

THESPORTSHUB.COM

BUSINESS PLAN

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CONFIDENTIAL

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EXECUTIVE SUMMARY

THE VISION

TheSportsHub.com is an aggregated sports website that brings together and sorts out a huge network of individual sports websites, forums, groups and blogs for surfers, so that they don't have to find and sort them out themselves. The website sorts out sport web-pages both in terms of their relevant sports, teams & tournaments, and in terms of what the most trending information is within each category of those categories. By presenting links to the content that is produced by independent websites as if it was a news website, TheSportsHub.com becomes an easy-to-use and pleasant starting point for internet surfers who wish to be involved in 'good' online sports related activity.

Using TheSporsHub.com enhances the user's experience and saves time and can significantly promote the independent websites to which it links the users increasing their web-traffic. Thus, these independent websites will be able to significantly increase their revenue from web-traffic.

THE GAP IN THE MARKET

The online sporting industry continues expanding without order as it becomes an increasingly interactive experience for the millions of users around the world.

Existing websites that attempt to bring divers sporting material to one place currently work in one of two ways:

- ✚ They present their own content written/blogged by their own personnel. The websites that do this are limited in terms of the sports that they cover and suffer from a media bias because the coverage they offer comes from the same people and place all the time. This is to date, the more profitable of the two options and has so become the more common way.
- ✚ They list other independent websites, blogs and groups as a list. This method is uninspired and makes reaching the actual reading material a long and less enjoyable experience. The websites that currently work in this way are barely profitable and bring no more value to the customer.

There is currently a gap in the market for a website which is a cross-over of these two methods. Such a cross-over would make the online sports-experience easier and more enjoyable as well as exposing the user to a wider spectrum of available content.

MEETING THE MARKET'S NEEDS

TheSportsHub.com provides this cross-over. The website simplifies the huge dispersion of this network for its users. Based on a perpetually running algorithm that prioritises links to content based on popularity and what is most trending from a compiled list of 'links' to independent groups, forums, articles, reports and opinions related to a wide range of popular sports.

The website is and must stay easy to use as a starting point for a user who wishes to search and/read sporting content.

MARKETING AND DISTRIBUTION STRATEGY

Although TheSportsHub.com has a huge audience and several applications, the company wishes to focus its efforts primarily on appealing to the more profitable market segment that is active sportsmen who are generally an older, higher spending demographic. By focusing content, marketing and e-commerce opportunity towards this demographic, we wish to capitalize on the success of bringing millions of these web-surfers to our internet location.

TheSportsHub.com plans to enter this market by partnering with The International Marathon Association, Masters Football and also with the websites that our website will have aggregated.

Once established in the market, the company is planning to expand its focus to include a mobile application so that people can carry our service more easily on the go.

In addition, the company plans to reach an international market by working on multilingual language frames, particularly in Spanish, which would likely double our market size.

Beyond the basic function of our website as has been explained, we intend on creating a membership system which will have people logged in to a user name when surfing our site and will help us involve in a two-way relationship. This will help us take on a direct and database marketing approach offering consumers the service most suited for them and increasing value in the customer by bringing them back to our site as much as possible.

FINANCIAL STRATEGY

The company that has built the prototype mainframe for the website the market research funded solely with private savings of the two partner CEOs. The company is now seeking an investment of ₪2million for further development of the website, its launch and marketing activities.

MANAGEMENT

TheSportsHub.com was founded by sports and internet savvy workaholics Elliott Black and Natanel Benhamou who manage the company as partner CEOs.

Elliott is experienced in marketing in the hi-tech from working as a marketing wiz in the online video-chat field. He takes the role of the 'product' manager being a creative marketing major. His experience includes performing in debt market analysis and he is trained in corporate decision making. Elliott was also a commander in the IDF where he completed his service with the ranking 'sergeant'.

