

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

- 1994 NFL-ESPN partnership started journey into digital-media world
- National Football League's Super Bowl deemed unofficial holiday
- 2004 NFL's popularity increased alongside growth of worldwide web
- NFL established digital-media group for strategy/marketing initiatives
- Commissioner set revenue goal of \$25 billion by 2022
- Digital-media President developed ideas to achieve revenue goal
- Two ideas threw different strategies into final decision

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The Digital Media Strategy

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Veronica Robles
Daphne Young

Professor Tameka Jackson

CMST 301



Analysis of Decision Making

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

- Reach the NFL goal of reaching "fortress football fan"
- More mobile and tablet users means more revenue
- Higher user retention (due to exclusive partnership)
- May be harder to create partnerships with other carriers

Exclusive Partnership - Successful wireless carrier - less financial risk

- NFL 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 prefer 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 gained 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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Managing for Stakeholders

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Analysis of Decision Making

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

- Reach the NFL goal of reaching "fastest football fan"
- More mobile and tablet users means more revenue
- More users reached due to multiple partnerships
- May be harder to control distribution

Exclusive Partnership - Successful wireless carrier - Less financial risk

- NFL exclusive deal with successful wireless company
- Reach mobile customers who subscribe to wireless company
- Links other carriers not included in deal (e.g., AT&T, 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 gained 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.

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So...What decision v
NFL make?



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- **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**

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