

PREMIER LEAGUE FOOTBALL

**Research into viewing trends, stadium attendance, fans' preferences and
behaviour, and the commercial market**

Analysis advising the Commission of the European Communities

relating to a proceeding under Article 81 of the EC Treaty

in case COMP/C/38.173 - FAPL

SUMMARY

The European Commission has been concerned about the way Premier League sells the media rights to Premier League matches in the UK since 2001. It set out these concerns in a Statement of Objections issued to the Premier League in December 2002. It provisionally agreed commitments from the Premier League in December 2003, which were subject to consultation in 2004. On the basis of responses to the consultation, the Commission concluded that the commitments needed to be strengthened. In October 2004, the Commission asked Ofcom and the OFT to assist it in its investigation.

In response to this request, Ofcom commissioned a wide-ranging programme of market research and economic analysis from third party suppliers, undertaken between October 2004 and June 2005, in order to understand fully:

- how markets are affected by the way Premier League content is made available;
- how markets are likely to be affected in the future in response to changes in the way that Premier League content is made available; and
- Premier League fans' expressed preferences.

The findings of this work programme have been provided to the Commission as research in its on-going investigation, to inform the Commission's consideration of appropriate strengthening of the commitments.

KEY DATA

PREMIER LEAGUE FINANCES

- The Premier League is the largest football league by value in Europe – it accounted for €2 billion of the €11 billion revenues recorded in the European football market in the season 2003/04.
- A significant part of a Premier League club's turnover (33% on average¹) is derived from payments from the Premier League for domestic television.
- Aggregate turnover across the 20 Premier League clubs has increased at an annual compound average growth rate of 17% from £200 million in 1992/93 to £1.3 billion in 2003/04. Over the same period, wage costs have grown at an annual compound average rate of 19% from just under £100 million to just over £800 million. The ratio of players' salaries to turnover has grown since the formation of the Premier League, from 48% in its first year of operation to 61% in 2003/04².

¹ For 2003/04 the range was from around 19% (Manchester United) up to around 53% (Charlton Athletic). Source Deloitte & Touche Annual Review of Football Finance, June 2005, Appendix 9

² Deloitte & Touche, Annual Review of Football Finance, June 2005, page 36

- Total Premier League wages in the 2003/04 season were 42% higher than the next largest European league in terms of wages - Italy's Serie A league – where wages and salaries totalled €845 million. Wages and salaries for the Premier League and Serie A were much higher than those in other European Leagues.

THE TELEVISION AUDIENCE

- The number of live matches broadcast since the Premier League's first season in 1992/93 has increased significantly from 60 (during 1992/97) to the 138 currently broadcast.
- In addition, since the start of the 2004/05 season, BSkyB broadcasts all Saturday Premier League matches not televised live on a near-live basis that evening (Sky Sports' 'Football First' programme).
- Total viewing of Premier League content has increased:
 - Average audiences³ per match has remained largely constant while the number of games broadcast has increased, indicating that total viewing of Premier League games over the course of a season has also increased.
 - Average audience reach⁴ has increased by about one third in the past four seasons (from about 8 million in 2001/02 to 11 million 2004/05).
 - Viewers appear to be tuning in to watch more live match programmes. In 2002/03 the average number of live match programmes watched was about 10 games. By 2004/05 this has risen to about 12 to 13 games.

STADIUM ATTENDANCE

- Stadium attendance has also increased:
 - In the last five seasons, average Premier League match attendances have increased (from 31,180 per match in 1999/2000 to 33,899 in 2004/05).
 - For the same period, overall stadium utilisation in the Premier League has also increased (from 91% to just over 94%).

FANS' PREFERENCES

Premier League fans

- Almost 2,000 Premier League fans were interviewed between November 2004 and April 2005 as part of the programme of consumer research conducted by independent market research agencies.
- A quarter of the UK population say they are fans of the Premier League – with interest higher amongst men, AB social groups and 25-34 year olds.

³ Average television audiences per programme is the average of all the minute audiences covered by the programme, excluding any commercial breaks and promotions

⁴ The number of viewers tuning in for at least 15 consecutive minutes

- Half of Premier League fans say they support one of the “big five” clubs⁵.
- Around a third of Premier League fans have Sky Sports at home.

Fans’ preferences

- Most Premier League fans say they watch, on average, one Premier League match per week live on television.
- While own club⁶ and big matches⁷ are the most popular, fans appear to be interested in watching a variety of matches.
- One third of Premier League fans say they regularly watch live Premier League matches at the pub / club (in addition to viewing at home / at a friend’s home).

Importance of Premier League football to pay-television

- Slightly more than six in ten Premier League fans that subscribe to Sky Sports say that Premier League football was a reason that they subscribed to Sky Sports.
- Almost one third of Premier League fans who subscribe to Sky Sports say they would be likely to stop subscribing to Sky Sports if the number of live matches shown fell by half, and almost three fifths say they would stop subscribing to Sky Sports if it did not show any Premier League matches.

Impact of television on match attendance

- Ticket cost and availability are the most commonly mentioned reasons given by Premier League fans that attend matches for not attending more matches. The ability to watch the same match live on television was mentioned by a smaller proportion (6% unprompted, rising to 10% when prompted) of respondents.
- Most Premier League match goers (84%) say they would not attend fewer matches if more were shown live on TV.

Fans’ views of current provision of live Premier League football on TV

- Most Premier League fans who subscribe to Sky Sports say they are very satisfied or fairly satisfied overall with the Sky Sports product (84%); 6% are dissatisfied. Satisfaction levels are lower with ‘value for money’; 65% are very or fairly satisfied with this, while 19% are dissatisfied.

⁵ Half of Premier League fans say they support Manchester United, Liverpool, Arsenal, Chelsea or Newcastle. Based on league rankings and average stadium attendance over the last nine years, these clubs have been grouped together in this report as the “big five” Premier League clubs.

⁶ Matches featuring the team supported by the fan

⁷ League matches between Premier League teams challenging for the title, derby matches, title deciders, relegation deciders and matches that determine who will qualify for the Champions League

- When considering all Premier League fans, rather than just those who subscribe to Sky Sports, 18% say they are dissatisfied overall with Sky Sports. The dominant reason given for dissatisfaction is cost, with almost four fifths of fans mentioning value for money as a reason for their dissatisfaction.

Fans' views on more live Premier League matches on television

- Findings from the research appear to point to potential demand for a greater choice of live Premier League matches on television, rather than necessarily a desire to watch a greater number of matches each week:
 - Two-thirds of fans say the number of matches on television is “about right”.
 - 60% say they do not want to watch any more matches than they already do.
 - But, one third of fans say they want to watch more matches than they already do.
 - The majority (71%) of fans say that they are interested in having the opportunity to watch more of at least one particular type of match (particularly Own Club and Big Matches) live on TV.
 - 34% of those who watch matches on television say they would pay £5 or more per match to watch more.

Fans' views on Premier League football on different channels

- Most (84%) Premier League fans who subscribe to Sky Sports think that an additional match per week shown live on free-to-air television would be better (52%), or about the same as what is on offer today (32%), and over 80% of Premier League fans who subscribe to Sky Sports say they would continue to subscribe to Sky Sports in this scenario.
- Just over a third of Premier League fans (37%) say that the prospect of live Premier League football split equally over two pay-television channels (through one digital receiver / set-top box) would be better than today's offering, while a third (35%) say it would be about the same, 10% say it would be worse and the remainder did not express a view. In the case of Premier League fans who subscribe to Sky Sports, a similar proportion (34%) say that this prospect is about the same as today, while just under a third (31%) say it would be better, and just over one fifth (22%) say it would be worse. Just over 80% of Sky Sports subscribers say they would subscribe to one and/or the other of the two pay-television channels in this scenario, including 53% who say they would subscribe to both.
- Almost two thirds (65%) of Premier League fans with Sky Sports, and 42% of Premier League fans overall, say that a two channel, two set-top box world would be a lot worse than today.

- 56% Premier League fans say they would be interested in a televised club season ticket and the same percentage of Premier League fans who subscribe to Sky Sports say they would continue to subscribe to Sky Sports even if they could also subscribe to a televised club season ticket.

BUSINESS CONSUMER PREFERENCES (PUBLIC HOUSES)

Why do public houses subscribe to Sky Sports?

- There are approximately 26,000 pubs, 17,000 leisure facilities and 5,000 other business subscribers to Sky Sports in the UK⁸.
- Almost all pubs that subscribe to Sky Sports say that they show live Premier League matches, and most believe that live Premier League football is important to their business.
- Of all Premier League football shown, big matches and local matches are felt to be the biggest drivers of bar sales.
- Most pubs that subscribe to Sky Sports say they are very satisfied or fairly satisfied with the overall service they receive from Sky (71%). However, 40% of pubs claim to be very dissatisfied with value for money offered, and 19% fairly dissatisfied.
- Most pubs (69%) say they would continue to subscribe to Sky Sports if one live Premier League match per week was shown on terrestrial free-to-air television.
- Between 14% and 23% of pubs say they would subscribe to a smaller, cheaper package of matches if one were available.
- Most pubs with a local Premier League team (66%) say they would be interested in a televised club season ticket.

Why don't public houses subscribe to Sky Sports?

- Cost is the main reason that pubs give for not subscribing to Sky Sports – mentioned by 56% of non-subscribers.
- Just under a third of pubs claim to be former subscribers to Sky Sports. The most common reason given for stopping the subscription was cost – mentioned by 82% of former subscribers.
- Between 14% and 18% of non-subscribing pubs say they would subscribe to a smaller, cheaper package of live Premier League matches if one were available.
- 25% of non-subscribing pubs with a local Premier League team say they would be interested in a televised club season ticket.

⁸ Source: Advertising Association and Ofcom estimate

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1. BACKGROUND

1. The European Commission (the “Commission”) first opened its investigation into the sale of rights by the Premier League in 2001. Its concerns were set out in a Statement of Objections issued to the Premier League in December 2002.
2. The Commission provisionally agreed commitments with the Premier League in December 2003 which were put out to consultation in 2004. On the basis of the comments received from third parties, the Commission concluded that the arrangements for the sale of the Premier League’s media rights from 2007 onwards needed to be strengthened.
3. In October 2004, the Commission asked the Office of Communications (“Ofcom”) and the Office of Fair Trading (the “OFT”), the concurrent competition authorities in the UK, to assist it in its investigation. In particular they were asked to provide specialist advice to the Commission in the following areas:
 - 3.1. to provide general market information on viewing trends, stadium attendance and the importance of Premier League rights to different communications markets;
 - 3.2. to consider to what extent there may be unmet demand from consumers for Premier League media products; and
 - 3.3. to consider to what extent exclusive control of Premier League rights impacts on competition in media markets downstream.
4. In response to this request, Ofcom commissioned a programme of market research and economic analysis from third party suppliers, undertaken between October 2004 and June 2005, in order to understand how markets are affected by the way Premier League content is made available, how markets are likely to be affected in the future in response to changes in the way that Premier League content is made available, and Premier League fans’ expressed preferences. The findings of this work programme have been provided to the Commission as research in its on-going investigation and to inform the Commission’s judgement as to appropriate modifications to the provisional commitments.
5. A glossary of terms used throughout this publication can be found at Annex A.

2. PROGRAMME OF RESEARCH

6. The market research consisted of a considerable programme of external research into the broadcasting of Premier League content. Independent third parties operating to the Market Research Society's standards and guidelines were used. This work was supplemented by Ofcom's independent analysis of relevant data and market information. This research comprised three broad elements, each of which forms its own section in this report:
 - Part 1: Market data on Premier League revenues, stadium attendance and audience viewing;
 - Part 2: Primary market research into fans' behaviour and preferences; and
 - Part 3: Primary market research into the commercial market for Premier League content (public houses).
7. Part 1 of the market research programme consisted of analysis of data taken from named, publicly-available sources. Audience viewing data was taken from the industry standard, Broadcasters' Audience Research Board Ltd ("**BARB**")⁹.
8. Parts 2 and 3 comprised several stages of research, carried out by independent research agencies in accordance with the Market Research Society's standards and guidelines, and drawing on qualitative and quantitative techniques. Questions asked of respondents were neutral in approach and not intended to draw particular responses, but to reveal trends in preferences and behaviour. Details of the methodology, sample sizes, error margins and confidence levels for all stages of the research can be found in the methodology section of Part 2 (Fans' Preferences) of this document.
9. For the purpose of researching fans' behaviour and preferences regarding the broadcasting of Premier League content, it is most practical to use suppliers of Premier League content already in the broadcasting market. Throughout the report we use brands that respondents are already familiar with so as to reduce the number of hypothetical factors that they need to consider in the scenarios put to them. Therefore, the report uses the current provision of Premier League content on the Sky Sports channels in digital satellite (BSkyB) and cable (ntl, Telewest) homes to benchmark respondents' views on Premier League provision. While the report uses these brand names for ease of consumer reference and to ensure more accurate responses, the findings are not an assessment of these products, but about consumers' views on various circumstances concerning the broadcasting of Premier League content.

⁹ This measures minute by minute TV viewing through use of a UK representative panel of 5,100 homes

2.1. Part 1: Market data

10. Part 1 of this document sets out the market information that Ofcom and third parties have gathered in order to understand the key market facts behind Premier League football. This section is based on publicly available data sources and analysis of data from the Broadcaster Audience Research Board (“BARB”), and includes sections on:
 - 10.1. Premier League revenues and the redistribution of revenues between clubs, the flow of revenues to grass roots football, and Premier League clubs’ expenditure on players’ wages and transfer fees;
 - 10.2. Stadium attendance and stadium utilisation of both Premier League clubs and lower league clubs; and
 - 10.3. BARB viewing data, to assess the number of viewers tuning in to Premier League year on year.

2.2. Part 2: Primary market research – fans’ preferences

11. Part 2 summarises the findings from a programme of market research, conducted by independent agencies, in accordance with Market Research Society guidelines, on the behaviour and attitudes of fans and viewers in relation to Premier League football on television. In total, almost 2,000 Premier League fans were asked their views on topics ranging from what types of matches they like to watch to their satisfaction with the current provision of Premier League content on television and how this could be improved. This section of the report was written in conjunction with Human Capital, an independent market research agency.
12. Sections 4.1 and 4.2 of Part 2 set out the research approach and include a detailed description of the research methodology;
13. Section 4.3 of Part 2 defines Premier League fans, looking at what proportion of the adult population are interested in Premier League football and their characteristics and demographic profile; and
14. Sections 4.4, 4.5 and 4.6 of Part 2 examine the behaviours and attitudes of Premier League fans, in order to ground the Commission’s analysis in a thorough understanding of the market for Premier League football. In particular, these chapters look at fans’ preferences in terms of match types, match scheduling and the importance of Premier League football to pay-television markets.
15. Section 4.7 of Part 2 looks at fans’ reasons for not attending matches, in order to understand whether televising Premier League matches could have an impact on the stadium attendance for that match or for other Premier League or lower league matches.

16. Section 4.8 of Part 2 looks at fans' assessment of the current provision of Premier League content on television. This assessment serves to act as a 'benchmark' against the assessment of other scenarios where the broadcast rights are distributed in a different way.
17. Section 4.9 of Part 2 covers fans' attitudes to more Premier League football being shown on television, their willingness to pay for more matches and their views on the UEFA Window, in order to assist the Commission in understanding whether any consumer detriment arises from the 242 matches currently not shown on television.
18. Section 4.10 of Part 2 looks at fans' attitudes to multiple providers of Premier League football on television (both free-to-air providers and pay-TV providers). This information was gathered to help the Commission understand whether Premier League matches could be sold in a way that would leave fans better off.
19. Finally, Sections 4.11, 4.12 and 4.13 of Part 2 look at fans' use of and attitudes towards broadcast of Premier League matches in different ways: near-live on television, on the radio and via emerging technologies.

2.3. Part 3: Business consumer preferences – public houses

20. Part 3 of this report sets out the market research into the market for Premier League football in commercial premises. This is a particularly valuable market segment – worth almost as much as the exploitation of the rights in the residential market – and therefore merits detailed consideration in its own right.
21. Primary market research was carried out by an independent research agency with managers and landlords of both Sky Sports subscribing and non-subscribing public houses ('pubs') in order to establish:
 - 21.1. What are the attitudes of pubs to live Premier League football on television today?
 - 21.2. How do pubs think that live Premier League football on television could be improved in the future?
22. This section of the report was also written in conjunction with Human Capital, an independent market research agency.

3. PART 1: MARKET DATA

23. The programme of research was undertaken in order to understand the key market facts behind Premier League football. This part of the report discusses market information concerning Premier League content rights, including data on TV revenues, as well as their redistribution to Premier League clubs and the flow of revenues to grass roots football. Viewing trends and match attendance are also discussed. Where available, benchmarks against other major European football leagues are included.

3.1. Revenues, redistribution and competitiveness

24. The Premier League is often cited as one of the richest football leagues in the world, containing some of the richest football clubs in the world and attracting high profile players and coaches. This section reviews the financial size of the Premier League, and provides an indication of the revenues – and spending power – of the Premier League against other leagues in England and Europe.

25. The section also describes the impact of broadcasting revenues on Premier League clubs and how revenues are distributed.

26. The section then offers an assessment of how competitive the Premier League is when compared with other major European leagues.

3.1.1. Revenues and redistribution

27. The Premier League is the largest football league by value in Europe and accounted for nearly €2 billion of the €11 billion revenues recorded in the European football market in the season 2003/04. This compares with 2003/04 revenues of €427.8 million for the Championship, €141.6 million for League 1 and €86.5 million for League 2¹⁰. The Premier League's 2003/04 revenue of €1.976 billion was 71% higher than the next largest league by revenue, Italy's Serie A (with a turnover of €1.153 billion¹¹).

28. Individual club turnover within the Premier League varies in size. For example, for the 2003/04 season, turnover (excluding transfer fees) ranged from £171.5 million (approximately €255 million) for the largest club in the League to £38.0 million (approximately €55 million) for the smallest listed Premier League club¹².

¹⁰ Deloitte & Touche Annual Review of Football Finance, June 2005, pages 6, 14, 15, 27 and 37. Figures converted from Pounds sterling using rate quoted in same Deloitte & Touche report of €1.49055

¹¹ See the Deloitte & Touche Annual Review of Football Finance, June 2005, page 13

¹² Deloitte & Touche Annual Review of Football Finance June 2005, Appendix 1

29. A significant part of this turnover (33%¹³) is derived from payments from the Football Association Premier League (“FAPL”) for domestic television. Individually, the percentage share of revenue from domestic (i.e. live, pay-per-view, highlights and near-live) broadcasting rights accruing to each Premier League club ranged from 7% (Chelsea, Manchester United, Arsenal) to about 3% (Crystal Palace, Southampton) during the 2004/05 season¹⁴.
30. An analysis of the redistribution of TV revenues shows that the most successful clubs receive the largest proportion of payments from the FAPL. In the 2004/05 season Manchester United, Chelsea and Arsenal each earned over £25 million in domestic TV revenues¹⁵. This compares to an average across the 20 Premier League clubs of £19.1 million, with 11 clubs earning less than average¹⁶ (see Figure 1 below).

Figure 1. Total broadcasting payments to Premier League clubs for domestic television for season 2004/05:

Club	£' 000	% of total	Club	£' 000	% of total
Chelsea	26,660	6.54	Charlton Athletic	17,933	4.4
Manchester United	26,571	6.52	Newcastle United	17,626	4.32
Arsenal	26,390	6.48	Birmingham City	16,935	4.16
Liverpool	23,577	5.79	Fulham	16,805	4.13
Everton	22,528	5.53	Blackburn Rovers	16,173	3.97
Bolton Wanderers	21,120	5.18	Portsmouth	15,806	3.88
Middlesbrough	20,008	4.91	West Bromwich Albion	15,356	3.77
Manchester City	19,992	4.91	Norwich City	14,601	3.58
Tottenham Hotspur	19,341	4.75	Southampton	14,396	3.53
Aston Villa	18,663	4.58	Crystal Palace	12,257	3.01

Source: Deloitte and Touche Annual Review of Football Finance, June 2005, Appendix 19b

¹³ Deloitte & Touche Annual Review of Football Finance June 2005, Appendix 9

¹⁴ Deloitte and Touche Annual Review of Football Finance, June 2005, Appendix 19b

¹⁵ Deloitte & Touche, Annual Review of Football Finance, June 2005, Appendix 19b

¹⁶ During the 2004/05 season, the average Premier League broadcasting revenue received by these 12 clubs was £15.6 million compared to an average of £22.4 million for the eight highest earners of Premier League broadcasting revenue. Source: Deloitte & Touche, Annual Review of Football Finance, June 2005, Appendix 19b

31. The Premier League combines sharing a percentage of total revenues between all clubs with a merit-based award, plus a payment relative to the number of an individual club's TV appearances. The total domestic broadcasting revenue distributed to clubs by the FAPL comprises the:
- 31.1. **Merit award** - payment according to final position in the Premier League at the end of the season plus;
 - 31.2. **Basic Award** - 50% of total rights revenues shared equally amongst all member clubs; for 2004/05 this was £9.05 million for each Premier League club and;
 - 31.3. **Facility fee** - based on number of television appearances. The Facility fee tended to fall between £3.5 million and £5 million for most clubs, with Liverpool earning £6.8 million and Chelsea, Manchester United and Arsenal all earning between around £8 million to £9 million for the 2004/05 season (see Figure 2 below).

Figure 2. Merit award and facility fees to Premier League clubs for season 2004/05

Club	Merit Award	Facility fee	Club	Merit Award	Facility fee
	£' 000	£' 000		£' 000	£' 000
Manchester United	8,729	8,789	Tottenham Hotspur	5,820	4,468
Arsenal	9,214	8,123	West Bromwich Albion	1,940	4,363
Chelsea	9,699	7,908	Portsmouth	2,425	4,328
Liverpool	7,759	6,765	Aston Villa	5,335	4,276
Everton	8,245	5,231	Blackburn Rovers	2,910	4,210
Newcastle United	3,395	5,179	Middlesbrough	6,789	4,166
Southampton	485	4,858	Charlton Athletic	4,850	4,030
Bolton Wanderers	7,274	4,793	Fulham	3,880	3,873
Manchester City	6,304	4,635	Crystal Palace	1,455	3,750
Norwich City	970	4,578	Birmingham City	4,365	3,518

Source: Deloitte and Touche Annual Review of Football Finance, June 2005, Appendix 19b

32. Whilst the aggregate turnover across the 20 Premier League clubs has increased at an annual compound average growth rate of 17% from £200 million in 1992/93 to £1.3 billion in 2003/04, revenue growth has not kept pace with the growth of player salaries¹⁷. Over the same period, Premier League wage costs have grown at an annual compound average rate of 19% from just under £100 million to just over £800 million. The ratio of players' salaries to turnover has grown since the formation of the Premier League, from 48% in its first year of operation to 61% in 2003/04¹⁸.
33. Whilst total wages and salaries in the other major European leagues have either stabilised or fallen, those in the Premier League have continued to rise, widening the gap between the English Premier League and the other major leagues. In the 2003/04 season Premier League wages totalled €1.2 billion (averaging around €60 million per club), increasing from €1.13 billion spent during 2002/03. This was 42% higher than the next largest - Italy's Serie A league - where wages and salaries totalled €845 million (averaging around €47 million per club), dropping from €1.01 billion spent during 2002/03. Wages and salaries for the Premier League and Serie A were much higher than those in other European Leagues. For example, the next highest after Serie A was in Germany's Bundesliga (effectively levelling out in 2003/04 at €608 million, from €607 in 2002/03¹⁹).
34. Total players' earnings in the Premier League have increased year-on-year from £54 million in 1992/93 to £580 million by 2003/04; this is over four times those of the Championship (£138 million in 2003/04) and nearly three times those of the combined total of the 72 Football League clubs (£203 million in 2003/04)²⁰. In the 2003/04 season, the 20 Premier League clubs' spending on player transfer fees (£386 million) also far exceeded that of the 72 Football League clubs (£28 million)²¹.
35. The Premier League contributes to a number of community programmes in England, including football in the community, investment in grass roots football and anti-racism campaigns. It is estimated that Premier League clubs collectively contributed around £80 million to community football projects last season²². This equates to approximately 6% of the Premier League's £1.33 billion turnover for 2003/04²³ and compares with a £70 million contribution collectively made by the Premier League clubs in the 2003/04 season²⁴.

¹⁷ Deloitte & Touche, Annual Review of Football Finance, June 2005, page 36

¹⁸ Deloitte & Touche, Annual Review of Football Finance, June 2005, page 36

¹⁹ See the Deloitte & Touche Annual Review of Football Finance, June 2005, page 18

²⁰ Deloitte & Touche, Annual Review of Football Finance, June 2005, page 40

²¹ See the Deloitte & Touche Annual Review of Football Finance, June 2005, page 43

²² Deloitte & Touche, Annual Review of Football Finance, June 2005, page 26

²³ Deloitte & Touche, Annual Review of Football Finance, June 2005, page 26

²⁴ Deloitte & Touche, Annual Review of Football Finance 2004, page 29

3.1.2. Competitiveness

36. Whilst the Premier League is the largest football league by value in Europe, with significant investment on wages and salaries, it is arguably not the most competitive in terms of teams successfully challenging for the title. For example, between 1996 and 2004, the Premier League had two champions (Arsenal and Manchester United). The Premier League has had fewer champions than any of the other major European leagues during the same period²⁵ (and this remains true when factoring in the most recent addition Chelsea, champions of the 2004/05 season).
37. Over a five year period up to 2004, the Premier League had the lowest number of different teams winning and finishing runners-up in its competition, when compared with the other major European Leagues.

Figure 3. Number of different teams finishing in top league places 1999-2004

	1st	Top 2	Top 3	Top 4	Top 5	Top 6	Top 7
Spain	3	5	6	8	9	12	14
Germany	3	6	7	9	11	12	13
Italy	4	5	5	6	7	8	11
France	3	5	8	9	11	13	15
England	2	4	6	6	7	9	13

Source: Rec Sports Soccer Statistics Foundation (www.rsssf.com)

38. For the period 1996 to 2004, the Premier League also had the lowest (or joint lowest) number of different teams featuring in all the European qualifying positions other than the top seven European qualifying positions (where the Premier League has had the second lowest number of different teams qualifying, after Italy's Serie A).

²⁵ This remains true since the Premier League's formation: for the period 1992-2004, the Premier League had three champions, whereas Serie A and the Bundesliga both had four champions, Primera Liga five and Ligue 1 eight

Figure 4. Number of different teams finishing in top league places 1996-2004

	1st	Top 2	Top 3	Top 4	Top 5	Top 6	Top 7
Spain	4	6	7	10	11	13	16
Germany	4	7	9	10	11	15	15
Italy	4	6	8	8	9	10	12
France	5	8	10	10	13	14	17
England	2	5	6	6	9	10	14

Source: European-football-statistics.co.uk

3.2. Viewing trends

39. This section looks at the viewing trends for televised Premier League football, using BARB (Broadcaster Audience Research Board) data. BARB is the industry standard for viewing data. It uses a panel of 5,100 UK households, with a representative sample of multichannel households.
40. Analysis of the BARB data is based on two main data points²⁶:
- 40.1. Average television audiences per programme: this means the average of all the minute audiences covered by the programme, excluding any commercial breaks and promotions; and
 - 40.2. Programme reach, defined as the number of viewers tuning in for at least 15 consecutive minutes.
41. BSkyB currently broadcasts 138 live Premier League matches per season; 88 matches on a subscription basis plus a further 50 made available as pay-per-view (BSkyB's 'PremPlus'). In addition, since the start of the 2004/05 season, those Saturday Premiership matches not televised live are broadcast on a near-live basis that evening (BSkyB's 'Football First'). Premier League fans can also watch highlights of all Premier League matches on a free-to-air basis through BBC's 'Match Of The Day' (showing highlights of Saturday matches on the same evening, plus a second weekly show, normally on a Sunday evening).
42. The number of live matches broadcast since the Premier League's first season in 1992/93 has increased significantly. For the first period of broadcast rights (1992/97), no more than 60 live matches per season were televised. During the next period (1997/2001), this increased to 106 live matches per season in total, comprising 66 matches televised on a subscription basis plus 40 matches shown on pay-per-view.
43. One might expect that increases in output might lead to a decrease in average audience as audiences fragment. It is therefore important to consider reach alongside average audiences, since this provides data on the number of individual viewers who are watching live Premier League football. Both average audience and reach viewing figures are considered in the following sections²⁷.

