



2019



STAR SPORTS INDIA FOOTBALL FORUM

This document has been created from the insights during Star India Football Forum 2018



Foreword

The 2018 FIFA World Cup shredded the myth that the game is popular only in certain pockets. As per host broadcaster Sony Pictures Networks India (SPN), the 64 live matches of World Cup Russia were watched by 110.5 million on television, while 70 million tuned in from across India on SonyLIV, its digital over-the-top (OTT) player.

Do we see an adolescent somewhere in India's small towns dreaming of becoming the next Cristiano Ronaldo or the next Lionel Messi, inspired by the 2018 FIFA World Cup Russia.

Or closer home, there may be so many youngsters all over the country, in small towns and big, who idolise the likes of Sunil Chhetri, Sandesh Jhingan or Jeje Lalpekhlua, India's superstars who ply their trade in the Hero Indian Super League? It is here that grassroots programmes have to start working. Producing great players is the key to booking a place in the top 50 in FIFA rankings.

There can be of course no discussion around broad-basing sport in this market without a singular focus on how India's much-touted youth demographic dividend is to be leveraged to serve that end.

Building on all these touch points, **THE ELEPHANT IS STARTING TO RUN**, was the core proposition that was principally up for discussion and analysis during the India Football Forum 2018.

Further, IFF 2018 examined how the AIFF and the Government proposed to take forward the U-17 World Cup Legacy Plan, deliberated on Grassroots Development efforts by the clubs, as well as took up for discussion how Big Data, and Application of New Technologies are all essential components of the larger aim of connecting the game to the people.

Efforts of the ISL clubs to engage with the communities in their respective catchment areas were also in the spotlight.

The 7th Edition of the India Football Forum took forward SportzPower's ambition to build an interconnected international platform linking India and the global football industry, to push forward the development and prosperity of India's football ecosystem.

We hope that this report, compiled by IISM students based on insights and statistics thrown up at the IFF 2018, will prove to be a valuable chronicler of the trends in the Indian football industry and shine a light on the path ahead for all stakeholders.

Thomas Abraham



Message from Director, IISM

The importance of sports in life is paramount. Engaging in sporting activity facilitates the inculcation of team spirit and the development of one's strategic & analytical thinking, leadership skills... Sports can act as a catalyst in the evolution of society and the country. If society is healthy, then the nation is healthier.

India has made rapid strides in the field of sport in the recent past. The tremendous potential of Indian athletes needs to be showcased at the international level a lot more frequently. The time is ripe to inspire young talent to express themselves on sporting arenas by creating state-of-the-art infrastructure and training facilities. Only then will India's presence be felt regularly at the presentation ceremonies in global sporting events..

In order to keep pace with the ever changing dynamics, it is essential to network & collaborate.

Owing to the influx of various sporting leagues & increased fan participation, the sports sector has become a powerhouse of unexplored avenues & innumerable opportunities.

The upward surge and steady growth rate of the sports industry calls for the involvement of professionals at different skill levels.

The International Institute of Sports Management was established in 2010 with the aim of nurturing and molding Sports Managers who would complement their passion for sport with professionalism in the years to come. We are proud of the fact that our alumni are excelling in their chosen assignments and shaping the future of sport in India, in the process.

This report was compiled by students of our Batches. It reflects the spirit and enterprise of our budding Sports Managers. We have no doubt that readers will find it informative and interesting.

Niles Kulkarni

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SportzPower and International Institute of Sports Management, Mumbai.

We sincerely acknowledge the valuable insights received during the Star India Football Form 2018. We have tried our best to compile all the valuable insights from the dignitaries.

However, we apologise if there is any unintentional error/ omission in number or in any other parameter. We would request the reader/s to bring to the notice if any such error/s get found. This report has been published strictly for educational purpose only.

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ADMIN AND GRASSROOTS

POINTS COVERED

Mr. RAJIV MATHRANI

HEAD OF MARKETING,
STAR SPORTS

The effect of building football training centres, youth leagues and bridging the gap between talent grassroots and Pro Arena is the need

Need of championing sustainability of Indian Football Leagues

The importance of building blocks of an entire footballing ecosystem through efficient grassroots programs all across the nation.

