

Media Super-Committee Report – April 2019

Live Streaming Overview

- Platforms
 - YouTube
 - Biggest growth platform that is open which means paddle matches can be discovered by anyone at anytime
 - Viewers can also watch on TV, Phone or Desktop/Laptop
 - Facebook
 - Primarily a marketing vehicle for us with a sizable user base
 - However, we are at the whim of Facebook algorithm changes, so it is hard to prioritize it vs other platforms
 - Network
 - Centralized hub for matches where small base of diehard fans go
- Strategy Going Forward
 - Partnerships
 - Exploring the possibility of partnering with the PFP and absorbing costs associated with Live Streaming PFP events, as a partnership with PFP would likely be beneficial for entire Paddle community
 - Production
 - Need to determine a production company that is professional and can stream events efficiently and at an appropriate budget
 - Exploring Live Streaming proposals for 2 different possibilities:
 - Option 1: Streaming 6 APTA events
 - Option 2: Streaming 6 APTA events and 6 PFP events (in the event a partnership is reached)
 - Distribution
 - Need to determine the validity and costs associated with a Live Streaming website (been called “The Network” to date)
 - Streaming to YouTube and Facebook continues to be table stakes for spreading the game to as many people as possible
 - Monetization
 - Sponsorship model likely continues to make sense
 - A subscription product likely doesn’t make sense at this time
 - Possibility of making Live Streaming a member benefit and making certain matches available only to APTA members remains a possibility, though, is likely not worth exploring until Production and Technical Distribution Partners have been determined
 - Live Stream Lite
 - A viable Production and Distribution model has been discovered at Vimeo and will be explored over the summer and into the fall

Content Messaging & Distribution Channels

- Newsletters
 - “Hot off the Wires” continues to be our best content vehicle we have in the org
 - With over 20,000 addresses, email continues to be the broadest and most efficient messaging tactic we have in the org
- Facebook
 - Almost 4,000 Followers
 - Primary source for all paddle information and content
- Instagram

- Created account in late February and already has over 600+ followers
 - Source for fun, engaging content for all within the paddle community
- Twitter
 - Has been utilized on-and-off and we haven't seen any meaningful traction, nor reason to grow it to date

Public Relations

- 2018-19 Season
 - Outsourced this year to PR rep (Marlon Lewinter) and it was largely successful
- Strategy Going Forward
 - Look to outsource work to Marlon Lewinter and continue to pursue opportunities for local media around big tournaments, in addition to chasing the "big fish" story (WSJ, NYT, SI etc)