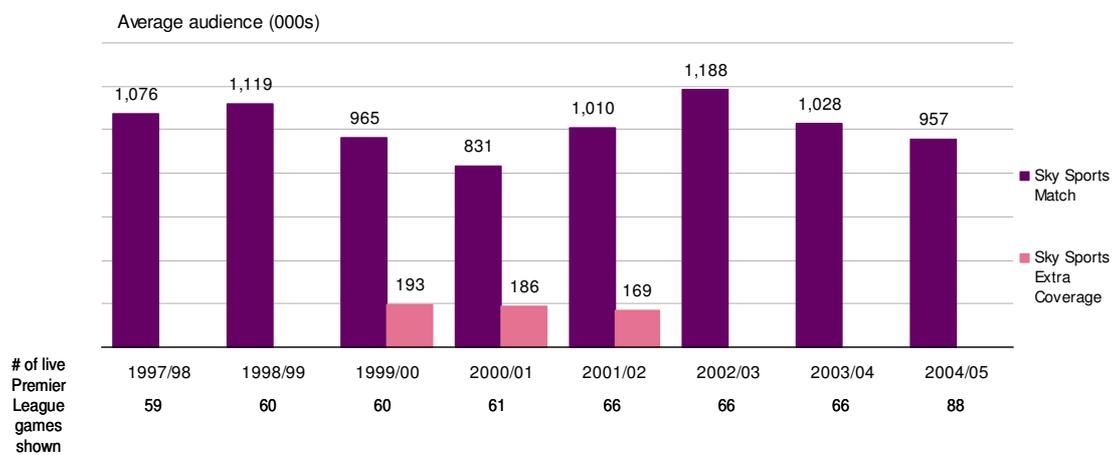
²⁶ Average audience and 'reach' are calculated excluding matches shown on a pay-per-view basis

²⁷ Trend data may have been affected by a change in the BARB panel in January 2002

3.2.1. *Average audiences for live televised football*

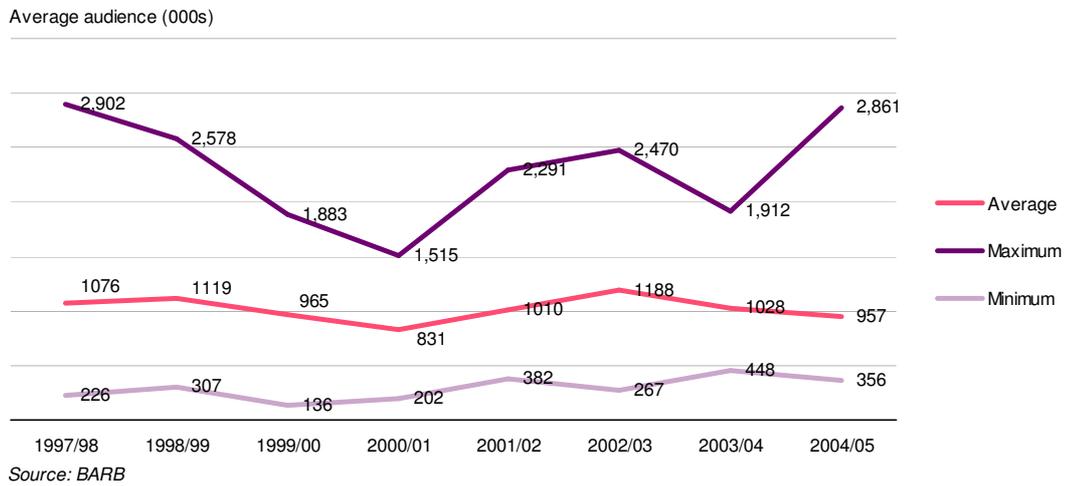
44. No clear trend can be discerned for average audiences. In the 1998/99 season, audiences averaged almost 1.1 million per match, but by 2000/01 they had fallen to about 0.8 million, and in 2002/03 they rose to 1.2 million. In 2003/04 the average audience was 1.0 million, and for the 2004/05 season the average audience was 957,000. In summary, for recent seasons (2001/02 – 2004/05) average audiences can be best described as fairly flat, while the number of televised matches has increased.

Figure 5. Average audiences of live Premier League television programmes by season



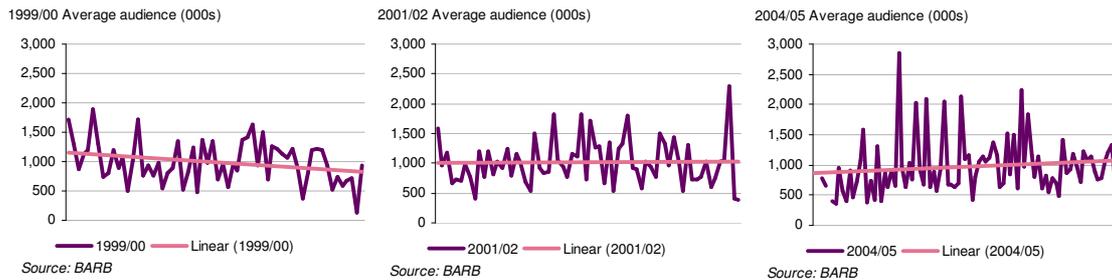
45. The story is similar for minimum or maximum audiences per match – no clear trend can be discerned.

Figure 6. Minimum and maximum audiences of live Premier League television programmes by season



46. Average audiences do not follow a typical pattern within individual seasons. For example, in 1999/00 average audiences fell over the course of the season, whilst during 2001/02 they remained fairly constant. In 2004/05 average audiences rose slightly over the season.

Figure 7. Average audiences of live televised Premier League television programmes within seasons



47. While the recent average audience trend is best characterised as flat, the number of live Premier League matches shown on Sky Sports increased from 59 in 1997/98 to 66 in 2003/04 and then to 88²⁸ matches in the 2004/05 season. That flat trend associated with increased supply would seem to indicate that total viewing has increased.
48. Trends in three areas are likely to have influenced average audiences over recent seasons:
- 48.1. The number of matches shown on television;
 - 48.2. The duration of match programmes (rather than the match itself); and
 - 48.3. The impact of scheduling.

3.2.2. *The number of matches shown on television*

49. Assuming that aggregate demand stays constant, increases in output tend to be associated with decreases in average audience, due to audience fragmentation. The increase in the number of matches shown on television is likely, therefore, to exert a downward influence on average audiences. This analysis is supported by the market research (discussed in greater detail in the Fans' Preferences section of this document) which suggests that most Premier League fans are interested in having a greater choice of matches available to watch, but not necessarily in actually watching more matches.

Figure 8. Number of live Premier League matches shown on television per season

	1997/08	1998/09	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05
Number of matches shown on Sky Sports	59	60	60	61	66	66	66	88
Number of matches shown on PremPlus	0	0	0	0	0	0	40	50

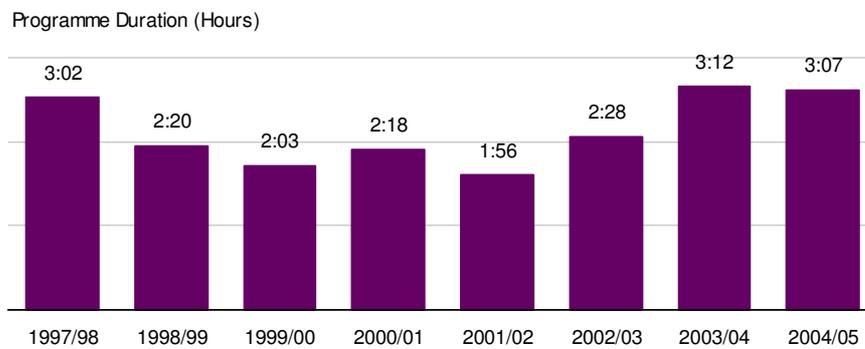
3.2.3. *The duration of the match programmes*

50. The average audience calculation is based on the length of the whole television programme, not just the ninety minutes of the match.

²⁸ Plus an additional 50 matches that were available on a pay-per-view basis

51. As the chart below shows, programme duration has fluctuated over the period from three hours, two minutes in 1997/98 to one hour, 56 minutes in 2001/02 and then back up to three hours, seven minutes in 2004/05. This is important because the 90 minutes of play is the part of the programme that obtains the highest audience, and increasing the programme length effectively dilutes or reduces the average audience. In other words, over the last four seasons (when programme length has generally been increasing) this factor is likely to have led to the average audience figure for the programme being less than the average audience for the live game itself.

Figure 9. Average duration of live Premier League programmes by season²⁹



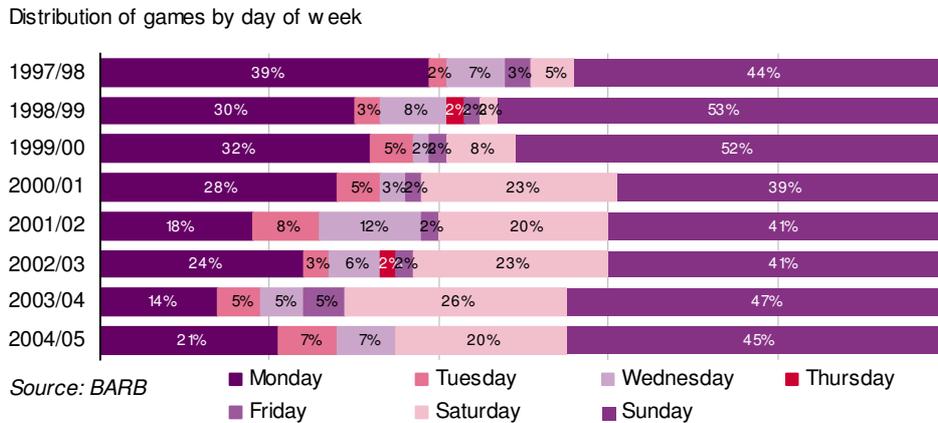
Source: BARB

3.2.4. Match scheduling

52. The scheduling of matches has changed over the period. In 1997/98 match programmes were split evenly between weekends and weekdays, whereas by 2004/05 that ratio had shifted to almost two thirds of matches being shown at weekends.

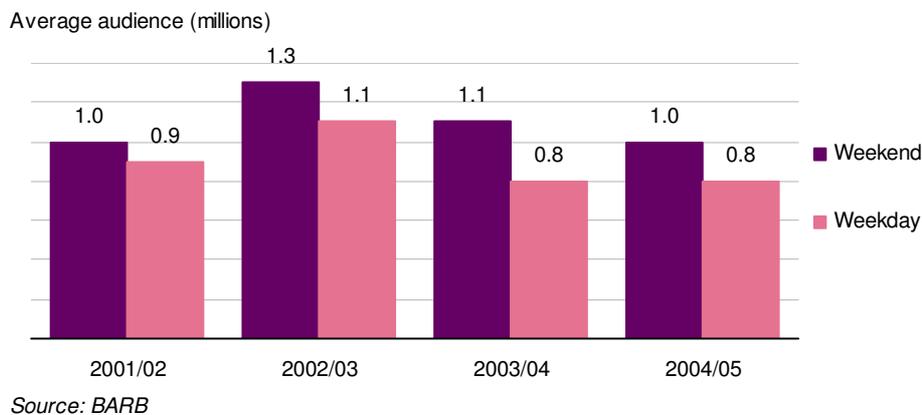
²⁹ Note that in the 2004/5 season there were two instances where a match programme contained two live Premier League matches

Figure 10. Distribution of live Premier League programmes by day of week and by season



53. Weekend match programmes tend to attract larger audiences than weekday match programmes. The combination of these two factors means that scheduling changes are likely to have had an upward influence on average audiences.

Figure 11. Average audiences of live Premier League programmes by season – weekend versus weekdays

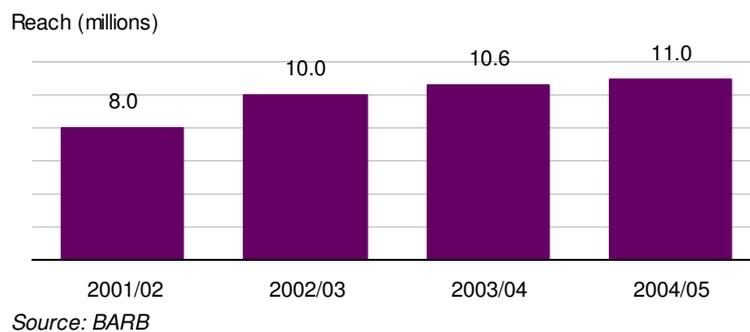


54. As discussed below, reach (or the number of viewers tuning in for at least 15 consecutive minutes) has increased over the last four seasons by over a third. Assuming no other changes, a rise in the number of viewers and a flat average audience would typically suggest a fall in the average amount of viewing per viewer, although as we have seen, other factors, such as the duration of the programme and match scheduling, can influence this.

3.2.5. *Reach - live televised football*

55. Given the subtleties involved in interpreting average audience data, reach is arguably a more useful measure.
56. Over the last four seasons, the overall number of people watching live Premier League football on Sky Sports (watching at least 15 consecutive minutes of a programme featuring a live Premier League match in the season) has steadily increased from about 8 million people in 2001/02, to 10 million in 2002/03 and then 11 million in 2004/05³⁰. This represents an increase of about a third (over a period where the number of Sky subscribers has also increased by just under a third from 5.6 million in 2001/02 to 6.3 million in 2002/03 and then 7.3 million in 2004/05).

Figure 12. Reach of live Premier League football television programmes by season

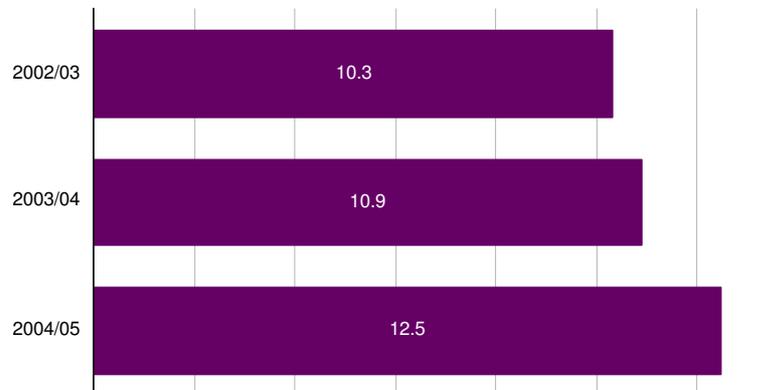


57. In addition, individual viewers appear to be tuning in to watch³¹ more match programmes. Amongst viewers who tuned in to watch live Premier League football in 2002/03, the average number of match programmes watched was 10.3. By 2004/05 this had risen to 12.5.

³⁰ Trend data may have been affected by a change in the BARB panel in January 2002

³¹ Based on reach, defined by the number of viewers who watched at least 15 consecutive minutes per season

Figure 13. Average number of live Premier League match programmes tuned in to per individual per season³²



Source: BARB

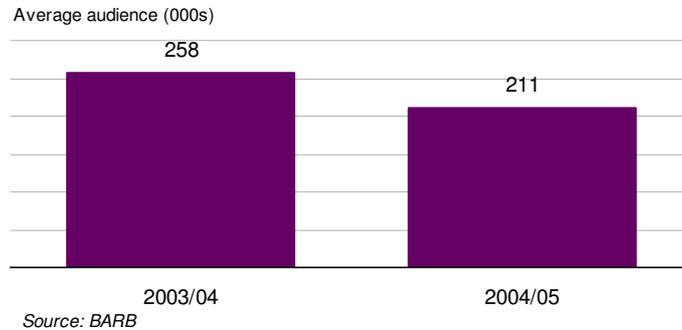
58. In 2003/04, BSkyB introduced PremPlus, a pay-per-view service offering a further 40 live Premier League matches in 2003/04, rising to 50 in 2004/05³³. These were shown alongside the matches already available from the Sky Sports channels (which, as noted above, increased from 66 matches in 2003/04 to 88 matches in 2004/05). As with the television viewing performance of match programmes on Sky Sports, the performance of match programmes on PremPlus can be described in terms of average audiences and reach.
59. The average audience for PremPlus match programmes fell from 258,000 in 2003/04 to 211,000³⁴ in 2004/05. As noted above, the output of live Premier League match programmes increased both on Sky Sports and on PremPlus. These increases in output are likely to have exerted a downward pressure on average audiences for PremPlus, since audiences tend to fragment if aggregate demand stays constant.

³² Based on reach, defined by the number of viewers who watched at least 15 consecutive minutes per season

³³ The basic price for pay-per-view live Premier League games is £6 per game

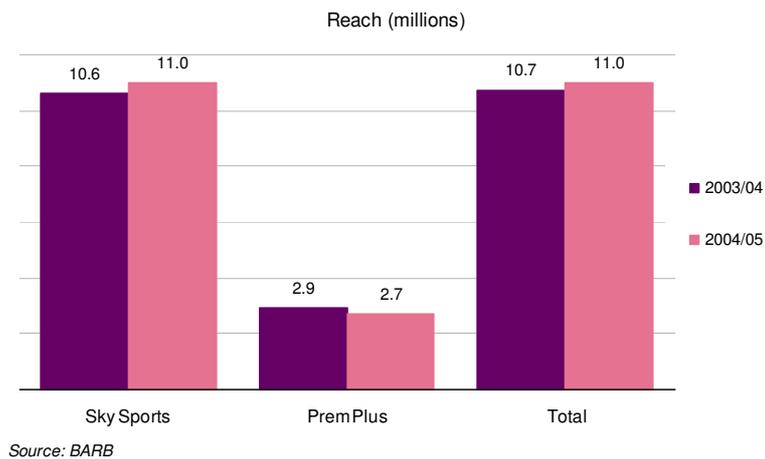
³⁴ In 2004/05 viewing figures for 48 PremPlus matches were found on the BARB database

Figure 14. Average audiences of PremPlus television programmes by season



60. Reach to PremPlus also fell slightly from 2.9 million in 2003/04 to 2.7 million in 2004/05. As the chart below shows, however, the total number of people who tuned into live Premier League football programmes on either Sky Sports or PremPlus increased slightly from 10.7 million in 2003/04 to 11.0 million in 2004/05. As noted above, reach of Sky Sports programmes increased over these two years.
61. Another observation is that in 2004/05 about a quarter of viewers tuning in to Sky Sports match programmes also tuned in to PremPlus match programmes.

Figure 15. Reach of Sky Sports and PremPlus television programmes by season



62. Figure 16 below compares average audience and audience overlap for a number of pairs of live Premier League matches broadcast in the 2004/05 season. In each example some viewers (ranging between 19% and 49% of the audience of the most recent match) watched both matches. For example, around a fifth of viewers who watched Manchester United play Liverpool on 20 September 2004 (a match viewed by relatively more people) also watched Southampton play Birmingham on 24 October 2004 (a match viewed by relatively less people). This suggests that a number of Premier League fans are interested in watching matches from the entire league, rather than only Own Club or Big Matches.

Figure 16. Proportion of viewers watching different types of live Premier League programmes featuring live matches

	Home Team	Away Team	Date	Average Audience (millions)	Proportion of viewers tuning in to Match A who also tuned in to Match B ³⁵	Proportion of viewers tuning in to Match B who also tuned in to Match A ³⁶
A	Arsenal	Chelsea	12/12/04	2.1	44%	
B	Arsenal	Manchester Utd	01/02/05	2.2		49%
A	Chelsea	Liverpool	03/10/04	1.3	49%	
B	Manchester Utd	Arsenal	24/10/04	2.9		37%
A	Chelsea	Tottenham	19/09/04	1.1	31%	
B	Middlesbrough	Manchester Utd	01/01/05	1.2		32%
A	Portsmouth	Man City	20/11/04	0.6	35%	
B	Blackburn	Tottenham	04/12/04	0.7		35%
A	Crystal Palace	Charlton	05/12/04	0.7	39%	
B	Fulham	West Brom	16/01/05	0.8		43%
A	Manchester Utd	Liverpool	20/09/04	1.6	19%	
B	Southampton	Birmingham	24/10/04	0.7		54%
A	Chelsea	Tottenham	19/09/04	1.1	25%	
B	Man City	Norwich	01/11/04	0.6		32%

Source: BARB

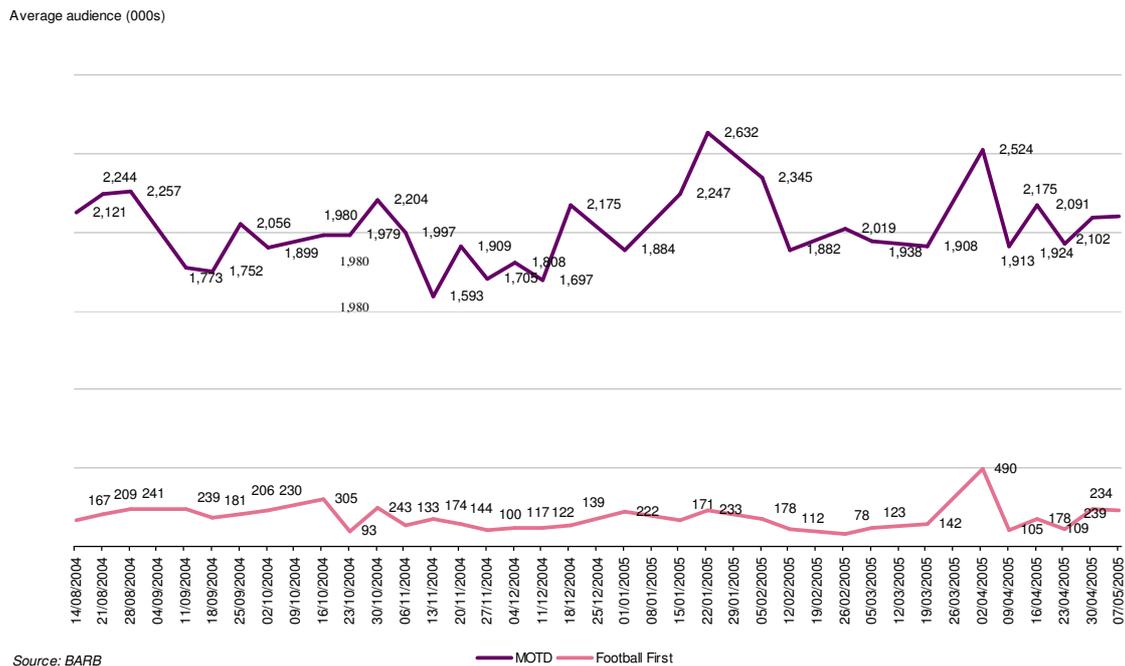
³⁵ Note that this analysis is based on reach, not average audience. In particular, the analysis is based on a reach definition of viewers who watched at least 15 consecutive minutes per programme

³⁶ Note that this analysis is based on reach, not average audience. In particular, the analysis is based on a reach definition of viewers who watched at least 15 consecutive minutes per programme

Football first and Match of the Day

63. Near-live broadcasting of Premier League football was introduced for the 2004/05 season. B SkyB’s near-live product, marketed as “Football First”, shows matches played on a Saturday but not televised live. One near-live match is broadcast at 20:30 on Saturday, and the remaining matches played on that Saturday are broadcast from around 22:00 that evening.
64. Amongst viewers with multi-channel television, audiences for Match of the Day highlights are higher than for Football First. All viewers with multi-channel television have access to Match of the Day on BBC One, but only Sky Sports subscribers have access to Football First. Amongst multi-channel viewers, Match of the Day has an average audience approximately ten times greater than Football First³⁷. The fact that Match of the Day, first broadcast in 1964, is a very well established programme in the UK when compared with Football First (first broadcast in 2004), might influence average audience figures.

Figure 17. Average audiences for Football First (20:30 programme) and Match of the Day for season 2004/2005



³⁷ This analysis is based on the 20:30 Football First programme

65. A minority of Premier League viewers watch both the live match and highlights on Match of the Day. In 2004/05, about a fifth of Premier League viewers who watched a Sky Sports Saturday live match went on to watch Match of the Day. The two types of programme offer quite different viewing experiences: whilst the live match offers full coverage of one match in particular, Match of the Day provides limited highlights of all the day's matches.
66. Fewer Premier League viewers watch Football First in addition to watching a live match on Saturdays. On average less than a tenth of Premier League viewers watch the 20:30 Football First programme.

Figure 18. Viewing of live Premier League matches and Match of the Day / Football First

Home Team	Away Team	Date	Average Audience, Live Ford Football Special (millions)	Average Audience, MOTD (millions)	Average Audience, Football First, 20:30 (millions)	% tuning in to live match who also tuned in to MOTD ³⁸	% tuning in to live match who also tuned in to Football First ³⁹
Man Utd	Norwich	21/8/04	0.8	2.2	0.2	22%	9%
Portsmouth	Crystal Pal	11/9/04	0.4	1.8	0.2	23%	10%
Bolton	Birmingham	25/9/04	0.4	2.1	0.2	23%	11%
Liverpool	Charlton	23/10/04	0.9	2.0	0.1	23%	4%
Crystal Pal	Arsenal	6/11/04	1.0	1.6	0.1	26%	4%
Tottenham	Arsenal	13/11/04	0.9	1.9	0.2	22%	8%
Portsmouth	Man City	20/11/04	0.6	1.8	0.1	19%	8%
Blackburn	Tottenham	4/12/04	0.7	1.8	0.1	27%	5%
Liverpool	Chelsea	1/1/05	1.4	1.9	0.2	14%	6%
M'brough	Man Utd	1/1/05	1.2	1.9	0.2	17%	11%
Liverpool	Man Utd	15/1/05	1.5	2.2	0.2	20%	3%
Man Utd	Portsmouth	26/2/05	1.2	2.0	0.1	20%	3%
Bolton	Norwich	19/3/05	0.5	1.9	0.1	25%	9%
Chelsea	Fulham	23/4/05	0.7	1.9	0.1	17%	4%
Bolton	Chelsea	30/4/05	1.1	2.1	0.2	23%	10%
Chelsea	Charlton	7/5/05	0.8	2.1	0.2	19%	12%
Man Utd	West Brom	7/5/05	1.1	2.1	0.2	21%	12%

Source: BARB

67. On average in the 2004/05 season, 27% of those who watched Football First at 20:30 on Sky One went on to watch Match of the Day on the same evening.

³⁸ Note that this analysis is based on reach, not average audience. Reach is based on the number of viewers who watched at least 15 consecutive minutes per programme

³⁹ Note that this analysis is based on reach, not average audience. Reach is based on the number of viewers who watched at least 15 consecutive minutes per programme

68. Average audiences for live Premier League football shown on BSkyB are often much higher than average audiences for other premium sport shown on Sky Sports channels. For example, during the 2004/05 season, the average audience figures for live Heineken Cup and Zurich Premiership rugby union matches were respectively around 150,000 and 140,000. This compares with average audiences for live Premier League football matches of 700,000 during the same season⁴⁰.
69. Similarly, average audience figures for live overseas football tend to be significantly lower than average audience figures for live Premier League football. For the 2004/05 season, the average audience for live Spanish Primera Liga football matches on the Sky Sports channels⁴¹ was around 200,000⁴² compared to an average audience of around 700,000 for live Premier League football matches on either the Sky Sports channels or on PremPlus⁴³. On Eurosport, the average audience for live Italian Serie A football matches during the 2004/05 season was around 60,000⁴⁴.
70. Live rights to overseas premium football competitions are therefore of comparatively lower value to UK broadcasters when compared with live rights to Premier League matches. For example, the value of the current deal for live Premier League TV rights was £341 million per annum, compared with approximately £3 million per annum for the current deal for live TV rights to Primera Liga matches⁴⁵.

3.3. Match attendance

71. A link is often made between the broadcasting of live football on television and the attendance at stadia. The research explored how, if at all, live televised Premier League matches impacts on match attendance. The research measured both trends in average attendance and stadium utilisation (i.e. how full a stadium is for a match), comparing figures for the Premier League with those of both other English leagues. A comparison of attendance at Premier League matches with those of other major European Leagues was also made including the overall trends in recent seasons.

