



AN INTRODUCTION



FOCUS

Sport Media

BACKGROUND

The partners at CSM have worked with some of the major sport organisations and media companies in the world during the past twenty years. CSM is providing exclusive advisory in the fields of sport and media, linear and non-linear sport production and in sport betting related areas.

A LEADING SPORT AND MEDIA COMPANY FOR SPORT ORGANISATIONS AND MEDIA COMPANIES

Since 2014, we have worked alongside sport organisations to help them prosper in a quickly changing media landscape.

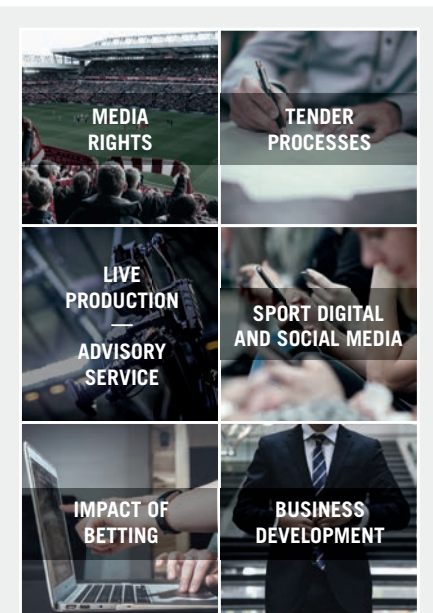
WE ARE:

INTERNATIONAL – a full service advisory team with offices in Sweden and in the UK.

FULL SERVICE – we are a holistic and comprehensive advisory practise, covering all stages of a media rights sales process.

CROSS BORDER – we have clients in a number of countries and specialise in international transactions in our industry.

INDEPENDENT – CSM is free of potential conflicts of interest and is exclusively controlled by its partners.



CSM brings extensive understanding and cross-sector knowledge. We have developed longstanding relationships with leading media and technology firms.

PROCESS MANAGEMENT

PRE-STUDY PHASE

- Collecting in depth market intel
- Benchmarking of comparable competitions and or products
- Analysing “best in class” tender models and processes
- Continuous screening of worldwide digital and streaming developments

ANALYSIS PHASE

- Presentation of findings from pre-study phase
- Analysis of domestic media market with focus on Pay-TV, SVOD and digitalisation
- Defining timing and communication strategy for every potential bidder

TENDER PREPARATION

- Preliminary screening and assessment of interest with potential bidders
- Creation of the media rights packages
- Creation of the tender document with Commercial Sports Media counsel
- Determination of the tender strategy together with rightsholder
- During pre-study and analysis phase: “unofficial” talks with potential bidders to adopt strategy

TENDER EXECUTION

- Execution of media rights tender
- Analysis of received offers and determination of further negotiation
- Final negotiations with successful bidders
- Creation of contractual documents for successful bidders
- Contract negotiations with successful bidders
- Contract closing with successful bidders

LIST OF CLIENTS



2015

Programming representation in the Nordics



2016

Consultancy report on video rights



2016

Media Advisor on behalf of SHL
Biggest ever media rights deal in the Nordics



2017

Advisory service for NEP on WTA tour production contract



2017

Media Advisor on behalf of Liiga
Biggest ever media rights deal in Finland



2018

Media advisor on behalf of NTH
Significant uplift of value in terms of license fee and production standard