Nathan who is completing training and experiences in the financial sector will primarily manage the company's financial material. His experience includes managing and he has been taught about financial analysis of markets and companies

As you can see below in our business plan, our business idea requires a low running cost and we have projected a break-even and return period to occur within the first three years. Our main source of business will

be sale of advertising space on our website which, as you will see, will be a platform that millions of surfers per month will go to as a starting point to surfing sport content on the internet.

MISSION STATEMENT

The mission of TheSportsHub.com is to become the primary source of independent sport-news related websites, and in doing so to build long-term relationships with the independent sites to which we direct people from our site. In the long term we want to achieve a web-traffic on our site exceeding 1million page viewers per day (including backlinks). The company's goal is to grow steadily, becoming profitable by the second year of operation.

THE BUSINESS PLAN

THE NEED

We like sports. We follow and support sports teams. We pay close attention to every available detail regarding the many competitions, leagues and tournaments in which our sports and teams function. All our friends like sports and we've become increasingly addicted to them with the exponentially increasing amount of sports coverage available online.

An enormous population, like us, follows the vast array of sports, teams and tournaments on the wide-spread choice of media hubs of the internet.

Because the fan-base of a sport team has such a direct effect on the success of the team, online sports coverage is different from the online coverage of many other forms of leisure. More fans are emotionally invested and like to be involved in matters concerning their teams more so than people like to be, with (for example) music, politics and television. It is because of this, that there are so many groups (on social networks), discussion panels, forums, blogs, discussion based articles and reports online, with so many tens of thousands of readers commenting on and discussing them.

The network of online sport-forums is dispersed and unstructured and to be frank, is difficult to navigate around. This of course does not fit our society, which has become lazy - lazy in the sense that, we expect products and services to present themselves to us with no more than the click of a button. There is a need for a hub through which people can be shown the blogs, forums, groups and articles that they will want to read, without them having to do all the searching and filtering through them themselves.

This is the need that we aim to fill. Let us now explain how we will do that.

THE SOLUTION - OUR WEBSITE

OVERVIEW

Throughout our extensive researching, we have found a gap in the market for a well-managed website that both acts as a hub for a wide range of independently managed blogs, articles, sport-websites, groups and forums dedicated to sports, and, that does so for a range of sports, tournaments and teams that encounters most of the worlds' global sporting interest. This list of sports and major tournaments that we refer to is not particularly long and can be seen in appendix [\[1\]](#).

'Links' will be added to our list on condition that they enter into a two-way relationship with us. This 'relationship' will be described shortly. The preliminary list of these links is already lengthily and will grow organically once the website has been launched.

The content of our website will be organized by new software that acts as a web-solution, made by Israeli company Senamtic. Senamtic produced this software as a means of connecting social media with the daily media and keeping the data organized using an advanced algorithm.

We intend for our website to become the go-to place on the internet that surfers use on their way to viewing sport-related material/news. It is a core importance for us that surfing our site will therefore be an easy and enjoyable experience that makes things clearer, neater and easier. We believe that Senamtics software will fill that need.

This organizational method will present the website pages as if it was a news-website home-page. Here is a prototype snap shot of what we intend the website to look like:

The screenshot displays the homepage of TheSportsHub.com, specifically the soccer section. The navigation bar includes categories like Soccer, Basketball, Football, Motor Sports, Hockey, Tennis, Golf, Rugby, and More Sports, along with a search function. The main header features the site name and a date stamp: "4 January 2013 Last updated at 08:11 GMT". Below this, there are sub-navigation links for various leagues and competitions, and a "Search by Club" dropdown menu. The main content area is divided into several sections: a featured article titled "Balotelli & Mancini an 'incendiary' pairing" with a photo of the two players; a "Headlines" section with links to tactical analyses and team news; a "Video & Audio" section with video thumbnails; and a "Popular Discussions" section with discussion topics. A vertical blue sidebar on the right contains multiple "Advertise Here" buttons. The overall design is clean and organized, typical of a news website.

It is important first of all to take note of the simple and clear way that the website will be set up. The easier our website is to use, the more it fulfils our mission of providing a simplified, easy to use route through the online-sports network.