In October 2014, the Indian Super League was launched with a vision to bring a revolution i Indian football

Increasing the number of Football Academies, Youth Leagues to bridge the gap between the Talent Discovery and Pro arena.

Key Take aways

- ❑ Building heroes and building talents into heroes.
- ❑ Incubation of fan culture.
- ❑ Nurturing young talents like Jerry, Anirudh Thapa, Ashique Kurunlyan.

- International interest from Atletico Madrid, FC Barcelona in Indian Football.
- The rise in the rankings of Indian Football and more International Friendlies.
- Unbelievable Performances of U/16 and U/17 teams at the International Level, defeating the likes of Argentina.
- Premier Futsal and its awareness among the youth.
- Indian football headed in the right direction.
- U20 team beat Argentina.
- U16 team was one win away from qualifying for the U17 World Cup for the first time on merit.
- Reliance Foundation Youth Champs.
- High level of training, fitness regimes and proper mannerism.
- The growth of International intent.
- Tata Trusts and Atletico Madrid tied up for development of youth academies

- 154 crores had been invested in nearly four years.
- ISL had to face a massive loss of nearly 40000 crores.
- The start was amazing
- Everything was the new -property, the concept, the content and the way of implementing it.

NITIN KUKREJA

CEO, IQEST ENTERPRISE

WHAT LED TO THE CHANGE?

Consumer	Pan India success of proper Appeal of sport and the Long establishment of Commercial significantly high revenues.
Appeal for Sports	Shouldn't be limited to few states like Kerala, Goa or West Bengal. The entire country should be interested in participating.
Focus on Grassroots	Grassroot development is important. International exposure must be given to young players, either invite players from outside or send our players outside to compete and understand the football culture of European countries.
Heroes	Indian players should play in major world leagues like LaLiga, EPL, Bundesliga etc. If good players emerge from India, who can be transformed and sold to major leagues, the commercial viability of Indian clubs will shoot up. Also, youngsters will have someone to idolize.
Coaches of international standard	Requirements of internationally trained coaches for young talents.
Competition exposure	AIFF can organize more tournaments and bring in more international competition. Central, State Government should focus on Grassroots and Academy Development. AIFF should focus on School leagues.

POINTS COVERED

JOSE ANTONIO CACHAZA

COUNTRY MANAGER,
LALIGA INDIA

- India is one of the world's largest economies.
- Corporate investments can be made by ensuring that football is promoted in every part of the nation through youth.
- He emphasised on the necessity of having more investments so that the country can come up with newer and innovative ideas for the same.
- It is a misconception to think that the size of the country matters when it comes to producing athletes
- Croatia is an example.
- Parental pressure should not be only on studies, Sports should be introduced to students not for the competition and results, but majorly to have fun activities in schools or colleges.
- Sport will yield more professional players, when introduced to children at a young age.
- Grassroots should be developed.
- Indian football is not regional

Need young, urban people for a strong ecosystem in the sport.

For example, only North Eastern states produce professional players.

Punjab doesn't follow Football.

The statement that "The Major Leagues come to India to solve the football problem" is incorrect. They come to India predominantly for Business and to make money.

In doing so, they are also helping Indian football to grow.

LaLiga has introduced various academies across India.

The focus is on training trainers, developing good quality skilled coaches.

POINTS COVERED

PANEL DISCUSSION

KUSHAL DAS

- Introduction of the structured grassroots level programme. "The Baby Leagues is a positive move
- It will change the face of Indian football in terms of development.
- Already, 99 registered Baby Leagues are operating under the aegis of AIFF this year.
- The primary motive being to create a way to educate children through football and not indulge into competition.
- Government supporting the youth teams for the exposure trips.
- U-13, U - 15 National Leagues introduced to promote the footballing culture in India.
- Government Project - Mission XI million introduced for schools.
- More youth-oriented projects to be developed, starting with Uttar Pradesh joining the Mission XI project next year.
- Arrangements to start school leagues with the FIFA Pilot project is ongoing.
- Usage of the database in Mission XI Million.
- To give an identity to Indian football, engagement of kids are a must

