Your playbook for the future from SportsPro.

A series of insight-driven media content platforms, business intelligence initiatives, summit events, leaderboard awards, communities and collaborations with brilliant partners.

Sport is thriving, sport is next generation, sport is inspiring business to innovate and pioneer new frontiers for stakeholders, media and fans.

Welcome to SportsPro SmartSeries
Award-winning content, innovation and sports business media.

**SportsPro SmartSeries**

Driving future sports technology & next generation insights.
Newly launched insights platform from SportsPro focused on tech, innovation and future investments.

*Industries first sport’s tech and futures blog
*Relevant connected business intel
*Market leader thought leadership
*Influential collaborators
*Key influencers content
*Inside track events
*Powerful global community
Manifesto

“Where the future of sports intelligence becomes the business insights you need today.”

SportsPro SmartSeries brings the concepts of the future to you now...

From the epicentre of trends, future tech and digital media to the boardroom and stadium.

We make sense of tomorrow’s changes.

We’re at the intersection between what’s here and what will be. We thrive and collaborate in the same space as the great innovators of our sports - the media pioneers and major stakeholders.
SportsPro SmartSeries

The Insight DNA

Core Content Foundations

Insights driven, immediate technology and future content for SportsPro business professionals, clients, agencies, brands, media, promoters and stakeholders.

1. Next Generation Content
   Editorial & Reporting

2. Unique Business Events
   Talks, Seminars & Major Awards

3. Collaborative Communities
   Networks, Partners & Writers

4. Innovative Business Insights
   Real Time Exclusives

360 Platform
Core Business Subjects

- Technology & Innovation
- CSR & Communities
- eSport & Gaming
- Performance Analytics & Big Data
- Startups, VCs & Investments
- Leaders & Innovators
- Sustainability & Eco-Environments
- Cities & Destinations
- Media Trail Blazers & Digital
Thought Leadership
Dynamic Content
Business Insight
Intelligence Platform
SportsPro SmartSeries

5 Key Launch Components for 2016 - 2017

01 SmartSeries Innovation Blog
   Dedicated News & Insights Content Platform

02 SmartSeries Content & Insights
   SportsPro Key Editorial 6 Key Sectors

03 SmartSeries SmartStage @SP Live
   Speakers TED Talks Workshops

04 SmartSeries Rankings
   Smart Technology Innovators & Influencers Biz-Media-Teams Innovators

05 SmartSeries Collaborators
   Writers & Media Business Networks Partners
SportsPro SmartSeries

Roadmap
2017 – 2018 & Beyond

06
SmartSeries Summit USA
Online - Editorial Networks
Summit Events

07
SmartSeries Summit Asia
Online - Editorial Networks
Summit Event

08
SmartSeries Innovation Awards
Global Awards Networks
Launch at SP Live

09
SmartSeries Digital Community
Unique CMS
Online Network Memberships

10
SmartSeries Client Summits
Thought Leadership Events & Client Workshops

Roadmap 2017 – 2018 & Beyond
Commercial Consideration & Strategic Framework

We are introducing a groundbreaking sports marketing insight content and innovation intel platform.

We are passionate about partnering with FTSE 500, global brands, startups, media, b2b business’ and rights holders.

Work with us, collaborate with us and deliver stunning insights to achieve very smart business together.

<table>
<thead>
<tr>
<th>Tiered &amp; Robust Framework</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Founding Partners</strong></td>
</tr>
<tr>
<td>(4 x exclusive primary partners)</td>
</tr>
<tr>
<td><strong>Official Partners</strong></td>
</tr>
<tr>
<td>(exclusive major categories)</td>
</tr>
<tr>
<td><strong>Official Suppliers</strong></td>
</tr>
<tr>
<td>(unique added value suppliers)</td>
</tr>
<tr>
<td><strong>Bespoke Partnerships</strong></td>
</tr>
<tr>
<td>(full co-operation with clients, stakeholders &amp; promoters)</td>
</tr>
</tbody>
</table>
Technology & Innovation Blog

Media Opportunities:

+ Exclusive Partnerships
+ Editorial Collaborations
+ Partner Articles
+ “Powered By” Partners
+ Section Partners
+ Integrated Sponsorship
+ Official Sectors Partners
Unique Digital, Social & e-Marketing Channels

Membership, Community & Connectivity

Content & Media Exclusives

Technology & Innovation Blog

Media Opportunities:
+ Exclusive Partnerships
+ Editorial Collaborations
+ Partner Articles
+ "Powered By" Partners
+ Section Partners
+ Integrated Sponsorship
+ Official Sectors Partners

This will be a significant tech & blog content platform.

A sports business industry market leader for tech, trends & innovation.

