

World Wide Web

6-9 July 2020

live.worldfootballsummit.com

WFS **LIVE**

Powered by
octagon

CONFERENCE CONCEPT

THE AFTEREFFECT: GROWING NEED OF DIVERSE REVENUE IN AN UNCERTAIN BROADCAST FUTURE

According to the latest Deloitte Money League report, FC Barcelona became the first club ever to surpass the €800m revenue barrier. However, as the COVID-19 pandemic spread, FCB were one of the many clubs to take budget cuts to maintain revenue streams in the off season when there was no football being played. Meanwhile, athletes creating content from the luxury of their homes was not monetized by broadcasters or clubs during that time. As the demands of sponsors seek to demonstrate real value in the evolving digital environment, the challenges for broadcasters to respond and sustain their revenue growth are unprecedented. Is it time for clubs and broadcasters to secure access to creating more non-match content with the players of both today and yesteryear?



INFLUENCERS AND MORE: CONTENT CREATORS

In the better half of the last decade, we have seen the curvature of mass media dictating what it means to be an athlete in today's world. Footballers are no longer just athletes – they are brand ambassadors who represent a lot more than their club and country. This development peaked in the 2018-19 season when Cristiano Ronaldo's move to Juventus nearly doubled the Italian club's following. This meant the Portuguese superstar earns more from media deals than his actual footballing contract. Will this trend further boom in the coming decade or is there a breaking-point to the deity-status of these athletes? And what does this mean for the business dynamics of the industry, which also has the likes of PE YouTube star Joe Wicks?

THE AFTEREFFECT: HOW WILL THE PANDEMIC RESHAPE SPONSORSHIP?

In an effort to prevent massive casualties, the economies of states across the world took a pause in the face of the COVID-19 pandemic. A big hit in terms of sports came to sponsorships and their revenue with the lack of games and pretty much anything else. Crucial assets for sponsors such as corporate VIP facilities or activations involving players nearly likely vanished and clubs were in need to find other assets in order to keep sponsors interested. Pushed into a corner, we saw innovative strategies from top companies that reflect work years ahead of time. Under this backdrop, examples of innovation across the industry are more necessary than ever, especially when it comes to targeting new audiences via digital media. From short-term tactical partnerships that support a brand's Christmas sales goals to campaigns built around data and unique activation ideas, what does the future hold for sponsorships in football and how should the industry adapt?



RAISING CHAMPIONS: WHAT THE WORLD CAN LEARN FROM THE USA'S APPROACH TO WOMEN'S FOOTBALL

The year of 2019 belonged to one team in women's football: United States of America. The Megan Rapinoe-led revolution shook the world into noticing the quality of the women's game and rightly so. The Women's World Cup, with the help of FIFA's unprecedented support, pulled together unheard-of numbers and the shape of the sport has been changed forever. This comes to no one's surprise as USA has more registered young female players than all other countries combined – over 3 million girls are registered with U.S. Soccer. Whether it's sponsors, brands or even new upcoming social media content-based channels, everyone wants to know one thing: what does USA do for women's football development that other countries should follow?

YOUTH ACADEMIES' SHIFTING PARADIGM: WILL THE PANDEMIC CHANGE FOOTBALL EDUCATION?

The expansion in the number of World Cup participants across 1982-2002 came alongside a time when there were two South American teams crowned World Champions three times in total. The Latin American players had shown their skills on a global scale, which has since attracted investment from elite European clubs non-stop. Locally based youth academy systems have thus flourished and now in times of a global pandemic, they have hit an unnatural pause. The identification, recruitment and development of future talents has halted and shifted the entire paradigm. It is an increasingly important time to evaluate the possible future of role youth football academies and new models and strategies which are being put in place for the continuous football education of the next generation. Will football be able to find a fair balance that serves all young athletes, clubs and federations?

