

Appendix A: Extracted press releases from the Sky news archive

Item	Date	Original Headline (English Translation)	Overarching Strategy	Keywords	Link	Researcher Notes: Short Summary	Researcher Notes: BM Elements
41	25.08.2016	Sky verpflichtet Oliver Schmittlein als Sky-Physio-Experte Sky signs Oliver Schmittlein as Sky Physio expert	Defend	HR	https://info.sky.de/infob/mediacentrum/news/2016/08/25/01 2 up	<ul style="list-style-type: none"> Physio expert previously working for FC Bayern München Supported by three viewers new insights and exclusive typical injuries 	VP, KR
42	26.08.2016	Start von Sky Ticket: der neue Weg in Sky mit anfordigen Zugriff und flexiblen Laufzeiten Launch of Sky Ticket: the new way in Sky with instant access and flexible runtimes	Initiate	Sky Ticket	https://info.sky.de/infob/mediacentrum/news/2016/08/26/01 2 up	<ul style="list-style-type: none"> Sky Ticket replaces Sky Select and enables flexible streaming without binding contracts (except all entertainment packages) For Sky Sport: Daily, weekly, and monthly tickets; support day ticket for 9.99€, weekly ticket for 29.99€ The new "Stream" offers a variety of content, flexible prices and multiple ways (devices) to watch high quality content to address larger audience New innovation partnership with software developer SAP "Really insight" functions should give viewers further insight into sports: virtual placement allows Sky to visualize statistics of how players perform in the past and measure individual shooting behavior in match context 	CS, VP, BS
43	09.09.2016	Neue Einzelanalyse beim „Topgoal der Woche“: Sky Deutschland und SAP schließen Innovationspartnerschaft New analysis analysis in the "Top Match of the Week": Sky Deutschland and SAP conclude innovation partnership	Defend	Technology	https://info.sky.de/infob/mediacentrum/news/2016/09/09/01 2 up	<ul style="list-style-type: none"> Announcement of launch of new, free-of-charge sports portal app (see in Summer 2017) App was downloadable since 03/2017; this was taken as official launch date: https://www.sky.de/downloads/wapp/SkySport.de_16081047.html No extension, but standalone platform for modern sports reporting Focus on high-quality video content "Fourth pillar of Sky Sport brand", delivering best sports viewing experience also to fans online Exciting platform for integrative ways of advertising: allowing sports interested to access entire world of sport in pay TV, free TV (Sky Sport News HD from December) and also digitally UHD content has been shown partially since 2012 via the receiver and the new channels Promotion of match shows in FTA on new channel Sky Sport News HD that launches 1st of December Match will be on 2nd of December Sky Sport News HD will be a 24h channel available via all transmission channels (satellite, cable, IPTV, OTT) for top news 	VP, CR, BS, KR, KA
44	14.09.2016	Das neue Zuhause für alle Sportfans: SkySport.de startet im Sommer 2017 The new home for all sports fans: sky sport.de launches in summer 2017	Create	Launch	https://info.sky.de/infob/mediacentrum/news/2016/09/14/01 1 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR, BS, KR, KA
45	27.09.2016	Sky startet im Oktober den neuen Sky+ Pro samt UHD-Ausgabe in Deutschland und Österreich Sky launches new Sky+ Pro including Ultra HD offer in Germany and Austria in October	Defend	Technology	https://info.sky.de/infob/mediacentrum/news/2016/09/27/01 2 up	<ul style="list-style-type: none"> SKY launches the first two UHD channels that can be accessed via new Sky+ Pro Receiver: showing 1 match per Bundesliga matchday in UHD and selected UCL games UHD content has been shown partially since 2012 via the receiver and the new channels Promotion of match shows in FTA on new channel Sky Sport News HD that launches 1st of December Match will be on 2nd of December Sky Sport News HD will be a 24h channel available via all transmission channels (satellite, cable, IPTV, OTT) for top news 	VP, CR, KR