⁴⁰ TV Sports Markets, Vol 8 No 16 – Vol 9 No 10. The average audience for the 88 live Premier League matches available on Sky Sports subscription channels was just under 1 million. Including the 50 live Premier League pay-per-view games on PremPlus, the average audience was around 700,000

⁴¹ Sky Sports channels are defined as Sky Sports 1, Sky Sports 2, Sky Sports 3 and Sky Sports Extra

⁴² TV Sports Markets, Vol 8 No 16 – Vol 9 No 10

⁴³ PremPlus is Sky's pay-per-view sports channel

⁴⁴ TV Sports Markets, Vol 8 No 17 – Vol 9 No 10

⁴⁵ Source: TV Sports Markets

72. Overall, average match attendances have increased over the last six seasons. In the 1999/00 season, average Premier League attendances were around 31,180 per match whereas by 2004/05 this number had risen to 33,899⁴⁶. This 2004/05 average was a slight dip from the 35,008 recorded the previous year, although stadium utilisation stayed at a similar level (94.2%)⁴⁷.
73. Some fluctuation in average attendance occurs from one season to the next as membership of the Premier League changes as a result of relegation from the Premier League and promotion from the Championship (for example, in 2003/04, Leeds United was relegated from the Premier League, whilst the incoming, promoted clubs had smaller stadia). The total capacity of Premier League stadia subsequently fell by around 2.2%, from an average of 36,960 to 35,882⁴⁸.
74. Whilst there is some season-on-season fluctuation in average attendance for any given league, average match attendance for the four leagues combined (Premier League, Championship, League 1 / League 2) has risen over the last five years, from 57,383 in 2000/01⁴⁹ to an estimated 63,594 in 2004/05⁵⁰.
75. Stadium attendance in the Premier League is high when compared with other major European Leagues. Over the last 10 seasons, the Premier League has had at least the third highest average match attendances when compared with Italy, Spain, Germany and France, and from the 1999/00 season the Premier League has had the highest attendances of the 'big five' European leagues⁵¹, overtaken for the first time in 2004/05 by Germany's Bundesliga (which for the last three seasons has witnessed a significant upsurge in attendances)⁵².

⁴⁶ Deloitte & Touche Annual Review of Football Finance, June 2005, page 48

⁴⁷ Deloitte & Touche Annual Review of Football Finance, June 2005, page 45

⁴⁸ Deloitte & Touche Annual Review of Football Finance, June 2005, page 48 and Deloitte & Touche Annual Review of Football Finance, June 2005, page 41

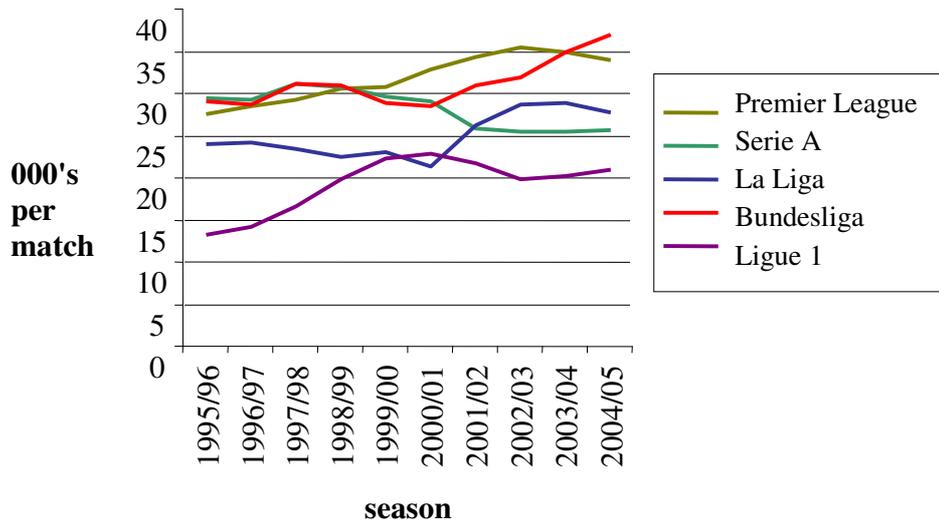
⁴⁹ Sky Sports Football Yearbooks 2001/02 (pages 582-583), 2003/04 (pages 590-591) and 2004/05 (pages 598-599)

⁵⁰ For Championship, League 1 and League 2 average attendances are based on official figures provided by the Football League. See <http://www.football-league.premiumpv.co.uk/page/DivisionalAttendance>. For examples of estimates for 2004/05 Premier League average attendances see: www.soccer-stats.com; www.4thegame.com and www.european-football-stats.co.uk

⁵¹ Deloitte & Touche Annual Review of Football Finance, June 2005, page 16

⁵² Stadia capacity in Germany has increased significantly in recent years, in line with preparations for the 2006 World Cup

Figure 19. Average league match attendances in the ‘big five’ European Leagues: 1995/96 to 2004/05



Source: Deloitte & Touche Annual Review of Football Finance, June 2005, page 16

76. Similarly, overall stadium utilisation increased. In the 1999/00 season utilisation was around 91.1%, whilst by 2004/05 average utilisation had increased to just under 94.2%⁵³. The Deloitte & Touche Annual Review of Football Finance notes "[t]he capacity utilisation is even more impressive (and the lost revenue perhaps overstated) if one considers that a club's ground may be effectively full at 96% utilised, due to idiosyncrasies of away club support and stadium segregation policy"⁵⁴. Deloitte & Touche reports that the 2004/05 figure of 94.2% is the second highest utilisation rate since the Premiership began⁵⁵.
77. As discussed above, Premier League stadium utilisation is high, and whilst stadium attendance is also comparatively high, a number of Premier League clubs intend to increase their stadium capacity further.

⁵³ See Deloitte & Touche Annual Review of Football Finance, June 2005 page 49

⁵⁴ Deloitte & Touche Annual Review of Football Finance, June 2005, page 49

⁵⁵ See the Deloitte & Touche Annual Review of Football Finance, June 2005, page 49, which states: "The 2004/05 figure of 94.2% is the second highest utilisation rate since the Premiership began, demonstrating the continuing popularity of the product and the misleading nature of some of the scare stories around falling attendances."

Figure 20. Examples of planned increases in stadium capacity at Premier League clubs

	Existing capacity	Planned capacity	Planned increase	Due date
Arsenal	38,500	60,000	21,500	2006
Manchester United	68,174	76,000	7,826	2006
Liverpool	45,362	60,000	14,638	2007

Source: Official club websites (www.liverpoolfc.tv / www.manutd.com / www.arsenal.com)

4. PART TWO: FANS' PREFERENCES

4.1. Introduction

78. A programme of consumer research was undertaken to explore three principal questions:

78.1. How do Premier League fans behave today as both television viewers and Premier League match goers?

78.2. What are the attitudes of Premier League fans to live Premier League football on television today?

78.3. How do Premier League fans react to future scenarios that could occur if the Premier League broadcast rights were sold in a different way?

79. The research consisted of a qualitative study in which the views of 104 Premier League fans were explored in a series of fans' workshops (over the period December 2004 to January 2005), as well as five quantitative studies in total covering 3,942 UK consumers, including 1,891 Premier League fans (over the period November 2004 to April 2005). Full methodological details are included in the table below.

80. The research in this section focused primarily on:

80.1. UK consumers - it does not look comprehensively at the equivalent leagues of other European countries;

80.2. The Premier League - it does not explore media rights associated with other football competitions; and

80.3. Premier League fans - it primarily takes account of the views of those who consider themselves fans of the Premier League.

4.2. Methodology

81. The programme of research encompassed several stages, with research at each stage carried out by independent research agencies in accordance with the Market Research Society's standards and guidelines. The research drew on qualitative and quantitative techniques, with surveys conducted over the period November 2004 to May 2005, as set out in the table below:

Research Stage	Methodology	Fieldwork Company	Sample Method	Sample Definition and Size	Approx. Error Margins at 95% Confidence Interval ⁵⁶	Fieldwork Dates
Quantitative research into consumer demand, part 1	5 waves of telephone omnibus survey	NEMS market research	Random quota sampling, weighted back to demographic profile of ITV regions.	Adults aged 16+ interested in Premier League (self defined from UK population) <i>n = 639</i>	+/- 3-4%	Nov 2004 – Dec 2004
Qualitative workshops with Premier League fans on consumer demand	4 hour qualitative discussion groups each with 10-15 fans in different locations throughout England ⁵⁷	Human Capital	Recruitment informed by findings from quantitative phase 1 to reflect demographic and behavioural characteristics of Premier League viewers.	Adults aged 16 + who watch Premier League on TV, with an over-representation of 'at home' viewers. <i>104 respondents</i>	N/A	Dec 2004 – Jan 2005
Quantitative research into consumer demand, part 2	Bespoke face to face survey	NEMS market research	Random quota sampling, set on profile of Premier League fans defined from quantitative part 1. Weighted back to profile of Premier League fans, informed by quantitative part 1.	Adults aged 16 + interested in Premier League (self defined from GB population). <i>n = 518</i>	+/- 4-5%	Feb 2005
Quantitative research into consumer demand, part 3	Telephone omnibus survey	ICM Research	Random quota sampling, with weights applied back to demographic profile of GB adults aged 16+	GB Adults aged 16 + <i>n = 1039</i>	+/- 3%	March 2005
Quantitative research into consumer demand, part 3 sample boost	2 waves of telephone omnibus	ICM Research	Quota sampling from ICM omnibus survey (details above).	GB Adults aged 16 + that have a season tickets at a football club (self defined from GB population). <i>n = 93</i>	+/- 10%	April 2005
Quantitative research amongst radio listeners	Telephone omnibus survey	ICM Research	Random quota sampling, with weights applied back to demographic profile of GB adults aged 16+	GB adults aged 16+ <i>n=1048</i>	+/- 3%	April 2005

⁵⁷ Central London, West London, Southampton, Birmingham, Leeds, Liverpool, Newcastle

82. The quantitative research into consumer demand, part 1 was conducted by telephone in five waves amongst a representative sample of UK adults, controlled for gender and age. The data was then weighted to ensure the sample was representative of the UK adult population in terms of gender, age, SEG⁵⁸ and region. All data shown is weighted data. Unweighted base sizes are included in charts and tables to show the number of people who were asked the question.
83. The qualitative workshops with Premier League fans consisted of a series of nine, four-hour qualitative discussions. Seven workshops were conducted across England in Manchester, Birmingham, Liverpool, Newcastle, Leeds and two in London. Each workshop contained 10-15 Premier League fans, broadly reflecting the demographic and behavioural characteristics of Premier League viewers⁵⁹.
84. The quantitative research into consumer demand, part 2 was an in-home survey covering adults in Great Britain (i.e. excluding Northern Ireland). It was quota controlled so that it replicated the demographic profile of Premier League fans interviewed in the quantitative research into consumer demand, part 1 in terms of gender, age, and SEG. In addition quotas were imposed so that a minimum of 120 interviews were conducted in each of the three categories of Premier League interest (light interest, strong interest and passionate interest).
85. A three-stage weighting process was then carried out. First, weightings were applied to address any imbalances in demographics in order to match the weighted quantitative research into consumer demand, part 1 profile on gender, age and SEG. Second, the data was then weighted by Premier League interest. Finally, additional weightings were applied so as to ensure the sample matched the geographic profile achieved in the weighted quantitative research into consumer demand, part 1.
86. The quantitative research into consumer demand, part 3 was a second quantitative telephone survey conducted amongst a representative sample of GB adults, controlled for gender and age. The data was weighted to ensure the sample was representative of the GB adult population in terms of gender, age, social class, household tenure, work status, terminal education age, number of cars in the household and whether or not the respondent has taken a foreign holiday in the last three years.

⁵⁸ Socio-Economic Group

⁵⁹ All participants at least occasionally watched Premier League football, either at home or at another place, such as a pub or a friend's house. In each group, the majority of participants subscribed to Sky Sports

87. The quantitative research into consumer demand, part 3 sample boost was a third telephone survey conducted using the same methodology as the second omnibus survey (in two waves) using filter questions to interview 93 holders of football club season tickets.
88. The quantitative research amongst radio listeners was a telephone survey conducted amongst a representative sample of GB adults, controlled for gender and age. The data was weighted to ensure the sample was representative of the GB adult population in terms of gender, age, social class, household tenure, work status, terminal education age, number of cars in the household and whether or not the respondent has taken a foreign holiday in the last three years.

Margins of error

89. Because the surveys were conducted amongst a sample of adults, rather than the whole population as with all statistical analysis, the data may be subject to a small margin of error. The error margin for a sample of 2,500 is about 2%; about 3.2% for a sample of 1,000; and about 4.5% for a sample of 500.

Rounding

90. Throughout this report, percentages are rounded to nearest integers. In some charts figures have been rounded (up or down) to ensure that the total of percentage points in the chart equals 100%. Percentages mentioned in the commentary have occasionally been rounded for consistency with the charts. For example, 9.4% of respondents may have been 'satisfied' with an aspect of service and an additional 9.4% may have been 'very satisfied'; in this example the chart would show two figures of 9% so the commentary would describe the proportion who are satisfied and very satisfied as being 18%, even though the actual number would be 18.8% - or 19% if rounded to the nearest integer.

4.3. Who are Premier League Fans?

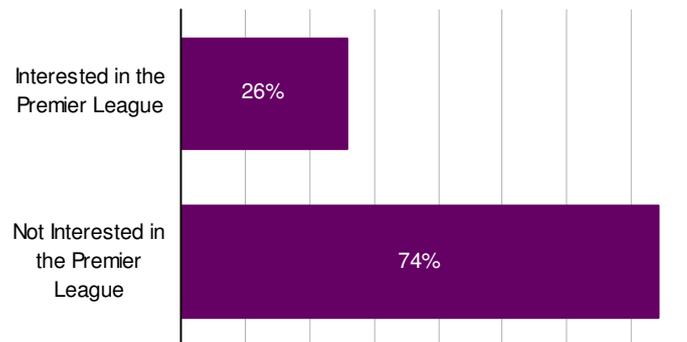
91. The aim of this section is to provide an understanding of who Premier League fans are by examining a number of different characteristics.
92. This section provides:
 - 92.1. A breakdown of interest in the Premier League amongst different parts of the UK population;
 - 92.2. An analysis of Premier League fans according to four key characteristics: interest in the Premier League, Sky Sports subscription, Premier League match attendance and type of Premier League football club supported; and
 - 92.3. A demographic profile of Premier League fans split by these four characteristics.

4.3.1. Interest in the Premier League amongst the UK population

93. The research sought to understand the extent of interest in the Premier League across the UK population. According to the research, just over a quarter of adults in the UK identify themselves as having some level of interest in the Premier League. These people are referred to as Premier League fans throughout this report.

Figure 21. Proportion of UK adults interested in Premier League football

Q. Which statement most closely describes your interest in Premier League football?⁶⁰



Source: Quantitative research into consumer demand, part 1
Base: All respondents, n = 2507

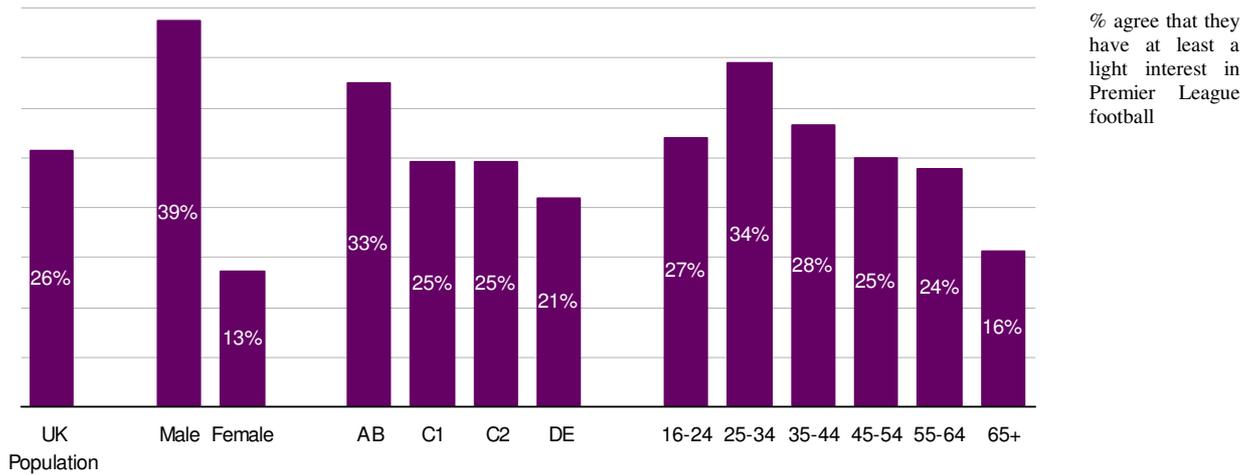
94. Three observations stand out when looking at interest in the Premier League by gender, SEG and age:

- 94.1. Almost two fifths of men are fans of the Premier League, compared to just over a tenth of women;
- 94.2. A third of AB adults are interested in the Premier League, compared to just over a fifth of DE adults. Amongst C1C2 adults about a quarter are fans; and
- 94.3. Interest is higher amongst younger age groups. In particular, over a third of 25-34 year old adults are interested in the Premier League, compared to a quarter or less of those aged 45+.

⁶⁰ Adults identified themselves as having some level of interest in the Premier League, by agreeing with one of the following statements: “Premiership football is the most important thing in my life”; “The Premier League is one of the passions of my life”; “I have a strong interest in the Premier League”; “I follow the Premier League, but I am not a very active fan”

Figure 22. Proportion of UK adults interested in Premier League football by gender, SEG and age group

Q. Which statement most closely describes your interest in Premier League Football?⁶¹



Source: *Quantitative research into consumer demand, part 1*
 Base: All respondents, n = 2507; All Premier League fans, n = 639. Males, n = 1218, females, n = 1289; AB, n = 578, C1, n = 668, C2, n = 804, DE, n = 457; 16-24, n = 267, 25-34, n = 540, 35-44, n = 414, 45-54, n = 441, 55-64, n = 353, 65+, n = 492

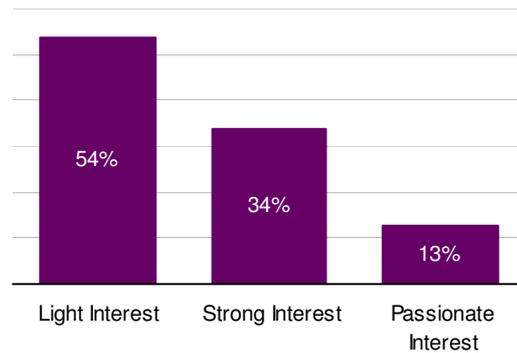
4.3.2. Analysis of Premier League fans

95. Over half of Premier League fans say they follow the Premier League, but are not active fans, about a third say that they have a strong interest in the Premier League and just over a tenth say that the Premier League is one of the passions of their life.

⁶¹ Adults who identify themselves as having some level of interest in the Premier League, by agreeing with one of the following statements: “The Premier League is one of the passions of my life” (defined as passionate Interest); “I have a strong interest in the Premier League” (defined as strong Interest); “I follow the Premier League, but I am not a very active fan” (defined as Light Interest)

Figure 23. Profile of Premier League fans' degree of interest in the Premier League

Q. Which statement most closely describes your interest in Premier League Football?⁶²



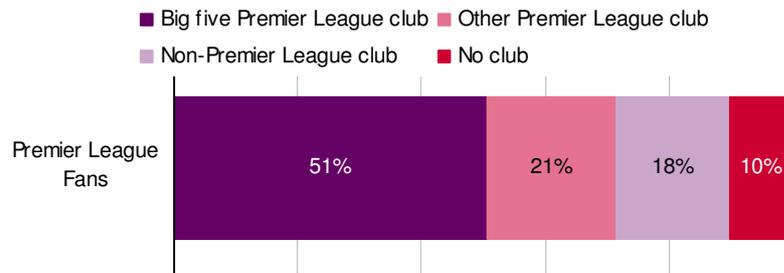
Source: *Quantitative research into consumer demand, part 1*
Base: All Premier League fans, n = 639

96. Half of Premier League fans say they support one of Manchester United, Liverpool, Arsenal, Chelsea or Newcastle. Based on league rankings and average stadium attendance over the last nine years, these clubs have been grouped together in this report as the “big five” Premier League clubs. At the same time, over a quarter of people who say they follow the Premier League do not actually support a specific Premier League club.

⁶² Adults who identify themselves as having some level of interest in the Premier League, by agreeing with one of the following statements: “The Premier League is one of the passions of my life” (defined as passionate Interest); “I have a strong interest in the Premier League” (defined as strong Interest); “I follow the Premier League, but I am not a very active fan” (defined as Light Interest)

Figure 24. Profile of clubs supported by Premier League fans

Q. Which, if any, is the main football club you support?

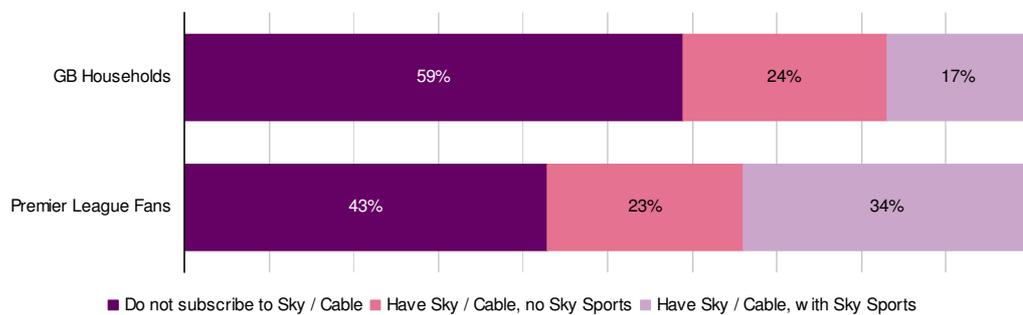


Source: *Quantitative research into consumer demand, part 1*
Base: All Premier League fans, n = 639

97. Around a third (34%) of Premier League fans live in households that subscribe to Sky Sports (through either satellite or cable). Another quarter (23%) live in satellite or cable households, but do not have access to Sky Sports, and 43% live in households that receive terrestrial television, either analogue (i.e. the four or five free-to-air channels of BBC1, BBC2, ITV, Channel 4 and Five) or digital free-to-air (i.e. Freeview).

Figure 25. Proportion of GB households and Premier League fans with Sky, cable or Sky Sports subscriptions

- Q. Do you or does anyone in your household subscribe to any multichannel TV package?
- Q. Which of these channels do you have access to at home?
- Q. Which sports channels do you have access to at home?



Source: *Quantitative research into consumer demand, part 3*
 Base: All GB Households (excluding those who say they don't know what TV package they have), n=1001
 Base: All Premier League fans (excluding those who don't know what TV package they have), n=305

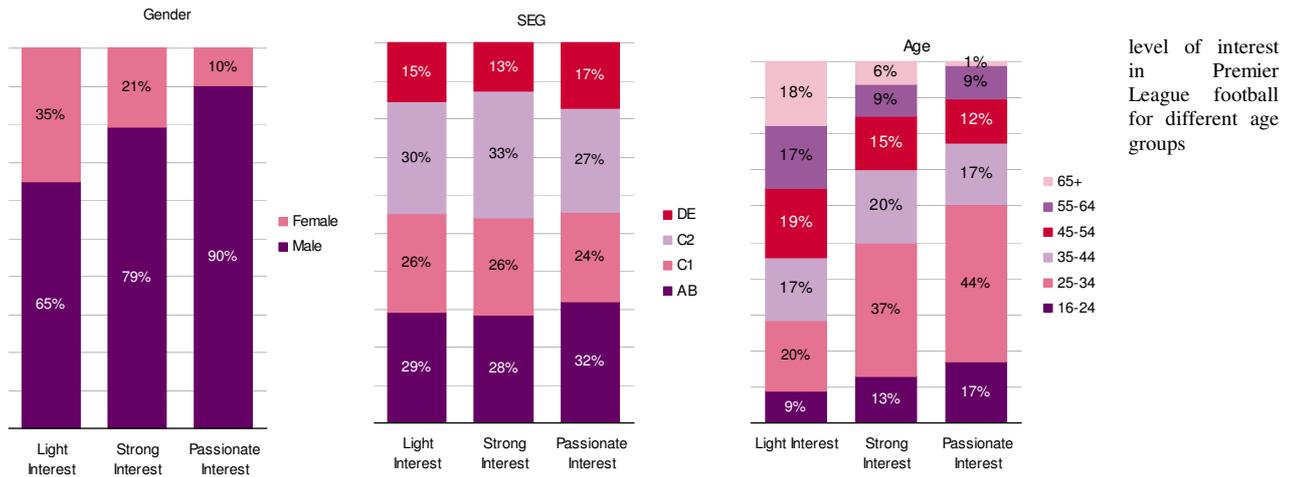
98. Compared to the population at large, Premier League fans are twice as likely to have a Sky Sports subscription (34% versus 17%) and are more likely to subscribe to BSkyB or cable (57% versus 41%).

4.3.3. *A demographic profile of different Premier League fan types*

99. The “more passionate” Premier League fans are more likely to be male and tend to be younger than “less passionate” Premier League fans.

Figure 26. Gender, SEG and age profile of Premier League fans by strength of interest in the Premier League⁶³

Q. Which statement most closely describes your interest in Premier League Football?⁶⁴



Source: Quantitative research into consumer demand, part 1
 Base: All Premier League Fans, n = 639, of which Light interest, n = 367, Strong interest, n = 202, Passionate interest, n = 70.
 Note that the number of Premier League fans with a passionate interest is relatively small (70) and that the margin of error is more than 10%. Therefore the data should be treated with some caution

100. Premier League fans with a Sky Sports subscription are more likely to be in the AB SEG and to be younger than fans without a Sky Sports subscription.

⁶³ Adults who identify themselves as having some level of interest in the Premier League, by agreeing with one of the following statements: "The Premier League is one of the passions of my life" (defined as passionate Interest); "I have a strong interest in the Premier League" (defined as strong interest); "I follow the Premier League, but I am not a very active fan" (defined as light interest)

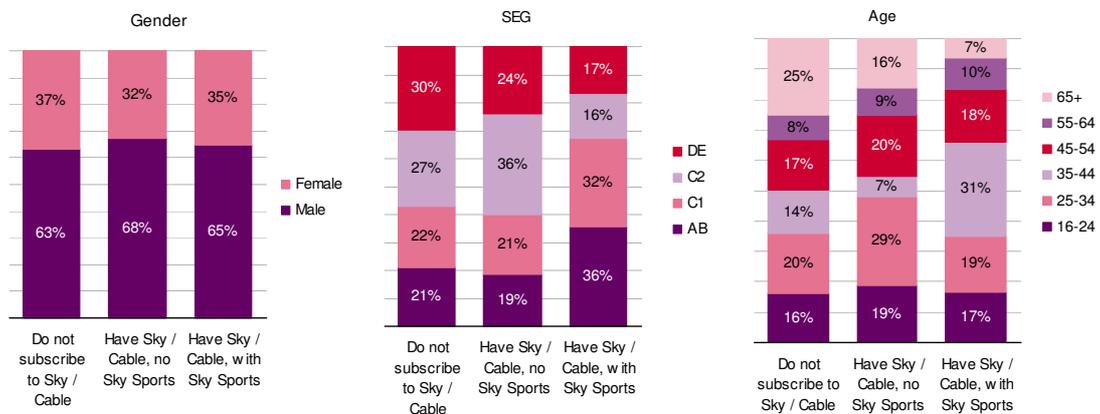
⁶⁴ Adults who identify themselves as having some level of interest in the Premier League, by agreeing with one of the following statements: "The Premier League is one of the passions of my life" (defined as passionate interest); "I have a strong interest in the Premier League" (defined as strong interest); "I follow the Premier League, but I am not a very active fan" (defined as light interest)

Figure 27. Gender, SEG and age profile of Premier League fans by satellite, cable or Sky Sports subscription

Q. Do you or does anyone in your household subscribe to any multichannel TV package?

Q. Which of these channels do you have access to at home?

Q. Which sports channels do you have access to at home?



Source: Quantitative research into consumer demand, part 3
 Base: All Premier League fans (excluding those who don't know what TV package they have), n = 305, of which those without Sky / cable, n = 137, Sky / cable (no Sky Sports), n = 66, Sky Sports, n = 102. Note that the number of Premier League fans with Sky or cable but not Sky Sports is relatively small (66) and that the margin of error is more than 10%: therefore the data should be treated with some caution

101. About a third (32%) of fans say they attend Premier League matches in person at least occasionally and of these, one in five claims to be a season ticket holder at a Premier League club – equating to about 7% of Premier League fans.
102. Premier League match goers are more likely to be male. In addition, as with fans who have a Sky Sports subscription, match goers are more likely to be in the AB SEG and tend to be younger than Premier League fans who do not attend Premier League matches.

Figure 28. Gender, SEG and age profile of Premier League fans by Premier League match attendance

*Q. Approximately how many Premiership matches a season do you attend in person?*⁶⁵



Source: *Quantitative research into consumer demand, part 1*
 Base: All Premier League Fans, n = 639, of which match goers, n = 185, non-match goers, n = 447

103. Supporters of the big five Premier League clubs, while still predominantly male, have a higher proportion of females than supporters of other clubs, and tend to be younger than supporters of other types of club.