- Grassroots programmes in Delhi are running efficiently.
- It's a long term project and patience is required to gain results.
- Clubs and stakeholders should focus on Grassroots Development.
- Introduction of football as the primary sport to youngsters, to uplift the culture.
- The current growth of youth development has a positive number of 280 AIFF registered youth teams.
- Development of the grassroots football and building a strong structure

ASHISH DAS

Jose Antonio Cachaza

- Corporate investments are not enough in Indian Football
- Athletics track in stadiums, which is not right
- India needs to have only "Football Stadiums"
- Emphasis on developing the grassroots programme in India

- Investment of time and money will result in more fans/people and kids get into the culture.

G Srinivasan

Highlights

- The Baby Leagues being organised and their progress.
- Plans for the LaLiga to provide quality training across the nation under the guidance of Spanish professional coaches, starting from the state of Uttarakhand.
- Role of corporates in providing funding for football leagues to have future sustainability.
- Emphasis on keeping the elephant running now as it has started to run

CONCLUSION

The future of football of this country depends on how it is projected and how it can reach more people via different strategies. The creation of heroes which the youth can look up to as an inspiration. The importance of creating leagues and the role of government and corporates plying their investment activities. The investments made by Tata, JSW Reliance, Birla etc towards the upliftment of the game has been tremendous till now. The concerned authorities and the stakeholders must focus on building a community of fans through the development of Grassroots football in India.

INDIAN FOOTBALL & INVESTMENTS

POINTERS

NITIN KUKREJA

CEO, IQuest Enterprises

With immense hard work and dedication, ISL was started in 2014 with the objective of gaining success.

Till 2018 the total investments made in ISL was 154 crores while the loss incurred was of 40,000 crores.

Mumbai Indians, the IPL team turned profitable in the 7th year while all ISL teams earned profit in the 5th year

In the span of four years, the loss incurred by the one of the Indian Sports Team has become nil.

In the first year, there was an investment of 58 crores whereas a loss of 43 crores.

In the fourth year, investment was 16 crores whereas there were no losses.

	Profit	Loss
1 st year	58	43
4 th year	16	0

Proper appeal of sport and long establishment to consumers

High sponsorship

Re-negotiation of media rights

Reasons for the massive change in these figures

	Profit	Loss
1 st year	45	40
2 nd year	35	30

One of the teams had an investment of 45 crores while it had to witness a loss of 40 crores in first year.

In the second year it had to face loss of 30 crores while the investment stood at 35 crores.

In ISL, there has always been a very small difference between the profits earned by the teams and the loss incurred

1. Lesser appeal for sports to the audience in specific areas

1. There are fewer heroes at the international stage

1. A large amount of broad commercial issues

Reasons for this change

POINTERS

1. Youngsters need to be motivated and pushed to witness international exposure. They should either be sent Abroad or International players should be called so that our players have a better understanding of the European football culture.
2. There should be an equal appeal for sports in all states in the country. Goa, Kerala, West Bengal are states gaining massive appeal.
3. Players should be encouraged to play at the international level leagues like EPL, LaLiga etc. So that if good players emerge out of India, after being provided proper training, the commercial validity of clubs will shoot up and they might become an inspiration.
4. Providing internationally trained coaches for young talents for training.
5. Organisation of more tournaments to encourage international competition

Solutions

investments made by corporates, stakeholders and investors is not enough to sustain the 6th largest economy

Jose Antonio Cachaza,

Country manager India,
LaLiga

G Srinivasan

Group Head, Marketing and
Strategy, Reliance Sports

if we aim at increasing the fan base, then there will be more corporates coming in.

When more corporates will come, investments would increase. An increase in investment for the sport will compel the government to take football seriously.

The investments will increase only if football is properly promoted across the country.

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CONCLUSION

Time and money invested in Football has reaped profits faster as compared to IPL. ISL's growing popularity has fetched attention from popular clubs like Atletico Madrid and Bayern Munich FC.