Global following.
Large distribution network.
Influential readership & community.
6 Influential Thought Leadership Editorial themes for SportsPro 2017

Media Opportunities:
+ Exclusive Partnerships
+ Editorial Collaborations
+ Partner Articles
+ “Powered By” Partners
+ Section Partners
+ Integrated Sponsorship
+ Official Sectors Partners

---

**01**
Future Stadiums & Venues
Dec 2016

**02**
Emerging Tech, Data & Media
Feb 2017

**03**
New Horizons eSports & Gaming
April 2017

**04**
Influential Startups & VCs
June 2017

**05**
OTT Fans & Broadcasts
August 2017

**06**
Bots, IOT, Disruption & Creators
October 2017
Launching in early 2017.
5 unique categories for editorial insight driven SmartSeries rankings

Fully integrated across our unique channel & insights platform
Digital, print, events, mobile & social

---

SmartSeries Rankings

Media Opportunities:

- Exclusive Partnerships
- Editorial Collaborations
- Partner Articles
- "Powered By" Partners
- Section Partners
- Integrated Sponsorship
- Official Sectors Partners

---

Innovators & Influencers

Investors, VCs & Accelerators

Futures Digital, IOT & Media

Intelligent Technology & Data

Emerging Sports & Communities
SmartSeries @ SP Live

Partner Opportunities:

+ Exclusive Partnerships
+ Category Partners
+ “Powered By” Partners
+ Section Partners
+ Integrated Sponsorship
+ Official Sectors Partners

SmartStage
SP Live | Wembley March 2017

Thought Leadership Speakers & Panel
Business Communities & Network Lounge
Future Tech Innovation Expo & Innovation
Digital, Social Media & Mobile Connectivity
Insights & Business Intelligence Workshops
Smart50 Campaign Announcement
SportsPro SmartSeries

Essential Business Information
SportsPro

SPORTSPRO DELIVERS THE MOST DETAILED, INSIGHTFUL AND VALUABLE CONTENT TO THE GLOBAL SPORTS INDUSTRY

AUDIENCE

- NORTH AMERICA 22%
- EUROPE 48%
- ASIA 9%
- CENTRAL / SOUTH AMERICA 6%
- MIDDLE EAST 5%
- AFRICA 3%
- OCEANIA / SOUTH PACIFIC RIM 7%

PRINT READERSHIP
20,000
1. ONLINE

- 1.2 MILLION ANNUAL SESSIONS
- FEATURES CONTENT 4MINS 20SECS READ TIME
- 50+ DEALS PER WEEK
- ARCHIVE OF 40,000+ DEALS/STORIES
- 57% DESKTOP
- 43% MOBILE

LATEST NEWS | INDUSTRY DEALS | OPINION INSIGHT | WHITE PAPERS | THOUGHT LEADERSHIP MOVERS & SHAKERS

2. PRINT

- INDEPENDENT, EXCLUSIVELY WRITTEN EDITORIAL
- 6 EDITIONS PER YEAR

SportsPro LIVE

SPORTS PRO TBC
THE BRAND CONFERENCE

JOB TYPES
- 47% CEO, Chairman, MDs, Presidents
- 33% VP, Director, Heads of
- 10% Manager
- 7% Executive
- 3% Others

ORGANISATIONS
- 27% IF, Governing Bodies, Rights Holders
- 27% Teams/Clubs
- 21% Broadcasters/Media
- 8% Brands/Sponsors
- 7% Agencies
- 10% Others

KEY CHARACTERISTICS - LONG FORM
THOUGHT LEADERSHIP | SPECIAL REPORTS INDUSTRY LEADERS
3. E-NEWLETTERS

DAILY DEAL

Delivered five days a week, every week, the SportsPro Daily Deal e-bulletin brings you the latest sponsorship, agency, broadcast, infrastructure and personal endorsement contracts signed across the global sports industry.

99.85% SUCCESSFUL DELIVERY

12,000+ OPT-IN SUBSCRIBERS

JOB TYPES

- 26% CEO, Chairman, MD
- 28% VP Director
- 33% Manager
- 9% Executive
- 4% Other

CLICKS OVER TOTAL UNIQUE OPENS = 36%

CTOR = 15.5%

OPEN RATE, UNIQUE = 14%

CTR, UNIQUE = 2.1%

4. E-MARKETING

Showcase innovative and unique ideas through direct content sharing with key influencers and decision makers. SportsPro’s audience and the global sports industry as a whole strive for knowledge-led solution providers to answer their business challenges.

MULTIPLE NATIVE CONTENT-BASED OPPORTUNITIES

THOUGHT LEADERSHIP ENGAGEMENT

PUBLISH YOURSELF AS AN INDUSTRY EXPERT

BENEFIT FROM THE SAME PLATFORM AS THE SPORTSPRO EDITORIAL TEAM
5. SOCIAL, APPS, PODCAST

SOCIAL

- 2.2k followers
- 300+ stories monthly
- 500,000+ monthly impressions
- #SportsProLive reached 30,780 in 5 days event period
- 62% LinkedIn followers director level +
- #SportsProLive 10% tweet engagement

APPs

- 2 min 30 sec on app
- 92% returning visitors
- X6 page sessions

PODCAST

Join SportsPro writers and guests for comment, insight and analysis on the matters of moment in the global sports industry.

Guests have included: Patrick Baumann, Virat Kohli, Yiannis Exarchos, Steve Simon, George Pyne, John Amaechi, Luca di Montezemolo, Brian Cookson and Jeff Austin.

Find every SportsPro Podcast at www.sportspromedia.com/podcast or subscribe via iTunes

6. EVENTS

SportsPro Live

Evolution & Revolution Across Global Sport

“Top level delegates, top quality discussions and top of list for Sports industry conferences.”

Seb Vance, Racecourse Media Group

The Brand Conference

Fan Engagement, Brand Strategy, Digital Platforms

“It’s nice to go to an event where you see different people, more from the brand perspective.”

Stuart Mison, Microsoft

Sp Talks

Workshop, Masterclass, VIP

“This was a very well organised event with many valuable insights. Time well invested.”

Lorenz Mueller, Swiss Cycling