SIMPLIFYING THE BUSINESS OF SPORTS
CHANGING THE FACE OF THE SPORTING INDUSTRY IN INDIA
GLOBAL SPORTS INDUSTRY - AN OVERVIEW

• For 33 centuries, sports has an overwhelmingly positive effect on civilizations and has proved to be one of the most effective tools in entertainment, health, business, and building a sustainable, secure and prosperous future for next generations.

No other form of entertainment has a more globally unifying appeal. It is no surprise that countries and brands are embracing sports like never before.

• The global sports industry today is an all-encompassing business that consists of everything from sporting goods and apparels to broadcasting rights, sponsorship, merchandising and gate revenues.
KEY MARKET SEGMENTS IN THE GLOBAL SPORTS BUSINESS

- Sporting goods industry – USD 266B by 2017
- Sports broadcasting market – USD 32B by 2017
- Sports Medicine market – USD 52.5B by 2020
- Sports Nutrition market – USD 23.2B by 2020
- Sports sponsorship market – USD 50B by 2017
- Sports Analytics market – USD 616.7M by 2021

**Sources**
alphamantis.com | lucintel.com | atkearney.in | marketsandmarkets.com | psmarketresearch.com | www.statista.com
THE INDIAN SPORTS INDUSTRY
THE STORY SO FAR AND THE FUTURE BEYOND CRICKET

Sports has undergone a dramatic shift worldwide and so are the brands and fans associated with it.

- 20 years ago, it was difficult to imagine a football world cup in Africa and Middle East, an Olympic games in South America and European games in Azerbaijan. But things have changed and how!
- Government & Corporates in India are waking up to the fact that investment in sports can have high potential tangible ROI

The fact that India still accounts for a meagre 2% share in the global sports market indicates that we have a long way to go. It is estimated that there will be 1.33 million new sports persons by 2017 in India*. 

* Source: [The Indian Sports Industry: The Story So Far And The Future Beyond Cricket](https://example.com)
The Key Stakeholders Driving the Sports Industry

**Sports Governance**
- National Sports Federations looking to revamp the way they function and attract investments (pic)

**Talent Scouting and the business of training**
- Looking for sustainable partnerships between public, private and corporate to create a healthy ecosystem (pic)

**Sports Infrastructure**
- The growing role of private bodies and renewed interest from the government to match international standards (pic)

**Sports equipment industry**
- Equipment manufacturers, Retailers, Consumers and Private Sports Academies, all are playing an important role in driving this sector forward (pic)

**Leagues and Tournaments**
- Broadcasters, franchises, National Sports Federations, Sponsors and Spectators, everyone wants a bigger share of the pie

**Sports Startups The future is bright**
- Sports related ventures have great potential for scalability wise and venture capitalists are looking at this emerging field with a new found interest (pic)

**Sports Technology**
- From Sports Apps to innovations during gameplay, technology is changing the way sports is played and people are embracing it with new found vigor
INDICATORS SUGGESTING A BRIGHT SPORTING FUTURE FOR INDIA

- India is projected to double its medal tally at the Rio Olympics
- Fitness awareness movement has taken India by storm
- Companies are taking up sporting competitions within and across organizations to bring together employees isolated due to technology
- The rising Indian middle class is projected to spend 10% of its wallet on education and recreation by 2050
- Higher budgetary allocation and inclusion of community playgrounds in master plans for upcoming urban centers reinforces the government commitment to building a robust sporting culture
INDICATORS SUGGESTING A BRIGHT SPORTING FUTURE FOR INDIA

• Private sector is playing an important role in investing in sports infrastructure and other sports related business

• Employment generated through sports have seen renewed interest with professions like sports psychologists, fitness trainers, journalists, consulting on the rise

• A national sports business committee is being formed to improve the dialogue between the government and sports professionals. This comprises of stakeholders from India Inc., sports federations, reputed sportsmen, sports marketing professionals, export councils and leading sports brands
RECENT LEAGUES IN INDIA

- Hockey India League (HIL)
- I-League
- Indian Premier League (IPL)
- Indian Badminton League (IBL)
- Indian Volleyball League (IVL)
- Premier Badminton League (PBL)
- Pro Kabaddi League (PKL)
- Indian Golf League
Special Focus **Exports - A Momentous Growth**

- India's share of the global sports goods export market is expected to grow manifold, with the country establishing the credibility of its goods in the international market. Indian sporting goods are well known around the world and have made a mark in the global sports goods market.
Special Focus **Exports** - A Momentous Growth

Indian Sports industry exports nearly:

- **60%** of its total output to sports-loving people world over

In 2014-15, India exported sports goods worth **US$ 274.68 million**

We registered a **16% growth** rate as compared to **US$ 236.45 million** in 2013-14
The Times of India Global Sports Business Show

• The Times of India has always envisioned and contributed to the cause of creating a progressive India.

• We understand the need and pulse of the sporting industry in India and hence bringing together the entire sports ecosystem under one roof ‘The Times of India - Global Sports Business Show 2016’

About GSBS 2016

Vision

We aim to build a bright future for sportmen and the sports industry by bringing together national and international sports organizations, sports goods and equipment manufacturers, technology and innovation providers along with sports retailers, dealers, distributors, sports marketing professionals, sports media experts as well as sports federation, national associations and other sports governing bodies to engage with industry colleagues and stake holders under one comprehensive and exclusive environment.
GSBS 2016 - KEY HIGHLIGHTS

OVER 7,500 sq m of exhibition space.