⁶⁵ Responses were categorised into bands, a match goer is defined as any respondent that answered yes to one of the following bands: 1-3, 4-6, 7-10, 11-25, or 26+

Figure 29. Gender, SEG and age profile of Premier League fans by type of football clubs supported

Q. Which, if any, is the main football club you support?



Source: *Quantitative research into consumer demand, part 1*
 Base: All Premier League fans, n = 639, of which fans of big five Premier League clubs, n = 330, fans of non-big five Premier League clubs, n = 120, fans of non Premier League clubs or no club, n = 189

4.4. What do fans like to watch?

104. Premier League fans are interested in different types of matches. It is, therefore, important to understand fans' hierarchy of preferences for the different types of Premier League matches they like to watch and how they like to watch them.
105. This section discusses fans' behaviour in relation to televised Premier League content, including:
- 105.1. The frequency of viewing live matches;
 - 105.2. The types of matches watched and preferred; and
 - 105.3. Viewing at public houses or clubs.

4.4.1. Background on televised viewing

106. Viewers can watch live Premier League matches on Sky Sports 1, Sky Sports 2, Sky Sports 3 and Sky Sports Extra. Eighty-eight Premier League matches are made available per season on these channels. Fifty pay-per-view matches are also made available on PremPlus, BSkyB's Premier League pay-per-view channel.

107. Viewers can also watch near-live matches on BSkyB. One near-live match is broadcast at 20:30 on Saturday, and the remaining Saturday matches are broadcast in an interactive programme called "Football First" from around 22:00 on Saturday.
108. The BBC currently broadcasts highlights in a magazine-style programme called "Match of the Day", which is broadcast on various days of the week but mainly on a Saturday and Sunday evening.
109. As discussed in Part 1 on Market Data, overall viewing of live Premier League programmes on Sky Sports has gone up over recent seasons. This assessment is based on the fact that, while average audiences⁶⁶ for live Premier League football programmes can be best characterised as flat for recent seasons, the number of viewers tuning in to watch live Premier League football programmes ("reach"⁶⁷) has increased by over a third.
110. BARB viewing data provides information on what people watch and when, but the viewing panel cannot be questioned further. Therefore, additional primary research was conducted to better understand the attitudes and behaviours associated with Premier League football viewing. This is discussed in the following section.
111. The research highlights three main findings regarding viewing of live Premier League football:
 - 111.1. First, most Premier League fans say they watch an average of one match a week or less;
 - 111.2. Second, there is a clear hierarchy of importance amongst different game types: Own Club⁶⁸ and Big Matches⁶⁹ are perceived to be the most important, with Other Matches (i.e. not Own Club or Big Matches) less so; and
 - 111.3. Third, despite this hierarchy, substantial minorities of Premier League viewers say they are interested in and watch a variety of matches.

⁶⁶ Average audience is defined as the average number of viewers that watched a programme. Since viewers tune in and out of programmes, BARB measures the number of people viewing each minute and calculates an average across the duration of the programme

⁶⁷ Reach is defined as the number of television viewers who meet specific reach criteria. In this report, reach is specified as the number of viewers tuning in to watch at least 15 consecutive minutes of a particular programme

⁶⁸ Note that 'own club' is a relative definition, changing with each fan. This means that one game might be an Own Club game (and therefore important) to one fan, but not important to another fan

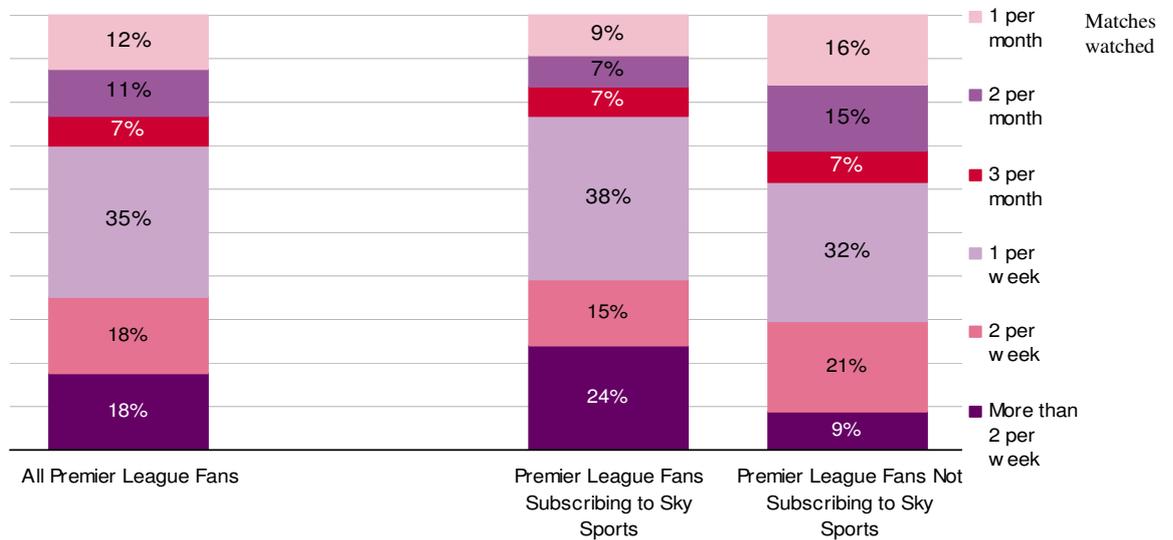
⁶⁹ Big Matches are defined as matches between teams challenging for the title, derby matches, title deciders, relegation deciders and matches that determine who will qualify for the Champions League

4.4.2. *The frequency of viewing live matches*

112. The market research shows that most Premier League fans say they watch one match per week or less, with about a third watching two matches or more per week. Sky Sports-subscribing Premier League fans watch relatively more matches than non-subscribers.

Figure 30. Frequency of Premier League fans watching live Premier League football matches on television, overall and by Sky Sports subscription

Q. How many live Premiership games do you watch on TV per week / month?



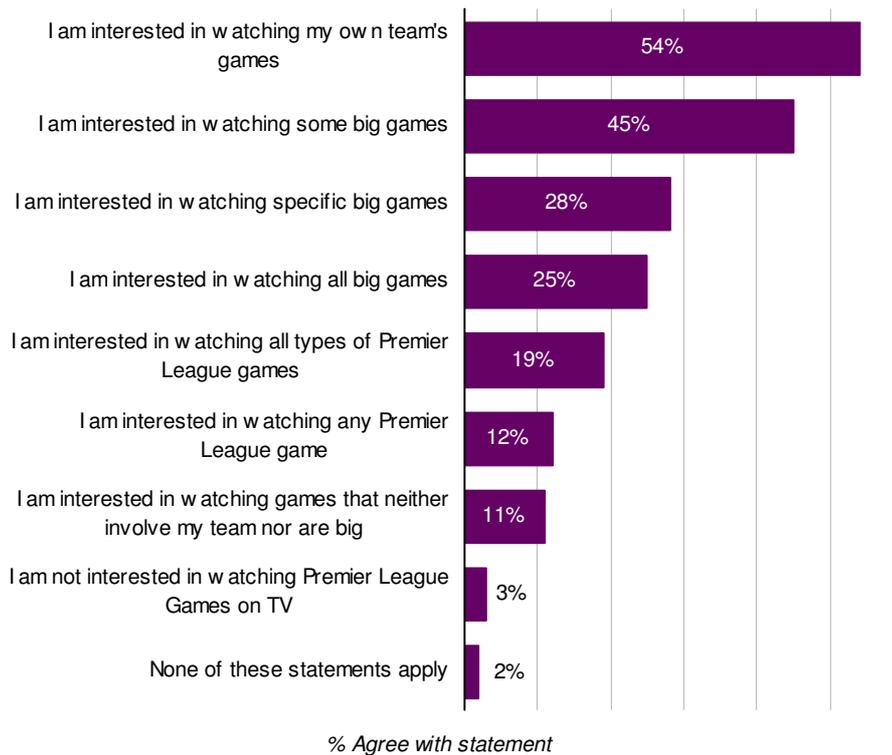
Source: *Quantitative research into consumer demand, part 1*
 Base: All Premier League fans (excluding those who said "Never" or "Don't know"), n = 500, of which Premier League fans subscribing to Sky Sports, n = 268 and Premier League fans not subscribing to Sky Sports, n = 232

4.4.3. *The types of matches watched and preferred*

113. The research shows that Premier League fans say they prefer to watch Own Club Matches as well as Big Matches, whilst Other Matches (i.e. not Own Club or Big Matches) lag further behind in popularity. Over half of fans who say they watch Premier League matches on television state that they spend over 40% of their live Premier League football viewing time watching Own Club matches and almost two fifths of fans say they spend a similar proportion of time watching Big Matches. In contrast, almost four fifths of fans say they spend less than 20% of their time watching Other Matches.

Figure 31. Proportion of Premier League fans agreeing with attitudinal statements about Premier League matches

Q. I am now going to show you a list of statements about televised live Premier League games. Please could you tell me which of these apply to you?



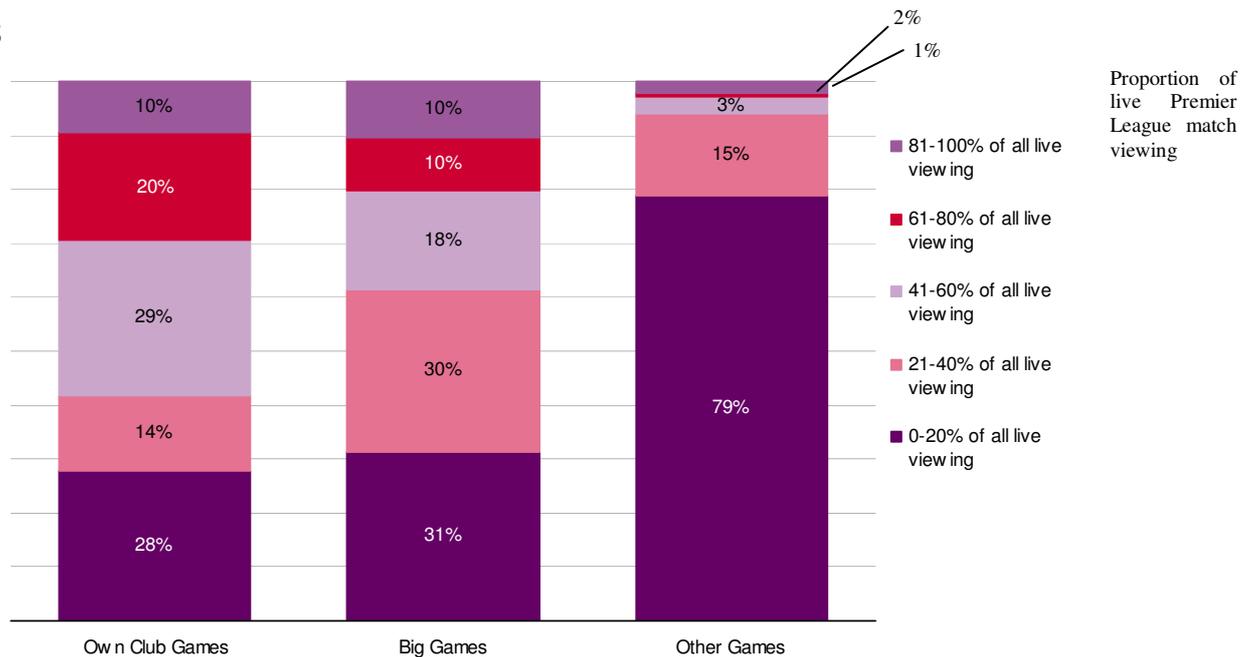
Source: *Quantitative research into consumer demand, part 2*
Base: All Premier League fans, n = 518

Figure 32. Proportion of Premier League fans' live Premier League match viewing accounted for by different types of match

Q. Last season, approximately how many live Premier League games did you watch on TV each month?

Q. Approximately what proportion of these [the live Premier League games that you watched last month] games were of the following three types? Games involving your team / big games / other games

8



Source: Quantitative research into consumer demand, part 2
 Base: All Premier League fans (excluding 65 spoiled answers), n = 453

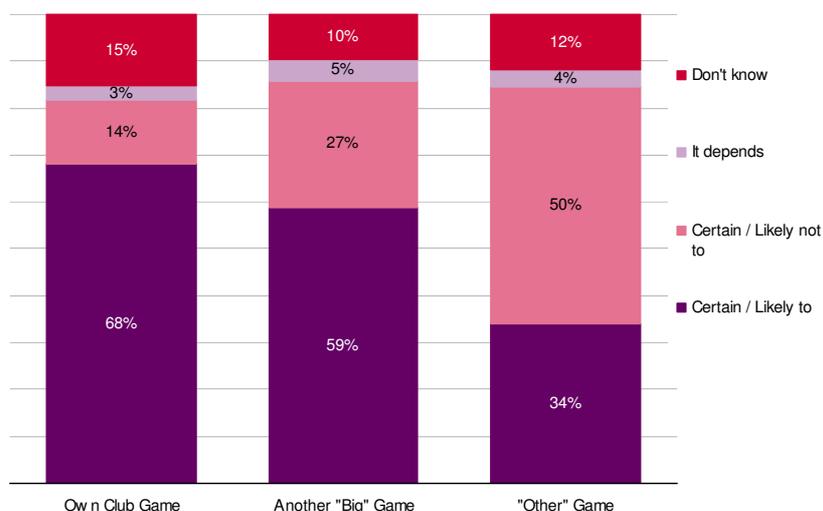
114. This is consistent with findings from the qualitative research where fans demonstrated a hierarchy of match importance. Participants were asked to rate the importance of different types of Premier League matches to them; matches featuring the fans' own club were ranked top, closely followed by Big Matches and then Other Matches.

115. When Premier League fans are asked which type of matches they might choose to watch in place of a Big Match not shown on television, over two thirds say they would be likely to watch Own Club matches if that were available, with over half likely to watch another Big Match. However, a third of Premier League fans say they would be likely to watch an Other match, in other words one that was not a Big Match or an Own Club match.

Figure 33. Proportion of Premier League fans likely to watch different types of game as an alternative to a “big” game

Q. If a “big game” that you wanted to watch was not shown on TV, how likely would you be to watch the following instead if they were available to you?

- *Another Premiership match involving the team you support*
- *Another “big game” instead*
- *Another game which was not a “big game”*



Source: *Quantitative research into consumer demand, part 1*
 Base: All Premier League fans, n = 640

116. In the place of a match featuring a Premier League fans’ own club that they wanted to watch, 53% of fans who support a team say they would be likely to watch a Big Match and 31% say they would be likely to watch a replacement Other Match instead. In place of an Other Match that they wanted to watch that was not available, 66% say they would be likely to watch a match featuring their own club, 65% say they would be likely to watch a Big Match instead and 36% say they would be likely to watch an Other Match instead.
117. Despite there being a hierarchy of interest in different types of matches, there is evidence to suggest that substantial minorities of Premier League viewers watch a variety of different types of match. For example, a fifth of Premier League fans (19%) agreed that they were interested in watching all types of Premier League match and 12% said they were interested in watching all types of Premier League matches.

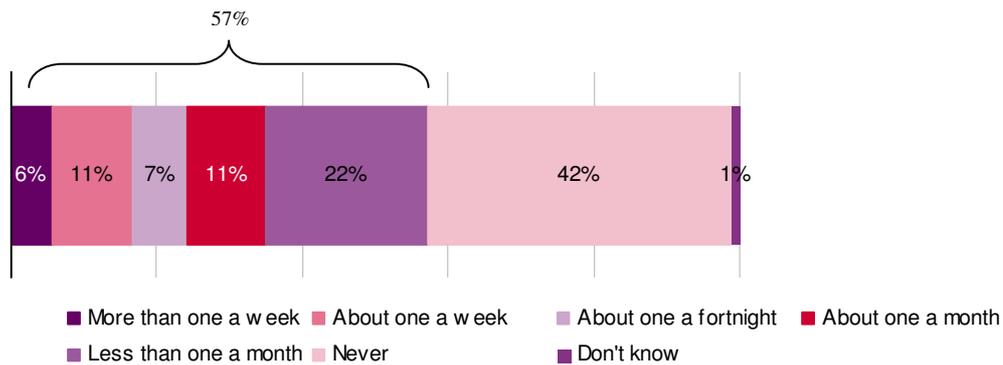
4.4.4. Viewing at public houses or clubs

118. In terms of venue, the research shows that over half of Premier League fans (57%) say they watch at least the occasional⁷⁰ live Premier League match in a pub or club – as well as the matches they watch elsewhere, for example at home or a friend’s home. Over a third (37%) say a pub or club is one of the places where they watch live Premier League football matches.

119. Over the last year, 34% of those who say they watch in a pub or club estimate that they now watch more live matches in a pub or club than before, 48% say that it has stayed the same and 18% estimate that it has decreased⁷¹.

Figure 34. Frequency of Premier League fans viewing live Premier League matches at a pub / club

Q. How often do you watch live Premier League games at the pub / club?



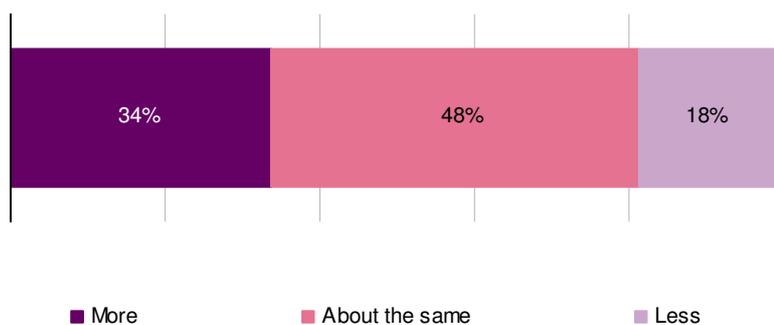
Source: Quantitative research into consumer demand, part 2
 Base: Base: All Premier League fans, n = 518

⁷⁰ “Occasional” is defined as “less than once a month / about once a month / about once a fortnight / about once a week / more than once a week”

⁷¹ Findings were similar when fans who watch games at the pub or a club were asked whether the number of matches they watched had increased (21%) or decreased (16%) or stayed the same (58%) over the last two years

Figure 35. Change in number of live Premier League matches viewed by Premier League fans in pubs / clubs over the last year

Q. Thinking back to a year ago, do you watch more or less Premiership matches in pubs and clubs than before?



Source: *Quantitative research into consumer demand, part 1*
Base: All Premier League fans who say they watch in a pub / club, n = 102

120. The results of a survey carried out amongst managers and landlords of (both subscribing and non-subscribing) pubs on their attitudes to Sky Sports is included in Part 3 of this report.

4.5. How important is Premier League football to pay-television?

121. Live televised Premier League football has to date only been available to view by consumers via pay-TV. In order to understand how important Premier League football content is to the pay-TV market, the research programme sought to understand the extent to which Premier League football has driven take-up of Sky Sports and pay-TV platforms (i.e. satellite or cable) and what the impact might be on Sky Sports and pay-television subscriptions if some or all of Sky Sports' Premier League programming was removed.

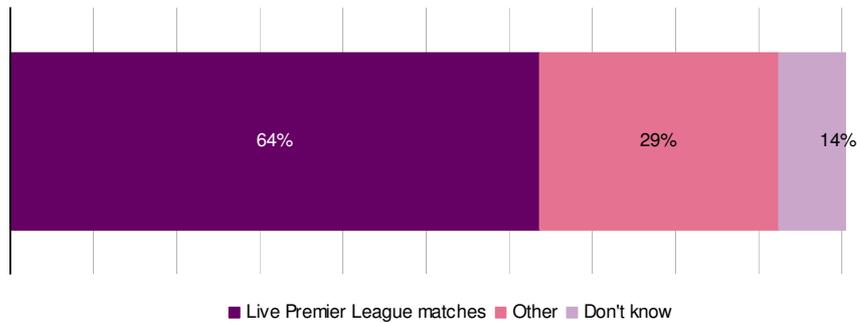
122. For the purpose of the primary research, it is most practical to refer to the current supplier of Premier League content at the retail level, as this is how fans and consumers best understand the way Premier League content is delivered. The following section of the report therefore refers to 'Sky Sports', as a proxy for 'supplier of live televised Premier League matches'.

4.5.1. Reasons for subscribing to Sky Sports and pay-TV

123. Slightly more than six in ten (64%) Premier League fans who subscribe to Sky Sports say that live Premier League football was a motivating reason for subscribing to Sky Sports.

Figure 36. Reasons for subscribing to Sky Sports – amongst Premier League fans subscribing to Sky Sports⁷²

Q. Why did your household decide to subscribe to Sky Sports?



Source: *Quantitative research into consumer demand, part 2*
Base: All Premier League fans who subscribe to Sky Sports, n=178

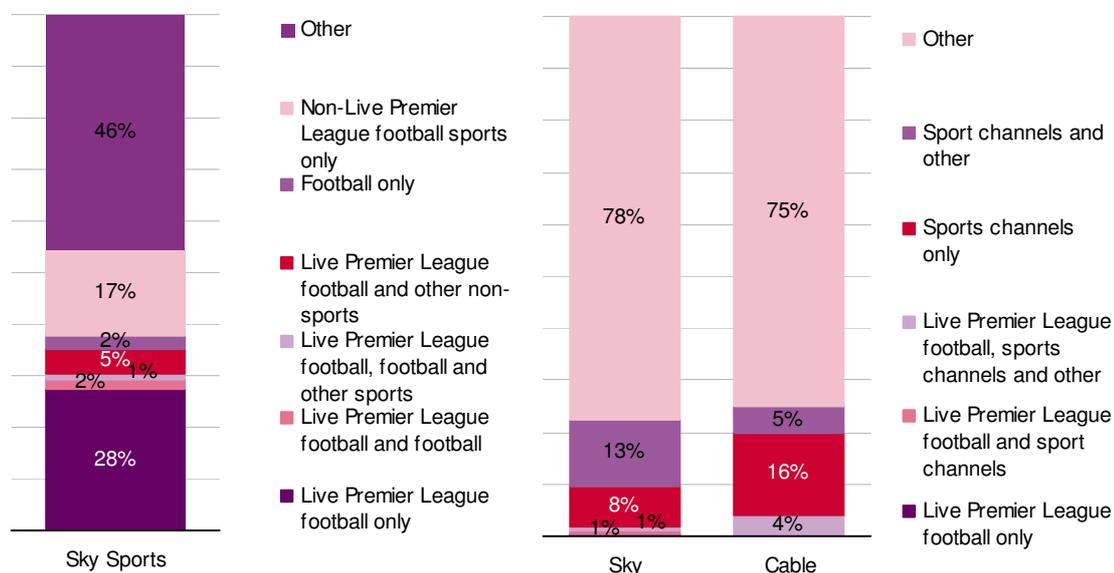
124. However amongst all UK households live Premier League football played a less important role in decisions to take up a pay-TV platform. Here the proportion saying they decided to subscribe to Sky or cable because of live Premier League football is less than 5%. Just over a third cite live Premier League football as a reason for subscribing to Sky Sports.

⁷² This question, from the quantitative research into consumer demand, part 2 followed several questions about Premier League football, so could effectively be treated as a semi-prompted question. In the subsequent quantitative research into consumer demand, part 3, 44% of Sky Sports subscribing Premier League fans mentioned Premier League as a reason for subscribing without prompting

Figure 37. Reasons for subscribing to Sky Sports and to Sky / cable – amongst all UK households⁷³

- Q. Why did your household decide to subscribe to Sky Sports?*
- Q. What are the main reasons your household decided to subscribe to Sky?*
- Q. What are the main reasons your household decided to subscribe to Cable TV? Are there any reasons you chose cable TV instead of satellite TV?*

Unprompted. Answers allocated to pre-coded categories.



Source: *Quantitative research into consumer demand, part 3*
 Base: All households with Sky Sports, n = 162, All households with Sky, n = 299, All households with Cable, n = 93

⁷³ Base: All households with Sky Sports, n = 162, All households with Sky, n = 299, All households with Cable, n = 93. Live Premier League football was the most mentioned sport (35%) as a reason for subscribing to Sky Sports, followed by football (5%), rugby (3%), cricket (2%) and all other specific sports mentions totalled 3%

4.5.2. *Importance of Premier League content to Sky Sports and digital subscribers*

125. Subscribers were asked to consider two scenarios:

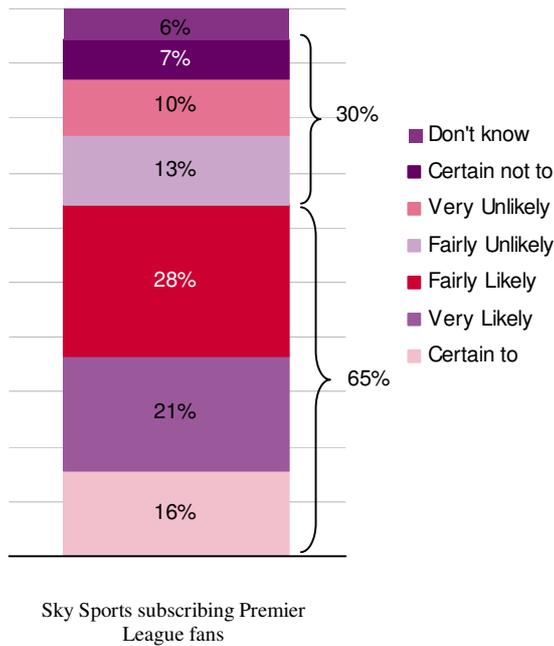
- 125.1. In the first, Sky Sports would show half its current live Premier League matches (but still show all other Premier League content such as pre- and post-match analysis, related magazine shows etc) but would lose the other half; and
- 125.2. In the second, Sky Sports would not have any coverage of the Premier League.

126. In both scenarios, Premier League fans were asked to assume that the “lost” matches would not be available to view anywhere else.

127. Of Premier League fans that subscribe to Sky Sports, 65% say they would be likely to continue subscribing to Sky Sports if Sky Sports showed only half its live Premier League matches and the price stayed the same. 30% say they would be likely to stop subscribing, with 7% claiming they were certain to discontinue subscribing.

Figure 38. Likelihood of continuing to subscribe to Sky Sports if Sky Sports lost half its live Premier League matches – amongst Premier League fans subscribing to Sky Sports⁷⁴

Q. If Sky Sports lost half of its live Premier League matches (but all other football related programming, such as Football First, remained unchanged) and if the price stayed the same, how likely would you be to continue to subscribe to Sky Sports?



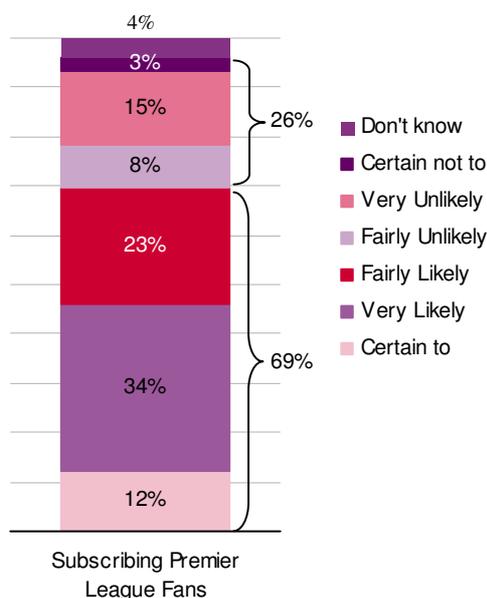
Source: *Quantitative research into consumer demand, part 3*
 Base: All Premier League fans who subscribe to Sky Sports, n=102

128. Over two thirds (69%) of Premier League fans who subscribe to Sky Sports say they would be likely to continue subscribing to their Sky or cable platform if Sky Sports lost half its live Premier League matches, while 26% say they would discontinue their Sky or Cable subscription.

⁷⁴ Note that a similar question was asked in the quantitative research into consumer demand, part 2, where 40% of Premier League fans with a Sky Sports subscription said they would be likely to stop subscribing to Sky Sports if the channels lost half their live Premier League content (with all other football related programming and price remaining the same). Quantitative research into consumer demand, part 3 data is referred to in this report for consistency with the data on all Sky Sports subscribers in Figure 38

Figure 39. Likelihood of continuing to subscribe to Sky / cable if Sky Sports lost half its live Premier League matches – amongst Premier League fans subscribing to Sky Sports⁷⁵

Q. If Sky Sports lost half of its live Premier League matches (but all other football related programming, such as Football First remained unchanged) and if the price stayed the same, how likely would you be to continue to subscribe to Sky Digital or cable TV altogether?



