

B2B2C vs. D2C Marketplace: Distribution and Revenue Models in the Sports Broadcasting Market (Focus: United States)

Traditional Cable/Satellite Pay-TV Model vs. Rights Holders & Owners going Direct-to-Consumer

SPORTS RIGHTS MARKET

Traditional Cable/Satellite Pay-TV Model



Channels with Live Sports (and Entertainment) Content

(Content Creators without self-operated/-owned Distribution Systems)



Carriage Agreements



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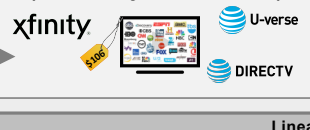
Vertically-Integrated Companies

(Content Creators + Distributors)

Portfolio of Channels



Distribution of TV Bundle (OTA + Pay-TV Channels)



Linear MVPDs

Multi-Channel Video Distributors

Distribution of TV Bundle (OTA + Pay-TV Channels)



Digital Skinny Bundles (FTA + Pay-TV Channels)



Virtual MVPDs



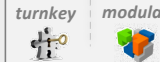
Sports-affine and casual Audience

Stand-alone OTT Rights Holders



\$0 – \$10 (per month)

Third-party OTT Provider



In-house Solution

Increased Adoption of "All-You-Can-Eat" - Subscriptions

Rights Owners going D2C



\$10 – \$40 (per month)

Third-party OTT Provider



Increased Adoption of "Pay-Per-View" - Options



Die-hard Sports Fans

SPORTS PROGRAMMING MARKET