OVER 200 exhibitors representing various aspects of the sports business including sports goods, equipment, technology, marketing agencies, sports nutrition and medicines, apparels, and a lot more.

100+ leading industry speakers representing government, sports federations, sports leagues, sports brands, celebrity sportsmen from across the globe.

TOP 50 sports Startups that are changing the way sports business is done.

MORE THAN 30,000 attendees over 3 days for unparalleled networking.

4 Standalone Conferences for focused discussions and the most candid unconferencing sessions.

10+ allied events including a Sports Excellence & Marketing Awards, Fashion Show, Sports Icon Talk Show, Photography Contest, Fitness Challenge.
Event Formats

Exhibition

Conferences

Allied Events
Exhibition

• An unparalleled platform to showcase your products and services. A 3 day sports exhibition featuring more than 200 national and international exhibitors, which will ensure exchange of information, networking and knowledge sharing, spread across an area of 7,500+ sq m.
Exhibition

EXHIBITOR PROFILE
• Sports Equipment Manufacturers
• Sports Technology Providers
• Sports Goods Manufacturers
• Sport Nutrition Specialists
• Sports wear & Gear Companies
• Sports Infrastructure Dealers
• Sports Vehicle Manufacturers
• Sports Start-ups

VISITOR PROFILE
• Sports Governing Bodies & Associations
• Schools, Colleges & Sports Authorities
• Sports Goods, Equipment Dealers,
• Distributors & Retailers
• International Sports League Federation,
  Clubs,
• Gymkhanas, Sports Retailers
• Technology Companies, Entrepreneurs &
  Researchers
• Sports Instructors, Coaches & Referees
• Sports Consultants & Administrators
• Sports Agencies & Media
Conferences

• Carefully designed strategic conferences bringing together the leading stakeholders, buyers and decision makers and more than 100 thought leaders from different aspects of the sports industry from across the globe.
Conferences

**Global Sports Marketing Forum**
- Will bring together the managers, marketers, broadcasters and agencies who are involved in the business of sports. Under the aegis of the Global Sports Business Show, the key stakeholders will come together to discuss the trends, opportunities, challenges and innovations in the sports marketing domain through a series of panel discussions, keynotes and break-out sessions.

**Sports Infrastructure and Investment Summit**
- Will bring together the key policy makers from the government together with the corporates, sports federations, associations and leading athletes who will deliberate on the positive steps that have been taken to drive speedy investment in the sports sector and how it can be leveraged to make India a world class sporting nation.

**The Sports Fitness and Nutrition Summit**
Conferences

DELEGATES PROFILE
• Sports Associations, Brand Managers & Marketing Heads,
• Sponsorship & Media Buying Agencies (By Invitation only)
• Associations, CFO’s & Sports Financial Consultants
• Associations, Infrastructure Companies & Real Estate Developers
• Sports Financial Consultants
• SME’s & Sports Technologists
Allied Events

• A series of unique activation and **consumer engagement activities** designed to give the customers a **chance to experience products and brands first hand**.
Allied Events

Sportswear Fashion Show
- Sportswear brands will showcase their apparels with a dash of glamour

Sports Marketing and Business Excellence Awards
- Recognizing the most innovative and successful sports marketing initiatives

Train the Trainer
- Live training activities to enable the trainers with state of art international training techniques

Floor Activities on Fitness & Nutrition
- Let consumers know more about your brand through a host of fitness activities and challenges

Global Sports Icon Talk Show
- Inspiring stories from sports celebrities and athletes in a captive environment

Sports Photography Contest
- Perfect platform for shutterbugs to showcase their affinity with sports
Allied Events

TARGET VISITOR & ATTENDEE PROFILE

• Dealers, Distributors & Retailers
• Sports Associations
• Brand Managers & Marketing Heads
• Sponsors
• Media Buying Agencies
• Schools and Colleges
• Gyms & Fitness centres
• Sports enthusiasts
• Photography Equipment companies, Magazines & Enthusiasts
• Sports technology players
Floor Plan
## Marketing Plan

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<thead>
<tr>
<th>Publication</th>
<th>Size</th>
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<td>Big Bang Launch</td>
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<td>Pre event PR</td>
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<td>BTL across 30 cities- Retailers/ Dealers/Distributors</td>
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ABOUT ET EDGE

ET Edge is an Economic Times Initiative, to create knowledge platforms across multiple industries that would connect, engage, and empower businesses to define their future strategy & direction, develop growth opportunities and address problems facing their respective sectors, through strategic conferences, summits and exhibitions.

We bring together visionaries and key leaders on our knowledge platforms to create social and business ecology, conducive to the positive changes required by the industry.
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LEVERAGING THE POWER OF TIMES GROUP

• The Times of India Group is the largest daily read across India and the APAC region. The group expands beyond print to electronic, digital, OOH and radio. Some important statistics:

• 13 dailies including four of the largest in the country
• TOI, ET, Vijay Karnataka and Mumbai Mirror
• Dominant market share in radio across 32 stations
• 12 Consumer magazines and 6 B2B magazines
• 11 publishing centers, 72 ad sales offices and 74 points of contact
• TV channel distribution platforms
• Anchored by over 11000 employees
THANK YOU