The second aspect of the website that defines its service is the ways surfers can navigate round it. One can search for content via the sport, competition, sports team or specific platform of interest. Users can also search for specific types of content (video, audio, discussions, opinions, reports etc).

As is shown on the snapshot, all URL home-addresses of the links are shown along with the link titles, which advertise the websites on which they run. This exposure will benefit the foreign sites (in terms of advertising and increasing their page traffic) which are why sites will be willing to enter into the aforementioned two-way relationship with us in which we include them on our site on condition that they advertise us on their website. This relationship method defines our marketing strategy and means of advertising.

Most importantly, notice the advertisement space. This space is the source of our first and primary revenue source. Let us now review that.

REVENUE

We are embracing the modern ways of integrated marketing communications and will be creating revenue by selling the significant space for advertising on each page on a fixed cost and PPC (pay-per-click) basis.

Like most online start-ups, it might not be clear initially what potential sources of revenue we can capitalize on from the asset of having millions of people visiting our site, and so, we wish to hold back on creating all possible revenues until this platform defines itself and we can recognize the scope of potential we will be dealing with.

TARGET AUDIENCE

Our target consumers are all those who surf sporting content on the sites which we will put on our list of links. This audience is not measurable but certainly exceeds hundreds of millions. In order to narrow our focus to a more approachable market, we are going to be primarily targeting marathon runners. The reason for this is that this audience is a higher-earning segment that is very involved with following the sporting events in which they participate online. Targeting this segment as a primary market will opportune a cost-benefit and is a manageable scope unlike simply targeting 'people who read about sports online'

Our second target market will be the European soccer market. This market is also an involved high-spending segment of the huge total market. More importantly, it is a market whose nature we are very familiar with and understand.

MARKET ANALYSIS

The market grows at the rate of the internet. As can be seen in the appendix [\[2\]](#), the internet continues to grow at an exponential rate which dictates into a growing consumer market for websites. The blogging industry is likely in its maturity stage because its growth rate has been decreasing since 2010, mainly because social networking has been dominating the blogging industry.

COMPETITION

Because our website presents trending sports material which is updated in real time by the perpetually running algorithm, we identify the current leading sports coverage websites as our direct competitors, rather than sports-blogging websites and the platforms leading to them.

Our indirect competitors are sports websites that do not want to involve in our aforementioned two-way relationship. Such websites will be indirectly 'fighting' our system of bringing surfers to our website on the way to visiting all of theirs. We are only interested however in websites like these which experience traffic exceeding 5,000 unique visits per day.

Please refer to the section of our competitor analysis [\[3\]](#) attached in the appendix that overviews our evaluation of our four main competitors.

OUR ADVANTAGE

Our main competitive advantages are first of all, that there is currently no website for sports that works in a similar way to ours across this range of sports.

Secondly, the fact that the running of our actual website involves managing content within the website template and not having to produce or publish any content of our own, gives our business flexibility and will also ensure a low cost for running the website once it has been set up. The personal that will be required for the website maintenance will also be low compared to that required by our main competitors. We will soon define the personal we will require.

In addition to the mentioned available market, another potential market that we hope to follow the launch of our website will have to be the application market that is growing into and over the website industry. With the achieving of sufficient website traffic, we also plan to target a non-English speaking market by having our website also in the French and Spanish languages.

Please see the appendix [\[3\]](#) for a sample of our detailed competitor analysis.

SWOT ANALYSIS

STRENGTHS

our main strength will be our uniqueness and the low cost of maintenance for a website that will manage a lot of content.

WEAKNESSES

we will be entering a very busy and competitive market as a new market. It will also take an estimated one month for the algorithm of the website to start presenting content in the desired fashion as it will initially prioritise links to the already leading pages.

OPPORTUNITIES

our competitive advantage will help us reach a large audience in a short amount of time. Also our partnership with Senamtics Technology Company will provide the opportunity to constantly expand and improve our technology and to break into the application market.

THREATS

The current leaders in our market have the resources and capabilities to apply blocking techniques in defence against our significant growth into the market.

