

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-RAP partnership started journey into digital-media world
National Football League's Super Bowl demand unofficial holiday
2004 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 close final decision

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Renegotiate for best DIGITAL WIRELESS Partnership

Sprint

Verizon

AT&T

TV Networks (ESPN, ABC, CBS, NBC)

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The Digital Media Strategy

Melanie Thorndike
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

Renegotiate Partnership - More mobile users reached - Better Payoff

Pros:
- Reach the NFL goal of reaching "fastest football fan"
- More mobile and tablet users means more revenue
- Higher mobile footprint (due to exclusive partnership)
- May be harder to control distribution/quality

Exclusive Partnership - Successful wireless carrier - Less financial risk

Pros:
- An exclusive deal with successful wireless company
- Reach mobile customers who subscribe to wireless company
- Limits other carriers not included in deal (ESPN, NFL, Verizon)
- Limited access to mobile users globally
- Low mobile users may prefer the switch to one company
- Some potential financial risk (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 FIOS 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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The NFL's Digital Media Strategy

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Analysis of Decision Making

Renegotiate Partnership - More mobile users reached - Better Payoff

- Reach the NFL goal of reaching "fastest football fan"
- More mobile and tablet users means more revenue
- Despite more financial risk due to exclusive partnership
- May be harder to control distribution/quality

Exclusive Partnership - Successful wireless carrier - Less financial risk

- An exclusive deal with successful wireless company
- Reach mobile customers who subscribe to wireless company
- Limits other carriers not included in deal (e.g., AT&T, Verizon)
- Limited access to mobile users globally
- Low mobile users may prefer the switch to one company
- Some potential financial risk (mobile users)

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1993 NFL-RAP partnership started journey into digital-media world
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Renegotiate Partnership

Exclusive Partnership

Renegotiate Partnership

Tablets & other digital media

Renegotiate for best DIGITAL WIRELESS Partnership

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Verizon
AT&T

TV Networks (ESPN, ABC, CBS, NBC)

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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.

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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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ESPN

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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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