SOCIAL MEDIA - DIGITAL **AND INDIAN FOOTBALL**

POINTERS

RAJIV MATHRANI

The rise in viewership of the game after Sunil Chhetri, Indian National Football Team's Captain, called the fans to come and cheer for the Team.

This resulted in not only an increase in viewership of the game on OTT platforms, but also an increase in the followers of Sunil Chhetri on social media platforms.

Chhetri's call to the Nation helped in not only the sale of the available 7000 tickets but also resulted in 60,000 retweets in Twitter-making it the most 'Retweeted Tweet' of the year from India."

Social media consumption is on the rise with 21m impressions across the social media platforms

NITIN KUKREJA

ISL was an initiative started back in 2014 with an aim to achieve success"

Social media platforms have helped ISL garner attention from popular international clubs like Atletico Madrid and Bayern Munich FC, which ultimately will help in making ISL famous across the globe.

G Srinivasan

"The major points of discussion are always stadiums, fans, marketing, heroes and commercial success.

- We can't expect a 2 year old to behave like a 20 year old and win you something."
- In season 1 only 1 or 2 players were known, but by 5th season, ISL built some of the best national heroes. I feel social media has played a key role in the making of these national heroes because in today's digital world marketing of players plays a very crucial role in building heroes.
- Not only does this help in making the game popular, it also helps in bringing in more youth to the sport."

Nilesh Kulkarni

The clubs of the leagues have to become 'BRANDS' not just the ISL as a whole.

- If you notice on the social media platforms, fans and youngsters support clubs, not leagues. Give ISL time to develop.
- Fan experience should be enhanced. Fans are the base of any sport.
- That is the reason we as stakeholders are focussed not only in giving the fans the best experience in the stadiums but also on social media platforms by conducting various challenges."
- The competition should be for longer duration that is more number of matches. And create good product for broadcasters."

Jose Antonio Cachaza

Corporate involvement is not enough in Indian football.

- Indian football has not been marketed well as compared to a sport like cricket
- This has resulted in low viewership.
- Social media is critical in making any game popular

Kushal das

Football is not as advertisement friendly as cricket

- Football has to be popularised more through the social media platforms.
- ISL needs more viewership for the overall development of the Indian football.

POINTERS

PRASANNA KRISHNAN

Digital platform is the alternate mode of Delivering content.

Currently, Mobiles & Apps are more used in India.

Mobile has replaced the requirement of T.V.”

Digital consumption & Second screen experience focussing on Fan engagement is the Key for ‘SPN’.

Social Media is the best way of delivering Content.”

Digitalization has offered a second screen where the growth of mobile broadcast is growing on a much faster pace than theTV Broadcast.

Digitasation has been the main cause of rise in Sports consumption in India.

As the generation advances,use of Digital media is increasing exponentially.

Most of the T.V nowadays have internet support so that digital content can be viewed in it.

We are now engaging fans through Digital Platforms.

It helps in reaching more people with the help of its widespread personal approach.

Digital Platforms are more personal interactive that any other platform.

Content is the new form of marketing

ANEESH MADANI

Twitter considers itself as an organization complementing sports.

Twitter is using digital platform as a source to unite the people around the world

The biggest strength of a digital platform is content.

Delivery of content is critical.

Social media is redrawing sports broadcasting rule book.”

3.5 million times Indian football clubs are mentioned on Twitter in one year whereas for IPL clubs it is more than 4 times moreit has also been .

#IndianFootball” has had 3 times more Tweets in 2018 compared to 2014.”

Sunil Chhetri’s plea increased the viewership and followers on twitter.

Sunil Chhetri has 60 times more followers on Twitter in 2018 compared to 2014.

40% of Sunil Chhetri mentions on twitter over the last 4yrs came in just one week of June 2018, after the video where he pleaded to the fans to come to the stadium

POINTERS

Prasanna Krishnan

Second screen is cool but television will still be the priority in our country for many many years.

Aneesh Madani

Platforms like Twitter is not only the voice of a league but it also allows you to connect directly with players, team management, team staffs, commentators, statisticians, etc.

