

### Presentation Overview

- Intro & Case Study Analysis
- Influence/Change to Org/Individual
- Analysis of Decision Making
- Conclusion and Analysis of Results

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### Influence/Change to Org/Individual

Digital Media prompted NFL to do 3 things:

1. Adopt a New Vision

"NFL is Media Company as much as Sports Company"

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### Intro & Synopsis of Case Study

- 1993 NFL-ESPN partnership started journey into digital-media world
- National Football League's Super Bowl deemed unofficial holiday
- 2003 NFL's popularity increased alongside growth of worldwide web
- NFL established digital-media group for money-making strategies
- Commissioner set revenue goal of \$25 billion by 2012
- Digital-media President overhauled ideas to achieve revenue goal
- Two ideas threw different strategies into final decision

To learn more read, click text box, select edit case, copy/paste link into new browser:

<http://www.youku.com/playlist.php?acId=8739550&height=367&width=700>

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- Research, video lectures
- Case studies & assignments
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## The Digital Media Strategy

Melanie Thornhilder  
Alexander Camales  
Willie Lee Phillips  
Stephon Skipper

Kimberly Lewter  
Richard Max Mason  
Veronica Robles  
Daphne Young

Professor Tameka Jackson

CMST 301



### Analysis of Decision Making

Non-exclusive Partnership - More mobile users reached - Better target!

- Reach the NFL goal of reaching "fortress football fan"
- More mobile and tablet users means more revenue
- More users reached (not due to exclusive partnership)
- May be harder to create partnerships with other carriers

Exclusive Partnership - Successful wireless carrier - less financial risk

- All exclusive deal with successful wireless company
- Reach mobile customers who subscribe to wireless company
- Links other carriers not included in deal (ESPN, NFL, Verizon)
- Links access to mobile users globally
- Less mobile users may mean the reach to some company
- Some potential revenue that mobile users



### Conclusion & Analysis of Results

Based on the research provided in this case study, along with the knowledge acquired through the Digital Media and Society course on the various existing media outlets, it would seem that the best decision would include a deal similar to that of the television broadcasts made at the end of 2011. A wireless deal that would form non-exclusive partnerships with multiple carriers. Though this is not the deal that transpired and is in place today, we do agree with Roberts that utilizing global markets along with new technology is the way to go, and that is exactly what the NFL is currently doing.

In 2010, Verizon took over the exclusive wireless partnership, once filed by Sprint. Though the contract was set to end in 2014, it was recently renewed for another 4 years at an estimated \$1 billion per year for the NFL. The deal also includes access to the NFL RedZone for HD customers, as well as access for mobile customers, who will also continue to receive access to NFL Network, and continued access to Thursday, Sunday, and Monday night football game coverage. In 2014, Verizon will expand the NFL mobile application to include live access to FOX and CBS Sunday afternoon games.

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# MediaMath: Positioning a Real-Time Interface for Online Media Planning & Buying

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### Analysis of Decision Making

Renegotiate Partnership - More mobile users reached - better reach!

- Reach the NFL goal of reaching "fortress football fan"
- More mobile and tablet users means more revenue
- More users reached (not due to mobile penetration)
- May be harder to reach other stakeholders

Exclusive Partnership - Successful wireless carrier - less financial risk

- All exclusive deal with successful wireless company
- Reach mobile customers who subscribe to wireless company
- Links other carriers not included in deal (ESPN, NFL, Verizon)
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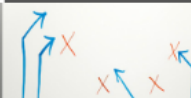
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So...What decision v  
NFL make?



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# Intro & Synopsis of Case Study

- **1995 NFL/ESPN partnership started journey into digital-media world**
- **National Football League's Super Bowl deemed unofficial holiday**
- **2001 NFL's popularity increased alongside growth of worldwide web**
- **NFL established digital media group for money maker strategies**
- **Commissioner set revenue goal of \$25 billion by 2027**
- **Digital media President developed ideas to achieve revenue goal**
- **Two ideas-Three different strategies-One final decision**

**To listen as you read, click text box, select edit text, copy/paste link into new browser:**

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scid=8239550&height=267&width=200](http://www.voki.com/pickup.php?scid=8239550&height=267&width=200)**

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## **Two Ideas**

- **Broadcasters v. Wireless Carriers**
- **Exclusive v. Non-Exclusive**

## **Three Strategic Approaches**

- **Exclusive Wireless Carrier**
- **Non-Exclusive Wireless Carriers**
- **Broadcaster w/Wireless Carrier Option**



# **Influence/Change to Org/Individual**

**Digital Media prompted NFL to do 3 things:**

## **1. Adopt a New Vision**

**“NFL is Media Company as much as Sports Company”**

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