ASIA PACIFIC SPORTS MEDIA 2020 – COVERAGE

TRACKS 11 MARKETS IN APAC

- Australia
- New Zealand
- China
- Japan
- India
- Hong Kong
- Malaysia
- Singapore
- Indonesia
- Philippines
- Thailand

KEY SPORTS PROPERTIES IN FOCUS

- Premier League
- UEFA Champions League
- NBA
- Formula 1
- IPL
- AFL
- NRL
- NPB
- BWF
- J League
- CSL
- AFC
- Rugby World Cup
- ATP Tour
- FIFA Women's World Cup
- AFC Championship
- Suzuki Cup
- Oceania Cup
This report tracks the growth trajectory of sports rights and TV & online video sports revenues across 11 markets in Asia Pacific with historical data & projections as well as analysis of key players & sports properties by geography.

Analysis include -
- Sports rights value & rights owners across key properties by market
- Share of rights costs by sport by market
- Sports media value chain by market
- TV sports subscribers & revenues by market (2018-24)
- Online video (OTT) sports subscribers & revenues by market (2018-24)
- TV & OTT sports consumer packaging by market
- Key media & telecom indicators by market (2019)

- Sports media revenues to grow at 7% CAGR in 11 Asia-Pacific markets over 2019-24 to reach US$7.2 bil.
- Sports TV revenues will remain relatively flat, reaching US$4.3 bil. by 2024 while sports OTT revenues climb at 22.0% CAGR to reach US$2.9 bil.
- Sports rights costs will grow 3.8% CAGR between 2019-24 to reach US$6.6 bil. by 2024 across the 11 APAC markets
- OTT accounted for 21% of sports media revenue generation in 2019 in the 11 Asia Pacific markets. This is likely to almost double over the next five years to reach 40% by 2024
- Excluding China, OTT will account for 23% of sports media monetization in 2024 across the measured markets, up from 12% in 2019
## HONG KONG

### SPORTS CONSUMER PACKAGING – TV

<table>
<thead>
<tr>
<th>SPORTS CHANNEL</th>
<th>OPERATOR</th>
<th>TIER</th>
<th>MONTHLY PRICE</th>
<th>TOP PROPERTIES</th>
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<tbody>
<tr>
<td>JBTV Sports 1, 2, 3</td>
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<td>Fox Sports 1, 2, 3</td>
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<td>Horse Racing channel 1, 2</td>
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<td>Sports channel 4</td>
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<td>Sports Plan 1, 2, 3</td>
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**Note:** All information as of Feb 2019. Average exchange rate USD1 = HK$7.85. [Source: Media Partners Asia]

### SPORTS CONSUMER PACKAGING – OTT

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<thead>
<tr>
<th>SERVICE</th>
<th>TIER</th>
<th>MONTHLY PRICE</th>
<th>MODEL</th>
<th>TOP PROPERTIES</th>
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<td>JBTV Sports Connect</td>
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<td>MyTV Super</td>
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<td>NBA League Pass</td>
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<td>RugbyPass</td>
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ABOUT MEDIA PARTNERS ASIA

Media Partners Asia (MPA) is the leading independent provider of research, advisory and consulting services across media, telecoms, sports and entertainment industries in Asia Pacific. We provide customized research with strategic recommendations to help clients launch new products & services, enter new markets, as well as acquire and sell businesses. MPA reports are used and sourced by local, regional and global companies for strategic planning and equity & debt transactions. We also offer dedicated primary research through subsidiary AMPD Research to measure consumer behaviour across the digital economy, including online video and gaming. MPA also hosts the APOS Summit, the defining voice and global platform for the Asia Pacific media, telecoms, sports and entertainment industry.

REPORT METHODOLOGY

MPA analysis and forecasts in this report are based on a number of factors, including: (1) Interviews with key groups in the industry value chain, including sports broadcasters, sports federations and content distributors; (2) Surveys and interviews with the main pay-TV & online video (OTT) distribution platforms; (3) Proprietary sports-based databases managed by MPA, collating historical information as well as analysis of rights costs, subscriber adoption and revenue generation. MPA analysis of revenues include: (1) Estimated sports allocation of consumer spend on pay-TV and online video subscription; and (2) Advertising revenues on sports properties on free-to-air (FTA) TV, pay-TV and online video. Sports rights costs are estimated bottom-up property-wise by market and include rights to live & ancillary content of sports properties.

To buy Asia Pacific Sports Media 2020, please contact Lavina Bhojwani, lavina@media-partners-asia.com