



2012 NFHS Summer Meeting Nashville, TN

“Video Streaming of State
Tournaments”

10 July 2012

Introduction

- Video Streaming of AIA State Tournaments are a part of the AIA's online platform that includes:
 - Regular season contests, blogs, stories (two AIA reporters on staff and MaxPreps reporters), scores, schedules, results, etc...
 - Page views
 - 1,421,543 (8/1/09 to 7/31/10)
 - 1,787,247 (8/1/10 to 7/31/11)
 - 4,270,887 (8/1/11 to 5/31/12)
 - Up 138.9% over last year

Introduction

- www.aiaonline.org and www.aia365.com combined, administrative and media sites:
 - Page views
 - 4,765,245 (8/1/09 to 7/31/10)
 - 5,265,249 (8/1/10 to 7/31/11)
 - **7,383,737 (8/1/11 to 5/31/12)**
 - Up 40.2% over the last year (does not reflect June 2012)

Financial benefit...

- Sponsorship Revenue (does not include in-kind)- attributed to development of www.aia365.com.
 - 2008-2009: \$309,860
 - 2009-2010: \$437,400 (up 41% from prior year)
 - 2010-2011: \$541,092 (up 24% from prior year)
 - 2011-2012: \$638,925 (up 18% from prior year)

State tournaments...

- The AIA produced live and on-demand state tournament contests:
 - 2009/2010: 191 events produced
 - 2010/2011: 209 events produced
 - Schools started to get involved and produce events
 - 2011/2012: 224 events produced

Why?

- Covering all events...
 - Maximizes exposure for all students and all sports.
 - Not linear broadcast, but results will surprise you.
 - Most views – Championships
 - 2009 – DV Football (18,845 page views)
 - 2012 – Spiritline (11,343 page views)
 - 2009 – DI Football (10,525 page views)
 - 2012- DIII Girls Basketball (10,078 page views)
 - Highest ratings for state DI football and DII basketball championship broadcast – .71 share (equates to 12,780 households in Arizona)
 - Controlling our message
 - Opportunity to maximize the sponsorship and revenue potential

How did/do we do it...?

- Creating the entity...
 - Staffing
 - Director of Business Media
 - Senior Developer
 - Part Time/Third-Party Consultant
 - Strategic Design Consultant
 - Executive Producer
 - PR/Social Media Firm
 - Content production (per week)
 - Six (6) Producers
 - 12 Camera Operators
 - Six (6) engineers
 - Six (6) fulfillment coordinators
 - Six (6) On – Air talent
 - 12 Game Digital - Media Journalists

Creating the entity...

- Strategic partnerships
- Online needs and capacity
 - Ideal bandwidth Monthly transfer: 150GB/mo average, with peaks around 750GB.
 - Port Speed: At peak we need 5-10Mbps uplink with bursting to 100Mbps. Normal traffic can be run on 3Mbps uplink.
 - Should be able to handle 150K page views per day at peak and ~1000 concurrent users.
- OWNING THE CONTENT v. abdicating/selling production and ownership
- Numbers
 - Decision points
 - Past, present and future
 - Capabilities
 - Risk/Reward

Site opportunities...

- Mock up... from what we have learned. New AIA365.com site.

AIA

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www.aia365.com ... homepage

The screenshot displays the homepage of AIA 365.com. At the top, there is a navigation menu with categories: FOOTBALL, BOYS BASKETBALL, GIRLS BASKETBALL, GIRLS BASKETBALL, BOYS SOCCER, GIRLS SOCCER, GOLF, and SWIM/DIVE. Below this is a scoreboard table with columns for each sport and rows for HS-A and HS-B divisions. A search bar labeled 'FIND YOUR SCHOOL' is also present.

Below the scoreboard is a 'HOME' navigation bar with links to VIDEOS, SCOREBOARD, SPORTS/ACTIVITIES, POWER RANKINGS, BLOGS/FEATURES, PODCASTS, PARTNERS, SCHOOL PAGES, and ARCHIVES. A 'G SERIES' advertisement is featured, along with a 'FARMERS CHAMPIONS PARTNER' logo.

The main content area is divided into several sections:

- TOP VIDEOS:** A large video player showing a baseball game titled '2012 Division 1 Baseball Championship Brophy vs. Chaparral'.
- BLOGS/FEATURES:** A list of articles dated 'JUNE 4, 2012' titled 'Late Scottsdale Notre Dame coach honored at AIA Awards - azcentral'.
- PODCASTS:** A section for audio content.
- G SERIES:** An advertisement for Gatorade showing bottles labeled 'BEFORE', 'DURING', and 'AFTER'.
- ROKITWEAR:** A partner spotlight for 'Fuel Your School'.
- TOYOTA:** A partner spotlight for Toyota.
- IN THE KNOW:** A section for 'AROUND THE STATE' and 'NEWS RELEASES' with recent news items.
- VIDEO CORNER:** A section for 'Scholar Athlete of the Month'.

A vertical 'AIA 365.COM' logo is positioned on the right side of the page.