46	06.10.2016	Sky Sport News HD zeigt nun Start im Free-TV da Bundesliga-Spiel des 1. FSV Mainz 05 gegen den FC Bayern München live und frei empfangbar Sky Sport News HD shows now start in free-TV due to Bundesliga match between 1. FSV Mainz 05 and FC Bayern München live and free-to-air	Create	Content creation	https://info.sky.de/infob/mediacentrum/news/2016/10/06/01 1 up	<ul style="list-style-type: none"> Further signing of popular moderator SKY launches the first two UHD channels that can be accessed via new Sky+ Pro Receiver: showing 1 match per Bundesliga matchday in UHD and selected UCL games UHD content has been shown partially since 2012 via the receiver and the new channels Promotion of match shows in FTA on new channel Sky Sport News HD that launches 1st of December Match will be on 2nd of December Sky Sport News HD will be a 24h channel available via all transmission channels (satellite, cable, IPTV, OTT) for top news 	VP, CR
47	07.10.2016	Laura Papendiek wird Moderatorin bei Sky Sport News HD Laura Papendiek becomes presenter at Sky Sport News HD	Defend	HR	https://info.sky.de/infob/mediacentrum/news/2016/10/07/01 1 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR
48	01.11.2016	Das TV-Comeback: Jörg Wostera kehrt zurück und verstärkt das Team von Sky Sport News HD The TV-Comeback: Jörg Wostera returns and reinforces the team of Sky Sport News HD	Defend, Create	HR, Content creation	https://info.sky.de/infob/mediacentrum/news/2016/11/01/01 2 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR, KR
49	03.11.2016	Sport meets Entertainment: Frank Buchmann kommt zu Sky Sport meets entertainment: Frank Buchmann joins Sky	Defend	HR	https://info.sky.de/infob/mediacentrum/news/2016/11/03/01 5 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR
50	03.11.2016	Sky Sport News HD ist ab jetzt jobstream: Keepy 200 Minuten Güte aus Sport, Politik, Wirtschaft und Medien denn das Start im Free-TV Sky Sport News HD is now available to jobstream: Keepy 200 minutes quality from sports, politics, business and media (because the launch in free TV)	Create	Launch	https://info.sky.de/infob/mediacentrum/news/2016/11/03/01 1 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR, BS, KA
51	05.01.2017	Sky verküffert die Winterpaare: Vorbereitungspoker von Dortmund, Gladbach und anderen weiteren Bundesliga-Teams live frei empfangbar auf Sky Sport News HD Sky auctions winter break: Preparation games of Dortmund, Gladbach and numerous other Bundesliga teams live and free-to-air on Sky Sport News HD	Create	Content creation	https://info.sky.de/infob/mediacentrum/news/2017/01/05/01 2 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR
52	10.01.2017	Sky Deutschland und O2 starten exklusive Partnerschaft mit der Bundesliga zweiten Hälfte der Saison Sky Deutschland and O2 launch exclusive partnership with the Bundesliga second half of the season	Initiate	Sky Ticket	https://info.sky.de/infob/mediacentrum/news/2017/01/10/01 1 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR
53	31.01.2017	Sky Deutschland und Discovery Communications vereinbaren Vertragsverlängerung Sky Deutschland and Discovery Communications agree contract extension	Defend	Additional content	https://info.sky.de/infob/mediacentrum/news/2017/01/31/01 2 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR
54	02.02.2017	Laura Adax wird Moderatorin bei Sky Sport News HD Laura Adax becomes presenter at Sky Sport News HD	Defend	HR	https://info.sky.de/infob/mediacentrum/news/2017/02/02/01 4 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR
55	03.03.2017	Sky Deutschland und HEUTE starten Partnerschaft Sky Deutschland and HEUTE start partnership	Defend	Organizational restructuring	https://info.sky.de/infob/mediacentrum/news/2017/03/03/01 2 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR
56	06.03.2017	Sky Deutschland und HD 1 HDX starten Partnerschaft Sky Deutschland and HD 1 HDX start partnership	Initiate	Sky Ticket	https://info.sky.de/infob/mediacentrum/news/2017/03/06/01 1 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR
57	10.03.2017	Katja Wunderlich verlässt Sky Sport News HD Katja Wunderlich leaves Sky Sport News HD	Defend	HR	https://info.sky.de/infob/mediacentrum/news/2017/03/10/01 2 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR
58	17.03.2017	Rainer Calmund becomes Sky Sport News HD Rainer Calmund becomes Sky Sport News HD	Defend	HR	https://info.sky.de/infob/mediacentrum/news/2017/03/17/01 1 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR
59	24.03.2017	Laszlo László wird Moderatorin bei Sky Sport News HD Laszlo László becomes presenter at Sky Sport News HD	Defend	HR	https://info.sky.de/infob/mediacentrum/news/2017/03/24/01 1 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR
60	03.04.2017	Bertram Dortmund gegen den HSV am Tuesday live in air live for viewers on Sky Sport News HD Borussia Dortmund vs. HSV on Tuesday live in air live for viewers on Sky Sport News HD	Create	Content creation	https://info.sky.de/infob/mediacentrum/news/2017/04/03/01 2 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR
61	14.04.2017	Hansi Kipper und Jörg Dalman kehren zu Sky zurück Hansi Kipper and Jörg Dalman return to Sky	Defend	HR	https://info.sky.de/infob/mediacentrum/news/2017/04/14/01 1 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR
62	25.04.2017	Sky Sport präsentiert am Samstag ab sofort erstmals deutschsprachige Inhalte für Discovery Sky Sport presents on Saturday from now on first time German content on Discovery for the first time	Create	Cooperation for content distribution	https://info.sky.de/infob/mediacentrum/news/2017/04/25/01 2 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR
63	04.05.2017	Die ganze Welt der Sports news einer Hand - Sky Deutschland stellt den Sportsnews neu auf The whole world of sports from a single source - Sky Deutschland renews its sports division	Create	Organizational restructuring	https://info.sky.de/infob/mediacentrum/news/2017/05/04/01 2 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR
64	11.05.2017	Die neue Staffel von „Zwei Engel für dich - Bündnis Scheitern“ im 20. Juni auf Sky Sport News HD im Free-TV The new series of "Two Angels for you - Bündnis Scheitern" on 20 June on Sky Sport News HD in free-TV	Create	Content creation	https://info.sky.de/infob/mediacentrum/news/2017/05/11/01 1 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR
65	01.06.2017	Sky und Sony Interactive Entertainment zeigen UEFA Champions League Finale in Virtual Reality über PlayStation VR Sky and Sony Interactive Entertainment show UEFA Champions League Final in Virtual Reality over PlayStation VR	Defend	Technology	https://info.sky.de/infob/mediacentrum/news/2017/06/01/01 3 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 2017/8) Should help with his long experience to establish Sky Sport News HD as first address for all sports interested and establish audience in free TV Shows called "Wostera: The Football Talk" (see news from 12.04.2017: https://info.sky.de/infob/mediacentrum/news/2017/04/12/01 1 up as well as #30) Sky launches new entertainment channel, mix between in-house production shows and international series Controlled popular sports moderator Frank Buchmann to moderate (re)introduce shows adapted from UK where former stars compete against each other (from spring 2017) Large scale opening of Sky Sport News HD to the public Channel has existed for 5 years, but was pay TV only Many prominent guests present at opening, ca. 200 guests from sports, politics, business and media in HQ Rollout news extensive format for sports news on all transmission channels 	VP, CR, KP
66	13.06.2017	Die Königsklasse ab 2018 erstmals komplett im Pay-TV: Sky als Rechtsnachfolger und Perform Group (DAPN) als Sublizenznehmer sichern sich umfangreiche Exklusivrechte an der UEFA Champions League in Deutschland und Österreich The King's class from 2018 for the first time completely in pay TV: Sky as rights holder and Perform Group (DAPN) as sublicensee secure extensive exclusive rights to the UEFA Champions League in Germany and Austria	Defend	Portfolio Innovation	https://info.sky.de/infob/mediacentrum/news/2017/06/13/01 2 up	<ul style="list-style-type: none"> Further signing of popular moderator Comback of popular sports moderator Jörg Wostera (67) to participate with own show on new FTA channel (from 201	