Source: *Quantitative research into consumer demand, part 3*
 Base: All Premier League fans who subscribe to Sky Sports, n=102

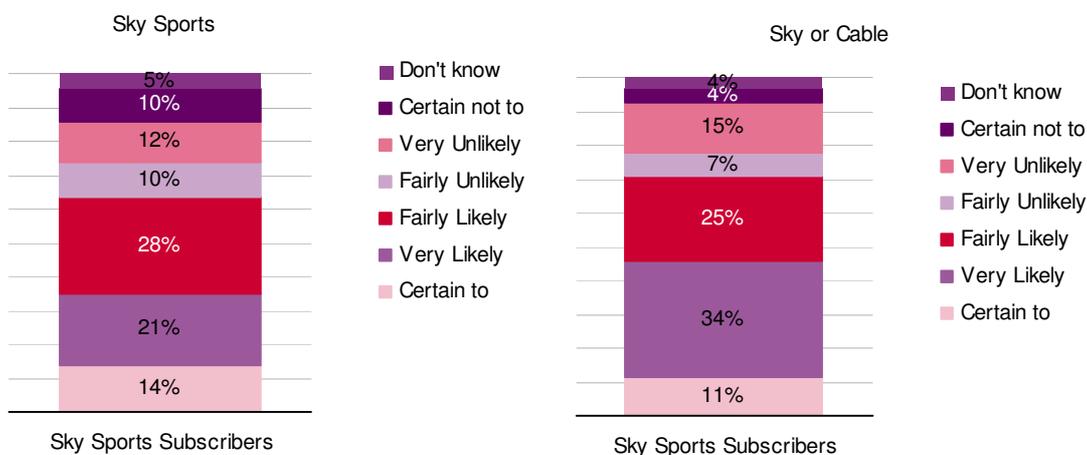
129. When the same questions are asked of all Sky Sports subscribers (i.e. including those who are Premier League fans and those who are not), broadly similar results are recorded.

⁷⁵ Note that a similar question was asked in the quantitative research into consumer demand, part 2, where 18% of Premier League fans with a Sky Sports subscription said they would be likely to stop subscribing to Sky or cable altogether if the Sky Sports channels lost half their live Premier League content (with all other football related programming and price remaining the same). Quantitative research into consumer demand, part 3 data is referred to in this report for consistency with the data on all Sky Sports subscribers in Figure 38

130. For comparison, across the whole population of Sky Sports subscribers (i.e. including both Premier League fans and non-Premier League fans), 63% say they would continue subscribing (compared to 65% amongst Premier League fans) and 32% say they would stop subscribing (compared to 30% amongst Premier League fans) to Sky Sports, if Sky Sports showed only half its matches. About 26% of all subscribers say they would be unlikely to continue to subscribe to their platform (Sky Digital or cable TV) if Sky Sports lost half its matches (consistent with 26% amongst Premier League fans), whilst 70% say they would continue to subscribe (compared to 69% amongst Premier League fans).

Figure 40. Likelihood of continuing to subscribe to Sky Sports and Sky / cable if Sky Sports lost half its live Premier League matches – amongst all Sky Sports subscribers (Premier league fans and non Premier League fans)

Q. If Sky Sports lost half of its live Premier League matches (but all other football related programming, such as Football First remained unchanged) and if the price stayed the same, how likely would you be to continue to subscribe to Sky Sport / Sky Digital or cable TV altogether?

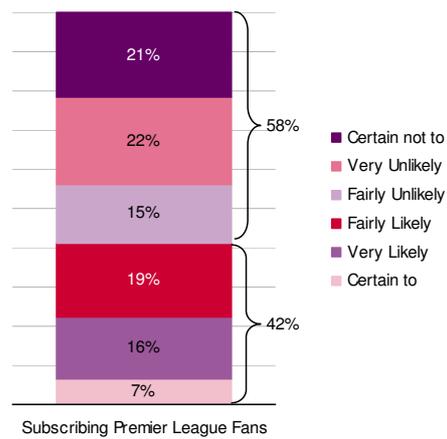


Source: Quantitative research into consumer demand, part 3
 Base: All Sky Sports Subscribers, n=162

131. When Premier League fans who subscribe to Sky Sports are asked to imagine that Sky Sports has no Premier League coverage at all, almost three fifths (58%) say they would be likely to stop subscribing to Sky Sports, with 42% very likely or certain to stop.

Figure 41. Likelihood of continuing to subscribe to Sky Sports if Sky Sports lost all Premier League coverage – amongst Premier League fans subscribing to Sky Sports

Q. If Sky Sports lost all of its live Premier League matches (and stopped showing Premier League highlights or anything else about the Premier League) and if the price stayed the same, how likely would you be to continue to subscribe to Sky Sports?

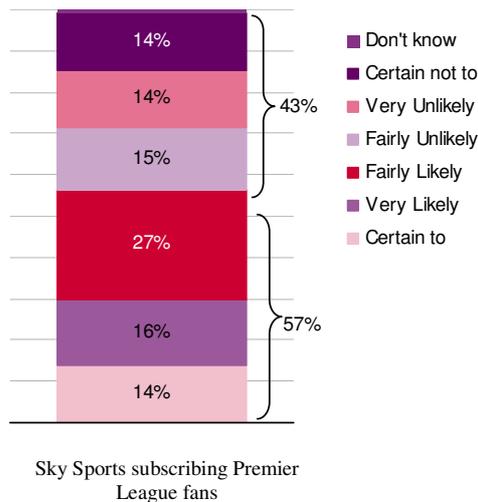


Source: *Quantitative research into consumer demand, part 3*
 Base: All Premier League fans who subscribe to Sky Sports

132. Over two fifths (43%) say they would stop subscribing to their pay-TV platform (i.e. satellite or cable) under this scenario, with 14% stating that they would be certain to cancel their pay-TV subscription.

Figure 42. Likelihood of continuing to subscribe to Sky / cable if Sky Sports lost all Premier League coverage – amongst Premier League fans subscribing to Sky Sports

Q. If Sky Sports lost all of its live Premier League matches (and stopped showing Premier League highlights or anything else about the Premier League) and if the price stayed the same, how likely would you be to continue to subscribe to Sky Digital TV or cable TV altogether?

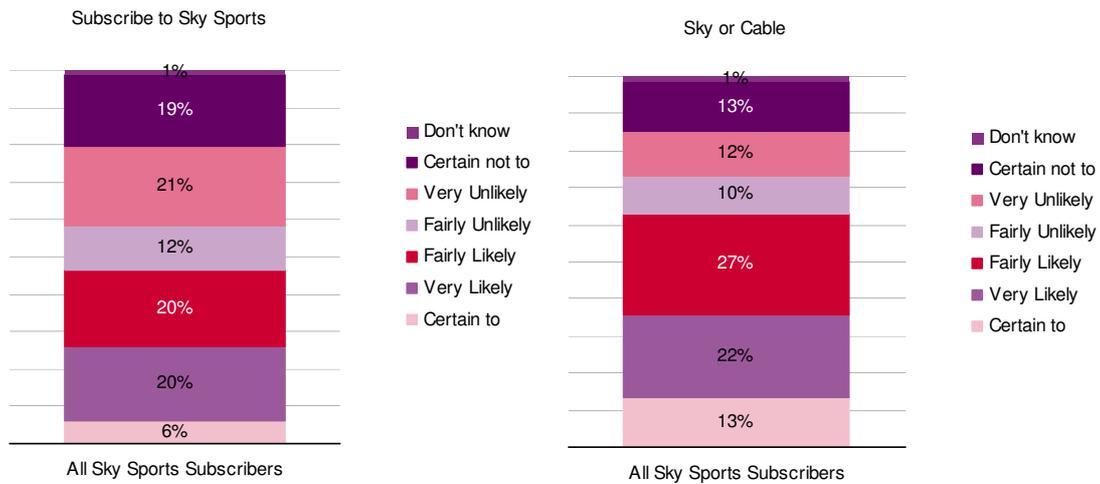


Source: *Quantitative research into consumer demand, part 3*
 Base: All Premier League fans who subscribe to Sky Sports, n=102

133. Across all Sky Sports subscribers, 52% say they would be likely to stop subscribing to Sky Sports if it lost all Premier League live coverage, but 46% would continue to subscribe. About a third (35%) say they would be unlikely to continue to subscribe to their pay-TV platform (satellite or cable) altogether, but nearly two thirds (62%) say they would be likely to continue to subscribe.

Figure 43. Likelihood of continuing to subscribe to Sky Sports and Sky / cable if Sky Sports lost all Premier League coverage – amongst all Sky Sports subscribers (Premier league fans and non fans)

Q. If Sky Sports lost all of its live Premier League matches (and stopped showing Premier League highlights or anything else about the Premier League) and if the price stayed the same, how likely would you be to continue to subscribe to Sky Sports/ Sky Digital TV or cable TV altogether?



Source: Quantitative research into consumer demand, part 3
 Base: All Sky Sports Subscribers, n=162

134. Figure 44 below summarises the stated intentions of Sky Sports subscribers in the two scenarios described (figures 41 and 43) where Sky Sports lose either half or all of their live Premier League coverage. In total a third (32%) say they would stop subscribing if Sky Sports lost half of their live Premier League matches and half (52%) say they would stop subscribing if Sky Sports lost all Premier League coverage.

Figure 44. Summary of stated intentions of Sky Sports subscribers if Sky Sports lost half or all Premier League coverage

Q. If Sky Sports lost half of its live Premier League matches (but all other football related programming, such as Football First remained unchanged) and if the price stayed the same, how likely would you be to continue to subscribe to Sky Sport / Sky Digital or cable TV altogether?

Q. If Sky Sports lost all of its live Premier League matches (and stopped showing Premier League highlights or anything else about the Premier League) and if the price stayed the same, how likely would you be to continue to subscribe to Sky Sports / Sky Digital TV or cable TV altogether?

	Sky Sports loses half live Premier League matches – remainder of Premier League coverage stays unchanged	Sky Sports loses all Premier League coverage
% say they would be likely to stop subscribing to Sky Sports and pay television platform (Sky / Cable) altogether	26%	35%
% say they would be likely to stop subscribing to Sky Sports but keep pay television platform (Sky / Cable)	6%	17%
Total % say they would be likely to stop subscribing to Sky Sports	32%	52%

Source: *Quantitative research into consumer demand, part 3*
 Base: All Sky Sports subscribers, n = 162

4.6. When do fans want to see live Premier League football on television?

135. Some of the future scenarios discussed later in this document could potentially have an impact on kick-off times should Premier League matches need to be moved. The research therefore sought to understand attitudes towards the UEFA Window⁷⁶ and kick-off times more generally.
136. These two issues (the UEFA Window and kick-off times) are related to other (perhaps more subtle) influences such as convenience of travel for Premier League fans, tradition and policing / crowd control.

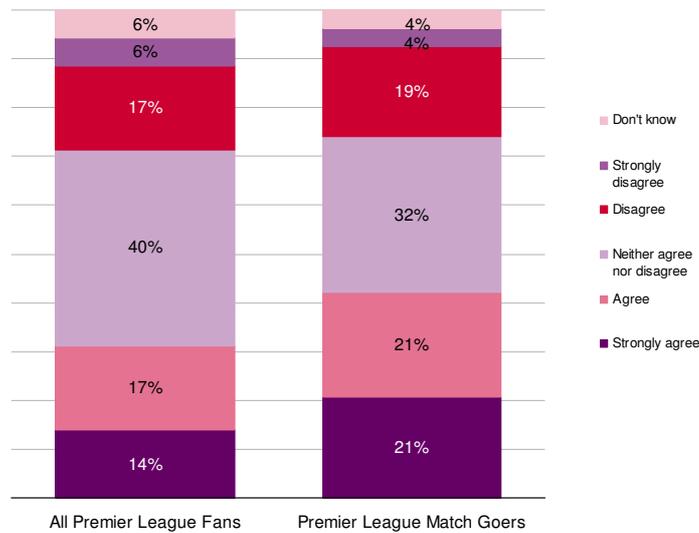
4.6.1. The UEFA Window

137. No majority view emerges from the research on the UEFA Window, although overall slightly more Premier League fans say they agree (31%) than disagree (23%) with it. By far the largest response (40%) was from fans that neither agree nor disagree.
138. Amongst match goers, almost twice as many agree (42%) than disagree (23%) with the UEFA Window. However, there is no clear majority view on the issue and again, a large response (32%) was from fans who neither agree nor disagree.

⁷⁶ UEFA Window: Premier League matches played during the UEFA Window cannot be broadcast during the period of the UEFA Window. In the case of England the UEFA Window is between 14:45-17:15 each Saturday

Figure 45. Attitudes to the UEFA Window amongst Premier League fans and Premier League match goers

Q. *There is a rule that means no Premier League games can be shown on TV between 3-5pm on Saturday afternoons. The reason for the rule is to protect match attendance in the Premier League and lower leagues, and for traditional and cultural reasons. Do you agree or disagree with this rule or do you not mind?*



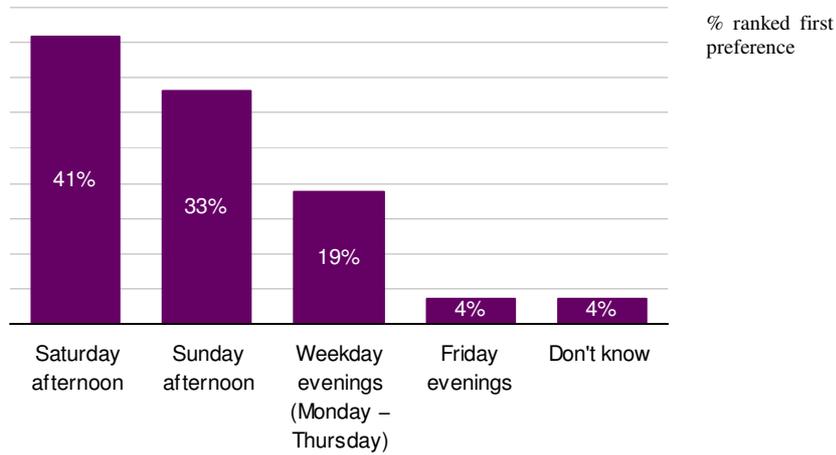
Source: *Quantitative research into consumer demand, part 2*
 Base: All Premier League fans, n = 518; All Premier League match goers, n = 151

4.6.2. *Preferred kick off times for televised live matches*

139. Across all Premier League fans, Saturday afternoon emerges as the most popular time of the week for Premier League matches to be played and shown live on television.

Figure 46. Premier League fans' preferred day for live televised Premier League matches

Q. Could you please rank the following days for live televised Premier League games in order of preference?

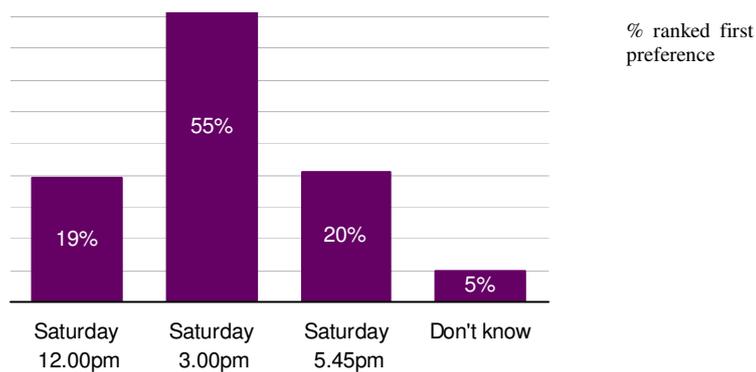


Source: Quantitative research into consumer demand, part 2
Base: All Premier League fans, n = 518

140. The preferred kick-off time for matches is 15:00

Figure 47. Premier League fans' preferred kick off time on Saturdays for live televised Premier League matches

Q. Could you please rank these Saturday kick off times for live televised Premier League games in order of preference?

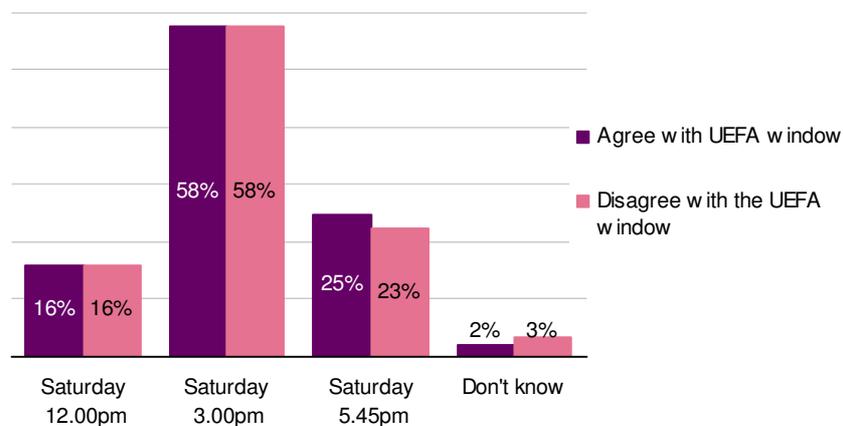


Source: Quantitative research into consumer demand, part 2
Base: All Premier League fans, n = 518

141. Attitudes to the UEFA Window appear to make no difference to the popularity of 15:00 on Saturday afternoons as a preferred time for live Premier League football to be televised.

Figure 48. Premier League fans' preferred kick off time on Saturdays for live televised Premier League matches – by attitudes to the UEFA Window

Q. Could you please rank these Saturday kick off times for live televised Premier League games in order of preference?



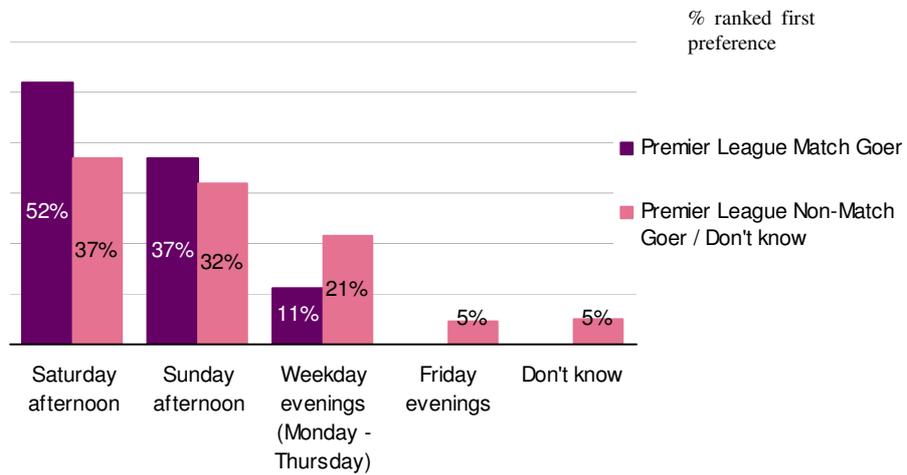
Source: Quantitative research into consumer demand, part 2

Base: All Premier League fans who agree with the UEFA Window, n = 192; all Premier League fans who disagree with the UEFA Window, n = 102

142. Premier League match-goers are more likely than non-match goers to identify 15:00 on Saturdays as their preferred kick-off time for live televised matches.

Figure 49. Premier League fans' preferred day for live televised Premier League matches – by current attendance at Premier League matches

Q. Could you please rank the following days for live televised Premier League games in order of preference?

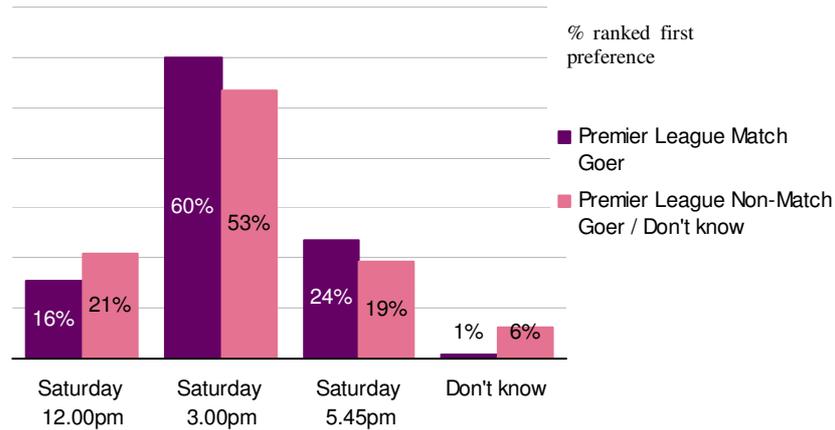


Source: *Quantitative research into consumer demand, part 2*

Base: All Premier League fans, n = 518, of which Premier League match goers, n = 151, Premier League non-match goers, n = 367

Figure 50. Premier League fans' preferred kick off time on Saturdays for live televised Premier League matches – by current attendance at Premier League matches

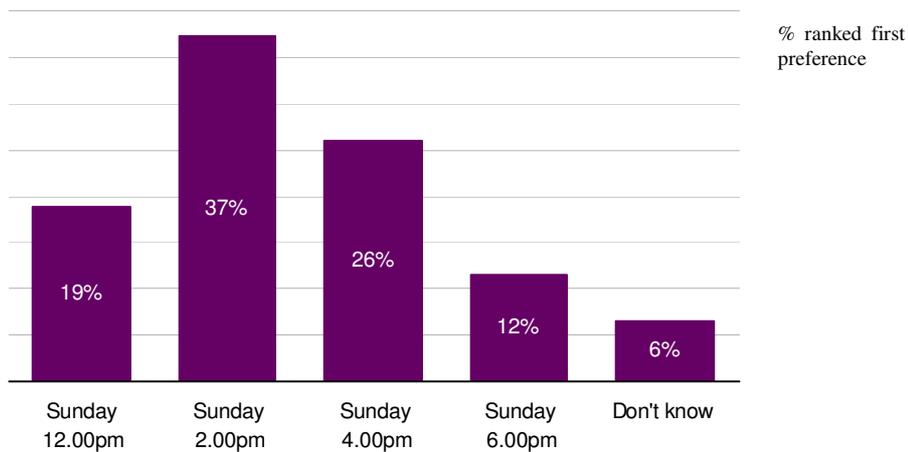
Q. Could you please rank these Saturday kick off times for live televised Premier League games in order of preference?



Source: Quantitative research into consumer demand, part 2
 Base: All Premier League fans, n = 518, of which Premier League match goers, n = 151, Premier League non-match goers, n = 367

Figure 51. Premier League fans' preferred kick off time on Sundays for live televised Premier League matches

Q. Could you please rank these Sunday kick off times for live televised Premier League games in order of preference?



Source: Quantitative research into consumer demand, part 2
 Base: All Premier League fans, n = 518, Quantitative research into consumer demand, part 2

4.7. Do televised matches impact on match attendance?

143. It is possible that televising a particular match could have an impact on the stadium attendance at that match or at other football matches. The research, therefore, sought to understand what fans think about the impact of a live televised match on their match attendance. Fans were therefore asked about their reasons for not attending matches.

4.7.1. Reasons for not attending football matches (Premier League and other leagues)

144. Amongst Premier League match goers, the most commonly mentioned reasons for not going to more Premier League matches are perceived ticket cost (39%) and availability (24%), followed by work (21%) and family commitments (14%). About 6% of match goers cite the ability to watch the same match on television as a reason for non-attendance at Premier League matches.

145. Amongst Premier League fans who do not attend matches, the perceived costs of tickets (40%) and travelling (18%), as well as insufficient interest (17%), are the reasons most often put forward to explain non-attendance⁷⁷. Without prompting, the fact that the same match can be watched on television is mentioned by about 7% of fans as a reason for not attending more matches.

⁷⁷ These results appear to support similar findings from the Premier League's 2003/04 National Fan Survey, which can be found at: <http://www.premierleague.com/fapl.rac?command=forwardOnly&nextPage=enPublications>. That survey found that, amongst Premier League fans attending four or fewer games per season, the two most common factors preventing higher attendance were perceived ticket availability and cost. The fact that the same match can be watched on television was a not one of the factors

Figure 52. Reasons for not attending more Premier League matches – by attendees of Premier League and non-Premier League matches

Q. Could you tell me the reasons why you don't attend more Premier League live matches (i.e. watch the game at the stadium)?

	Unprompted		Prompted	
	Premier League Match Goer	Premier League Non-Match Goer	Premier League Match Goer	Premier League Non-Match Goer
Ticket availability	24%	8%	26%	19%
Ticket cost	39%	40%	40%	43%
Travelling cost	13%	18%	17%	22%
Travel time	13%	12%	14%	18%
Timing of games	6%	3%	11%	6%
Ability to watch the game on TV	6%	7%	10%	20%
Another match is on TV	2%	0%	2%	2%
Work commitments	21%	13%	–	–
Family commitments	14%	13%	–	–
Don't want to go to any (more)	6%	7%	–	–
Weather related	1%	1%	–	–
Health related	1%	7%	–	–
Not interested enough	3%	17%	–	–
My club is in another league	1%	12%	–	–
Other	6%	7%	–	–
Don't know	1%	3%	0%	0%
Not answered	0%	0%	0%	0%

Source: *Quantitative research into consumer demand, part 2*

Base: All Premier League fans, n = 518, of which Premier League match goers, n = 151, Premier League non-match goers, n = 367
The most frequently mentioned reasons are highlighted in red

146. The most frequently mentioned reasons for not attending more non-Premier League matches (both by Premier League fans who are Premier League match goers and by Premier League fans who are not Premier League match goers) are insufficient interest (30% and 34% respectively) and perceived ticket cost (19% and 30% respectively). The ability to watch the match on television is cited by about 6% of all Premier League fans unprompted, rising to about 14% when prompted.

Figure 53. Reasons for not attending more non-Premier League matches - by attendees of Premier League and non-Premier League matches

Q. Could you tell me the reasons why you don't attend more non Premier League football matches (i.e. watch the game at the stadium)?

	Unprompted		Prompted	
	Premier League Match goer	Premier League Non-Match Goer	Premier League Match Goer	Premier League Non-Match Goer
Ticket availability	10%	7%	7%	11%
Ticket cost	19%	30%	18%	32%
Travelling cost	7%	13%	10%	16%
Travel time	2%	6%	5%	8%
Timing of games	4%	3%	11%	8%
Ability to watch the game on TV	6%	6%	14%	13%
Another match is on TV	1%	0%	3%	2%
Work commitments	16%	12%	–	–
Family commitments	10%	10%	–	–
Don't want to go to any (more)	12%	6%	–	–
Weather related	1%	1%	–	–
Health related	1%	7%	–	–
Not interested enough	30%	34%	–	–
My club is in another league	7%	7%	–	–
Other	3%	6%	–	–
Don't know	4%	2%	53%	40%
Not answered	0%	0%	0%	0%

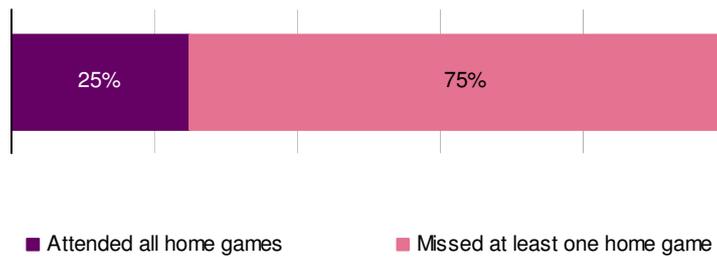
The most frequently mentioned reasons are highlighted in red. Source: Quantitative research into consumer demand, part 2 Base: All Premier League fans, n = 518, of which Premier League match goers, n = 151, Premier League non-match goers, n = 367

4.7.2. *Reasons season ticket holders miss matches (Premier League and other leagues)*

- 147. Three quarters of Premier League fans who are season ticket holders (either at a Premier League or non-Premier League club) say they have missed at least one home match this season.
- 148. When asked to explain why they have not attended all home matches, the most popular reasons given for non-attendance at home matches were work and family commitments (31% and 14% respectively). Televised matches was not a prominent reason; the ability to watch the match on television was cited by less than 3% of respondents (3 respondents) and the ability to watch another match on television was cited by less than 1% of respondents (1 respondent).

Figure 54. Home match attendance record of Premier League fans with club season tickets

Q. How many home games have you NOT attended in person this season?



Source: Quantitative research into consumer demand, part 3 and part 3 sample boost
Base: All Premier League fans who are season ticket holders of either Premier League or non-Premier League clubs, n = 122
Note: this is a small sample size

Figure 55. Reasons that season ticket holders have not attended all their team's home matches this season

Q. What are the reasons that you have not attended all your team's home matches this season?

	Unprompted
	Season ticket holders at Premier League and non-Premier League clubs that had missed at least one match in the season (at time of interview)
Work commitments	42%
Family commitments	19%
Health related	8%
Holiday	7%
Too far/ travelling	5%
Not interested enough	4%
Ability to watch game on TV	3%
Don't have time/ too busy	2%
Expensive	2%
Another match is on TV	1%
Other	15%
Don't know	1%

Source: Quantitative research into consumer demand, part 3 and part 3 boost

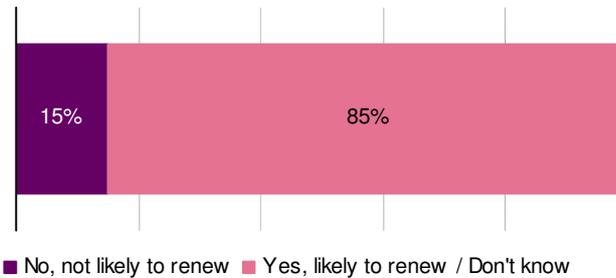
Base: Season ticket holders at Premier League and non-Premier league clubs that had missed at least one match in the season (at time of interview), n = 84

149. In order to assess whether the increase in the number of televised matches in 2004/05 might have an impact on season ticket sales, 2004/05 season ticket holders were asked about their intention to renew for the 2005/06 season.
150. About 15% of season ticket holders say they are not likely to renew their season ticket next year. Amongst this 15% (totalling 18 respondents⁷⁸), a variety of reasons were given for not renewing their season ticket, including moving home, losing interest, followed by price, work commitments and poor team performance. No respondent mentioned televised matches as a reason for not renewing their season ticket.