AIA

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www.aia365.com ..videopage

The screenshot displays the AIA365.com website interface. At the top, there is a navigation bar with the AIA365.com logo and a search bar labeled "FIND YOUR SCHOOL". Below the navigation bar, there are several promotional banners, including one for "G SERIES" and another for "FARMERS CHAMPIONS PARTNER". The main content area features a large video player showing a live broadcast of the "2012 Division I Baseball Championship" game between Brophy and Chaparral. The video player includes a play button and the AIA365.com logo. Below the video player, there is a section for "AzBCA Division IV All Star Game" from Surprise Stadium, with a "WATCH LIVE >" button. To the right of the video player, there is a sidebar with a "NOW PLAYING >" section showing the current game and a "COMING UP >" section listing upcoming games. At the bottom of the page, there is a "LIVE NOW" section with a list of games, including the current game and other Division I Baseball Championship games. The sidebar also features a "G SERIES" advertisement with images of Gatorade bottles and a "FEATURED VIDEOS" section with thumbnails for various games.

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www.aia365.com ... video player

The screenshot displays the AIA365.com website interface. At the top, the logo for AIA365.com is visible, along with the text "Official Digital Media Partner of the AIA". Below the logo is a navigation bar with various sports icons. The main content area features a video player for the "2012 Division IV All Star Game" titled "Brophy vs. Chaparral". The video player includes a play button and a progress bar. Below the video player, there is a section titled "AzBCA Division IV All Star Game" with a subtitle "AzBCA Division IV All Star Game from Surprise Stadium". This section contains four "WATCH LIVE" buttons, each with a "LIVE NOW" indicator. Below this is a "FEATURED VIDEOS" section with four video thumbnails, each with a "WATCH LIVE" button. On the right side of the page, there is a vertical advertisement for "FARMERS CHAMPIONS PARTNER" featuring a bottle of "POST-GAME PROTEIN RECOVERY" with "ELECTROLYTES & CARBS" and "MIXED BERRY" flavor. The bottle is labeled "RECOVER" and "OB".

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Current Streaming Status

Breaking Perceptions

presented by:

Todd Clark, WIAA Director of Communications



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Perception vs. Reality Check #1

Perception:

Live web streaming has a negative impact on attendance at high school events.

Reality:

No resource found that web streaming negatively impacts attendance events.



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Nine studies done since 1995 indicate broadcasting or live streaming of events does not significantly impact attendance at those events.



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Stanford University study by Roger Noll *Broadcasting and Team Sports (2007)*

“This research has not produced a consensus, but the results broadly indicated that the effect of television on attendance at the same match probably is between small and nonexistent, the effect of other simultaneous events at the same quality level is between slightly negative and zero.”



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Stanford University study by Roger Noll *Broadcasting and Team Sports (2007)*

In fact, research states: “Regular telecasts are widely regarded as generating interest in a sport and thereby leading to more attendance in the long run.”



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Stanford University study by Roger Noll *Broadcasting and Team Sports (2007)*

... “in college football, there apparently is no effect of televising a game on attendance at that game, but over the long run, increased television exposure increases attendance (*Fizel and Bennett, 1989; Kaempfer and Pacey, 1986*).”



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Dips in attendance are probably impacted more by:

1. Weather
2. Economy
3. Other scheduled event and conflicts
4. Partisanship
5. Star power



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Other benefits to web streaming include...

1. Student athletes receive recognition and exposure
2. Platform for state associations to further its interests and promote the benefits of interscholastic activities:
 - * Sportsmanship
 - * Education-based component
 - * Health-related Issues
 - * Public relations forum



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Perception vs. Reality Check #2

Perception:

Web streaming is associated only with a computer.

Reality:

The perception is still too restrictive. There are few limitations on streaming today and in the not-too-distant future.



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The Google logo, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, green, red) with a trademark symbol.The YAHOO! logo, featuring the word "YAHOO!" in a bold, red, serif font with a registered trademark symbol.The NETFLIX logo, featuring the word "NETFLIX" in a bold, white, sans-serif font with a black outline, set against a solid red rectangular background.The amazon.com logo, featuring the word "amazon.com" in a bold, black, sans-serif font with a yellow curved arrow underneath the word "amazon".

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Digital Strategy

Authentication Process

1. Log-in subscriber password
2. “TV Everywhere”
3. High school sports has local appeal



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Monetization of Video Streaming

Streaming Basics

1. Content = State Assn. (video & data)
2. Production = Hired or Partner
3. Distribution = Finding outlets



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Revenue Models

A. Sponsorship & advertising

B. Rights fees

C. Over-the-top digital ticket (begin considering?)

1. Direct to consumer via subscription (iTunes)
2. Who should sell?
 - a. State associations
 - b. State partners
 - c. State associations with member schools
3. Chance of success?



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Perception vs. Reality Check #3

Perception:

Value of web advertising in web streaming is measured
By CPT or CPM (cost per thousand/million) views

Reality:

Value is under market today. Broadcast and linear
programming demands a higher price regardless of
viewership



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Conclusion

A. Long-term viability

1. Sponsorship and advertising
2. Subscription and/or rights fees

B. Determine how to implement

1. Internally
2. Partner/out-source



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**Thank you
&
Enjoy the Summer
Meeting**

