



LaLiga



WORLD'S LEADING FOOTBALL LEAGUE FEATURING THE BEST PLAYERS & CLUBS ON THE PLANET!

MEDIAPRO ASIA - LALIGA 2017

LaLiga is Spain's top-flight professional football league, featuring the world's best clubs and players including Real Madrid's Ronaldo and Bale and Barcelona's Messi and Iniesta.

In partnership with Mediapro Asia, The Sponsorship Experts have developed a comprehensive commercial sponsorship and partnership marketing programme that offers Thai and Asian brands the opportunity to associate with one of the world's leading sporting competitions watched by a worldwide TV audience of over 1.2 Billion.

The packages focus on two key marketing channels:

DIGITAL BOARD REPLACEMENT (DBR) TECHNOLOGY

Mediapro Asia offers its Partners the opportunity to use state of the art DBR technology REPLACING in stadium advertising. Partners can advertise at LaLiga games in one or more Asian markets. With six broadcast feeds, covering:

Asia (excluding Greater China)	Latin America
Europe (including USA and South Africa)	Middle East & North Africa
Greater China	Spain

Using DBR means our Partners:

- do not have to be in the Stadium and risk not being seen on TV
- can target audiences in leading TV stations & platforms in their target markets
- are seen 100% of the time in all broadcasts of matches, across all platforms

Mediapro Asia exclusively owns DBR inventory in all the Away matches of Real Madrid & Barcelona - less El Clasico.

PLAYER ENGAGEMENT PROGRAMME

Partners can integrate their marketing strategies with LaLiga Players who act as brand ambassadors helping drive awareness and sales of their products.



This can range from smaller simple one-off engagements e.g. a player posting branded messages on his social media platforms to a larger full-on ambassadorship leveraging on his popularity and appeal.

FOOTBALL ACADEMIES

Allowing Partners to build a CSR program through supporting the next generation of player development via LaLiga Football Academies.

In addition to this, there are options for Partners to tap into Mediapro Asia's long-standing relationship with LaLiga and its clubs on a case-by-case basis to explore bigger sponsorships opportunities with the League, Clubs and Stadiums.

Ride With The LaLiga Wave This 2017...





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PACKAGES

Packages are dependent on number of digital boards / airtime purchased.

TIER 1 - Official Partner (Thailand)

Official Partners with Category Exclusivity in Thailand and access to DBR advertising and Player Engagement Programme. These include Official Partners in sectors such as:

Airlines
Alcohol
Apparel
Auto
Banks & Financial Services
Courier
Electronics

Food & Beverage
Health and Beauty
Home and Living
Mobile Communications
Recruitment
Ticketing
Travel & Tourism

TIER 2 - Official Supporters (Thailand)

Official Supporters - non-exclusive - with access to DBR advertising

TIER 3 - Advertising Only Packages

DBR advertising only packages for Thai businesses

In addition to this there are options for Partners to explore bigger sponsorships opportunities with the League, Clubs and Stadiums on a Regional (South East Asia) or Local (Thailand) Level including:

- LaLiga League Partnerships
- LaLiga Club Partnerships
- LaLiga Stadium Naming Partnerships





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Country
 Founded
 Current Champions
 Most Championships
 Broadcast Worldwide
 Out Of Home & Digital Platform Viewers
 Highest Attendance This Season 2016/2017 (as at 31 December 2016)
 Average Attendance This Season 2016/2017 (as at 31 December 2016)
 Clubs
 Website

Spain
 1929
 Barcelona (24 Titles)
 Real Madrid (32 Titles)
 1.2 Billion TV Viewers
 0.9 Billion Viewers
 98,485
 28,056
 20
www.laliga.es

LALIGA - QUICK FACTS

A total of 60 teams have competed in LaLiga since its inception in 1929.

Nine teams have been crowned champions, with Real Madrid winning the title a record 32 times and Barcelona 24 times.

Real Madrid dominated the championship from the 1950s through the 1980s. From the 1990s onwards, Barcelona (14 titles) and Real Madrid (7 titles) both dominated, though LaLiga also saw other champions, including Atlético Madrid, Valencia, and Deportivo de La Coruña.

In more recent years, Atlético Madrid has joined a coalition of now three teams dominating LaLiga alongside Real Madrid and Barcelona.

LaLiga is one of the most popular professional sports leagues in the world, with an average attendance of 26,741 for league matches in the 2014-15 season.





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WHY GET INVOLVED?