⁷⁸ Note the small base of respondents, n=18

Figure 56. Club season ticket renewal intentions of Premier League fans with a club season ticket

Q. Are you likely to renew your season ticket next season?



Source: Quantitative research into consumer demand, part 3 and part 3 sample boost

Base: All Premier League fans who are season ticket holders of either Premier League or non-Premier League clubs, n = 122

151. If the number of televised live Premier League matches were to double (and include one match per week shown live on a free to view channel) 91% of those who say they would be likely to renew their season ticket say they would still renew. 7% say they be unlikely to renew their season ticket under these circumstances.

4.8. What do fans think of current Premier League provision?

152. In any analysis of the provision of Premier League content on television, it is important to understand how satisfied or dissatisfied fans are with the current provision, and what are the drivers of satisfaction or dissatisfaction. This information can serve to act as a ‘benchmark’ against other scenarios where the broadcast rights are distributed in a different way.

153. The market research explored what Premier League fans think about the provision of live Premier League football on television today.

154. More than four fifths (84%) of Premier League fans who subscribe to Sky Sports say they are very or fairly satisfied with the current Sky Sports product, including almost a third (31%) who say they are very satisfied. 5% say they are dissatisfied, and 1% are very dissatisfied.

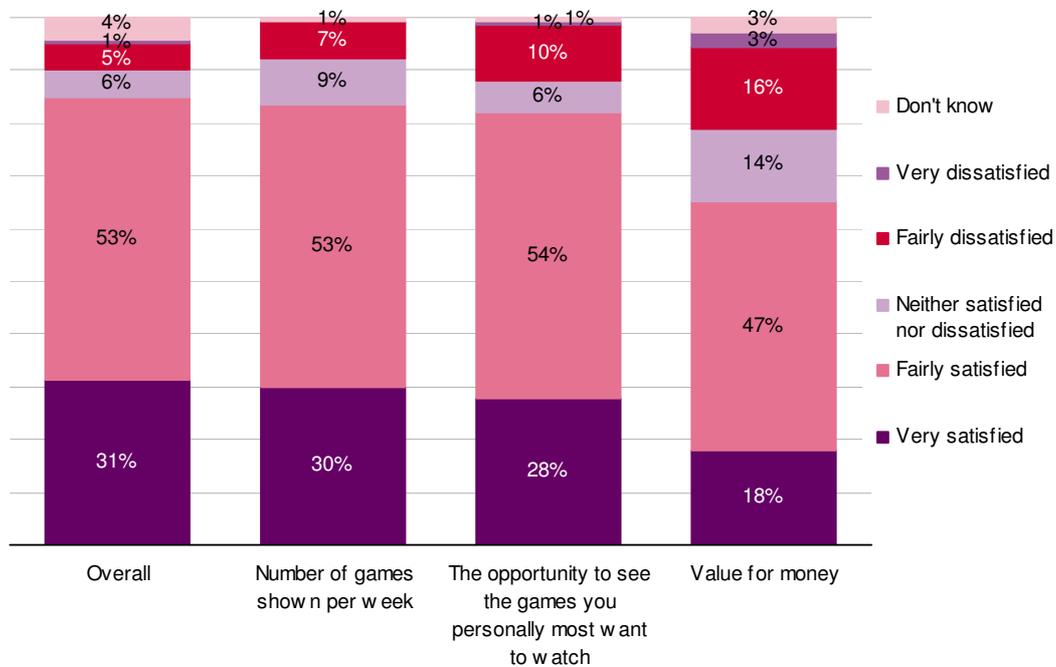
155. This level of satisfaction was also apparent in the qualitative research. The majority of participants who had Sky Sports were satisfied with the overall package they got from Sky Sports. In particular, workshop participants who subscribed to Sky Sports were impressed by the ‘look and feel’ of the presentation of Premier League football, with consistent positive comments about the ‘sense of event’, punditry, commentary and use of technology (e.g. different camera angles).

156. In addition to their overall assessment, Premier League fans were also asked to rate the Sky Sports offer against three other criteria:
 - 156.1. The number of games shown per week;
 - 156.2. The opportunity to see the games “you personally” most want to watch; and
 - 156.3. Value for money.
157. The responses were examined separately for fans that subscribed to Sky Sports and those that did not.
158. On all of these criteria, most Premier League fans who subscribe to Sky Sports say they are very or fairly satisfied, with satisfaction particularly widespread with the quantity and type of matches available to watch. In terms of value for money, almost a fifth say they are very or fairly dissatisfied. Findings from the qualitative research were similar, with respondents giving the highest satisfaction scores when thinking about their overall rating and the number of matches. Satisfaction ratings were slightly lower for choice of matches and value for money.

Figure 57. Levels of satisfaction with elements of the current Sky Sports package – amongst Premier League fans subscribing to Sky Sports

Q. Currently, Sky Sports 1 and 2 show about 2 live Premier League games a week. You have to subscribe to these channels through Sky Digital or Cable and it costs you about £33.00 a month in total (£19.50 for the basic package plus £13.50 for the Sky Sports channels. How satisfied are you with this package when thinking about...

- Overall satisfaction?
- The number of games shown per week?
- The opportunity to see the games you personally most want to watch?
- Value for money?



Source: Quantitative research into consumer demand, part 2
 Base: Premier League fans who subscribe to Sky Sports, n = 177

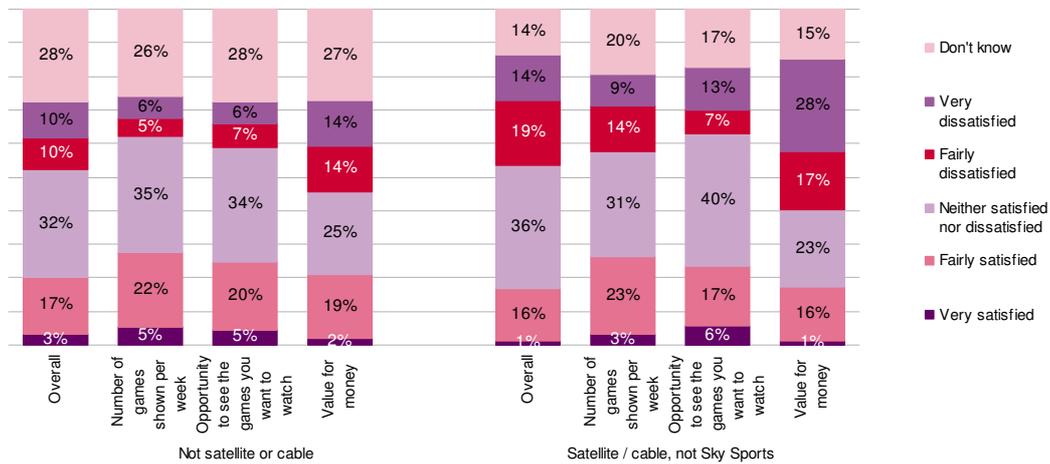
159. About half of non-Sky Sports subscribers say they are neither satisfied nor dissatisfied or that they don't know regarding their overall perception of the Sky Sports offering. The remainder is split between those who say they are satisfied and those who say they are dissatisfied.

160. Relatively few non-subscribers say they are either satisfied or dissatisfied overall or with the number of matches shown per week, rather they tend to be neutral or don't know (it is reasonable to assume that non-subscribers are likely to have less detailed knowledge about the packages on offer).
161. For the third criteria, value for money, 45% of Premier League fans who do not subscribe to Sky Sports say they are dissatisfied with the value for money offered by Sky Sports.

Figure 58. Levels of satisfaction with elements of the current Sky Sports package – amongst Premier League fans who do not subscribe to Sky Sports

Q. Currently, Sky Sports 1 and 2 show about 2 live Premier League matches a week. You have to subscribe to these channels through Sky Digital or Cable and it costs you about £33.00 a month in total (£19.50 for the basic package plus £13.50 for the Sky Sports channels). How satisfied are you with this package when thinking about...

- Overall satisfaction?
- The number of games shown per week?
- The opportunity to see the games you personally most want to watch?
- Value for money?



Source: Quantitative research into consumer demand, part 2
 Base: Premier League fans who do not have Sky/ Cable, n = 247, Premier League fans who have Sky/Cable but do not subscribe to Sky Sports, n = 94

4.8.1. *Dissatisfied fans*

162. 18% of Premier League fans say they are dissatisfied overall with Sky Sports. The most common cause of dissatisfaction is cost: almost four fifths (78%) of dissatisfied Premier League fans believe that Sky Sports is too expensive. This is illustrated in the first column (“overall”) in the table below and was also reflected by some participants in the qualitative research.
163. The main reasons given for dissatisfaction with the number of matches are cost (38%), “not enough games on television” (19%), “some of the games I want to watch are not shown” (19%), “I want to see more of my team’s games on television” (17%) and “not enough choice” (13%). These points are illustrated in the second column (number of games shown per week).
164. The main reasons for dissatisfaction with the opportunity to see matches of choice are cost (41%), “some of the games I want to watch are not shown” (20%) and “I want to see more of my team’s games on television” (21%), illustrated in the third column of the table.
165. None of the respondents who said they were dissatisfied with any of the aspects of the Sky Sports offering cited the impact of televised matches on Premier League match attendance as a reason for their dissatisfaction.

Figure 59. Reasons for dissatisfaction with elements of the current Sky Sports package – amongst Premier League fans

Q. Why are you dissatisfied with...

	Overall offering	Number of games shown per week	The opportunity to see the games you most want to watch	Value for money
Too many games on television	2%	5%	1%	1%
Stops people attending Premier League games in person	0%	0%	0%	0%
Stops people attending lower league matches	4%	2%	1%	1%
Not enough games on television	8%	19%	11%	3%
Not enough choice	8%	13%	10%	4%
Some of the games I want to watch are not shown	5%	19%	20%	6%
I want to see more of my teams games on television	4%	17%	21%	3%
Too expensive	78%	38%	41%	89%
Other	1%	0%	3%	1%

Source: Quantitative research into consumer demand, part 2

Base: Premier League fans who say they are dissatisfied with the existing Sky Sports package – overall, n = 103; number of games, n = 66; opportunity to see games you want to watch, n = 79; value for money, n = 163. Note that the number of respondents dissatisfied with the number of games is small (66) and that the margin of error is more than 10%: therefore the data should be treated with some caution

The most frequently mentioned reasons are highlighted in red

4.9. Do fans want to see more live Premier League matches on television?

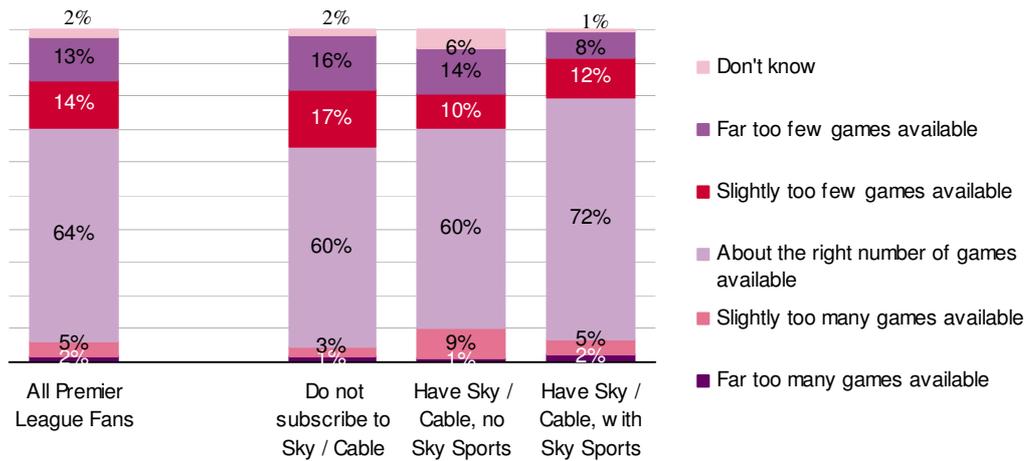
166. Not all of the matches played in the Premier League are televised live (for the 2004/07 period, 138 of the 380 Premier League matches per season have been made available for live broadcast on television). In order to understand what, if any, consumer detriment is incurred because of this it is important to understand fans' perceptions of the number of matches televised live today as well as their interest in watching more matches and / or a different mix of matches.
167. Premier League fans were asked their views on a number of questions on this subject concerning:
- 167.1. Their attitudes to the number of live games available to watch today;
 - 167.2. Their level of interest in watching more live games;
 - 167.3. Their interest in having a greater choice of matches available; and
 - 167.4. Their willingness to pay to watch more games.
168. In addition fans' views were also explored in the following areas:
- 168.1. The UEFA Window;
 - 168.2. Simultaneous broadcast of more than one live match; and
 - 168.3. The potential impact of more televised live matches on stadium attendance.

Attitudes towards the number of live matches available to watch today

169. About four fifths of Premier League fans who subscribe to Sky Sports say they are satisfied with both the quantity and type of matches available on Sky Sports. Non-subscribers tend to say they are neutral or without opinion.
170. In relation to today's supply of live Premier League matches, almost two thirds of all Premier League fans think that the number of matches available is "about right", with those that subscribe to Sky Sports slightly more likely to hold this view than non-subscribers. 27% of all Premier League fans feel that there are too few matches, while 7% think there are too many.

Figure 60. Premier League fans' attitudes to the quantity of live Premier League games available to view on television – all Premier League fans and those subscribing to Sky / Cable / Sky Sports

Q. What do you think about the total number of live Premier League games available to watch on TV at the moment?



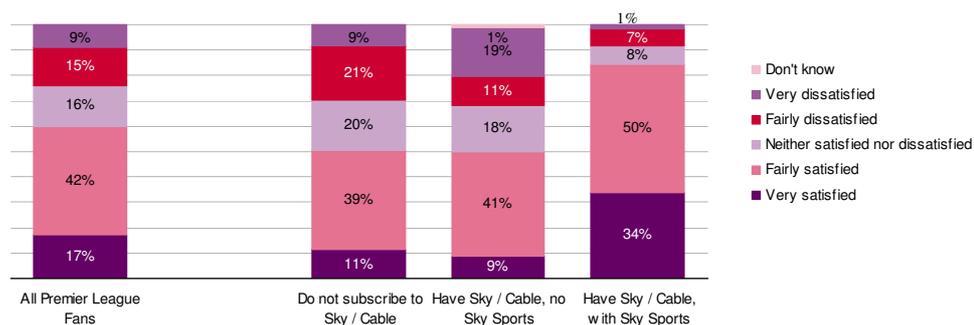
Source: *Quantitative research into consumer demand, part 2*

Base: All Premier League fans, n = 518, of which without Sky or cable, n = 247; with Sky or cable, no Sky Sports, n = 94; with Sky Sports, n = 177

171. While 80% Premier League fans who subscribe to Sky Sports say they are satisfied with the chance to see the matches they want to watch live on television at home, almost one quarter (24%) of all Premier League fans are dissatisfied, rising to nearly one third (30%) in households where they do not subscribe to Sky or cable.

Figure 61. Premier League fans' level of satisfaction with the opportunity to view live Premier League games of interest on television at home – overall and by those subscribing to Sky / Cable / Sky Sports

Q. How satisfied are you that you have a chance to see the games you want to watch live on TV at home?



Source: *Quantitative research into consumer demand, part 2*

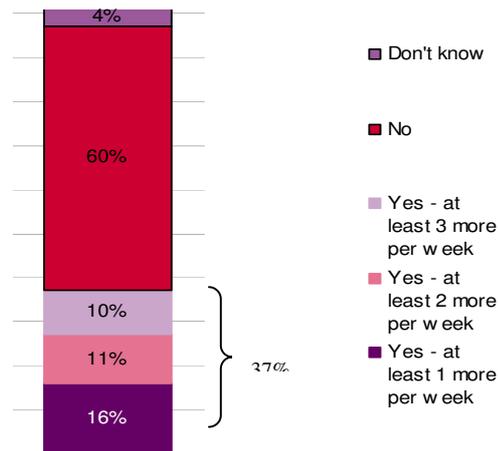
Base: All Premier League fans, n = 518, of which without Sky or cable, n = 247; with Sky or cable, no Sky Sports, n = 94; with Sky Sports, n = 177

4.9.1. Fans' level of interest in watching more live matches

172. Although the majority of fans feel that there were about the right number of matches shown on television, over a third of fans (37%) say they would like to watch more live Premier League matches on TV (1 in 10 saying they would like to watch at least three more matches per week).
173. This is consistent with discussion in the qualitative workshops, where many fans said they would like to watch more matches, but at the same time felt that other constraints on their time, such as work and family commitments, meant that watching more matches would be difficult to fit into their lifestyle.

Figure 62. Premier League fans interest in watching more live Premier League matches on television⁷⁹

Q. *Would you like to watch more Premiership games live on TV (either at home or elsewhere)?*



Source: *Quantitative research into consumer demand, part 1*
 Base: All Premier League fans, n = 640

Fans' interest in having a greater choice of matches available

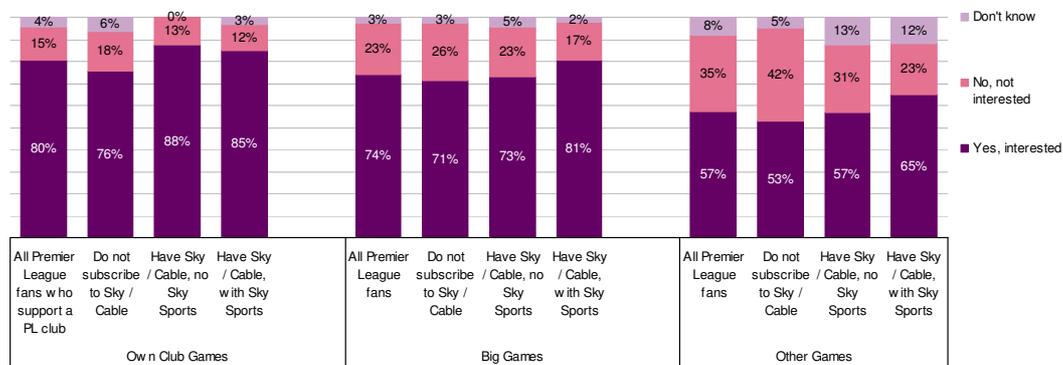
174. Premier League fans were then asked about their interest in being able to watch more of different types of matches. Most say that they would be interested in having the opportunity to watch more of at least one type of match, and that ideally they would watch more than are currently shown on television of at least one type of match. Interest is greatest in matches featuring fans' own club and Big Matches, particularly amongst Premier League fans who subscribe to Sky Sports or to pay-television in general.

⁷⁹ Note that the fieldwork was conducted in five waves. In waves 1-3 the answer option below £5 was "Less than £5" (i.e. no distinction was made between willing to pay an amount less than £5 and not willing to pay anything). In waves 4 and 5 the answer option below £5 was changed to "Nothing, I would not pay to receive this service". The data shown is an aggregation across all five waves

Figure 63. Premier League fans' interest in viewing more of certain types of live Premier League games on television – overall and by those subscribing to Sky / Cable / Sky Sports

Q. *Would you be interested in being able to watch more games on TV featuring your own club?*

Q. *Would you be interested in being able to watch more big games (i.e. matches between teams challenging for the title, derby matches, title deciders, relegation deciders and matches that determine Champions League qualification) and other games?*

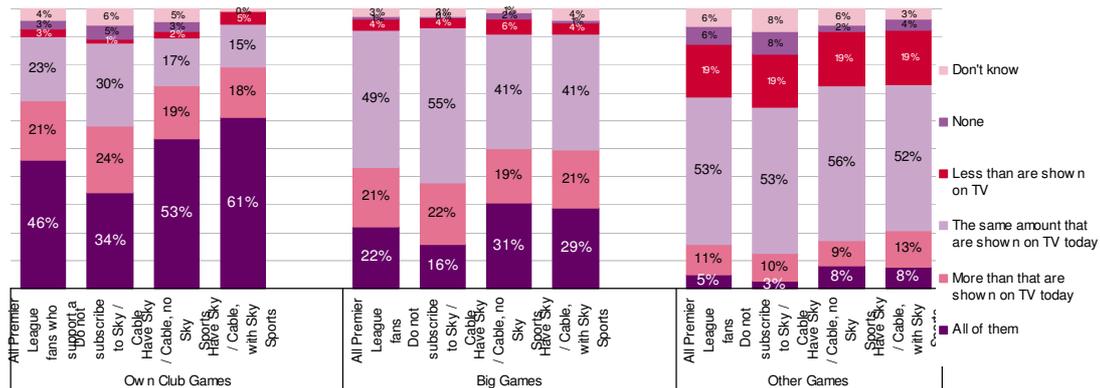


Source: *Quantitative research into consumer demand, part 2*

Base: All Premier League fans who support a Premier League club, n = 368, of which without Sky or cable, n = 174; with Sky or cable, no Sky Sports, n = 55; with Sky Sports, n = 139; All Premier League fans, n = 518, of which without Sky or cable, n = 247; with Sky or cable, no Sky Sports, n = 94; with Sky Sports, n = 177. Note that the number of respondents who support a Premier League club and who have Sky or cable but not Sky Sports is small (55) and that the margin of error is more than 10%: therefore the data should be treated with some caution

Figure 64. Total number of certain types of live Premier League games that, Premier League fans would ideally view on television – overall and by those subscribing to Sky / Cable / Sky Sports

Q. Compared to the games that are shown on TV at the moment, ideally how many would you watch of the following types of games?



Source: Quantitative research into consumer demand, part 2
 Base: All Premier League fans who support a Premier League club, n = 368, of which without Sky or cable, n = 174; with Sky or cable, no Sky Sports, n = 55; with Sky Sports, n = 139; All Premier League fans, n = 518, of which without Sky or cable, n = 247; with Sky or cable, no Sky Sports, n = 94; with Sky Sports, n = 177. Note that the number of respondents who support a Premier League club and who have Sky or cable but not Sky Sports is small (55) and that the margin of error is more than 10%: therefore the data should be treated with some caution

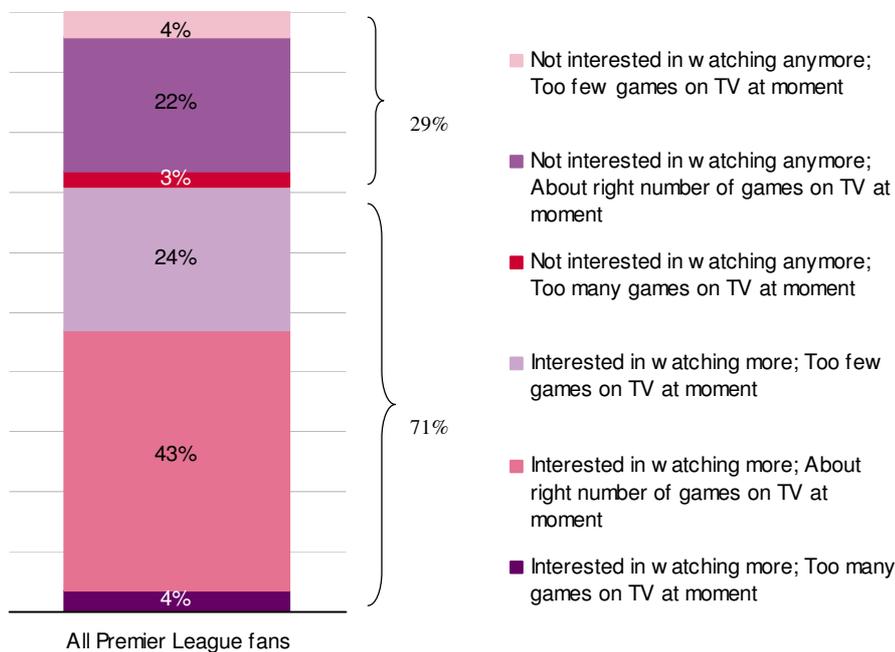
- 175. The interest expressed in watching more of different types of matches is not necessarily indicative of a desire to increase the absolute number of matches fans watch, but it does suggest that fans would like to have a greater choice of matches to watch. For example, fans might choose to watch more big matches in place of some of the other matches they might have watched.
- 176. The chart below summarises the relationship between views on the number of matches currently shown on television and the desire to watch more matches.
- 177. Almost half of Premier League fans (47%) say that they believe the number of matches on television is either about right or too many, but that they would like to watch more of at least one type of match – Own Club, Big or Other⁸⁰.
- 178. Again, this is indicative of a desire for more choice of matches, or perhaps more accurately a desire for a choice of matches that better suits the individual fan’s interests.

⁸⁰ This is consistent with analysis of satisfaction with the number of games on television and interest in watching more, where 60% of fans say they are satisfied and also express interest in watching more of at least one type of match

Figure 65. Relationship between Premier League fans' views on the total number of live Premier League matches shown on television and interest in watching more of at least one type of match

Q. What do you think about the total number of live Premier League matches available to watch on TV at the moment?

Q. Compared to the games that are shown on TV at the moment, ideally how many would you watch of the following types of games?

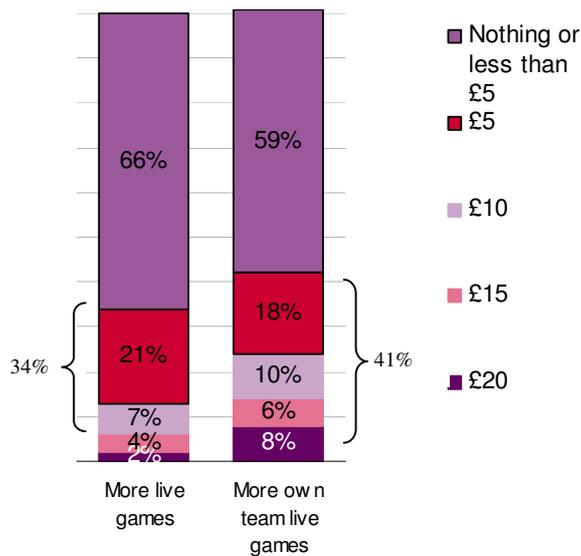


Source: Quantitative research into consumer demand, part 2
 Base: All Premier League fans, n = 518

179. A third (34%) of Premier League fans who currently watch matches on television say that they would pay an additional £5 or more per match to watch more live matches and 41% say that they would pay an additional £5 or more per match to watch more matches featuring their own club.

Figure 66. Potential willingness to pay of Premier League fans that watch Premier League matches on TV.

Q. On top of what you already watch (and possibly pay for depending on where you watch) how much would you pay per game to watch more live Premiership games/more live Premiership games involving the team you support?



