

DEFENDING THE GAME

JOURNALISM FOR SPORTS VALUES

FLORIAN PETRICA

National TV Romania

and

National Academy of Sports

BEIJING 2004 OR WHEN THE MEDIA BECOME PART OF THE FAN CROWD



- ATHENS 2004 + BEIJING 2008 = BEIJING 2004 ?
- **MAJOR THREAT:** SOCCER TO BE THE UNIQUE SPORT ON TV
- HOW TO SOLVE THE PROBLEM

TV SCREEN: AN OPEN WINDOW TO THE WORLD

- **SPORTS MEANS FREEDOM**
- To chose your preferred rules
- Rules for Body & Mind Actions
- Your Body is free **WHEN YOU DO** what you like
- Your Mind is free **WHEN YOU SEE** what you want

**WHAT SPORTS PUBLIC REALLY
WANT TO SEE ON TV SCREEN ?**

CASE STUDY

SPORTS NEWS EVOLUTION NATIONAL TV 2003-2005

Data supplier: TNS - AGB International
Population of Romania: 22.435.205
Panel Size: 1.150 households

The Panel

Peplemeters installed: 1.375
Universe: 18.601.000 (individuals aged 4 +)
Data monitored: Terrestrial, cable and VCR viewing
Data retrieval via: Telephone lines, GSM

NATIONAL TV SPORTS-NEWS ANALYSIS

- SPORTS NEWS 18:50

- 2003 – 2004
- FIRST TV YEAR
- October - February
- 10 minutes
- SAME ANCHORS
- 50% MULTISPORT STORIES
- DYNAMIC FORMAT

- SPORTS NEWS 18:50

- 2004 – 2005
- SECOND TV YEAR
- October - February
- 10 minutes
- SAME ANCHORS
- 90% MONOSPORT STORIES
- TRADITIONAL FORMAT

NATIONAL TV SPORTS-NEWS RESOURCES

- 2003-2004 TV RIGHTS

- ROMANIAN SOCCER DO
(the 6-th option)
- TURKISH SOCCER
(Super League)
- ROMANIAN BASKETBALL DO
- REUTERS AGENCY
- NATIONAL NEWS AGENCIES

- 2004-2005 TV RIGHTS

- ROMANIAN SOCCER DO
(3-rd & 5-th options)
- ITALIAN SOCCER
(Il Calcio)
- FRENCH SOCCER
(Ligue 1)
- REUTERS AGENCY
- NATIONAL NEWS AGENCIES

SPORTS NEWS FORMAT

2003-2004

No.	THE NEWS	DESCRIPTION
1.	Main Story & Reacts	Top events & personalities
2.	Soccer Division One	Games/ Short news
3.	Soccer Division One	Results/ Tables
4.	Romanian soccer players abroad	Short news
5.	International soccer news	England, Italy, Spain, etc
6.	National sports main story	Sports, other than football
7.	International headlines	Events from other sports
8.	Action sports	K1, NBA, F1, Moto GP
9.	Play of the day	Soft news

