



*The Evolution of New Advertising Techniques*

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***VIRTUAL SPONSORSHIP OVERVIEW***

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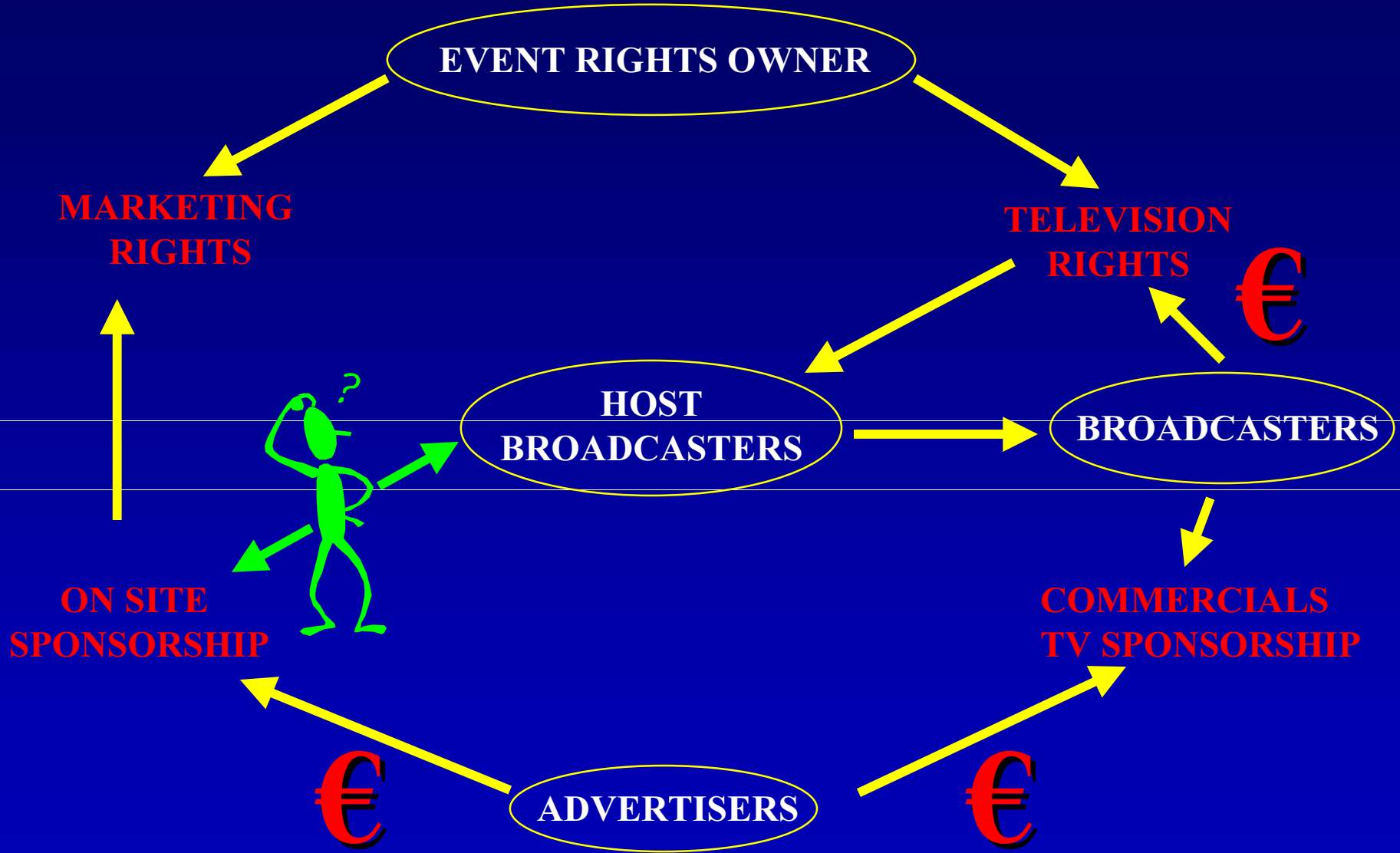
**SYMAH VISION**