2018

Consultancy report on future media value creation for ATP 250



2019

Currently the Media Advisor to the Norwegian Ice Hockey Association



2019

Currently the Media Advisor to the Finnish Ice Hockey Association



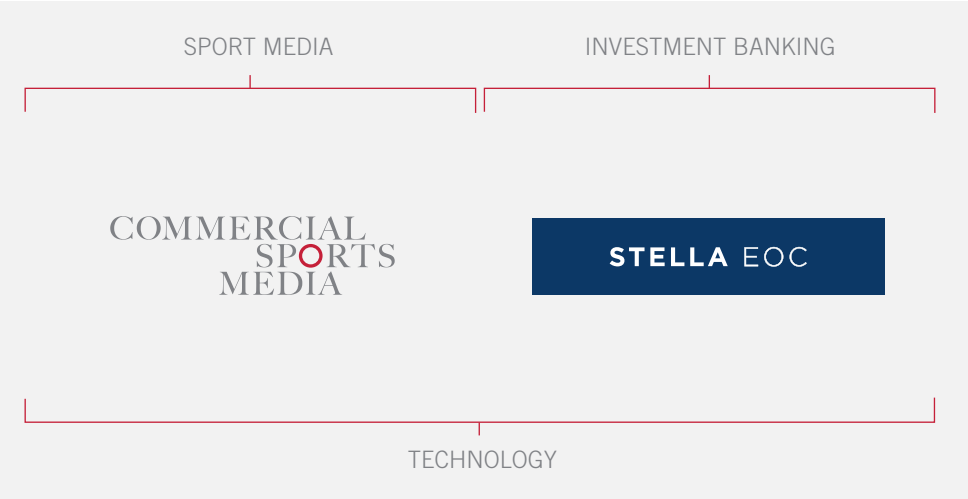
2019

CSM was advising NEP on the Acquisition of HDR



Foto: Anders Modin

We believe our clients deserve experienced and fully engaged senior professionals. You are assured that the professionals' time and talents will be applied for your advantage throughout the engagement.



A SENIOR TEAM WITH A GLOBAL REACH

CSM is combining lengthy experience from the field of sport and media with working methodology from investment banking. A number of investment banking specialists from Stella EOC are partners of CSM and at disposal for CSM's clients.

COMMERCIAL SPORTS MEDIA

Jonas Persson
CEO and Founding Partner
25 years of experience from sport and media in several leading positions. Founder of IEC in Sports and other media companies in the past.



Anders Wistrand
Founding Partner
20 years of experience from sport and media. Head of Sales Europe at IEC in Sports and managing key clients such as IAAF and WTA.



Per Lundquist
Founding Partner
12 years of experience from sport and media. Director Sales & Acquisition at IEC in Sports up to 2013 and VP at Mavshack.



Richard Morling
Head of Sales
12 years of experience from sport and media representing a number of the major agencies including IMG and Lagardère.



Teodor Broman
Business Coordinator
New recruit to the team and joins after business studies in Sweden and in the US.



STELLA EOC

Henrik Sundberg
Partner
Over 20 years in Corporate Finance leading companies across a range of sectors within media and technology.



Greger Larson
Partner
20 years in the industry advising broadcast and entertainment companies focusing on broadcasters, production and distribution.



Martin Larsson
Partner
Over 12 years executing M&A deals within media and tech in London and Stockholm, primarily focusing iGaming, eCommerce and other digital businesses.



Jonathan Norman
Partner
20+ year career advising public and private companies, financial institutions on a range of transactions, in the US, Europe and Asia.



DEALMAKING EXPERTISE SPORT & MEDIA

With an extensive understanding and knowledge across the Sport & Media sectors, we work with blue chip clients and have access to all key trade partners.

WHAT WE BRING TO OUR CLIENTS

POSITIONING



We work alongside our clients to craft convincing stories that will appeal to the specific perspective of the bidders.

EXPERTISE



We closely follow the trends, dynamics and strategies in our clients' markets, allowing for higher impact and reactivity.

CUSTOMISATION



We tailor the approach, timing and process to best cater with each of our client's needs and goals.

ACCESS



Thanks to past engagements and continuous business discussions, we have a strong access to all the strategic buyers.

LEVERAGE



We help increase competition amongst potential bidders, secure the best terms and maximise the value for the shareholders.

HANDS-ON SUPPORT



We help our clients every step of the way, from determining acquisition criteria to producing materials and negotiation.

OUTSTANDING OUTCOMES



We specialise in achieving premium valuations and the best results and terms for our clients.



SHL

2018/19–2023/24

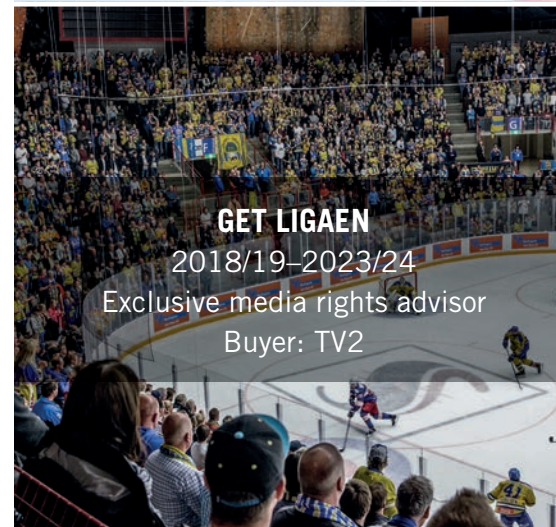
Exclusive media rights advisor
Buyer: Bonnier Broadcasting



