

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 5 things:

1. Adopt a New Vision

"NFL is Media Company as much as Sports Company"

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The NFL Digital Media Strategy

Melanie Thermidor
Alexander Camales
Willie Lee Phillips
Stephon Skipper

Professor Tameka Jackson

Kimberly Lewter
Richard Max Mason
Veronica Robles
Daphne Young

CMST 301

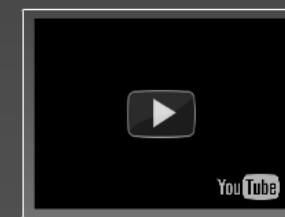





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What decision will the NFL make?

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Analysis of Decision Making

Non-exclusive Partnership = More media companies reach better profit!

- Reach the NFL goal of reaching "Farther Football Fans"
- More mobile and tablet users mean more revenue
- Slightly more financial risk due to multiple partnerships
- Step by step to creating digital media partners

Exclusive Partnership = focused revenue center + less financial risk

Facts

- Non exclusive deal with successful wireless company
- Both mobile customers who subscribe to wireless company
- Limited other carriers not included in deal (AT&T, T-Mobile, Verizon)
- Limited access to mobile users globally
- Limited users may make the switch to one company
- Limited potential revenues from mobile users

Intro & Synopsis of Case Study

- 1995 NFL/ESPN partnership started journey into digital-media world
- National Football League's Super Bowl deserved unsightly holiday jerseys and the league decided to go global worldwide web
- NFL established digital media group as money maker
- Commissioner set revenue goal of \$25 billion by 2027
- Digital media President developed ideas to achieve revenue goal
- Two ideas: Three different strategies over final decisions

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- Tablets & other digital media
- Renegotiate for best DIGITAL WIRELESS Partnership

Sprint
Verizon
AT&T
TV Networks (ESPN, ABC, CBS, NBC)



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 be safe to say that the best decision would be to keep similar to the current broadcast media at the end of 2022. A wireless deal that would form non-exclusive partnerships with multiple carriers. Though this is not the deal that has signed and is in place today, we do agree with Relays, 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 held by Sprint. Though the contract was set to end in 2014, it was recently renewed for another 4 years at an estimated \$5.5 billion per year for the NFL. The deal also includes access to the NFL Network for 105 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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Managing for Stakeholders

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Analysis of Decision Making

Non-exclusive Partnership - More media companies reached - Better Profit!

- Reach the NFL goal of reaching "Farther Football Fans"
- More mobile and tablet users mean more revenue
- Slighty more financial risk due to multiple partnerships
- Step by step to creating digital media partners

Exclusive Partnership - focused revenue center - less financial risk

Fees

- Non exclusive deal with successful wireless company
- Both mobile customers who subscribe to wireless company
- Limited other carriers not included in deal (AT&T, T-Mobile, Verizon)
- Limited access to mobile users globally
- Limited users may make the switch to one company
- Lose potential revenues from mobile users

Intro & Synopsis of Case Study

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- NFL established digital media group as money maker
- Commissioner set revenue goal of \$25 billion by 2027
- Digital media President developed ideas to achieve revenue goal
- Two ideas: Three different strategies over final decisions

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• Tablets & other digital media

- Renegotiate for best DIGITAL WIRELESS Partnership

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So...What decision will the 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**

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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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