Association with LaLiga offers sponsors numerous benefits including:

Image Enhancement - associate with one of the world's leading football leagues featuring the best players and clubs on the planet - promote your association through PR and advertising both on and offline

Brand Exposure - through the most distributed football league in the world!! Raising brand awareness of products and services through Digital Board Replacement with over 1.2 Billion global TV viewers plus 0.9 Billion Out Of Home & Digital Platform viewership

Player Endorsement - a partnership with LaLiga offers the opportunity to integrate LaLiga players into your marketing. Mediapro Asia can give you access to one or more of the leading footballers in the world to act as your brand ambassador

CSR - promote a healthy lifestyle for adults & children through the LaLiga Football Development Programme and Football Academy. A partnership with LaLiga can help Partners build a CSR program through supporting the next generation of player development

Companies associating with LaLiga tie in with the following values including: Aspiration; Celebrity; Escapism; Excitement; Major International Sporting Competition; Professionalism; and Sport.





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WHY LALIGA?

THE BEST PLAYERS AND CLUBS IN THE WORLD

FIFA TEAM OF THE YEAR 2016 - 10 out of 11 players were from LaLiga playing at either Barcelona or Real with Bayern Munich's goalkeeper Manuel Neuer making up the numbers!

BALLON D'OR WINNERS - since 2008 every winner has played in LaLiga

BALLON D'OR 2016 - all of the top 3 nominees play in LaLiga - Ronaldo, Messi, Griezmann

EURO 2016 - Antoine Griezmann named player of the tournament





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WHY LALIGA?

THE MOST SUCCESSFUL CLUBS IN EUROPE

LALIGA CLUBS ARE THE MOST SUCCESSFUL IN EUROPE WINNING 45 TROPHIES INCLUDING:
16 CHAMPIONS LEAGUE TROPHIES / 10 EUROPA LEAGUE TROPHIES / 12 SUPER CUPS / 7 CUP WINNERS CUPS

	UEFA CHAMPIONS LEAGUE	UEFA EUROPA LEAGUE	UEFA SUPER CUP	UEFA Cup Winners Cup		
<p>LaLiga</p>	16	10	12	7	=	45
<p>SERIE A</p>	12	9	9	7	=	37
<p>Premier League</p>	12	7	7	8	=	34
<p>BUNDESLIGA</p>	7	6	1	5	=	19





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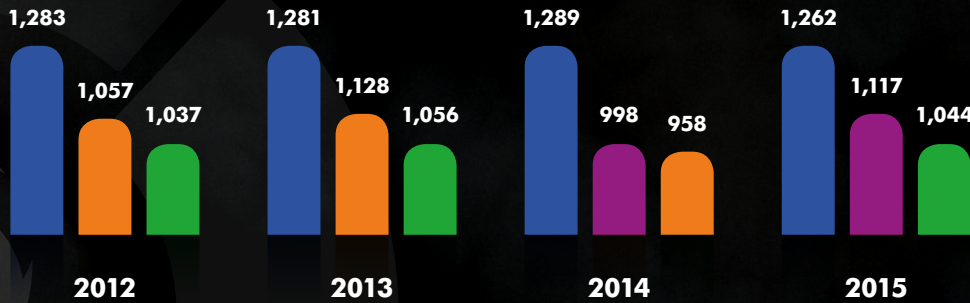


WHY LALIGA?

THE MOST DISTRIBUTED FOOTBALL LEAGUE IN THE WORLD

LALIGA CONSISTENTLY ENJOYS THE LARGEST AUDIENCE PENETRATION IN THE WORLD.

GLOBAL AUDIENCE GROWTH IN RECENT YEARS



SOURCE: IFFHS






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LALIGA ASIA REACH

	CHINA	185 MILLION (PLUS 260M USERS ON PPTV)
	INDIA	18,428,000
	SINGAPORE	848,000
	INDONESIA	42,369,000
	MALAYSIA	3,855,000
	THAILAND	3,759,000
	JAPAN	6,642,000
	SOUTH KOREA	2,847,000
	VIETNAM	12,771,000
	PHILIPPINES	6,005,000
	AUSTRALIA & PACIFIC	1,325,900

Source LaLiga Marketing

LALIGA ASIA REACH

- AMONGST OOH VIEWERS, 84% WATCHED SPORTS
- OOH VIEWERS ARE HEAVY VIEWERS WHO WATCH OUTSIDE THEIR OWN HOME MORE THAN ONCE A MONTH
- BESIDE FRIENDS' HOMES, COMMERCIAL ESTABLISHMENTS ARE THE MOST POPULAR CHOICE FOR OOH VIEWERS
- FUN, LIVELY ATMOSPHERE AND FRIENDS ARE THE REASONS VIEWERS PREFER WATCHING SOCCER OUTSIDE THEIR OWN HOME
- FOOTBALL: LEADING SPORT GENRE FOR OOH VIEWING

Source: ESS Research & Mediapro Asia





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EUROPE 47 COUNTRIES - AUDIENCE 534.1 MILLION

AMERICA 27 COUNTRIES - AUDIENCE 186.6 MILLION

OVER 1.2 BILLION TV VIEWERS AROUND THE WORLD!