Also, as mentioned above, the blogging industry growth has been declining and the diminishing of that market presents a threat to the demand of our need.

GO-TO MARKET

INITIAL MARKET ANALYSIS

We intend on initially approaching the market by launching the pilot website to our primary target market (marathon runners). The way to do this is by advertising in marathon magazines through PR companies. People who participate in the 1000s of public marathons and associated races are exposed a lot to such PR. It is part of their involvement with that leisure. We will advertise through these channels as a service that enhances this involvement.

Here is our step-by-step penetration analysis, summarized into 6 basic phases:

1. Create the pilot
The pilot must meet all the specifications explained above.
2. Create a huge media hype with the launch of the pilot website
Through the aforementioned media channels, we will create maximum exposure of our pilot market to marathon running communities. Further to advertising through PR magazines in marathon related press, it is important that we feed online advertising with the launch of the pilot to bring a strong first wave of internet traffic on our site.
3. Launch pilot website
During the actual launch of the website, SEO, social-media marketing and communitainment will be key.
More importantly, we will require the linked websites to be advertising us simultaneously. This more this happens, the more it will give the flow of traffic the clarity to balance the algorithm.
4. Feedback analysis
Once we see how successful the website and marcom activities are, either increase or decrease marketing activity. This will also be the first time to make significant tweaks to the website to match the market requirements.

5. Expand to a second target market

At this stage in the game, the company will address appropriate marketing strategy for reaching the second target if it has not yet been caught in the loop of our website as a result of a sufficient web traffic.

TheSportsHub.com has outlined a three stage strategy with which we for expanding our business services and operations following the launch of the website.

FINANCIAL PROJECTIONS (ALL IN ₪)

PROFIT AND LOSS STATEMENT (₪)

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues					
Advertisement	450,000.00	577,500.00	1,325,625.00	1,746,906.25	2,119,251.56
Subscription		3,250,000.00	3,575,000.00	3,932,500.00	4,322,500.00
Total	450,000.00	3,827,500.00	4,900,625.00	5,679,406.25	6,441,751.56
Expenses					
Operating expenses	1,528,800.00	1,566,800.00	2,237,610.00	2,384,249.90	2,510,457.65
G&A	498,820.00	475,376.00	521,553.12	560,711.78	617,448.42
M&S	416,800.00	415,200.00	360,060.00	417,498.00	425,832.90
Total	2,444,420.00	2,457,376.00	3,119,223.12	3,362,459.68	3,553,738.97
Operating profits	- 1,994,420.00	1,370,124.00	1,781,401.88	2,316,946.57	2,888,012.59
Financing costs					
Loan payment (with interest)	41,800.00	41,800.00	41,800.00	41,800.00	41,800.00
Total	41,800.00	41,800.00	41,800.00	41,800.00	41,800.00
EBIT	- 2,036,220.00	1,328,324.00	1,739,601.88	2,275,146.57	2,846,212.59
Taxes 36%		478,196.64	626,256.68	819,052.77	1,024,636.53
Net profit after tax	- 2,036,220.00	850,127.36	1,113,345.20	1,456,093.80	1,821,576.06

Assumptions:

Financing costs include reimbursing the chief scientist office, and interest payment on the loan taken in 10 years

PROJECTED CASH FLOW (₩)

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Operating expenses	1,528,800.00	1,566,800.00	2,237,610.00	2,384,249.90	2,510,457.65	10,227,917.55
Loan payment	41,800.00	41,800.00	41,800.00	41,800.00	41,800.00	418,000.00
Loan interest = 4.5%	18,000.00					
Total disbursements	1,570,600.00	1,608,600.00	2,279,410.00	2,426,049.90	2,552,257.65	10,436,917.55
Revenues	450,000.00	3,827,500.00	4,900,625.00	5,679,406.25	6,441,751.56	21,299,282.81
Bank loan	400,000.00					
Private investment	1,600,000.00					
Total cash sources	2,450,000.00	3,827,500.00	4,900,625.00	5,679,406.25	6,441,751.56	23,299,282.81
Net operating cash flow	879,400.00	2,218,900.00	2,621,215.00	3,253,356.35	3,889,493.91	12,862,365.26
Accurate cash flow	879,400.00	3,098,300.00	5,719,515.00	8,972,871.35	12,862,365.26	31,532,451.61