Source: Quantitative research into consumer demand, part 1

Base: All Premier League fans that watch Premiership matches on TV, n = 515

4.9.2. Views on the UEFA Window

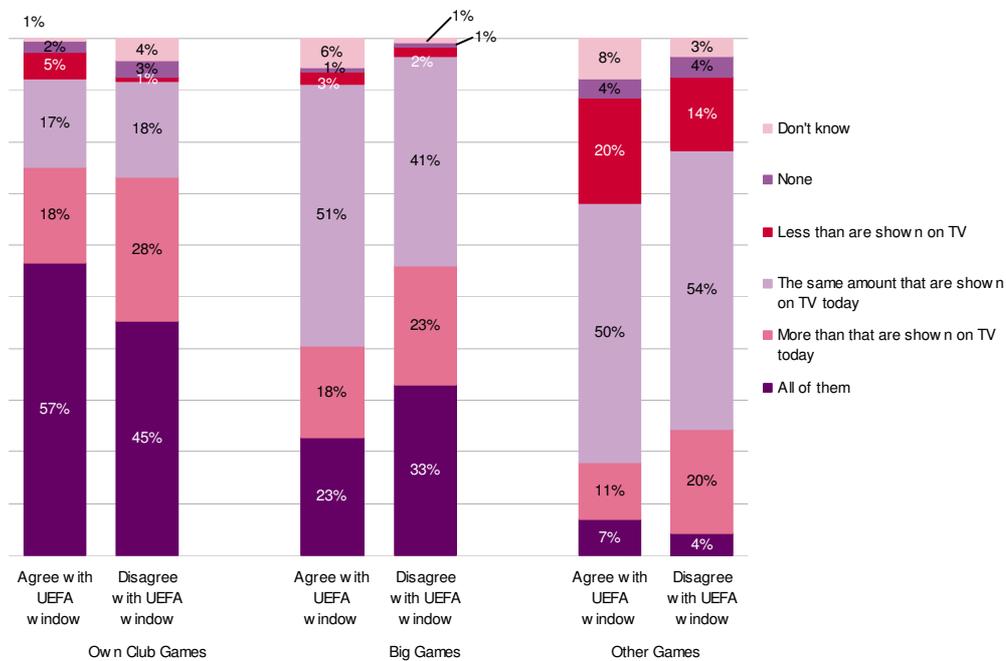
180. As discussed above, in England, Premier League matches cannot be broadcast between 14:45 and 17:15 each Saturday. This is because of a rule known as the UEFA Window. The reasons put forward by UEFA for this rule are to protect match attendances in the Premier League and lower leagues, and for traditional and cultural reasons. If more matches were televised live, the kick off times of these additional televised matches would have to be moved out of the UEFA Window.

181. When fans were asked about their interest in watching more matches and having the opportunity to watch more matches, it is unlikely that they factored in the possible implications in relation to the UEFA Window. For this reason fans were asked about the UEFA Window specifically. As previously set out, overall fans were split on whether the UEFA Window was a good thing or not (32% agreed with it, 23% disagreed and the remainder were unsure or neither agreed nor disagreed). This was reflected in the qualitative research where fans had differing opinions, but in general the UEFA Window was not something that they felt strongly about either way.
182. The following section of the report examines whether opinion on the UEFA Window has an impact on fans' views on the number of televised matches available.
183. As might be expected, Premier League fans who say they disagree with the UEFA Window are more inclined to think that there are too few matches on television at the moment than Premier League fans who say they agree with the UEFA Window. However, 27% of those who agree with the UEFA Window believe that too few games are available.
184. Amongst Premier League fans who are inclined to watch more live televised games, the most popular type of game identified for additional broadcasting are Own Club Matches, followed by Big Matches and then Other Matches. This is true for both Premier League fans who say they disagree with the UEFA Window and Premier League fans who say they agree with the UEFA Window.

Figure 67. Total number of certain types of live Premier League matches that Premier League fans would ideally view on television – by attitudes to the UEFA Window

Q. Compared to the games that are shown on TV at the moment, ideally how many would you watch of the following types of games?

Q. There is a rule that means no Premier League games can be shown on TV between 3-5pm on Saturday afternoons. The reason for the rule is to protect match attendance in the Premier League and lower leagues; and for traditional and cultural reasons. Do you agree or disagree with this rule or do you not mind?



Source: Quantitative research into consumer demand, part 2

Base: All Premier League fans who agree with the UEFA Window, n = 192; all Premier League fans who disagree with the UEFA Window, n = 102

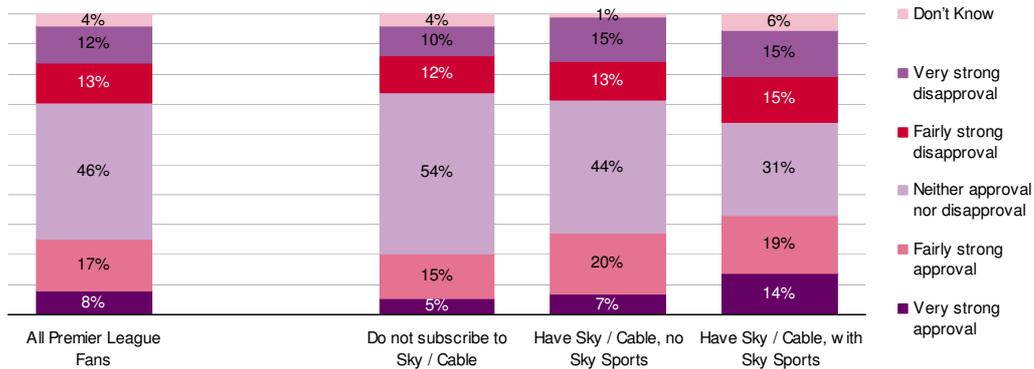
Views on simultaneous broadcast of more than one live match

4.9.3. *Most Premier League fans say they would not mind two live Premier League matches being shown head-to-head*

185. Showing matches head-to-head at the same time on different channels could be one way to accommodate more matches on television. The most common attitude towards this idea is found to be ‘neither approval nor disapproval’ (46%). Premier League fans who express an opinion are polarised for (25%) and against (25%).

Figure 68. Premier League fans’ attitudes to two live Premier League matches being shown on TV at the same time overall and by those subscribing to Sky / Cable / Sky Sports

Q. *Currently two live Premier League games are never shown on TV at the same time. If this changed so that sometimes games would be shown ‘head to head’, at the same time on different channels, would you approve or disapprove or not mind?*



Source: *Quantitative research into consumer demand, part 2*
 Base: *All Premier League fans, n = 518*

186. The most widely held reason for stating a disapproval of a head-to-head format is that Premier League fans do not like the idea of not being able to watch both matches live.

Figure 69. Premier League fans' reasons for disapproving of two live Premier League matches being shown on television at the same time

Q. Why would you disapprove of games being shown on TV at the same time on different channels?

	Unprompted	Prompted
I would not be able to watch both games	74%	92%
There are already too many games on TV	5%	1%
It would mean kick-off times would have to move	22%	2%
Other	4%	5%
Don't know	7%	0%

Source: Quantitative research into consumer demand, part 2

Base: All Premier League fans who disapprove of matches being shown head to head, n = 134

The potential impact on match attendance of more live matches on television

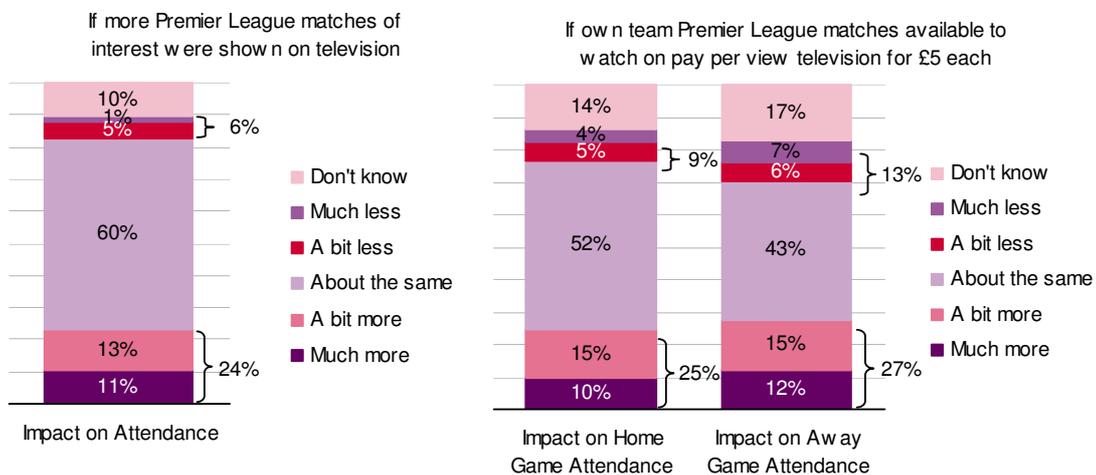
187. The majority of Premier League match goers say they would not attend fewer matches if more were shown on television.
188. As shown in the chart below, when asked about the impact on their attendance of more Premier League matches “of interest” on television, 84% of Premier League match goers say they would attend at least the same number of matches as now. 6% of match goers say that they would attend fewer matches.
189. Premier League fans were also asked to consider what they would do if it were possible to watch all their own club matches live on television for £5 a match. 77% of match goers say they would attend at least the same number of home matches as now and 70% say they would attend at least the same number of away matches as now. 9% say they would attend fewer home matches and about 13% say they would attend fewer away matches.

Figure 70. Impact on the number of Premier League and other football matches attended by Premier League match goers if more live (own team) Premier League matches were shown on television

Q. *If more Premier League games that you were interested in were shown on television, do you think you would watch more or less or about the same number of football matches (in any league) at the stadium than you do at the moment?*

Q. *If you could watch any of your team's Premier League games on pay-per-view TV for about £5.00 each, do you think you would attend more or less of your team's...*

- *Home matches at the stadium?*
- *Away matches at the stadium?*



Source: *Quantitative research into consumer demand, part 2*
 Base: All Premier League fans who say that they attend Premier League matches at the stadium, n = 151

190. Relatively few Premier League fans regard televised matches as a reason for not attending more matches at the stadium and relatively few match goers believe they would go to fewer matches if more were shown on television. The fans' workshops showed clearly that televised and attended matches offer quite different experiences to Premier League fans and that, for most match-goers, television would never be an acceptable replacement.

4.10. What do fans think of different broadcasting options?

191. In order to understand whether fans could be better off if Premier League broadcast rights were sold in a different way to today, it was important to understand how fans reacted to different scenarios where live Premier League rights were split across multiple broadcasters. As some participants in the qualitative fans' workshops expressed strong interest in having television club-specific 'season tickets' (televised club season ticket) the research also sought to quantify this interest and measure the impact of the introduction of such a service.
192. Premier League fans were asked to imagine four possible alternative scenarios to today's provision of live Premier League football offered by Sky Sports:
- 192.1. **Scenario A:**
Free-to-air live Premier League football alongside today's offering from Sky Sports
- 192.2. **Scenario B:**
Two pay-television channels offering live Premier League football – both available through one set top box / digital receiver
- 192.3. **Scenario C:**
Two pay-television channels offering live Premier League football – two set top boxes required to access both channels (one for each channel)
- 192.4. **Scenario D:**
Introduction of a televised club season ticket – enabling the viewing of all of one Premier League club's Premier League matches (both home and away) in a season live on television

Scenario A:

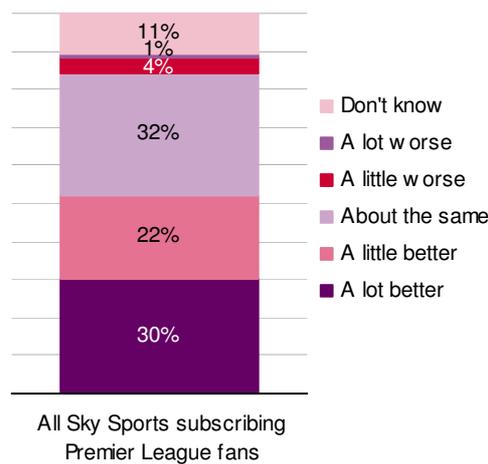
One match per week televised free-to-air

193. The first scenario offered - alongside an unchanged offering from Sky Sports - was one live Premier League match per week shown on a terrestrial free-to-air channel.

194. Most Sky Sports subscribing Premier League fans think that a match per week shown live on free-to-air television would be better than what is on offer today. Over half of Sky Sports-subscribing Premier League fans say they would prefer this scenario, and a further third say that it would be about the same as what is on offer today.

Figure 71. Attitudes to one additional live Premier League match per week being shown on free-to-air television, alongside an unchanged offering from Sky Sports – amongst Sky Sports subscribing Premier League fans

Q. If ITV1 were to show one live Premier League game per week in addition to the games currently shown on Sky Sports, how do you think this would compare to recent years when Sky Sports has been the only channel to show live Premier League games?



Source: *Quantitative research into consumer demand, part 2*
 Base: All Premier League fans who subscribe to Sky Sports, n = 178

195. In the qualitative fans' workshops most fans thought on the whole that this would be an improvement to today's arrangements. This scenario was thought to be attractive for three reasons (found in both the qualitative and quantitative research):
- 195.1. because it would offer more matches to watch, as well as a better choice of matches;
 - 195.2. because it would open up the game to more people (which, in turn, would be 'fairer' and good for the game); and
 - 195.3. because it would provide competition for Sky Sports and which was perceived as improving the value for money of Sky Sports.

Figure 72. Reasons given for why one additional live Premier League match per week being shown on free-to-air television would be an improvement – amongst Sky Sports subscribing Premier League fans

Q. Why do you think this would be better than recent years?

	Unprompted % of respondents
More games to watch	48%
I wouldn't need to go to the pub / club as often	1%
Better choice of games available	27%
Better value for money	16%
Good for the game as some games would be free and so more people could watch	16%
Fairer as some games would be free and so everyone could watch	13%
Competition against Sky Sports	16%
Other	8%
Don't know	7%

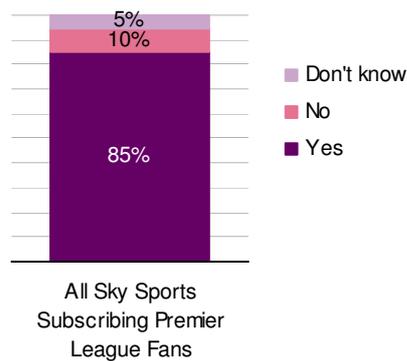
Source: *Quantitative research into consumer demand, part 2*

Base: All Premier League fans who subscribe to Sky Sports and who think that the prospect of one live Premier League game per week on free-to-air television is better than today, n = 94

196. Over four fifths (85%) of Premier League fans who subscribe to Sky Sports say that they would continue to subscribe to Sky Sports in a scenario where a free-to-air Premier League match was available once a week. A tenth say that they would not continue to subscribe, while 5% say they don't know what they would do.

Figure 73. Premier League fans' likelihood of continuing to subscribe to Sky Sports if one additional live Premier League game per week is shown on free-to-air television

Q. If ITV1 showed one live Premier League game per week on terrestrial (i.e. not digital) TV, alongside what you get from Sky Sports at the moment, with no change to the price of Sky Sports, would you continue to subscribe to Sky Sports?



*Source: Quantitative research into consumer demand, part 2
Base: All Premier League fans who subscribe to Sky Sports, n = 178*

Scenario B:

Two pay-TV operators, one set-top box

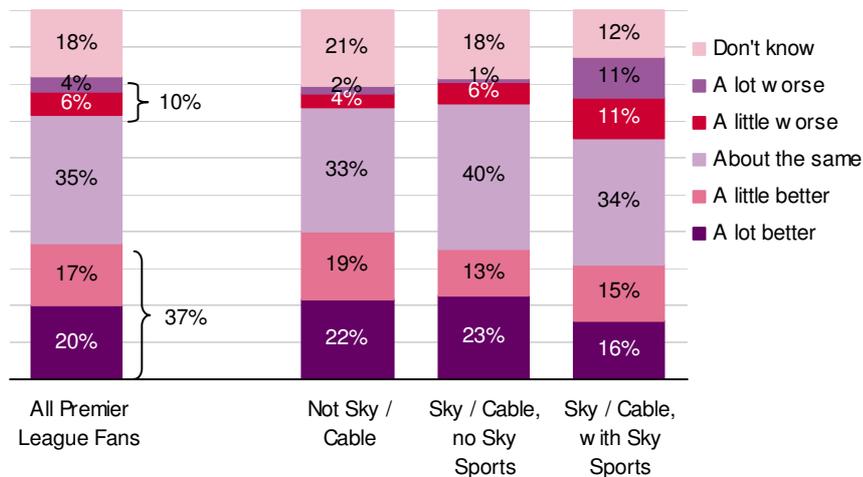
197. The second scenario tested with Premier League fans was one in which Sky Sports would show half its current live Premier League matches, with the other half shown on another company's pay-TV channel. Importantly, only one set-top box would be required to receive both channels. In this scenario, people would be able to subscribe to:

- 197.1. one of the channels for about half the price (plus the cost of the basic channels – i.e. about £26 per month, instead of about £33 today); or
- 197.2. both channels for the same cost as now (£33 per month); or
- 197.3. neither channel.

198. Most Premier League fans say that this scenario would be better than or no different to today: 37% think it would be a lot or a little better, 35% think it would be no different to today, 10% think it would be a lot or a little worse, while 18% say they don't know. This scenario tends to find slightly more favour amongst Premier League fans who do not currently have a Sky Sports subscription.

Figure 74. Premier League fans' attitudes to live televised Premier League games being evenly split across two pay-television channels (with only one set-top box required) - overall and by those subscribing to Sky / Cable / Sky Sports

Q. If Sky Sports lost half its live Premier League games and they were shown on another company's TV channel instead, how do you think this would compare to recent years, when Sky Sports have been the only channel to show live Premier League games?



Source: Quantitative research into consumer demand, part 2

Base: All Premier League fans, n = 518, of which without Sky or cable, n = 247; with Sky or cable, no Sky Sports, n = 94; with Sky Sports, n = 177

199. The most popular reason mentioned for preferring this scenario is that it provides competition for Sky Sports. Non-satellite/cable fans also say they like it because it would provide greater flexibility. This was consistent with findings from the qualitative research where those in favour tended to say that this was due to the introduction of a competitor, which was seen as a positive development that would ultimately benefit the viewer.
200. Conversely, those Premier League fans who did not like this scenario say they are happy with the current arrangements and see this as more complicated. This is again consistent with findings from the fans' workshops.

Figure 75. Reasons for live televised Premier League games being evenly split across two pay-television channels (with one set-top box required) being seen as better or worse than recent years – amongst Premier League fans

Q. Why do you think this would be better / worse than recent years?

Why better than recent years (% of respondents)		Why worse than recent years (% of respondents)	
More flexible	40%	More complicated	43%
Competition to Sky Sports	60%	Happy with how it is at the moment	40%
Other	14%	Other	11%
Don't know	6%	Don't know	8%

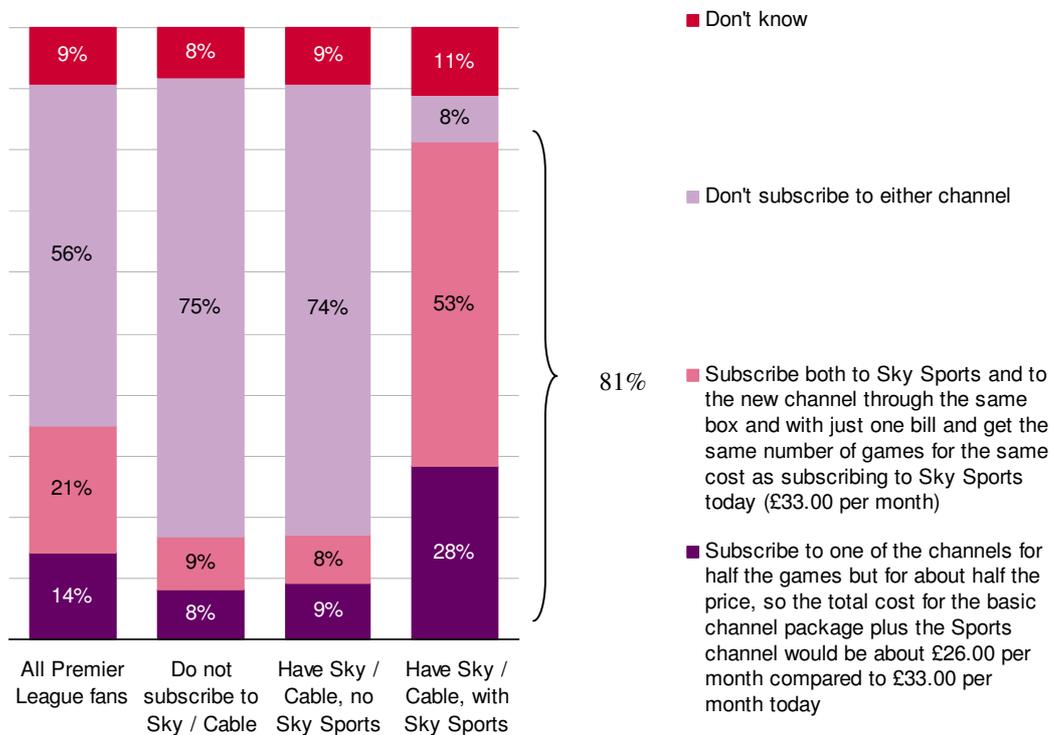
Source: Quantitative research into consumer demand, part 2

Base: All Premier League fans who say that a world in which Sky Sports lost half its games and these were shown on another channel is better / worse than today, n = 182 / 74

- 201. Over four fifths (81%) of Sky Sports subscribers say they would subscribe to one and / or the other of the two pay-television channels in this scenario, including just over half (53%) who say they would subscribe to both.
- 202. Amongst non-Sky Sports subscribers, almost a tenth say they would take up one of the two pay channels and a further tenth say they would take up both.

Figure 76. Claimed impact on Premier League fans' subscription behaviour if live televised Premier League games were evenly split across two pay-television channels (with only one set-top box required) – overall and by those subscribing to Sky / Cable / Sky Sports

Q. If Sky Sports lost half its live Premier League games and they were shown on another company's TV channel instead, which of the following would you realistically choose? Note: the quality of both channels would be the same and you would only need to have one box in your home if you decided to take both channels.



Source: Quantitative research into consumer demand, part 2
 Base: All Premier League fans, n = 518, of which without Sky or cable, n = 247; with Sky or cable, no Sky Sports, n = 94; with Sky Sports, n = 177

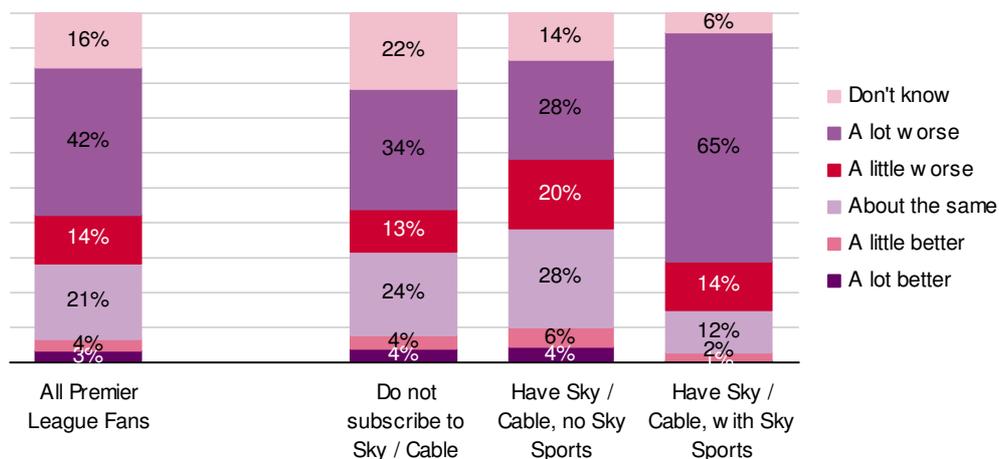
Scenario C:

Two pay-TV operators, two set-top boxes

- 203. The research explored how opinion changed with a variation of the multiple subscription scenario. In this variation, matches would still be offered by two providers, but in order to get all the matches Premier League fans would require two set-top boxes (involving two bills). In other words for example, half the matches would be available only through Sky Digital and the other half of the matches would be available only via cable. The extra cost of subscribing to both Sky and cable would be £20 per month.
- 204. Almost two thirds of Premier League fans with Sky Sports say that a two channel, two set-top box world would be “a lot worse” than today, and a further group think it would be “a little worse”.
- 205. Just under half of Premier League fans who do not subscribe to Sky Sports think it would be worse than today.

Figure 77. Premier League fans’ attitudes to live televised Premier League games being split across two pay-television channels (with two set-top boxes required) - overall and by those subscribing to Sky / Cable / Sky Sports

Q. Could you now imagine that to get half the Premier League games on Sky Sports you would need a Sky Digital box and to get the other half of the games on the other channel you would need a cable box? So, if you wanted to get all the games you would need two boxes by your TV and two subscriptions / bills. There would be a total extra cost of about £20.00 per month involved in subscribing to both Sky TV and Cable TV. How do you think this would compare to recent years, when Sky Sports have been the only channel to show live Premier League games?



Source: Quantitative research into consumer demand, part 2
 Base: All Premier League fans, n = 518

206. For the small number of Premier League fans saying they are in favour of this scenario, flexibility and competition for Sky Sports are felt to be attractive.
207. For those not in favour, the additional cost and complication involved in having two boxes and two bills were unattractive features. Many participants of the qualitative fans' workshops were strongly opposed to this scenario, because of the additional cost and 'hassle' factors.

Figure 78. Reasons for live televised Premier League matches being evenly split across two pay-television channels (with two set-top boxes required) being seen as better or worse than recent years – amongst Premier League fans

Q. Why do you think this would be better / worse than recent years?

Why better than recent years (% of respondents)		Why worse than recent years (% of respondents)	
More flexible	46%	More complicated	34%
Competition to Sky Sports	69%	Happy with how it is at the moment	8%
Other	14%	Don't want two boxes	38%
Don't know	3%	Costs more / expensive	63%
		Don't want two UK Golds (or other channel)	1%
		Don't want two bills	24%
		Don't want two direct debits	5%
		Don't want two remote controls	5%
		Other	3%
		Don't know	3%

Source: Quantitative research into consumer demand, part 2

Base: All Premier League fans who say that a world with two channels and two boxes is better than today, n = 34, All Premier League fans who say that a world with two channels and two boxes is worse than today, n = 310. Note the number of respondents answering "why better?" is small (34) and that the margin of error is more than 10%. Therefore the data should be treated with some caution

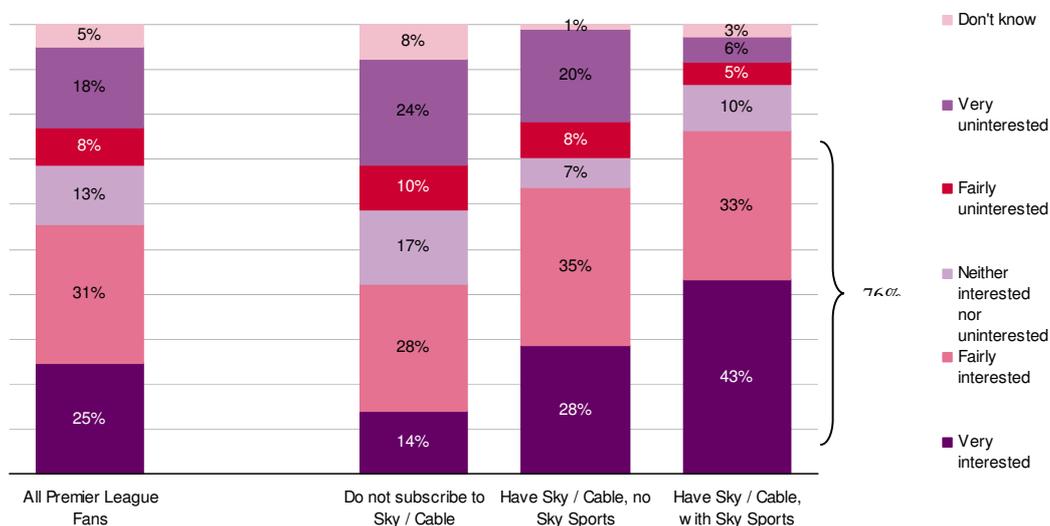
Scenario D:

Televised club season ticket

- 208. The final scenario offered to Premier League fans was a televised club season ticket. In this scenario, fans would be able to watch all of their club’s matches via a separate club television channel. The cost of such a ticket was not specified, but fans were asked about their willingness to pay for a televised club season ticket (see below).
- 209. 56% of Premier League fans say they would be very (25%) or fairly (31%) interested in a televised club season ticket. Interest is strongest amongst Premier League fans who subscribe to Sky Sports.
- 210. About half of Premier League fans say they would be willing to pay £50 per season and a quarter of Premier League fans say they would be willing to pay £100 per season for a televised club season ticket (rising to 64% and 37% respectively amongst Sky Sports subscribers).

