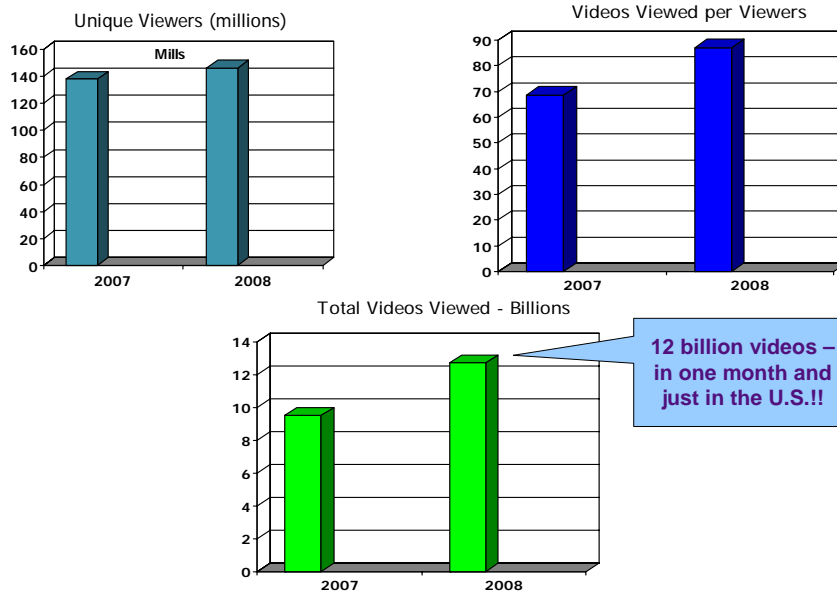
“Tip of the iceberg” based on names, shared experiences and shared interests – can they evolve to deep visceral connections grounded in shared values and belief systems? – that is the ambition of CouchSurfing.com

*"CouchSurfing seeks to internationally network people and places, create educational exchanges, **raise collective consciousness, spread tolerance, and facilitate cultural understanding.**"*

*As a community we strive to do our individual and collective parts to make the world a better place, and we believe that the surfing of couches is a means to accomplish this goal. CouchSurfing isn't about the furniture- it's not just about finding free accommodations around the world- it's about participating in creating a better world. **We strive to make a better world by opening our homes, our hearts, and our lives.** We open our minds and welcome the knowledge that cultural exchange makes available. **We create deep and meaningful connections** that cross oceans, continents and cultures. **CouchSurfing wants to change not only the way we travel, but how we relate to the world!***

Page 11

2. Video search: The issue - comScore results for Online video activity: November 2008 compared to November 2007



Page 12

It is an issue that is occupying a lot of people's thinking....



"We know that advertisers want to use more than text, more than video, more than display. They want to be able to think of it as more of a package and they want to get it in the right way.

It is going to be a very large business globally for a number of players. Simply because people care about images and video and so forth and so on.

The company that can figure out all the various combinations that will produce a valuable targeting solution that will target that media is probably going to be the winner."

Eric Schmidt – CEO Google at Zeitgeist 2008

What do you do when you can remember a line from a video and you want to find the scene that goes with the that line? Imagine trying to find a video clip that goes with a line from a movie, sports event, or news broadcast?

e.g. The Herald Sun has about 18,000 minutes (300 hours) of video freely available at their website – how do you find the video you want and the relevant scene in that video? NB there are 200 videos of Barack Obama published at the Herald Sun site ***in the last 2 weeks.***

Page 13

One possible solution.....



Video search will never be as ubiquitous as text search in the foreseeable future – but searching for a video clip from a video library will be possible

The screenshot shows a YouTube video player with a video of Barack Obama speaking at a podium. The podium has a sign that says "CHANGE". The video player interface includes a search bar with the word "change" entered, a play button, and a progress bar. Below the video player, there are tabs for "Details", "Tags", "Synch", and "New". The "Details" tab is selected, showing the following information:

- Name: New Tag Group
- Description: Barack Obama: We Have a Lot of Work to Do
- Access To: public
- Tagged Clips: 0:30 This is Larry giving the next president a pep talk!