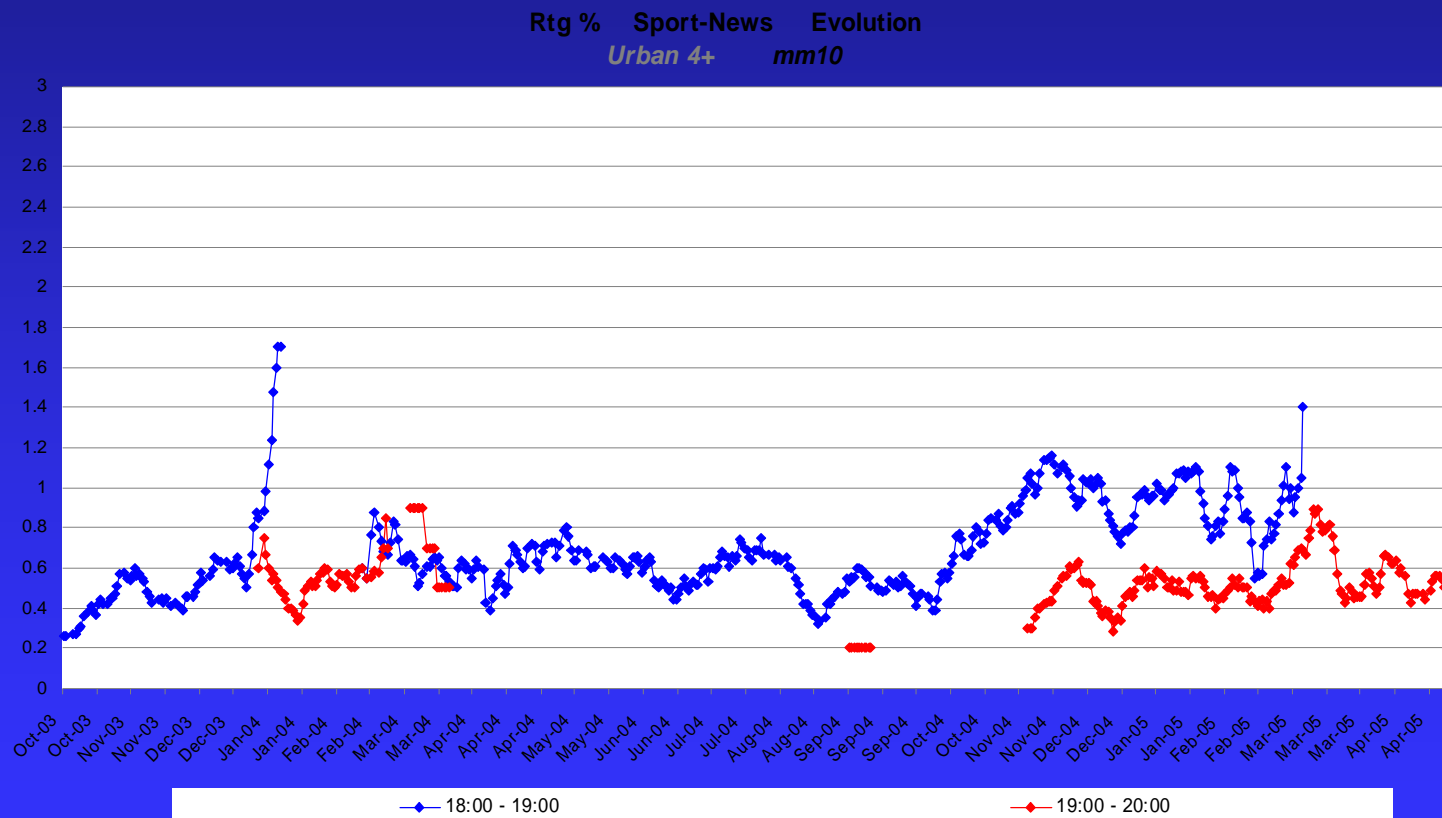
SPORTS NEWS FORMAT 2004-2005

No.	THE NEWS	DESCRIPTION
1.	Main Story/ Soccer/ Division One	Top Game
2.	Reacts/ Soccer/ Division One	Top personalities
3.	Standings/ Soccer/ Division One	Results/ Tables
4.	Main Story/ Soccer/ Il Calcio	Top Game
5.	Reacts/ Soccer/ Il Calcio	Top personalities
6.	French Soccer	Top Game/ Results
7.	International soccer news and quotes	England, Italy, Spain, etc
8.	Other sports than soccer	Top event/ national or international
9.	Play of the day	Soccer Features/ Division One

