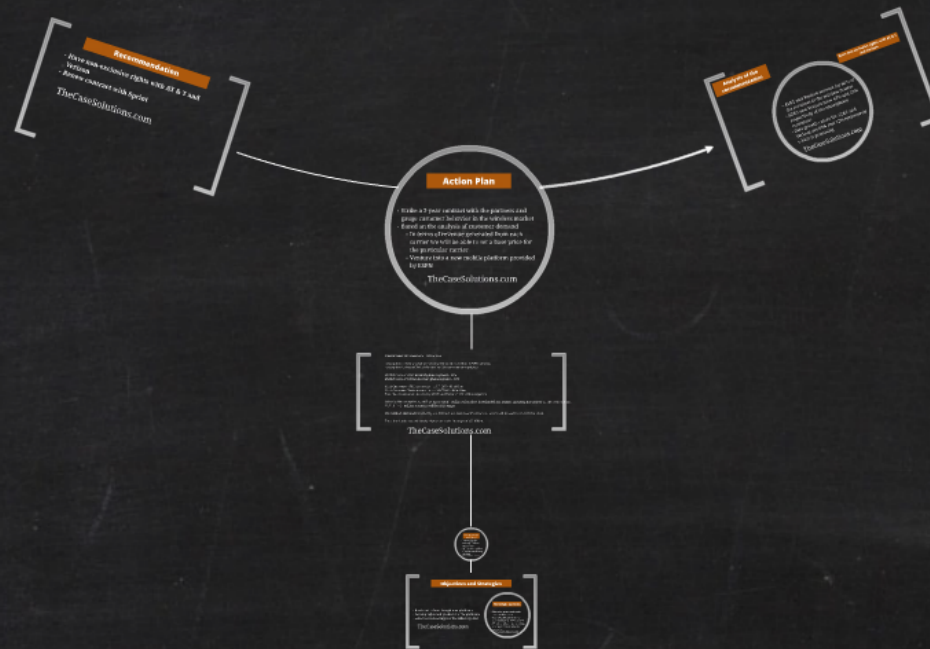
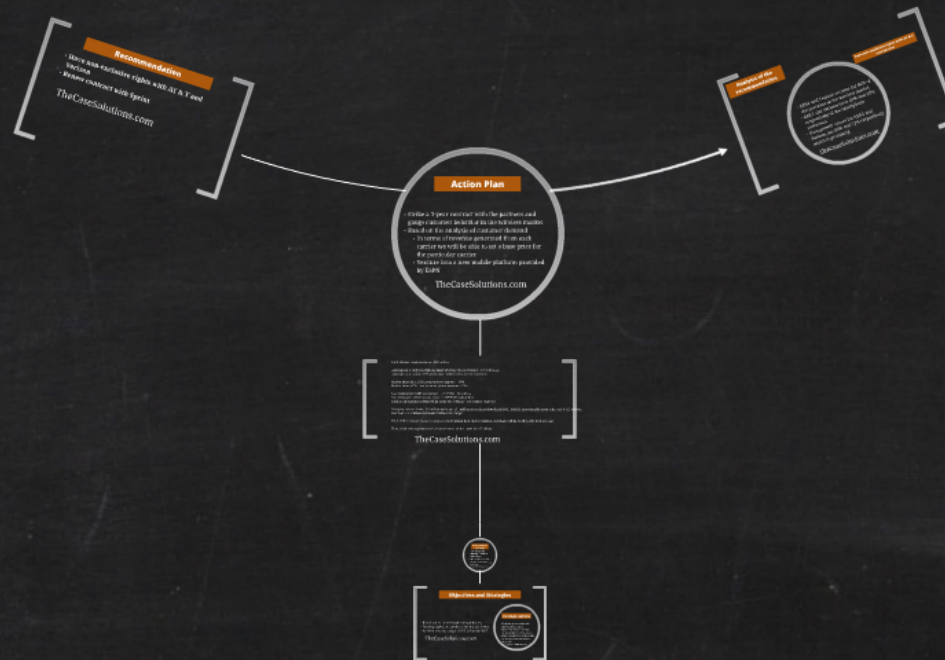


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## Project Execution Dilemma at MICC

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## Project Execution Dilemma at MICC

# Objectives and Strategies

- Reach out to fans through new platforms
- Develop rights and products for the platforms
- Achieve revenue target of \$25 billion by 2027

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## Strategic options

- Exclusive partnership with one wireless carrier
- Non-exclusive partnership with multiple wireless carriers
- Wireless rights in partnerships with one or more television networks

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## Strategic options

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## Recommendation

- **Have non-exclusive rights with AT & T and Verizon**
- **Renew contract with Sprint**

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## Analysis of the recommendation

Have non-exclusive rights with AT & T and Verizon

- AT&T and Verizon account for 60% of the revenues in the wireless market
- AT&T and Verizon have 43% and 23% respectively of the smartphone customers
- Data growth values for AT&T and Verizon are 63% and 72% respectively which is promising

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## **Renew contract with Sprint**

- Leveraging the existing 7 million subscribers
  - NFL Mobile - a pillar of Sprint's marketing strategy
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Total wireless customer base = 285 million

Assumption 1: Only smartphone users will majorly contribute to NFL's strategy

Assumption 2: Around 70% of the total mobile users use smartphones

Market share of AT&T in smart-phone segment = 43%

Market share of Verizon in smart-phone segment = 23%

No of Customers AT&T can attract =  $.43 \cdot .7 \cdot 285 = 86$  million

No of Customers Verizon can attract =  $.23 \cdot .7 \cdot 285 = 46$  million

Total No of customers attracted by AT&T and Verizon = 125 million (approx.)

Going by data on Sprint, 1.5 million users out of 7 million subscribers downloaded NFL Mobile. Assuming the same ratio, out of 125 million customers,  $125 \cdot 1.5 / 7 = 27$  million customers will be NFL's target.

If 1.5 million customers are worthy of a \$100 million deal, then 27 million customers will be worthy of \$1.8 billion deal.

Thus, it will take approximately 14 years to reach the target of \$25 billion.

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## Action Plan

- Strike a 3-year contract with the partners and gauge customer behavior in the wireless market
- Based on the analysis of customer demand
  - In terms of revenue generated from each carrier we will be able to set a base price for the particular carrier
  - Venture into a new mobile platform provided by ESPN

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