0.9 BILLION OOH & DIGITAL PLATFORM VIEWERSHIP

ASIA & OCEANIA 24 COUNTRIES - AUDIENCE 338.9 MILLION

MENA & AFRICA 66 COUNTRIES - AUDIENCE 149.8 MILLION (BeIn Sports)

WHY LALIGA?

THE MOST WATCHED LEAGUE AND SPORT AROUND THE WORLD

LALIGA'S REACH - MOST DISTRIBUTED FOOTBALL LEAGUE IN THE WORLD!!





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LALIGA MEDIA DISTRIBUTION ACROSS ASIA PACIFIC



LALIGA AUDIENCE – KEY ASIAN MARKETS

THAILAND

- 74% are aged 20+
- 72% are male
- 64% are from households with US\$2K per month
- 31% are from households with \$5K+ per month
- 76% are from sub-urban/ urban areas

INDONESIA

- 60% are aged 20+
- 84% are male
- 34% have monthly average income of US\$2K-US\$5K
- 25% have monthly average income of US\$5K+

MALAYSIA

- 60% are aged 20+
- 78% are male
- 43% have average monthly income US\$2K-US\$5K per month
- 25% monthly average income US\$5K+

CHINA

- 65% are aged 20+
- 81% are male
- 48% are with average monthly income of US\$4.8K

India

- 64% are aged 20+
- 84% are male
- 43% have monthly income of US\$2000 and above

VIETNAM

- 72% are aged 20+
- 69% are male
- 65% earn a monthly income of US\$1.5K+

SOUTH KOREA

- 60% are aged 20+
- 72% are male
- 73% have income above US\$6.5K per month

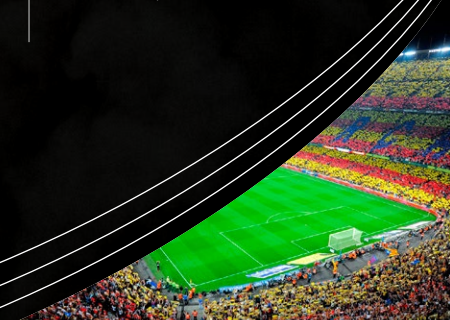
SINGAPORE

- 53% are aged 20+
- 83% are male
- 49% have income US\$4K-\$5K per month
- 24% income above \$8.5K per month

JAPAN

- 78% are aged 25+
- 77% are male
- 48% are with average monthly income of US\$7.2K

Source: Mediapro Asia; June - Dec 2014





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DIGITAL BOARD REPLACEMENT - DBR

Most cost effective way of associating with Barcelona and Real Madrid with opportunities to advertise and be seen in all the away matches of the world's top 2 clubs.

Mediapro Asia offers its Partners the opportunity to use state of the art DBR technology REPLACING in stadium advertising.

DBR means a Partner can advertise on perimeter advertising boards at LaLiga matches with: different localised messages in the same match at the same moment.

- DBR replaces existing perimeter systems (such as LED boards) with specially manufactured billboards, which appear normal to fans in the stadium itself, but can be overwritten with digitally generated graphics on the various broadcast feeds
- Tried and tested new technology enables faultless virtual replacement of the in-stadium perimeter boards with tailored regionalised messages
- Messages can be customised in different languages e.g. English, Thai or Mandarin
- **Watch** the DBR Video

FEEDS

Mediapro exclusively own DBR inventory in all away matches of Real Madrid & Barcelona - less El Clasicos, and have six feeds to choose from:

- Asia (excluding Greater China)
- Greater China
- Europe (includes USA and South Africa)
- Latin America
- Middle East & North Africa
- Spain

LA LIGA DBR TECHNOLOGY



MENA FEED



EUROPE FEED



LATAM FEED



PRC FEED



SEA FEED



SPAIN FEED





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DIGITAL BOARD REPLACEMENT - DBR

- Most cost effective way of associating with Real Madrid & Barcelona
- Premium in programme branding
- Branded content - DBR seen in LIVE repeats & highlights on all devices
- Massive reach - to all TV broadcasters globally that show LaLiga
- Localisation & targeted messaging
- Ambush marketing
- Only way to get in match LaLiga
- 0% wastage / 100% ROI