REVENUE FORECAST (₩)

		Year 1	Year 2	Year 3	Year 4	Year 5		
Revenues from the website	Expected single user per year	3,000,000.00	3,600,000.00	4,320,000.00	4,968,000.00	5,564,160.00	20% year 2 and 3, 15 year 4 12% year 5	
	Number of different advertisers per year	50.00	70.00	100.00	130.00	150.00		
	Cost per advertiser	4,000.00	4,500.00	5,000.00	5,500.00	6,000.00		
	Advertisement revenue per year	200,000.00	315,000.00	500,000.00	715,000.00	900,000.00	total	2,630,000.00
	Expected number of clicks on advertisements per year	50,000.00	52,500.00	55,125.00	57,881.25	60,775.31	5% growth per year	
	Revenue per click on an advertisement	5.00	5.00	5.00	5.00	5.00		
	Expected revenue from clicking	250,000.00	262,500.00	275,625.00	289,406.25	303,876.56	Total	1,381,407.81
Revenues from the smartphone application	Expected user per year			250,000.00	350,000.00	450,000.00		
	Cost of the application			Free	Free	Free		
	Number of different advertisers per year			100.00	130.00	150.00		
	Cost per advertiser			4,000.00	4,500.00	5,000.00		
	Advertisement revenue per year			400,000.00	585,000.00	750,000.00	Total	1,735,000.00
	Expected number of clicks on advertisements per year			30,000.00	31,500.00	33,075.00		
	Revenue per click on an advertisement			5.00	5.00	5.00		
	Expected number of clicks on advertisements per year			150,000.00	157,500.00	165,375.00	Total	472,875.00
	Expected revenue from advertisement	450,000.00	577,500.00	1,325,625.00	1,746,906.25	2,119,251.56		
Paying content	Expected number of users paying for full access on the website		100,000.00	110,000.00	121,000.00	133,100.00	Increasing by 10% per year	
	Expected number of users paying for a full year		50,000.00	55,000.00	60,500.00	66,500.00		
	Price of the yearly subscription		50.00	50.00	50.00	50.00		
	Expected revenue from the yearly subscription		2,500,000.00	2,750,000.00	3,025,000.00	3,325,000.00	Total	11,600,000.00
	Expected number of people paying per month		50,000.00	55,000.00	60,500.00	66,500.00		
	Price of the monthly subscription		5.00	5.00	5.00	5.00		
	Expected monthly subscription paid by each user		3.00	3.00	3.00	3.00		
	Expected revenue from the monthly subscription		750,000.00	825,000.00	907,500.00	997,500.00	Total	3,480,000.00
Expected revenue from paying content			3,250,000.00	3,575,000.00	3,932,500.00	4,322,500.00	Total	15,080,000.00

OPERATING EXPENSES (₩)