- The core fans want to know more about the behind the camera working of the team and event that is off the field happenings.
- On field performance of an athlete has always seen a spike up in the number of followers on Twitter

Nilesh Kulkarni

Students nowadays prefer reading the news over various apps and not on newspapers. this itself is a trigger point to understand that the digital media has changed the mind set of the younger generation.

- "Digital is the way forward. The youth of today uses digital medium for most purposes like news, information, entertainment etc."
- "Gaming is important; Fantasy Games have accelerated digital consumption of sports. Gaming brings in new consumers. Ex: Facebook initially gained new consumers because of the games provided and then later formed as a community."

LV Krishnan

"Digital growth customizes the sport viewing experience to get the youth aged from 8-14 interested in it, so its future is bigger than television."

- "We know that Indian people like more of Graphic games, Arcade games and then come the sporting games

Putting the Fan Front and Centre

Hrishikesh Shende

"Fans will not only help the Sportsperson in gaining popularity and support but it will also help to motivate and encourage our very own team players. There is a huge amount of need of the youth to carry forward Football by creating large number of Fan Pages on Social Networking sites and creating huge official fan groups."

"Through OTT platforms one can drive consumption and increase the number of viewership through fan front and centre. The fan must have a match day experience like no other, implement unique strategies for using Social Media in Sports."

"Different kind of strategies should be used to gain more fans using social networks. Popularizing any event using hashtags nowadays is the most seen strategy

56m
impressions on
digital platforms

62.2% in brand
searches

12.8% purchase
consideration

10k engaged
through MMXI

POINTERS

IDB

"IPL a great learning source for us to attract fans to the stadium.

- 40% of the fans watching the games at home have been women and children. Team owner emphasizes on keeping the fans happy both during on season and off season."

Elbert D'Silva

Internet and Mobile key to Experimental Nirvana

- "OTT is the new broadcast reality. Leveraging mobile to deliver on business objectives."
- "Analytics has been the game changer which attracts consumers towards the game, as fans always ask for something new."

UDAY SODHI

Within the next four years, India would gain 150 million viewers online, making the market the biggest in the world.

- Monetization continues to be a challenge
- Data analytics key to stay ahead of the competitive curve due to personalizing fan experience on our platforms.
- OTT Is The New Broadcast Reality. Consumers Can Access OTT
- Content Through The Easily available Internet Devices."

VINIT KARNIK

Influencers on Social Media drive a major chunk of consumption of Football content in India."

- "Media landscape is helping to connect with the consumer at a faster rate."

CHIRAG PAUL

Analytics nowadays play a crucial part in sports. They help the player as well as the coach in understanding where a particular player or team is committing a mistake. Even the consumers are enthusiastic to know the numbers and statistical data

OVERALL

PERSPECTIVE

POINTERS

Interest from International Clubs like Atletico Madrid and FC Barcelona in Indian Football.

- ❖ Rise in the Rankings of Indian Football and more International Friendlies.
- ❖ Unbelievable Performances of U16 and U17 teams at International level by defeating nations like Argentina.
- ❖ TATA Trust and Atletico Madrid tied up for development of Youth Academy.
- ❖ International Exposure must be given to players to understand the football culture of European Countries.
- ❖ Indian players if played in major world leagues would lead to them turning out heroes for youngsters.
- ❖ Coaches of international standard are to be introduced.
- ❖ India being a large economy corporate investments can be made and football can be promoted in every part of the country.
- ❖ Size of Country does not matter so as to produce athletes.
- ❖ Parents must encourage their child not only for their studies but for also to perform in sports.
- ❖ Major Leagues have come to India for Business and to make money helping Indian Football to grow.
- ❖ La Liga has introduced various academies across India.
- ❖ 18 La Liga teams met the owners of ISL teams in New Delhi.
La Liga is sending 4 Spanish coaches for meeting and having networking sessions



