

SPORTS TELEVISION (SPTV)

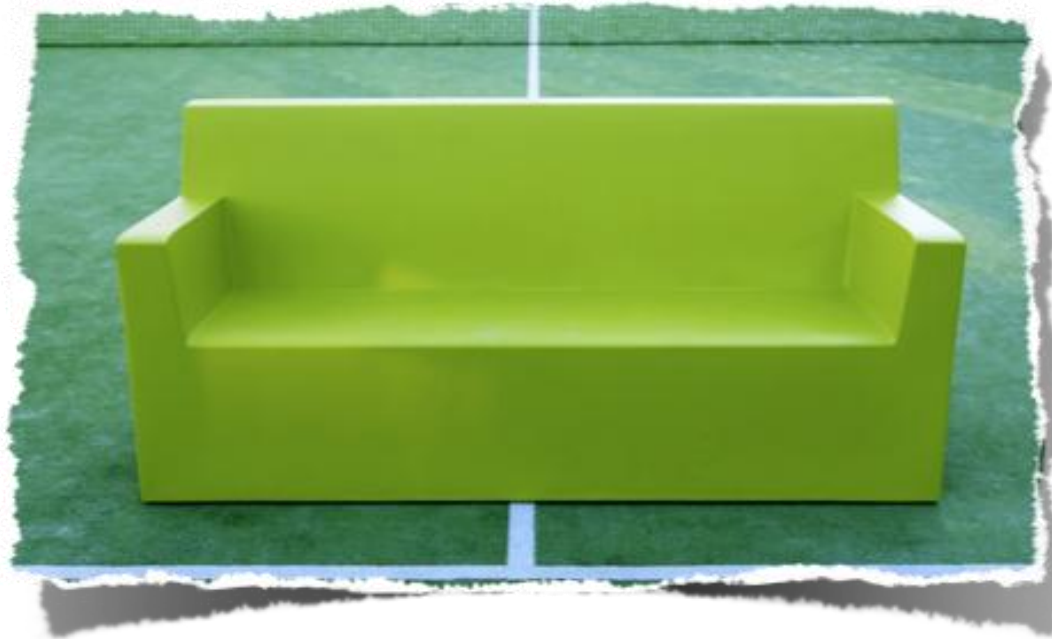


NOC of Croatia

- accordance with the recommendation of the XIII Olympic Congress in Copenhagen (2009) NOC of Croatia founded a company HOO TV Ltd and won national tender for 15 years concession of national TV station (16th December 2010)
- SPTV started broadcasting on 4th of April 2011
- first national sports television
- free-to-air terrestrial television channel
- first specialized sports digital television channel in Croatia
- world's first television company owned by the National Olympic Committee



Sports Television



- SPTV is free-to-air terrestrial channel with national coverage
- since the beginning it is also broadcasting on all platforms – cable, IPTV and live stream on www.sptv.hr (for PC's and iPhones)
- TV program – 12:00 till 24:00 (12 hours of programming)
- Info channel – 24:00 till 12:00 (written sports news, weather information, music)
- Ttxt – most complete 'network' of Croatian sports results
- Web-site – corporate web site with detailed TV content and info about TV

Sports Television

Sports Television

- concept of outsourcing -



- Business plan is based on outsourcing for mayor activities
- *outsourcing*:
 - technical equipment
 - legal affairs
 - financial dpt
 - local bureaus
- it was shown the best possible way for a start-up company
- partnership with local TV stations decreases costs and gives quality to content (local is global)

SPTV FOR ALL

- television for all Croatian sports and athletes
- central point for all information on Croatian and international sport
- TV where local becomes global
- Television for all – Olympians, Paralympians, professional and amateur athletes, for youth but also older generation...
- for SPTV there are no 'big' and 'small' sports – all 82 National Sports Federations in Croatia are the same



SPORTS TELEVISION

- through our content we promote sport among the youngsters but also promote healthy way of living for all generations being involved in sport in any way
- TV show about: cycling, sailing, basketball, football, tennis, futsal, hockey, auto-moto sport, fitness, young hopefuls, healthy food, extreme sports, musical show (daily/half an hour)
- very proud about TV show 'Paralympian' (now broadcasting one year / ones a week) and 'News for deaf persons' (daily)



ONE YEAR OF BROADCASTING IN NUMBERS





- SPTV presented stories about 91 sport, events and disciplines
- 104 live broadcasts of sports competitions in Croatia
- 189 live broadcasts of international sports competitions
- 158 athletes, trainers and sports officials (including IOC President Jacques Rogge)



CONTENT

- World Championship Ice Hockey (2011/2012)
- Rugby World Cup (2011)
- IAAF World Championship (2011/2013))
- Judo World Championship (2011)
- Universiade Shenzhen (2011)
- Archery World Cup (2011)
- Volleyball European Championship (2011)
- Table Tennis European Championship (2011)
- Gymnastic World Cup (2011/2012)
- Swimming World Cup (2011/2012)
- Equestrian Sport – Olympia Travet (2012)
- WTA and ATP tournaments (2011/2012)
- Athletics IAAF nad EAA outdoor and indoor meetings (2011/2012/2013)





- *Business brake through and 2012:*
 - agreement with public TV (Croatian Television – HRT) for sublicensing the biggest sport event this year – Olympic Games London 2012
 - in bidding process for getting TV rights for Winter Olympic Games Sochi 2014 and Olympic Games Rio de Janeiro 2016

Thank you!