LIIGA

2018/19–2023/24

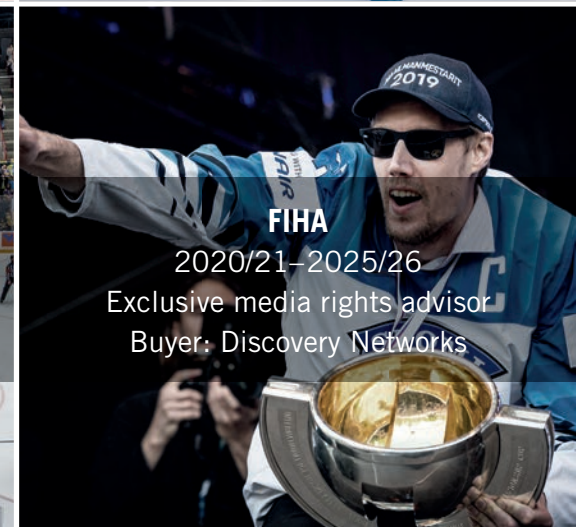
Exclusive media rights advisor
Buyer: Telia



GET LIGAEN

2018/19–2023/24

Exclusive media rights advisor
Buyer: TV2



FIHA

2020/21–2025/26

Exclusive media rights advisor
Buyer: Discovery Networks



ATP 250

2018

Media rights consultant



NEP

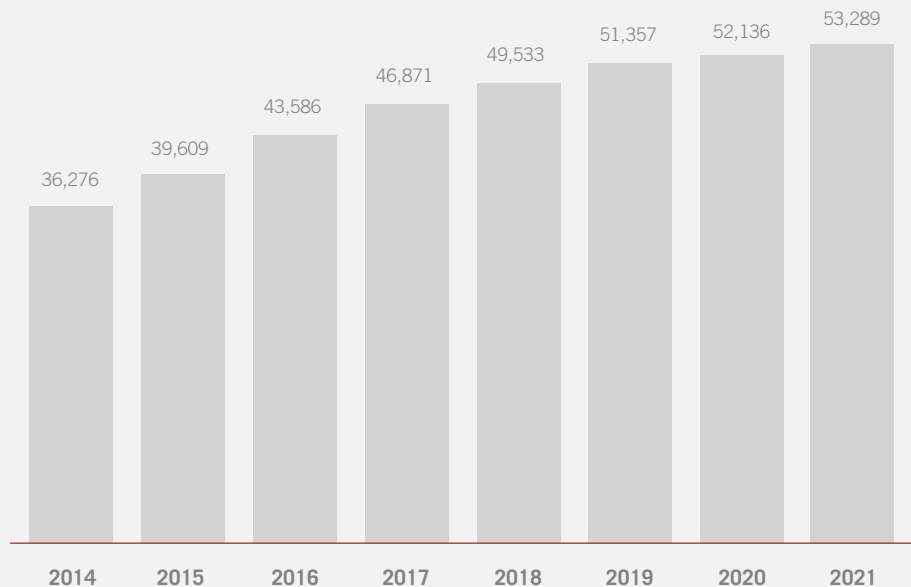
2017–2021

Advisory Service
WTA Tour Production

GLOBAL GROWTH OF MEDIA RIGHTS VALUE

There has been strong growth in sport and media industry during the past period. The numbers of outlets airing live sport content are constantly increasing and rightsholders are asking for advice in the ever changing media landscape.

Source: SportBusiness Consulting (\$M)



»CSM helped us to **raise the profile and the value of our media rights property** in the Finnish market. The media rights sales of Liiga to Telia definitely underlined a new era in the development of ice hockey in Finland.«

Riku Kallioniemi

CEO / Finnish Ice Hockey League

»CSM demonstrated highest level of professionalism and business sense when we rebuilt the SHL product leading up to our recent media rights tender process. **The execution was excellent and the end result outstanding.**«

Erik Strandmark

Director Media Rights / Swedish Ice Hockey League

»We built a great relationship over time and thanks to CSM's expertise we managed to bring GET Ligaen **to the next level in the Norwegian media landscape.**«

Håkan Södergren

CEO / Norsk Topp hockey



COMMERCIAL SPORTS MEDIA

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