- ❖ La Liga is here to promote Spanish Football Culture commercially and make money.
- ❖ Indian Football will rise only if more and more fans engage.
- ❖ India needs to have "Only Football" Stadiums.
- ❖ Fans experience should be enhanced as they are the base.
- ❖ ISL needs more viewership for overall development of Indian Football.
- ❖ 85% of La Liga clubs get money for broadcast revenue.
- ❖ Time and patience is really needed in the process to revolution of Indian Football.
- ❖ Adidas and its involvement with Indian Football especially the U17 World Cup in India.
- ❖ Adidas and Bayern Munich FC Association and Awareness in India.
- ❖ Indian fans are more interested in Indian Football rather than other European Leagues.
- ❖ India was 4th in viewership of FIFA World Cup 2018 Final.
- ❖ Except for World Cup, Indians watch more Indian Leagues than international leagues.
- ❖ German football culture is different than Indian football culture but you cannot compare a 2 year old with a 20 year old.

POINTERS

❖ Infrastructure.

❖ Fall of I-League.

❖ No Sponsors.

❖ Getting Stadiums Ready

Problems include

❖ ISL has created India into something that it was not.

❖ ISL was a revolution in Indian Football.

❖ Within next 4 years India would gain 150 million viewers online making it the biggest market in the world.

BROADCASTING AND TV NOS

POINTERS

Rajiv Mathrani

- Tv consumption on the rise from 158 millions of views in 2014 to 424 millions in 2018, nearly 3 times.
- Social Media consumption rate on the rise of 21 million impressions across the social media platforms.
- Broadcasting ISL in regional languages.

Jose Antonio Cachaza

- Corporates, Investors, Stakeholders-their investment is not enough considering India is the world' 6th largest economy.
- 85% of La Liga clubs get money for broadcast revenue

Prasanna Krishnan

- Digital Future-Alternate mode of delivering content.
- Currently, mobile and apps are more used in India.
- Mobile has replaced requirement of a second T.V in household.
- Broadcast and digital medium can co-exist and do well in India.
- Broadcasting commentary in regional language promotes the sport.
- We need to have more access to consumer data to understand the consumer behaviors.
- Engaging fans through digital platform.
- Due to digital use, sports consumption in India has risen.
- Digitalization has offered a second screen where the growth of mobile broadcast is growing on a much faster pace than TV broadcast.
- Digital has provided the second screen to the consumer including OTT.
- As the generation advances use of digital media is increasing exponentially more personalized ads and content can be used.

- Second screen is cool but television will still be the priority in our country for many years
- Regional language commentary while broadcasting is not economically sustainable for ISL.
- IPL can afford more than 20 languages but it does 5 languages because the concentration of viewership and fans is more around these languages.
- Though regional language commentary helps promoting football but it should be affordable and be in demand.

POINTERS

- Commentators make the game better so it is necessary to have quality commentators

ANEESH MADANI

PIYUSH KUMAR

- Gaming has brought new consumers. Ex: Facebook initially gained new consumers because of the games provided and then later formed as a community.

- Digital growth customizes the sport viewing experience to get the youth aged from 8-14 interested in it, so its future is bigger than television.

LV KRISHNAN

• Football: TV Trends

- 3 L views (vs. Chinese Taipei) to 7 L views (vs. Kenya); 117% increase

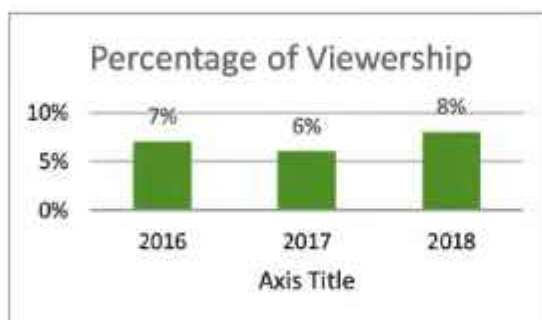
• Sports viewership trajectory:

- 43 billion in 2016 to 46 billion in 2018(up to week 46)

• Football views:

- 2 billion in 2016 to 3 billion 2018 (with 6 more weeks to go)

ELBERT D'SILVA



Increase from 5% to 7 %
(Cricket being dominant with 65%, 71% and 72% viewership for each year respectively)