	Year 1	Year 2	Year 3	Year 4	Year 5		
Salaries							
<i>CTO</i>	1.00	1.00	1.00	1.00	1.00		
Annual salary	300,000.00	321,000.00	343,470.00	367,512.90	393,238.80	increase by 7% each year	
Total	300,000.00	321,000.00	343,470.00	367,512.90	393,238.80	Total	1,725,221.70
Core developers	2.00	2.00	3.00	3.00	3.00		
Annual salary	324,000.00	340,200.00	357,210.00	375,070.50	393,824.03	Increase of salary by 5% each year	
Total	648,000.00	680,400.00	1,038,420.00	1,107,351.00	1,162,718.55	Total	4,636,889.55
UI and UX designers	2.00	2.00	3.00	3.00	3.00		
Annual salary	264,000.00	277,200.00	291,060.00	305,613.00	320,893.65	Increase by 5% each year	
Total	528,000.00	554,400.00	846,120.00	902,286.00	947,400.30	Total	3,778,206.30
Total personel	5.00	5.00	7.00	7.00	7.00		
Total salaries	1,476,000.00	1,555,800.00	2,228,010.00	2,377,149.90	2,503,357.65	Total	10,140,317.55
Fixed costs							
Website development	35,000.00	9,000.00	5,000.00	5,000.00	5,000.00		
Application development			30,000.00	5,000.00	5,000.00		
Algorithmic specification initialization	10,000.00	1,000.00	1,000.00	1,000.00	1,000.00		
Beta test prototypes	3,000.00						
Misc.	4,800.00	1,000.00	3,600.00	1,100.00	1,100.00		
Total fixed costs	52,800.00	11,000.00	9,600.00	7,100.00	7,100.00	total	87,600.00
Total operating expenses	1,528,800.00	1,566,800.00	2,237,610.00	2,384,249.90	2,510,457.65	total	10,227,917.55

MARKETING AND SALES (₩)

	Year 1	Year 2	Year 3	Year 4	Year 5		
Salaries							
<i>Marketing coordinator</i>	1.00	1.00	1.00	1.00	1.00		
Annual salary	144,000.00	151,200.00	158,760.00	166,698.00	175,032.90	Increase by 5% each year	
Total	144,000.00	151,200.00	158,760.00	166,698.00	175,032.90		
Total personnel	1.00	1.00	1.00	1.00	1.00		
Total salary	144,000.00	151,200.00	158,760.00	166,698.00	175,032.90	Total	795,690.90
Fixed costs							
SEO costs	48,000.00	48,000.00	48,000.00	48,000.00	48,000.00		
Website launch advertisement	20,000.00						
Smartphone application launch advertisement			15,000.00				
Advertisement	180,000.00	192,000.00	120,000.00	180,000.00	180,000.00		
Misc.	24,800.00	24,000.00	18,300.00	22,800.00	22,800.00		
Total fixed costs	272,800.00	264,000.00	201,300.00	250,800.00	250,800.00	Total	1,239,700.00
Total M&S expenses	416,800.00	415,200.00	360,060.00	417,498.00	425,832.90	Total	2,035,390.90

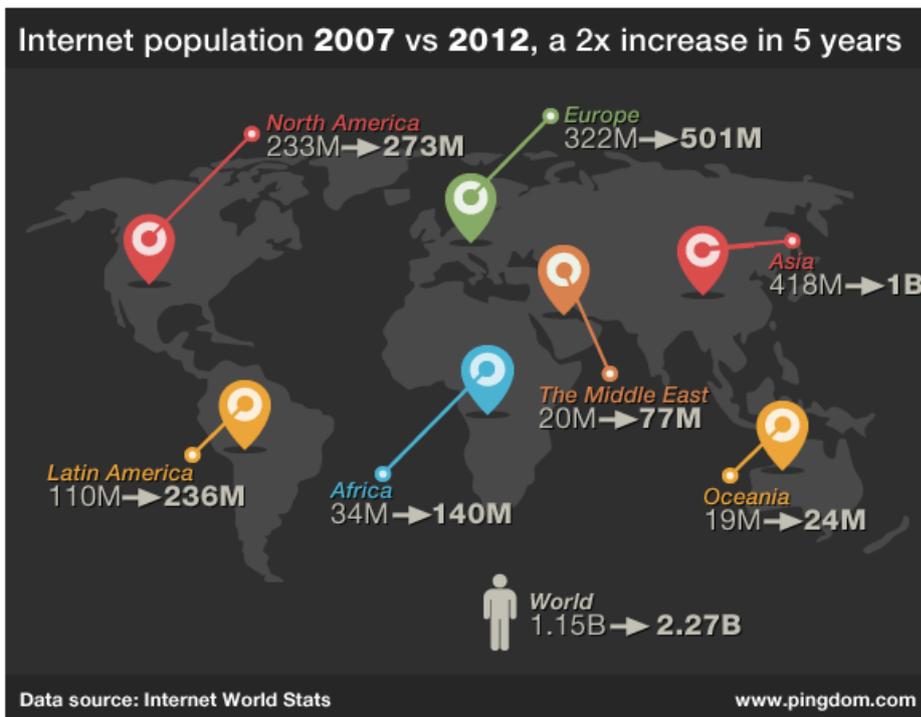
GENERAL AND ADMINISTRATIVE (ᄇ)

