



SPORTS ZONE

Staying On Top

Prepared by

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Report Outline

The report entitled “**SPORTS ZONE: *Staying On Top***” provides key insights and examines the current status of the world’s most exhilarating industry. The emphasis of the report is on recent changes that have occurred in the sports industry, as well as where the sports industry is headed. Globally, across industries there is a need for de-leveraging, capital infusion, business restructuring, and a shift to an “Asset Optimization-Divestment” model. These needs will be covered in-depth, as well as specific coverage of how the sports industry will be affected.

Our aim is to provide accurate, relevant information and data, market trends, and highlights to investors, investment management firms, business executives, policymakers and other key stakeholders.

This report begins with an overview of the sports industry and then moves on into particular segments. Sports covered include: soccer, basketball, tennis, hockey, football and cricket. Specifically, new and emerging advertising and revenue models will be discussed. Ticket pricing analysis, including the controversial variable ticket pricing (VTP) will be examined in depth, including coverage of attendance studies.

Also, merchandising, and broadcasting rights will be critically assessed, as well as concession sales. The complex issue of athlete compensation will be tackled, covering areas including salary, endorsements, sponsorship, and commercials.

Several possible future scenarios will be examined, and the economic ramifications of each. The scope of discussion will span from the global sports industry right down to local teams.

Ultimately, this report provides a roadmap to the process of re-engineering sports organizations with emphasis on enhancing value of assets under management (AUM) and increasing return on investment (ROI).

The report is organized into a crisp format with charts, tables, facts, and figures along with adequate reference materials. For more details on the report; contact us at info@sci-llc-usa.com