## What is the VIA?

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- The alliance of 4 major players in the Virtual Imaging industry
  - The VIA promotes the use of Virtual Imaging for the mutual benefit of all parties
  - The VIA encourages best practises through a voluntary **CODE OF CONDUCT** to ensure the highest standards
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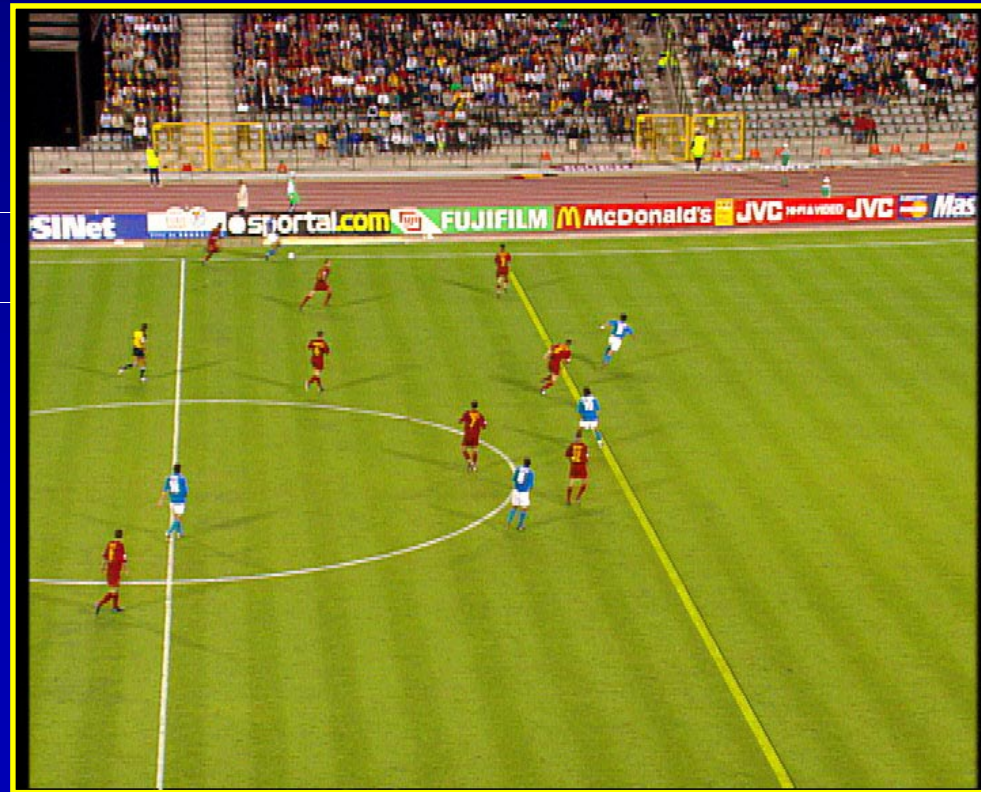
# THE SPORTS BUSINESS MARKET



## « INEVITABLE » ADVERTISING ?

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REAL on-site sponsorship may be good...



Source: Euro 2000

# No information / No contractual Process

...but not always



# WIDEFO

# FOCUS ON VIRTUAL TV BROADCAST SPONSORSHIP

**TODAY**



**WITH VIRTUAL IMAGING**



## FOCUS ON VIRTUAL SPONSORSHIP

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### **Advertisers benefits**

- **More impact - Creativity - Cost-efficiency**
- **Better targeting**

### **Broadcasters benefits**

- **Better control**
- **More revenues**

### **Rights holders benefits**

- **Optimized offer to sponsors ad medias**
  - **Cross marketing of Marketing & Media rights**
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# TRANSPARENT GUIDELINES FOR CO-REGULATION

**EVENT RIGHTS OWNER**

Federations → Leagues → Clubs



**MEDIA ADVERTISERS  
ON-SITE SPONSORS**

**BROADCASTERS  
NEW MEDIA**

## CONTENT OF THE GUIDELINES

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- Identification of advertising spaces, tools & technologies
- Quality standards for broadcast production
- Amount of on-screen visibility
- Times of on-screen visibility

Be it REAL or VIRTUAL

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## CONSEQUENCES FOR TELEVISION WITHOUT FRONTIERS 2002

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- **Need to acknowledge Virtual Sponsorship**
  - **Guidelines would be a pre-requisite to adapt the principle of Separation between Programs & Advertising for televised sports.**
  - **Guidelines would guarantee transparency, flexibility, traceability and quality to:**
    - Sports bodies
    - Broadcasters organizations: EBU / ACT / EGTA...
    - Advertisers
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## THE AGE OF NEW MEDIA DELIVERY PLATFORMS

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- **Viewer decides WHERE and HOW to watch programs**
    - **POTS: Plain Old Television Sets: Terrestrial / cable / satellite**
    - **Interactive Television /Set Top Boxes**
    - **Broadband internet / PCs**
    - **3 G wireless : PDAs, mobiles**
  
  - **Video content is a raw material for metadata creation**
    - **Advertising Management / Personalization / Consumer profiling**
    - **Re-purposing / Narrowcasting / microcasting**
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# CONTACT

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