	Year 1	Year 2	Year 3	Year 4	Year 5		
Salaries							
<i>CEO (2)</i>	2.00	2.00	2.00	2.00	2.00		
Annual salary	180,000.00	198,000.00	217,800.00	239,580.00	263,538.00	Increase of the salary by 10% each year	
Total	360,000.00	396,000.00	435,600.00	479,160.00	527,076.00		
Total personnel	2.00	2.00	2.00	2.00	2.00		
Total salaries	360,000.00	396,000.00	435,600.00	479,160.00	527,076.00	Total	2,197,836.00
Fixed costs							
Patents and legal	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00		
Bookkeeping and accounting	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00		
Rent and municipal taxes	48,000.00	48,960.00	49,939.20	50,937.98	51,956.74		
Office expenses	60,000.00	5,000.00	10,000.00	5,000.00	12,000.00		
Insurance	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00		
Communication	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00		
Misc.	12,620.00	7,216.00	7,813.92	7,413.80	8,215.67		
Total fixed costs	138,820.00	79,376.00	85,953.12	81,551.78	90,372.42	Total	476,073.32
Total G&A expenses	498,820.00	475,376.00	521,553.12	560,711.78	617,448.42	Total	2,673,909.32

APPENDIX

[1]

Sports	Leagues	Target number of Links (at launch)
Soccer	European Champions League	350
	UEFA Leagues	250
	Premier League	300
	La Liga	225
	League-1	175
	World Cup	300
	Brazilian League 1	100
	Masters Football	100
American Football	NFL	400
	Superball	300
Ice Hockey	NHL	250
	CHL	200
	Stanley Cup	200
	English League	75
Basketball	NBA	400
	Liga ACB	200
Golf	All Grand-slam titles	400
Tennis	All Grand-slam titles	400
Athletics	Olympics	200
	Commonwealth Games	100
	Athletics World Championship	100
Boxing	All WBC IBA and BCC standings	150
Rugby (League and Union)	Australian League	120
	SL and Heineken Cup	80
	Aviva Premiership	75
	European Cup	75
	6 Nations Cup	75
Motor Sports	Nascar	75
	F1 Grand Prix Races	75
Cricket	T20	50
	Pro 40	50
	International Cricket Cups (4)	40
Baseball	World Series	225
Disability Sport		150
Involvement sports	E.g. marathons, triathlons etc	300



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SBNATION.COM

About:

SB Nation is a sports network owned and operated by Vox Media with more than 300 separate web sites maintained primarily by part-time contract writers. They put together posts, facilitate dialogue and interact with commenters. At a kickoff event in February 2009, there were about 185 blogs. ComScore, the Reston-based tracker of consumer Internet habits, tallied 5.8 million unique visitors to SB Nation Web sites during the month of November 2010. That 208% increase over the 1.9 million unique visitors in November 2009 made SB Nation the fastest growing sports Web site the company tracks.

As of December, 2010, SB Nation has 12 million unique visitors and over 100 million page views monthly, according to Vox Media CEO Jim Bankoff. Expansion includes mobile and going global, into the "European Premier (soccer) League."

Similarities/Differences:

- SB Nation empowers about 300 'community networks' (it splits into specified websites for particular sports/teams rather than keeping it in one place) and does not deal with independent bloggers.
- SB Nation focuses almost completely on American sports
- It is similar in that it attempts to keep fans involved in their teams/sports using independent writers.