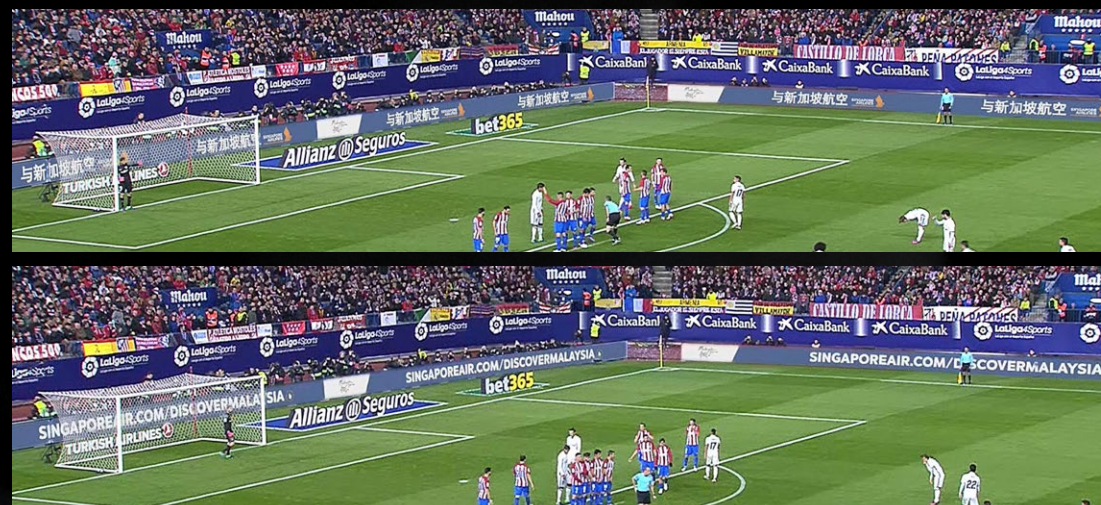
MATCH TIMING TO SUIT SPONSORS AND PARTNERS

LaLiga matches are scheduled so Partners get the maximum audience available.

- "Major matches in prime time around the world"
- Earlier kick-offs for the Asian audience
- Indonesia time - 17.00 to 01.00
- India time - 15.30 to 23.30
- Guarantees of at least three matches being played before midnight
- Early kick-off of 1 x El Clasico match each season for Asia!

NO WASTAGE FOR ADVERTISERS

- Real & Barca will never kick-off at the same time!
- Minimal or zero clashes in LaLiga kick-off times





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PLAYER ENGAGEMENT PROGRAMME

USING AN ACTIVE LALIGA STAR

A partnership with LaLiga offers the opportunity to integrate LaLiga stars into your marketing. Mediapro Asia can give you access to one or more of the world's leading footballers (past or present) to act as an ambassador for your business.

Each package is bespoke and can include:

- Category exclusivity in your market
- LIVE! Video calls with Consumers in Asian markets and players in Spain
- Opportunity to meet players past and present
- Offline & online image rights + video production of the training with STAR
- Social Media: promotional posts from the players' own social media feeds
- Autographed merchandise from the player(s)
- LaLiga Experience: hospitality package tours around a LaLiga match

LALIGA PLAYERS CONNECT WITH CUSTOMERS

Opportunity to access an additional license for Brand Ambassadors and Endorsements to support advertising, social media and PR activities and events promotions.

Current LaLiga stars in Mediapro Asia's portfolio include:

- Andrés Iniesta
- Antoine Griezmann
- Luis Suarez
- Luis Figo
- Javier Mascherano
- Roberto Carlos
- Carlos Puyol
- Fernando Morientes
- Fabio Cannavaro



CASE STUDY - SONY & ANDRÉS INIESTA

Barcelona captain and Spanish national team player Andrés Iniesta featured in a Sony campaign.

Iniesta took on the role of a salesman in a Sony store in Barcelona, helping customers with enquiries about smart phones.

When the customers recognised him he insisted he was not Iniesta but the shop salesman. The resulting video went viral. **Watch**





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PLAYER ENGAGEMENT PROGRAMME

FOOTBALL ACADEMIES – EXPERIENCE FOOTBALL THE LALIGA WAY

A partnership with LaLiga can help Partners build a CSR program through supporting the next generation of player development via its Football Academies.

The benefits are numerous and include enhanced engagement for Partners with their online and offline communities.