• 2018 FOOTBALL INDIA

A.48k hours of football content

A.Telecast across 136 channels

A.In 14 diff languages

A.Out of which 67 channels are pay channels

A.60% of TV universe has watched football content

100% growth for Viewership in terms of impressions in 2018

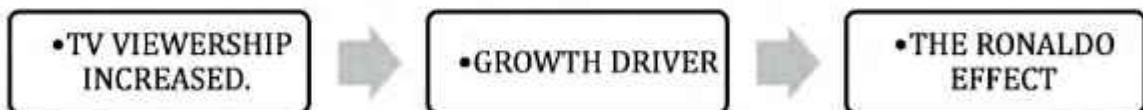
POINTERS

- Stats show that Football attracts premium audience in India with 33% while for cricket it is 26%
- EPL- 51% of viewers under the age of 30
- Except for World Cup, Indians watch more Indian leagues than international leagues
- FIFA WC 2018 drove football fans to OTT platforms as well in addition to Tv. S
- Sony LIV reached 70 million mark during the tournament.
- Revenue from Football in India reaches an all time high of \$16.2 Billion in 2017.
- Indian viewer watches more Indian football compared to other European leagues.
- An Indian fan is more interested in ISL, rather than EPL and La Liga.

UDAY SODHI

- Within the next four years, India would gain 150 million viewers online
- India is likely to be the biggest in the world
- Monetization continues to be a challenge Digital & Television for sports in India

- Mobile connects to consumer in a fast evolving media landscape and helps grow sports, especially football.
- OTT is the new broadcast reality.
- Analytics has been the game changer which attracts consumers towards the game, as fans always ask for something new.



Vinit Karnik

- Influencers on Social Media drive a major chunk of consumption of Football content in India.
- There must be a willingness to pay
- There must also be the ability to pay for a second screen experience
- 51% of viewers are under the age of 30yrs
- 80% of consumption is free in Mobiles
- Other markets have balance of mobiles, desktop, etc other digital mediums
- Interest of 35 advertisers for the OTT platform during the FIFA WC it is estimated that within the next 4 years the Indian viewership would gain
- 150 million football viewers online making the market biggest in the world

INDIAN FOOTBALL AND BRANDING

POINTERS

Nitin Kukreja

ISL's growing popularity has fetched attention from Popular international clubs like Atletico Madrid and Bayern Munich FC . Commercially,

Indian Football is moving ahead in the growth trajectory

The clubs of the leagues have to become 'brands' not just ISL as a whole.

Fans and youngsters support clubs not leagues. Give ISL time to develop.

More heroes are needed to help set an image.

Star Sports and Reliance's has been putting effort in creating a Football Revolution.

Role of celebrities in the Inaugural Year leading to the hype and attraction of fans to the stadium.

Tata's , JSW , Reliance , Birla, etc has to play a crucial role towards creation of sporting facilities as a part of Corporate Social Responsibilities .

Hrishikesh Shende

Involvement of Football Clubs are Important in providing quality merchandise.

Adidas and its involvement with Indian Football has lot of significance, especially U/17 World Cup In India.

Adidas and Bayern Munich FC association are good and it creates awareness in India.

Some outstanding figures

- 56m impressions on digital platforms
- 62.2% in brand searches
- 12.8% purchase consideration
- 10k engaged through MMXI

Hrishikesh Shende

Giveaway of jersey and other merchandise gets a lot of attention prior and after the giveaway too.

Involvement of Football Clubs in providing quality merchandise and loyalty programs.

Most franchises of ISL don't have a training ground which is really pathetic.

The availability of new languages have increased the number of fans and viewership, an increase in number of channels.

Clubs need to have their own stadiums and training facilities to enhance fan experience of football in India just like the west

Biggest assets that are needed by a club is stadium of their own, dedicated training grounds.

Arunava Chaudhuri

Adidas Creators League as a platform to bridge the gap between Professional Leagues and Recreational Football

POINTERS

- Different kinds of stories by brands by different mediums must be shared.
- Interest of 35 advertisers for the OTT platform during the FIFA WC is a boost.
- It is estimated that within the next 4 years the Indian viewership would gain 150 million football viewers online making the market biggest in the world.

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