SPORT-NEWS EVOLUTION

RTG % 2003-2005

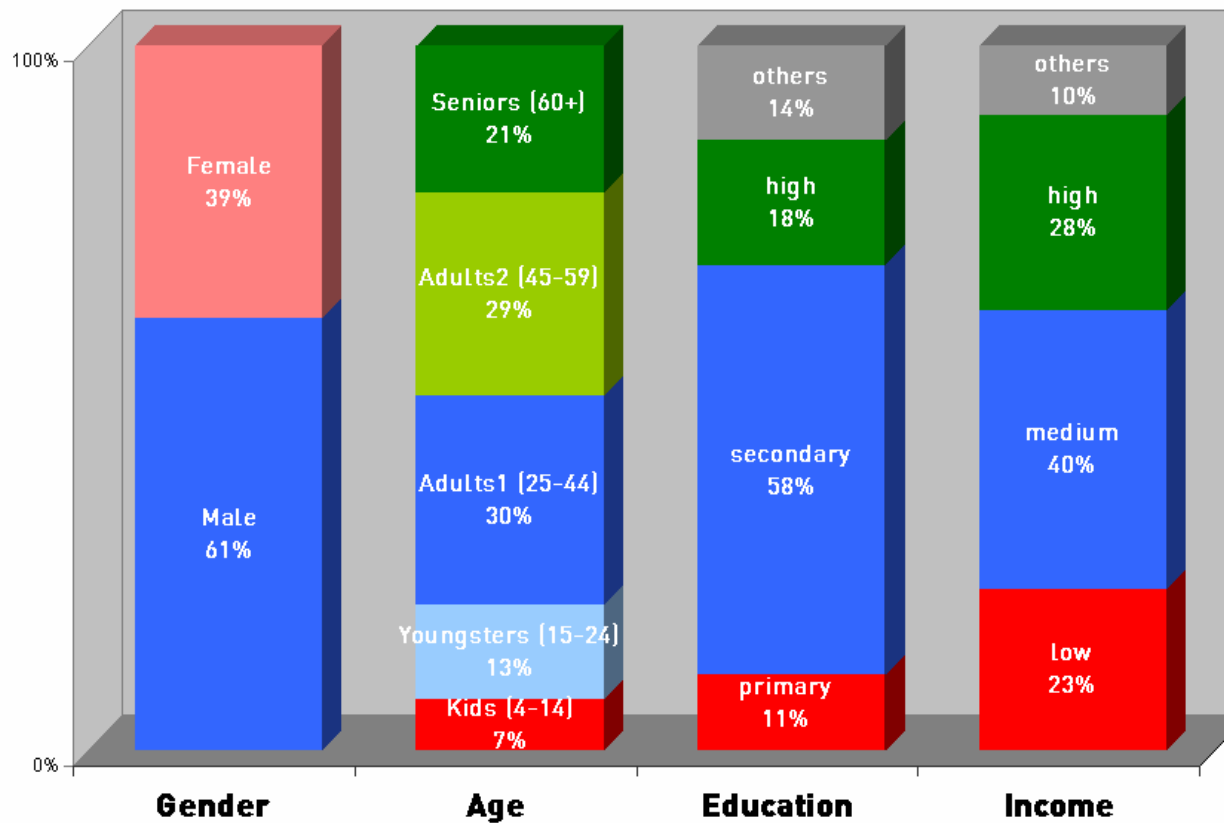
(TNS - AGB International for National TV)



SPORTS NEWS 2003-2004 TARGET PROFILE

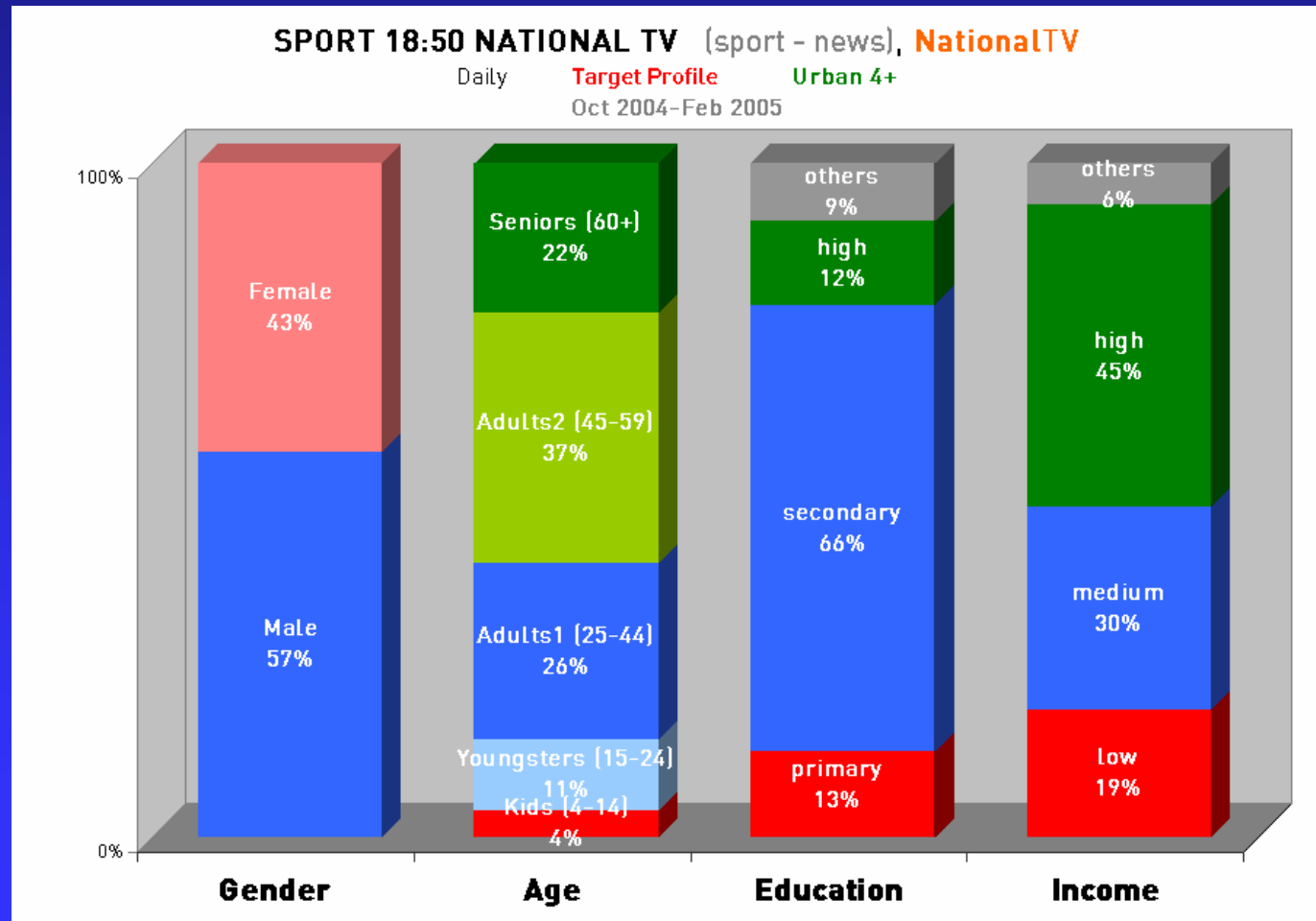
SPORT 18:50 NATIONAL TV (sport - news), **NationalTV**