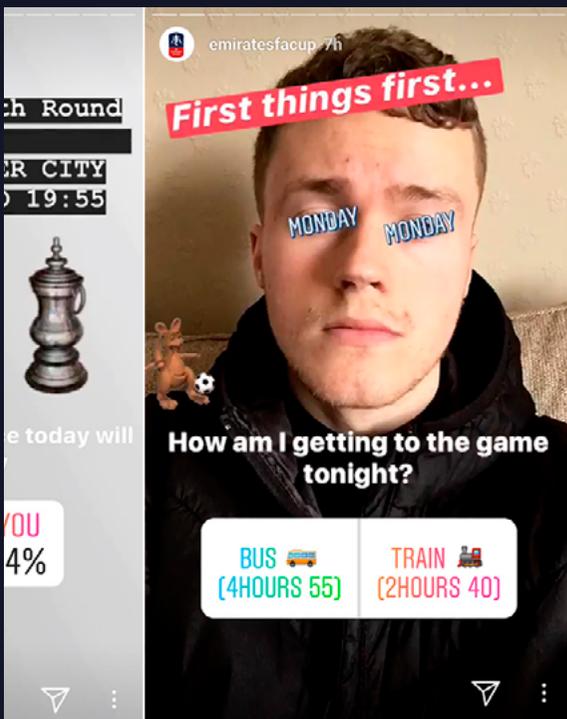


THE AFTEREFFECT: FOOTBALL'S INTEREST IN ESPORTS

Many high-profile European football teams have recently invested in building up their own eSports squads. Competitive gaming has become hugely popular in the past decade with gamers competing for millions of dollars, on first-person shooters like Counter Strike, battle arena titles like League of Legends, and the ever-popular EA Sports' FIFA franchise. In time of a global lockdown due to COVID-19, initiatives like the #LaLigaSantanderChallenge were a blast, with traditional media covering the games live which had a lot of non-eSports fans peeking in for the first time. World's top sports properties now want to hop on the gravy train by understanding the needs of Generation Z for years to come. Is this the future of fan engagement? If so, how can football properties monetize this new audience?

STADIUM MANAGEMENT IN A POST-PANDEMIC WORLD: A LONG-TERM TRANSFORMATION ON THE CARDS?

In the aftermath of COVID-19, the sporting calendar will be changed forever. And with that, the number of unused stadiums would be at a record number, with the entire footballing community coming to a standstill. Mass gatherings will, for the foreseeable future, become avoided-events and bring more issues for clubs to sell their tickets and attracting the public. Until the availability of a vaccine, should these infrastructures reopen, they will need to be transformed to maintain the required social distancing while assuring all fans of all appropriate safety measures. With the economic and demographic health of stadiums changing for the next generation, what more transformations can we expect that will remove the concerns of the fans from coming to the stadium regularly?



A CHANGE OF APPROACH: FANS TAKING CONTROL OF CONTENT

Every fan has an opinion, and while these were previously discussed in bars, today they are now debated across the internet. Fan-centric mass media is a reality, where the local football fan has taken the medium of social channels available to him and brought his voice for the world to see. Sites like Fantasy Premier League allow fans to continue the conversation anywhere, while setting up channels to offer 'expert advice' online in order to understand their athlete's performances better – and monetize them. This presents the traditional sports media with an important dilemma: is this new manner of fan engagement one they can control? Or is this the start of fans taking control over post-match sports content?

VISION 2030: WHAT WILL FOOTBALL BE LIKE IN 10 YEARS?

“In 20 years, a robot will sit in front of you.” Arsene Wenger’s wise words are never far off the mark. The Professor of the modern game spoke about the changes our beautiful game will go through in the coming decade and it has us wondering what else may just happen. While technological developments in football seem increasingly for the benefit of the worldwide TV audience rather than the match-going fan, by 2028, the ability to squeeze HD camera technology into tiny spaces could well have caught up with broadcasters’ tireless desire to get a closer look at the action. Is that what the future holds for football in 2030?



THE DAY AFTER: #PLAYERSTOGETHER - THE CORRECT WAY FOR FOOTBALL TO DO MORE?

The popularity of football is so vast that majority of fans live out their dreams vicariously from the stands of their favourite professional teams – and this brings them a joy which cannot be explained. And thus, when a global pandemic took over these dreams, it became important for the footballing community to come out and address it together. Athletes like Lionel Messi & Cristiano Ronaldo, the collective athletes group from the Premier League, alongside coaches like Pep Guardiola and the Common Goal COVID-19 Response Fund were at the forefront of philanthropy in combatting the war against this pandemic. Over the years, footballers in particular have changed the way they show themselves towards society, not only through charity but also becoming involved in political and social issues. Has the role of athletes changed in in society for good?



NBA, MLB AND NFL POST-COVID: WHAT CAN FOOTBALL LEARN FROM ITS COUNTERPARTS IN TIMES OF CRISIS?

The COVID-19 pandemic put paid to all crisis and risk management experts across every sporting league globally. We have seen the indefinite postponement of MLB and NHL seasons, shortly followed by NBA – who were the latest to give up the idea of hosting their events in a remote location. Due to the infectious nature of the virus, global health organizations published preventative measures to reduce the chance of spreading the infection in locations with outbreaks. Football, much like its counterparts, also took to the advice of the WHO and we saw a similar postponement of major leagues. In this time of introspection, we must look out for measures and models being adopted by other sports to recover in the best possible fashion.



WFS STARTCUP BY GLOBAL SPORTS INNOVATION CENTER POWERED BY MICROSOFT

In partnership with Global Sport Innovation Centre (GSIC), we at World Football Summit are launching the StartCup Madrid Edition 2020 to locate the best sportstech projects and/or startup across the globe transforming the football and sports industry. In a live pitch for startup ideas, the 16 most promising startups would be chosen out of all of those who apply. From those 16, the top 8 finalists will then be given the chance to present their project during the StartCup in Madrid. These start ups would be ideas and projects that offer solutions that impact the football particularly and/or sports industry in general.

World Wide Web

6-9 July 2020

live.worldfootballsummit.com

WFS LIVE

Powered by
octagon

