

SPORTFIVE maintained its position as a world leader in football rights marketing.

Holding
SPORTFIVE: 25%

Revenue 2005

€0m

2004 €135m

EBITA 2005

€1m

2004 €11m



SPORTFIVE is one of the largest companies of its kind in the world, offering a full range of sports rights marketing services, from stadium advertising and hospitality to shirt sponsorships and the sale of international TV rights. It develops brand and value-enhancing programmes for its clients, and has a comprehensive marketing model that is implemented at 19 football clubs.

Headquartered in Paris and Hamburg, SPORTFIVE employs more than 370 people at 29 offices and operates through a large network of subsidiaries, representative offices and agents.

Football rights worldwide

Football accounts for around 94% of SPORTFIVE's business. In 2005 the company represented more than 30 European football federations, and it marketed 253 of the 282 matches in the FIFA World Cup 2006 qualification cycle. It also won the rights to sell the UEFA Euro 2008 competition to European broadcasters.

SPORTFIVE represents 10 national leagues for worldwide television distribution, including the Italian, Spanish and German leagues, and has partnerships with some 270 European professional football clubs. The African football authorities appointed SPORTFIVE to distribute TV and marketing rights of the CAN and CAF Champions League, not only to boost revenues but also to improve exposure to African football around the world.

SPORTFIVE offers broad-based services in other sports, such as handball, rugby and boxing, and it acts a key partner in developing national and international campaigns for sporting brands.

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