Daily **Target Profile** **Urban 4+**
Oct 2003- Feb 2004



SPORTS NEWS 2004-2005

TARGET PROFILE



DISCUSSION

- FIRST YEAR

- GOOD RESULTS
- LOW COSTS
- CREATIVE WORK
- HIGH EDUCATION
- BALANCED AGE
- BALANCED INCOME
- MORE MEN

- SECOND YEAR

- GOOD RESULTS
- HIGHER COSTS
- LINEAR WORK
- LOW EDUCATION
- MORE ADULTS
- HIGHER INCOME
- BALANCED GENDER

FINAL CONCLUSIONS

- THE MULTISPORT FORMAT HAD A **GOOD** RESPONSE FROM TV VIEWERS
- THE MULTISPORT FORMAT IS MORE **EFFICIENT** FOR TV MANAGEMENT
- THE MULTISPORT FORMAT STANDS AS A RELIABLE **PLATFORM FOR SPORTS VALUES**

STRATEGY FOR SPORTS VALUES ON TV

THE SWOT ANALYSIS

- STRONG: THE CURIOSITY OF TV VIEWERS
- WEAK: AS VERY EXPANSIVE TV PROGRAMS,
SOCCER GAMES MUST BE PROMOTED IN
THE SPORTS NEWS
- OPPORTUNITY: EVERYWHERE FACTS ARE
WAITING TO BECOME NEWS
- THREATEN: LOW RESOURCES FOR OTHER
STORIES THAN SOCCER

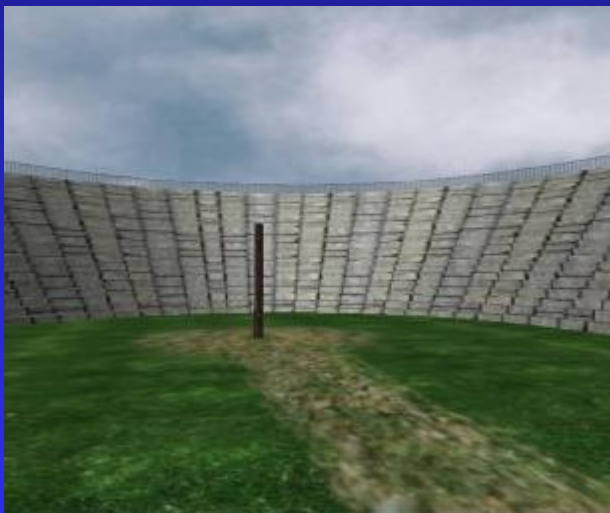
SWOT ANALYSIS SOLUTIONS

- **To use** soccer competitions and soccer images as a link to other sports, starting from the idea that the sports roots are the same.
- **To build** a great and spectacular story starting from small and apparently cheap pieces.
- **To manage** the sensational as an instrument in solving sports problems