Company Info:

- Staff: 120
- CEO: Jim Bankoff
- URL: www.sbnation.com

Social Media:

Network	URL	Followers/Likes	Status
Facebook	http://www.facebook.com/sbnation	47,204	Posts on the hour
Twitter	https://twitter.com/sbnation	54,346	Tweets on the hour
Company Blog	http://blog.sbnation.com/		Avg. of 4 per month
Youtube	http://www.youtube.com/user/sbnation	22,233	3-4 videos per day
Tumblr			

Apps:

Type	Name	Price	Link	Downloads
Android	SB Nation – Sports News	Free	https://play.google.com/store/apps/details?id=com.sbnation.android	
IOS	SB Nation – Sports News			

Traffic info (Aug 2012):

- 20M monthly unique visitors
- 100M monthly page views
- 80% male audience
- 21-34 demo (Index 201)
- 74% are college educated
- 100K+ HHI – 50%+ (Index 146)
- 48% visit SB Nation 20+ times per month
- Alexa Rank:

About:

ProSportsBlogging.com is a site dedicated to what matters most in professional sports – the fans. Not only the writers provide the latest in news and professional analysis, but each one of them takes into account the perspective and opinion of the people who make the professional sports world revolve around its current axis. With that unique approach, ProSportsBlogging.com will provide every reader with not only the essentials, but also a point of view from someone the reader can relate to directly. They have new content daily on a variety of sports, 365 days a year

Similarities/differences:

- The blog focuses almost only on American leagues; it practically does not provide any information about sport facts occurring abroad.
- It does not redirect users to other website or sports blog
- It is similar in that it attempts to keep fans involved in their teams/sports using independent writers.

Company Info:

Staff: 120

CEO: Kevin Lee

URL: <http://www.prosportsblogging.com>

Social Media:

Network	URL	Followers/Likes	Status
Facebook	https://www.facebook.com/ProSportsBlog	2.7m	Post on the day
Twitter	https://twitter.com/ProSportsBlog	1m	Post on the hour
Company Blog	http://www.prosportsblogging.com		
Youtube			
Tumblr			

Apps: rumoured to be in production

Traffic info:

- Alexa rank: 504,641

About:

Some 30 years ago, ESPN became the first sports network to televise complete sports coverage. Today, we're a leader in multimedia sports entertainment with over 50 business assets, televising 65 sports in 16 languages in more than 200 countries. That's more than a winning business model. That's determination, hard work, great ideas and a company filled with professionals who strive for glory.

Fast Company named ESPN No. 16 in its 2011 list of the 50 Most Innovative Companies.

Moreover, on almost each sport section, we can access to the ESPN blog website, where bloggers from the whole country post their own opinion about an event that occurred about a specific sport or in a specific city.

Similarities/differences:

- Deals with independent bloggers, that post their own comments on the website.
- It does not redirect users to another blog or website.
- It is similar in that it attempts to keep fans involved in their teams/sports using independent writers.

Company Info:

Staff: 6500 (3900 in Bristol)

CEO: John Skipper

URL: <http://espn.go.com>

Social Media:

Network	URL	Followers/Likes	Status
Facebook	https://www.facebook.com/ESPN?fref=ts	8257000	Posts on the hour
Twitter	https://twitter.com/espn	5786000	Posts on the hour
Company Blog	http://espn.go.com/espn/blogs		Posts on the hour
Youtube	http://www.youtube.com/user/espn	487000	Post on the hour
Tumblr	http://www.tumblr.com/tagged/espn		

Apps:

Type	Name	Price	Link	Downloads
Android	ScoreCenter for Android	free	https://play.google.com/store/apps/details?id=com.espn.score_center&hl=fr	
IOS	ESPN ScoreCenter	free	https://itunes.apple.com/fr/app/espn-scorecenter/id317469184?mt=8	

Traffic info:

Alexa Rank: 78 in the world

13253012 pageviews per day

153221 backlinks

Daily Ads Revenue \$39761.86

73.7% of the users are in the USA

in the last 3 months, 6.24 pages viewed by user