Appendix B: Yearly broadcasting market volume and Sky/DAZN shares for the period of observation including relevant rights of the five selected competitions

Explanation: the tables show the TV rights market situation for a given point in time. Values prices paid per broadcaster were calculated on yearly basis. All references are clearly indicated and listed below. For some entries, there were no sources available and estimates had to be made. This is also clearly stated and further explained in the "side calculation" section. Note that the market shares do not add up to 100% since only Sky and DAZN were considered in this study.

Starting point/DAZN entry: Aug. '16						
Competition	Total Market		Sky		DAZN	
	m€, p.a.	References	m€, p.a.	%	References	m€, p.a.
Bundesliga	1160	1)	876	0,755	7)	0
UCL	123	2) a)	69	0,561	2) a)	0
DFB Pokal	50	3) b)	8	0,16	3) a) b)	0
UEL	20	5)	12	0,6	5)	0
Premier League	12	6)	0	0	11)	12
Total	1365		965	0,71		12

Rights Allocation 1: Jun. '17 (UCL)						
Competition	Total Market		Sky		DAZN	
	m€, p.a.	References	m€, p.a.	%	References	m€, p.a.
Bundesliga	1160		876	0,755		0
UCL	200	3), 11)	100	0,5	11)	100
DFB Pokal	50		8	0,16		0
UEL	20		12	0,6		0
Premier League	12		0	0		12
Total	1442		996	0,69		112

Rights Allocation 2: Oct. '17 (UEL)						
Competition	Total Market		Sky		DAZN	
	m€, p.a.	References	m€, p.a.	%	References	m€, p.a.
Bundesliga	1160		876	0,755		0
UCL	200		100	0,5		100
DFB Pokal	50		8	0,16		0
UEL	50	12)	0	0	12)	30
Premier League	12		0	0		12
Total	1472		984	0,67		142

Rights Allocation 3: Apr. '18 (DFB Pokal)						
Competition	Total Market		Sky		DAZN	
	m€, p.a.	References	m€, p.a.	%	References	m€, p.a.
Bundesliga	1160		876	0,755		0
UCL	200		100	0,5		100
DFB Pokal	58	3), d)	8	0,138	3), d)	0
UEL	50		0	0		30
Premier League	12		0	0		12
Total	1480		984	0,66		142

Rights Allocation 4: Oct. '18 (Premier League)						
Competition	Total Market		Sky		DAZN	
	m€, p.a.	References	m€, p.a.	%	References	m€, p.a.
Bundesliga	1160		876	0,755		0
UCL	200		100	0,5		100
DFB Pokal	58		8	0,138		0
UEL	50		0	0		30
Premier League	19	6), e)	19	0	6), e)	0
Total	1487		1003	0,67		130

Insert: DAZN purchases sublicenses for Bundesliga from Eurosport (Jun. '19)						
Competition	Total Market		Sky		DAZN	
	m€, p.a.	References	m€, p.a.	%	References	m€, p.a.
Bundesliga	1160	1)	876	0,755	7)	40
UCL	200		100	0,5		100
DFB Pokal	58		8	0,138		0
UEL	50		0	0		30
Premier League	19		19	0		0
Total	1487		1003	0,67		170

Rights Allocation 5: Dec. '19 (UCL)						
Competition	Total Market		Sky		DAZN	
	m€, p.a.	References	m€, p.a.	%	References	m€, p.a.
Bundesliga	1160		876	0,076		40
UCL	300	13), 14), 15)	0	0	13)	200
DFB Pokal	58		8	0,138		0
UEL	50		0	0		30
Premier League	19		19	0		0
Total	1587		903	0,57		270

Rights Allocation 6: Jan. '20 (UEL)						
Competition	Total Market		Sky		DAZN	
	m€, p.a.	References	m€, p.a.	%	References	m€, p.a.
Bundesliga	1160		876	0,076		40
UCL	300		0	0		200
DFB Pokal	58		8	0,138		0
UEL	67	12), 1)	0	0		0
Premier League	19		19	0		0
Total	1604		903	0,56		240

Rights Allocation 7: Jun. '20 (Bundesliga)						
Competition	Total Market		Sky		DAZN	
	m€, p.a.	References	m€, p.a.	%	References	m€, p.a.
Bundesliga	1160		876	0,076		40
UCL	300		0	0		200
DFB Pokal	58		8	0,138		0
UEL	67	12), 1)	0	0		0
Premier League	19		19	0		0
Total	1604		903	0,56		240