



2018 APTA Media Strategy Board Report

1. Media Strategy Mission Statement and Goals

- a. Create and distribute high-quality product to paddle fans everywhere
- b. Create consistent revenue streams for the APTA
- c. Put the sport of paddle in front of those who might not be familiar with the sport in an effort to grow the game

2. Models For Future Live Streaming Monetization

- a. Subscription
 - i. Work with a 3rd party to create a host website
 1. WatchESPN, Netflix, Hulu are all examples of video subscription websites
 2. Exploratory conversations with potential 3rd Party SportRadar has said it will be FREE to build this website
 - ii. Stream early round matches on this website for free, in the same way we have been streaming on the Platform Tennis Network
 1. Matches will also be available on YouTube and Facebook
 - iii. For the Semis and Finals of the Men's and Women's draws, we will require a subscription login to watch the matches
 1. Subscription could be as little as \$2/month
 2. We will split subscription revenue with 3rd party
 - iv. POSSIBILITY: We could bake in the subscription to the overall cost to be an APTA Member
 1. If you are an APTA member, access to these matches will be FREE
 2. We would need to pay the 3rd party the cost/subscription for those members
 3. We would need to work with the 3rd party to create logins for APTA members so they get access for free
- b. Rights Fee
 - i. 3rd Party pays us for the rights to broadcast our matches
 1. This is the professional sports model (i.e. ESPN pays the NFL for the rights to broadcast Monday Night Football)
 - ii. Have had exploratory conversations with FloSports, a 3rd party aggregator of niche sports
 1. FloSports pays us up front to show our matches on their website



2. People who want to watch those matches then have to subscribe to FloSports and pay \$4.99/month to FloSports
 - iii. At this time, this is an unlikely possibility for the APTA due to tepid 3rd party interest
- c. Advertising/Sponsorship
- i. Current model looking for sponsors and advertisers who pay us in exchange for integration into broadcasts
 - ii. All matches are offered for free through Network, YouTube, Facebook