On the right side of the video player, there is a transcript of the video. The transcript is as follows:

00:49 Not now. Not when there is so much at stake.
00:52 I ask of you what's been asked of Americans throughout our history.
00:57 I ask you to believe. Not just in my ability to bring about **change**
01:00 but in yours.
01:03 I know this **change** is possible, because I have seen it. I have
01:08 seen it over the last twenty-one months.
01:11 I have had the privilege to witness what is the best in America.
01:18 I have seen it in the lines of voters that have stretched around
01:20 schools and churches. In the young people who cast their ballots
01:25 for the very first time. And in those not so young folks who got
01:29 involved again after a very long time.
01:31 01:33
01:31 I have seen it in the faces of the men and women I have met at
01:35 countless rallies and townhalls across the country.
01:40 Men and women who speak of their struggles but also of their hopes
01:40 and dreams.
01:46 Hope that led those who couldn't vote to march and organize and
01:52 stand for freedom. That led them to cry out - it may look dark,
01:57 tonight but if I hold on to hope tomorrow will be brighter. That's
02:00 what this election is about. That's the choice we face right now.
02:07 Don't believe for a second that this election is over. Don't think
02:11 for a minute that power concedes. We have a lot of work to do.
02:18 02:13
02:15 We have to work like our future depends on it in this last week.
02:16 Because it does depend on it this week.
02:20
02:20 We can choose hope over fear and unity over division. The promise
02:23 of **change** over the power of the status quo. We can come together
02:27 as one nation and one people and once more choose our better
02:30 history.
02:31
02:31 That's what's at stake. That's what we're fighting for.

The technology lets you find your own highlights & not rely on highlight packages or scroll through lots of matches



The screenshot shows a video player with a video of a football match. The video player interface includes a search bar with the word "chapman" entered, a "Go" button, and a "Scroll" button. The video player is paused at 00:47. Below the video player, there are tabs for "Details", "Tags", "Synch", and "New". The "Details" tab is selected, showing the following information:

- Title: Videoclip - AFL Best Marks 2007 - 3028
- Time: 00:58 (58 Secs)
- Scripts: English - eng

On the right side of the video player, there is a transcript of the video. The transcript is as follows:

00:00 AFL Best Marks 2007
00:15 Here they come more destruction out of the middle.
00:19 Selwood. Nathan Ablett for two in a minute.
00:22 That mark shows the talent of the kid. He's green he's raw.
00:25 Here's another one. This time he passes.
00:29 Bartel.
00:30 They are calling for hands in the back.
00:35 Milborn. Hoping for Cory or Harvey. **Chapman!**
00:40 Paul **Chapman!**
00:44 He set himself. You could see he wanted to go for it.

Globally, language capability is important – a lot of non English speakers watch online video with English sound tracks



Sport example – South Korea has highest rate of household access to high-speed broadband in the world: They are the 2nd largest international audience for MLB baseball streams.

Some information about this approach



Requires access to a library (may be yours but the technology could be embedded at a site like YouTube or MLB.com or News.com, Comcast etc).

Works on most video formats without reformatting the file.

Allows considerable refinement of the search if additional information is available (speaker, year, other relevant words, file/video title).

There are lots of companies trying to resolve the video search issue – so we can expect that it is an idea that will come to fruition quickly.

BUT – this technology is unlikely to be further developed / commercialised in Australia, because broadband is the enabling technology: the efficacy of any solution is likely to be reliant on broadband speed to deliver effectively to the end user, so just about any solution found in Australia that has global application can only have limited development before it goes overseas.

E.g. needs access to large volumes of videos to test the technology – best source is public sites like YouTube but speed of access is a **major** problem