STANDING UP FOR SPORTS VALUES

WORDS vs. FACTS

NATIONAL TV VIRTUAL STUDIO FOR ATHENS 2004



THE ANCIENT ARENA



**SPEAKING
ABOUT
OLYMPIC GAMES**

FROM EURO 2004 TO THE HISTORY OF THE GAME: THE MAYA BALLGAME



A STORY ABOUT SPORTS SYMBOLS: PREVIEW FOR ROMANIAN FOOTBALL CUP



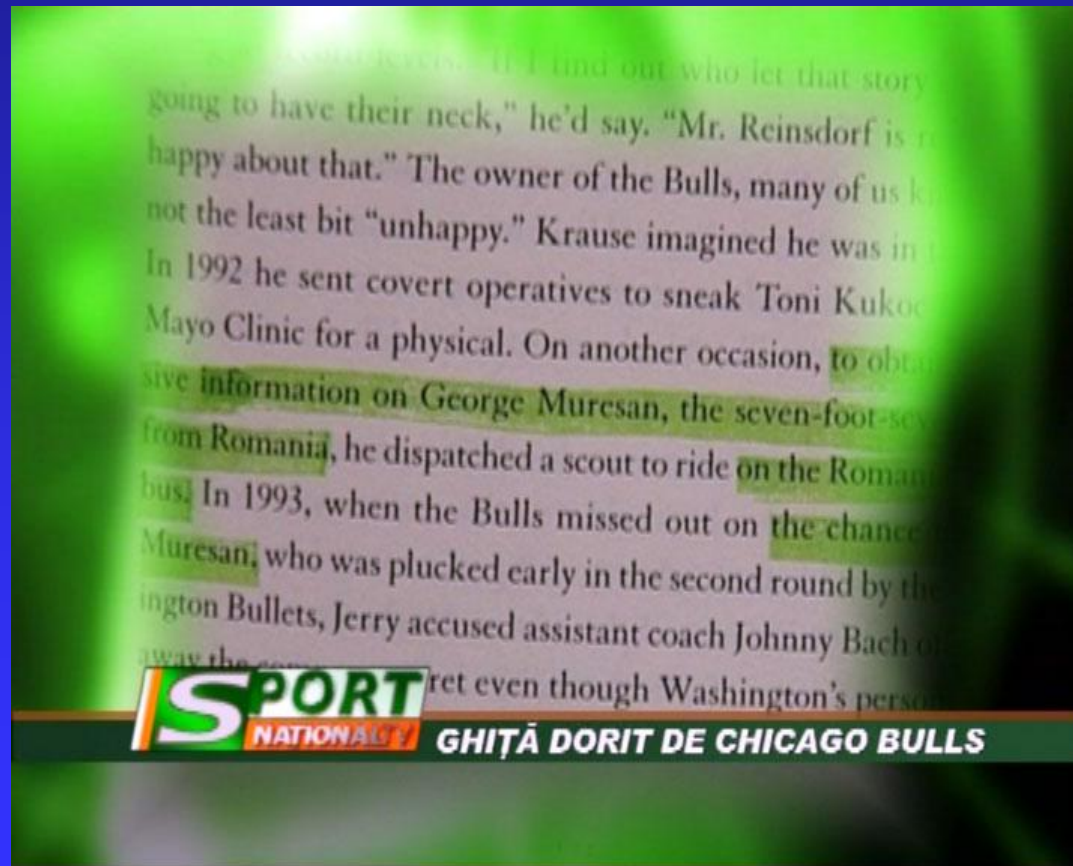
FROM UCL TO SOCCER MANAGEMENT PROBLEMS



FROM SPECTACULAR SITUATIONS TO THE SERIOUS DISCUSSIONS OF PROFESSIONAL BASKETBALL



BACK TO BOOKS THROUGH FAMOUS BRANDS: “BIG GHITZA” & CHICAGO BULLS



SPORTS SCIENCE: THE ROMANIAN GOLD MEDALS IN BEIJING 2008 ARE ALREADY KNOWN



- THE NATIONAL RESEARCH INSTITUTE FOR SPORTS
- THE FUTURE GOLD IN A SEALED ENVELOPE

TO DEFEND THE **GAME** IS POSSIBLE

- **GENEROSITY**
- **ABILITY**
- **MIND**
- **ENERGY**