The LaLiga Football Academies are extremely popular with the younger generation with LaLiga coaches part of the selection system.

TRAINING WITH A STAR

In 2017, LaLiga Football Academies will run in a number of countries across Asia with 12 selected children from each country going to Spain for a summer football training camp with an active LaLiga Star - to experience football the LaLiga way.

Partners have the opportunity to help select the children from each region to for a chance to train in Spain with a LaLiga Star!

Provisional Dates For Training With Star is June to July 2017 and will include:

- FC Barcelona Stadium Tour
- FC Barcelona Museum Tour
- Actual LaLiga Scouts Present At Sessions!





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INVENTORY	PARTNER LEVEL		
	TIER 1 OFFICIAL PARTNERS (THAILAND)	TIER 2 OFFICIAL SUPPORTERS (THAILAND)	TIER 3 AD ONLY PACKAGES (THAILAND)
MEDIAPRO ASIA LALIGA			
TITLE & CATEGORY EXCLUSIVITY RIGHTS			
Right to title Official Partner (Thailand) LaLiga - for advertising & PR use	Yes		
Right to title Official Supporter (Thailand) LaLiga - for advertising & PR use		Yes	
Category Exclusivity in Thailand - for example right to market themselves as Official Timing Partner for LaLiga in Thailand	Yes		
BRANDING & INTELLECTUAL PROPERTY RIGHTS			
Right to use a LaLiga Composite (lock-up) Logo on all internal and external marketing	Official Partner (Thailand) Logo	Official Supporter (Thailand) Logo	
Right to use approved LaLiga images - moving and photographic images - in all internal and external marketing	Yes	Yes	
BROADCAST RIGHTS			
DIGITAL BOARD REPLACEMENT CAMPAIGN DBR at LaLiga matches – number dependent on budget and feeds required i.e. choice of up to six from: Asia (excluding Greater China); Greater China; Europe (including USA and South Africa); Latin America; Middle East & North Africa; Spain	Yes	Yes	Yes
PLAYER ENGAGEMENT PROGRAMME RIGHTS			
USING AN ACTIVE STAR Each package is bespoke and can include: Category exclusivity in your market. LIVE! Video calls with children in Asian markets and players in Spain Opportunity to meet players past and present Offline & online image rights + video production of the training with STAR Social Media: regular promotional Facebook posts each month	Yes	Yes	Yes

INVENTORY	PARTNER LEVEL		
	TIER 1 OFFICIAL PARTNERS (THAILAND)	TIER 2 OFFICIAL SUPPORTERS (THAILAND)	TIER 3 AD ONLY PACKAGES (THAILAND)
BRAND AMBASSADORS Opportunity to access additional license for LaLiga players to support advertising, social media and PR activities and events promotions	Yes	Yes	Yes
FOOTBALL ACADEMIES - TRAINING WITH A STAR Opportunity to have naming rights for Thailand search for child to go to training camp in Spain	Yes	Yes	Yes
MEDIA & PR RIGHTS			
Right to use Official Partner (Thailand) / Official Supporter (Thailand) LaLiga association in all promotional campaigns covering any PR and advertising	Yes	Yes	
Right to host a Press Conference to announce partnership	Yes	Yes	Yes

In addition to this there are options for Partners to explore bigger sponsorships opportunities with the League, Clubs and Stadiums on a Regional (South East Asia) or Local (Thailand) Level including:

- LaLiga League Partnerships
- LaLiga Club Partnerships
- LaLiga Stadium Naming Partnerships





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MEDIAPRO ASIA

Mediapro Asia is part of the Imagina Holding Group, a European leading audiovisual company comprising of over 60 companies and with a track record of working for numerous and diverse TV brands, governmental and institutional stakeholders around the globe.

The company employs almost 4,000 people and has offices in 30 cities around the world offering a "one stop shop" for audiovisual production, distribution, creation and commercial exploitation.

**OFFICES IN 30 CITIES LOCATED ON 4 DIFFERENT
CONTINENTS MORE THAN 1700 CLIENTS AROUND
THE WORLD**

Imagina Holding Group operates in five main areas:

- CONTENT** leading independent producer in Europe producing content for TV, Cinema, Shows, Exhibitions and Events
- PRODUCTION** production centres across the globe covering 2000+ productions per annum
- BROADCASTING** leading provider of satellite broadcast services
- SPORTS RIGHTS** leading sports rights agency including LaLiga, UEFA Europa League, F1 World Championship
- MARKETING AGENCY** including sports marketing, content marketing, musical marketing, advertising, sponsorship consultancy and activations, event production

www.mediapro.com





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