Figure 79. Premier League fans’ interest in a televised club season ticket – enabling the viewing of one Premier League club’s Premier League matches in a season live on television – overall and by those subscribing to Sky / Cable / Sky Sports

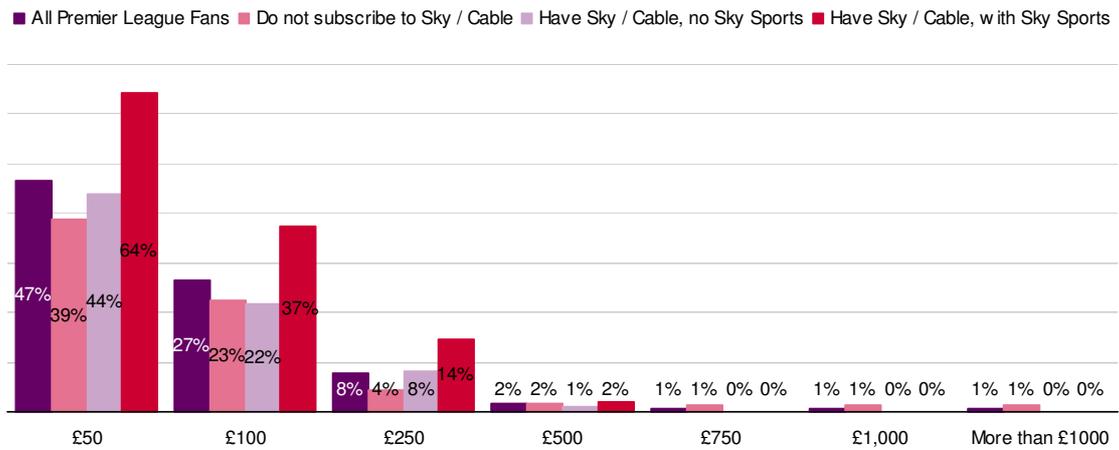
Q. If a TV club season ticket was available, which enabled you to watch all your club’s games on TV, how interested would you be in this?



Source: Quantitative research into consumer demand, part 2
 Base: All Premier League fans, n = 518, of which without Sky or cable, n = 247; with Sky or cable, no Sky Sports, n = 94; with Sky Sports, n = 177

Figure 80. Per season prices that Premier League fans state they would be willing to pay for a televised club season ticket, enabling the viewing of all of one Premier League club's Premier League matches in a season live on television – overall and by those subscribing to Sky / Cable / Sky Sports

Q. On top of what you already pay to watch live Premier League games, would you be willing to pay [£x] for a TV club season ticket which enabled you to watch all your club's games in a season live on TV?



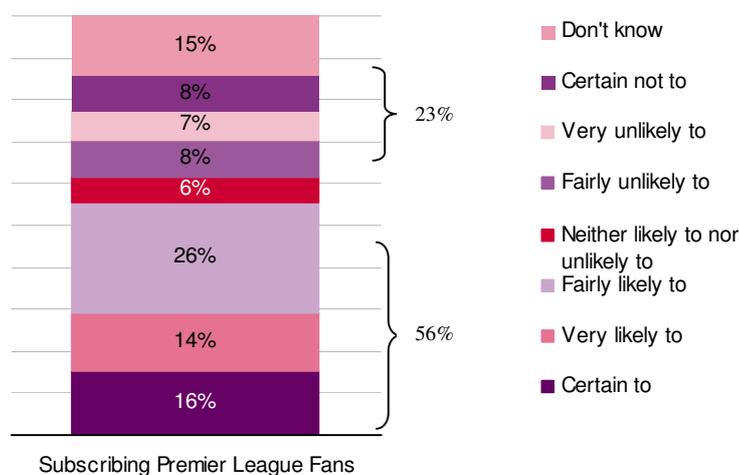
Source: Quantitative research into consumer demand, part 2

Base: All Premier League fans, n = 518, of which without Sky or cable, n = 247; with Sky or cable, no Sky Sports, n = 94; with Sky Sports, n = 177

211. Over half of Sky Sports subscribers (56%) say they would continue to subscribe to Sky Sports if they could also subscribe to a televised club season ticket (at the maximum amount they would be willing to pay), whilst 23% say they would stop subscribing to Sky Sports if they could also subscribe to a televised club season ticket (at the maximum amount they would be willing to pay).

Figure 81. Premier League fans' likelihood of continuing to subscribe to Sky Sports if a televised club season ticket was available to purchase (at the price they had stated they were willing to pay), enabling the viewing of all of one Premier League club's Premier League matches in a season live on television

Q. *If you could subscribe to a new channel that offered a TV club season ticket that allowed you to see all your own team's games at [amount willing to pay], how likely would you be to continue to subscribe to your current Sky Sports channel?*⁸¹



Source: *Quantitative research into consumer demand, part 2*
 Base: All respondents who support a Premier League club and who subscribe to Sky Sports, n = 178

4.11. What do fans think of near-live?

212. Premier League matches can also be broadcast on television after the match has finished either by showing significantly extended highlights of a Premier League match (e.g. 60 minutes of coverage) or the match in its entirety. Sky Sports is the only channel to show near-live Premier League matches. Since near-live is a relatively new offering to the market, and could be an important driver to competition in the future, it was important to understand fans' views about this product.

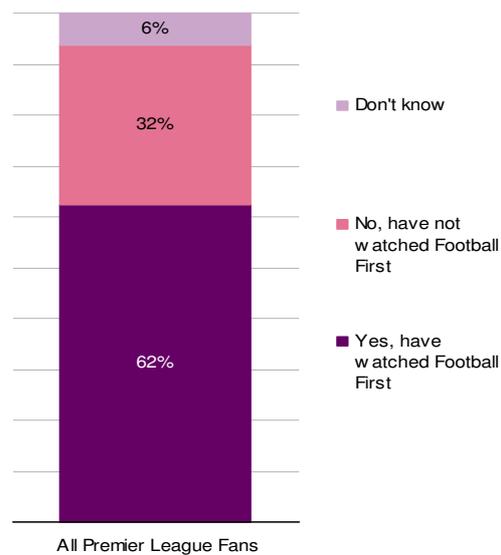
⁸¹ Sky Sports subscribers who are supporters of a Premier League teams were also asked what the impact would be on their viewing of live Premier League matches on television if they could watch all of their team's live matches on television. 5% say they would watch fewer Big Matches, 47% say they would watch the same number of big matches, and 38% say they would watch more (respondents may have been thinking of Big Matches featuring their own club here). About 1 in 10 (12%) say they would watch fewer Other Matches, 54% about the same amount and 23% say they would watch more (again, possible thinking of Other Matches featuring their own club). In each case the remainder were unsure

Viewing of near-live Premier League football

213. Most Sky Sports-subscribing Premier League fans say they have watched Football First. Alongside viewing to live football matches, almost two thirds (62%) of Sky Sports-subscribing Premier League fans say they have watched near-live Premier League football on Football First.

Figure 82. Proportion of Premier League fans who subscribe to Sky Sports that have watched Football First television programme

- Q. Have you ever watched Football First on Sky Sports? This programme is on Sky Sports on Saturday evenings. It had two parts: Game of the day followed by Match Choice which gives you the choice of watching extended highlights of any Premier League game played that day.*

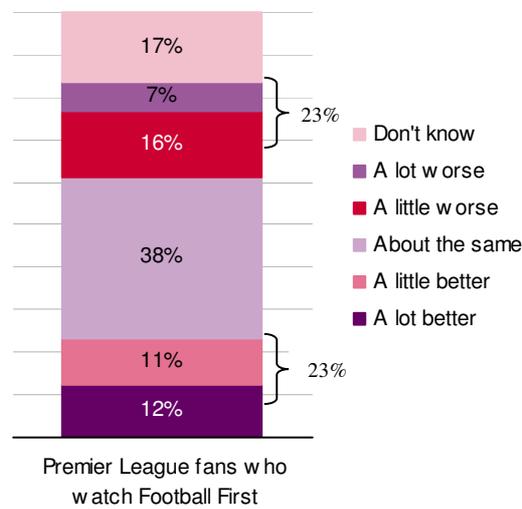


Source: Quantitative research into consumer demand, part 2
Base: Premier League fans who subscribe to Sky Sports, n = 178

214. Participants in the fans' workshops described the viewing of near-live and highlights of Premier League matches as a different experience to watching a live match. Fans agreed that the experience was different as near-live matches could not create the sense of being 'part of the action' that a live televised match could. In addition to this, if the score is already known, much of the excitement generated by unpredictability was lost. Most of the participants said that it is very difficult to avoid the score of a match to protect this sense of unpredictability, as almost inevitably watching a news programme or a phone call with a friend would result in the score being inadvertently found out.
215. Most fans said that on most occasions they would prefer to see near-live matches shown as close to the end of the actual match as possible, and interest in near-live was greatest for matches featuring fans' own clubs.
216. As discussed in the previous section, fans preferred some scenarios where live matches were shown on more than one channel. In order to assess whether this was the case with near-live matches, fans who subscribed to Sky Sports were asked to imagine a world in which Sky Sports could only show half of the day's matches near-live on its Football First programme and that the other half were available on another subscription channel.
217. Unlike with live matches, there was no consensus view on the prospect of near-live matches being offered by two subscription channels.
218. Minorities of fans think this scenario would be worse, better or about the same. In the fans' workshops, Premier League fans were clear in their perception that near-live coverage is not an acceptable alternative to the live match and therefore that near-live is not as important to them.

Figure 83. Attitudes to near-live televised Premier League matches being evenly split across two pay-television channels (with only one set top box required) – amongst current Football First viewers

Q. If Sky Sports could only show half of the day’s games on its Football First programme and the rest were shown on another company’s TV channel instead, how do you think this might compare to recent years? You would still only need one box in your home if you decided to take both channels. Note: Sky Sports is the only channel to show extended highlights of Saturday’s Premier League games before Match of the Day on BBC 1.



Source: *Quantitative research into consumer demand, part 2*
 Base: All Premier League fans who watch Football First, n = 111

219. Premier League fans who subscribe to Sky Sports and are in favour of this split in provision of near-live Premier League football say they would like it because it would offer greater flexibility and competition for Sky Sports. Those saying they were not in favour tend to be “happy with how it is at the moment”.

Figure 84. Reasons for near-live televised Premier League matches being split across two pay-television channels being seen as better or worse than recent years

Q. Why do you think this would be better / worse than recent years?

Why better than recent years		Why worse than recent years	
More flexible	64%	More complicated	30%
Competition to Sky Sports	45%	Happy with how it is at the moment	60%
Other	9%	Other	10%
Not answered	0%	Not answered	0%

Source: Quantitative research into consumer demand, part 2

Base: All Premier League fans who say that a world in which Football First lost half its matches to another channel is better than today, n = 28, or worse than today, n = 32. Note that the number of respondents answering these questions is small and that the margin of error is more than 10%: therefore the data should be treated with some caution

4.12. What do fans think of radio?

220. Given the significant value of Premier League television rights, most of the research focussed on fans' views of televised broadcasts. However, the research also sought to understand the devices people use to listen to the radio, which sports people like to listen to and the types of football matches they most want to listen to⁸².

Devices used to listen to the radio

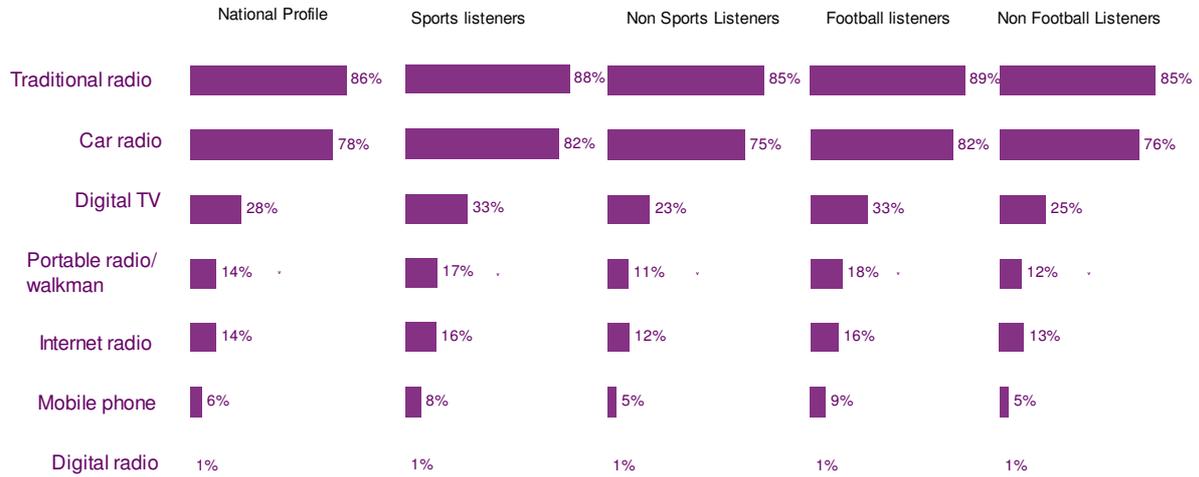
221. Amongst football listeners, 89% usually use a traditional radio set and 82% use a car radio. Other devices were used to a lesser extent: digital TV (33%), portable radio / walkman (18%), internet radio (16%), mobile phone (9%), digital radio (1%).

222. Sports and football listeners are more likely than average to listen to the radio through non traditional methods such as digital television and mobile phones, as shown in the chart below.

⁸² Note that this chapter of the report was written independently by Ofcom, based on data provided from a survey conducted by ICM Research

Figure 85. Devices used to listen to the radio

Q. Which of the following devices do you normally use to listen to the radio?



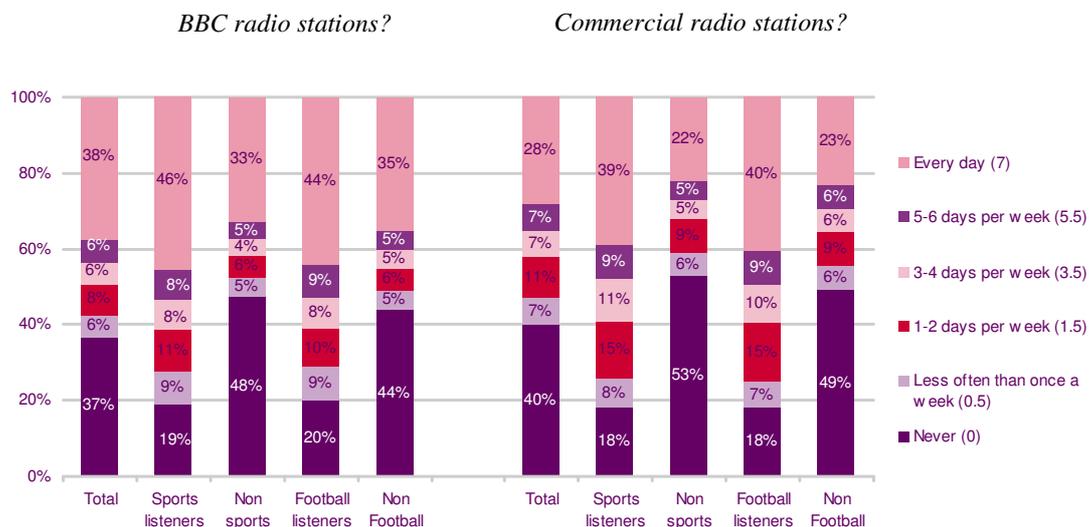
Source: Quantitative research amongst radio listeners
 Base: All adults who listen to the radio nowadays, n = 838

4.12.1. Frequency of listening

223. Football listeners claim to be greater users of radio in general, listening to more BBC and commercial radio than the general population. Of those who listen to football, 44% claim to listen to BBC radio every day, compared to 38% of all radio listeners.

Figure 86. Radio listeners' frequency of listening to the radio – by sports and football listening

Q. During an average week how often do you listen to...



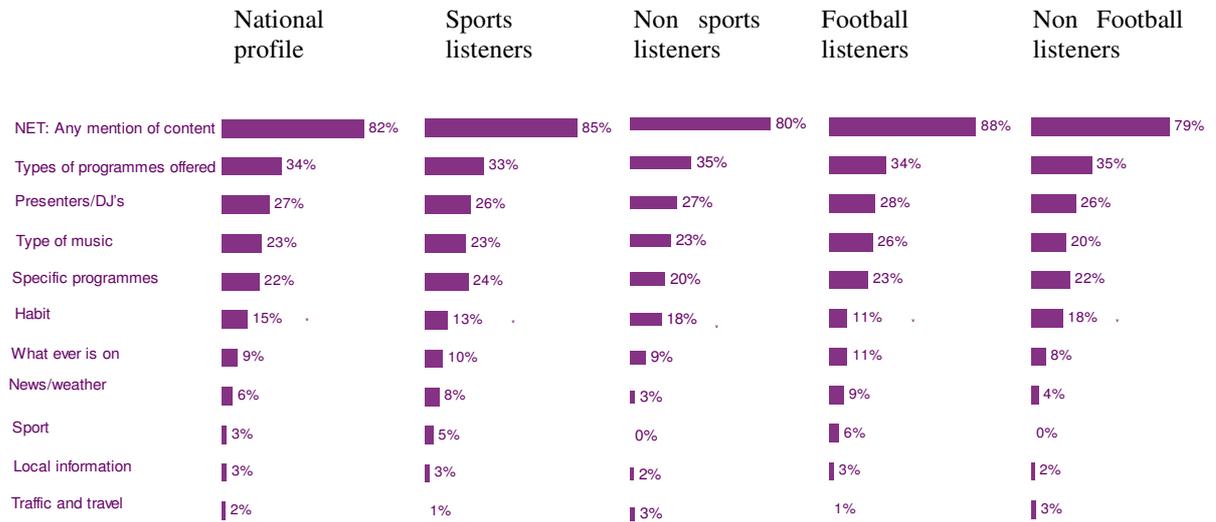
Source: Quantitative research amongst radio listeners
Base: All adults, n = 1048

4.12.2. Factors influencing station choice

- 224. Amongst those that listen to football on the radio, 84% say they enjoy listening to live commentary and 70% enjoy listening to live updates from different football matches.
- 225. Content (particularly the type of music) is the biggest claimed driver of radio station choice. Sport is not one of the major drivers of radio choice but features as a secondary lower level driver among sports and football fans.

Figure 87. Factors that influence radio listeners' choice of station

Q. When choosing which radio station to listen to what factors influence your decision?



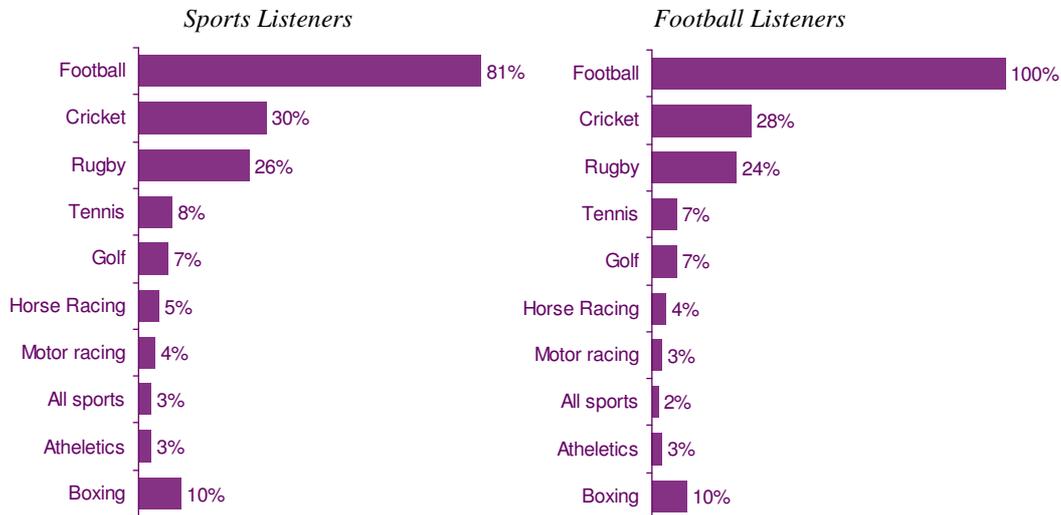
Source: Quantitative research amongst radio listeners
 Base: All adults who listen to the radio nowadays, n = 838

4.12.3. Sports and football listening on the radio

226. Of adults surveyed, 39% say they listen to sport on the radio. Of those who listen to sport on the radio, 81% claim to listen to football, making football by far the most listened to sport on the radio. Cricket (30%) and rugby (26%) were the next most mentioned sports.

Figure 88. Sports that sports listeners like to listen to on the radio

Q. Which sports in particular do you like to listen to?



Source: Quantitative research amongst radio listeners
 Base: All sports listeners, n = 391, football listener, n = 263

4.12.4. Types of matches preferred

227. Radio listeners who listen to live football commentary were asked which types of matches they preferred to listen to. The results were similar to findings from the research amongst Premier League fans, with matches featuring their own club being the most popular (mentioned by 39%), followed by big matches with top teams (18%), and matches with local teams (16%). A quarter of the sample (27%) said that they will listen to any football.

4.13. What do fans think of emerging technologies?

228. Currently, the mobile operators Vodafone and 3 supply some of their customers with short video clips of the major events in Premier League matches. These are available shortly after the match has ended. The service is relatively new and is currently only available to subscribers with a 3G handset. In addition to this, increased broadband take up and technology have made it possible that a supplier could now potentially deliver an in-home on-demand service for Premier League televised content. The research aimed to better understand whether fans would be interested in these services.

229. Since research into emerging technology is a challenging task given the respondents' probable lack of familiarity with the new technologies discussed, and the data included in this chapter is based mainly on the qualitative fans' workshops, the findings outlined here should be treated as indicative only.

4.13.1. 3G mobile match clips

230. The quantitative research found that 3% of Premier League fans claim to watch goal clips on their mobile phones at least once a fortnight and that 40% of Premier League fans say they would be willing to pay 20p for goal clips via their mobile phone, with 11%, 9% and 5% saying 50p, £1 and £2 respectively.

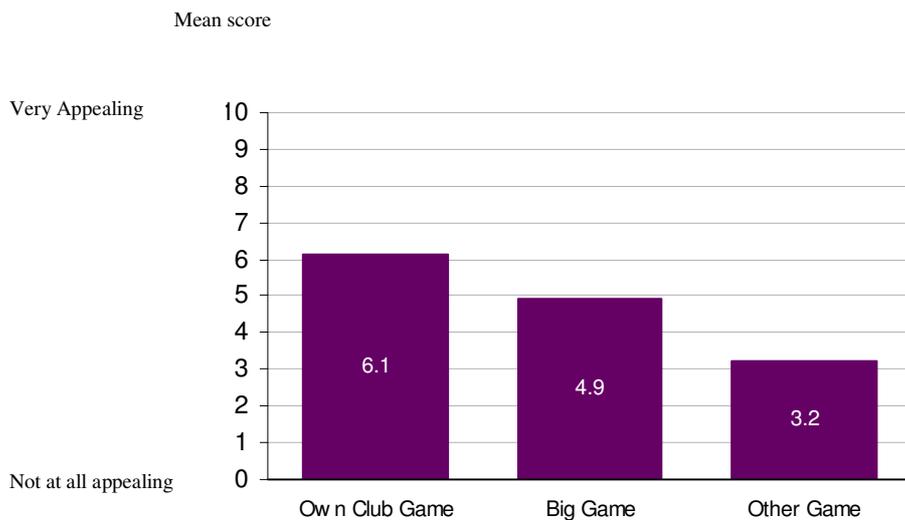
231. There is qualitative evidence to suggest that interest is likely to be greatest in clips featuring fans' own club matches and in clips shown instantly as they happen.

Figure 89. Premier League fans' interest in viewing clips of certain types of Premier League matches on mobile phones

Q. On a scale of 1-10 how appealing for you do you think the idea of Premier League clips on your new mobile would be for the following types of matches?

- *Matches involving your club*
- *“Big” matches*
- *Other matches*

(Scale 1 to 10, where 1 = “not at all appealing” and 10 = “very appealing”)



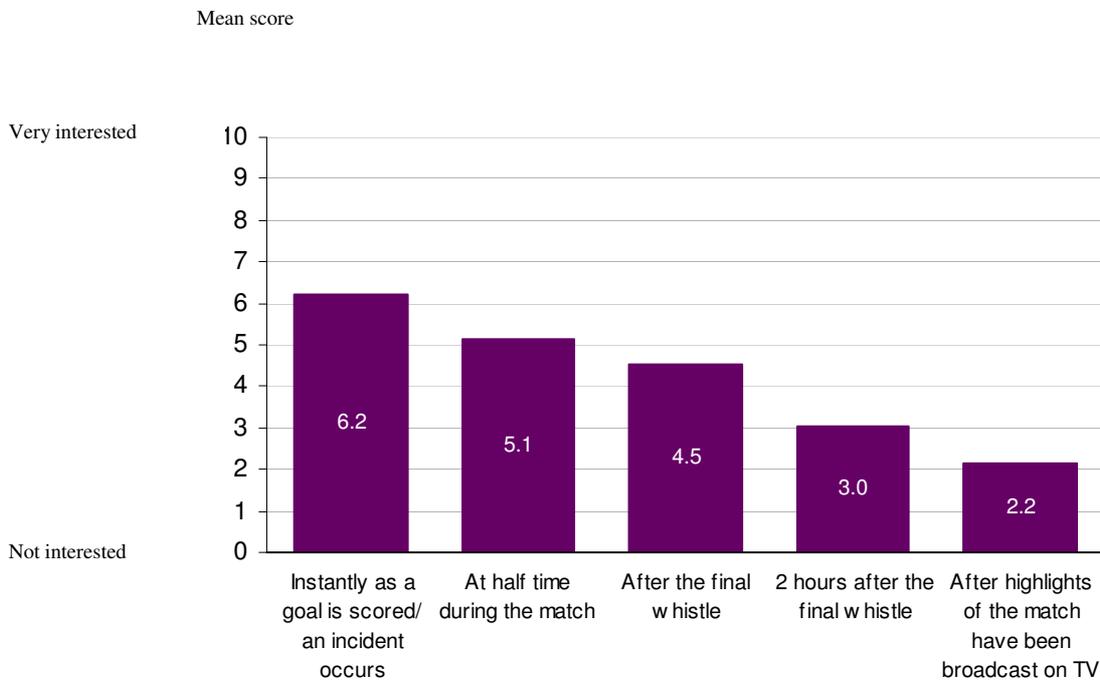
Source: Qualitative fans' workshops
 Base: Premier League fans, n = 100

Figure 90. Impact of the opportunity to view clips of a Premier League match on mobile phones on the likelihood of Premier League fans watching that live match on television

Q. How interested would you be in having clips at the following times?

- Instantly a goal is scored or an incident occurs
- At half time during the match
- After the final whistle
- 2 hours after the whistle
- After highlights of the match have been broadcast on TV

(Scale 1 to 10, where 1 = “not interested” and 10 = “very interested”)



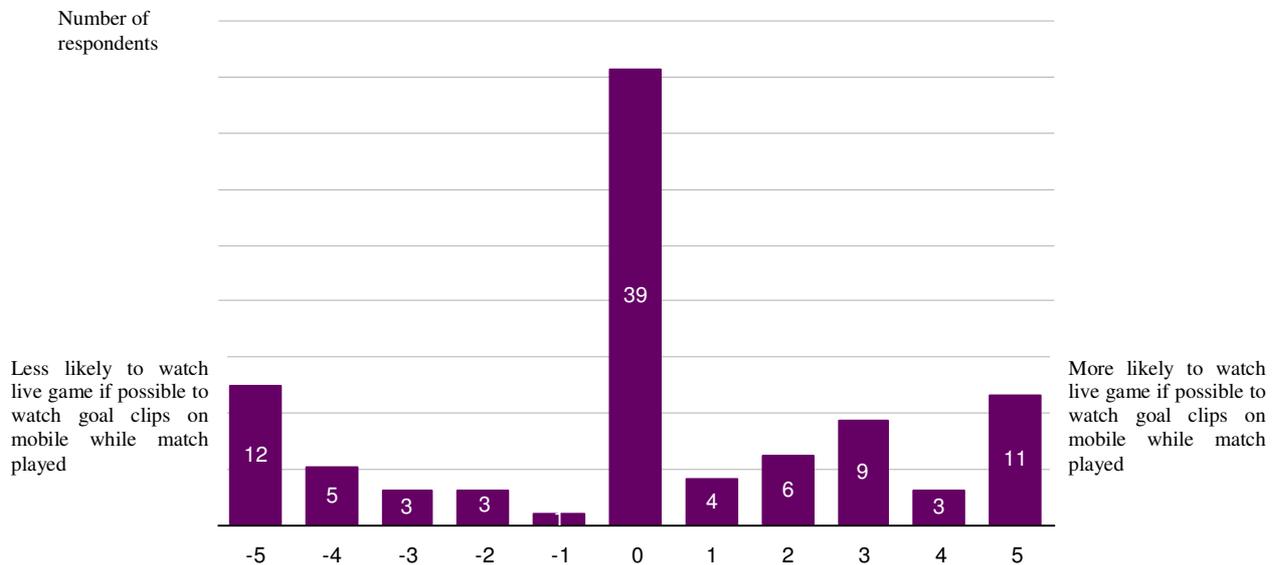
Source: Qualitative Fans' Workshops
 Base: Premier League fans, n = 97

232. From the qualitative fans' workshops, Premier League fans do not appear likely to watch either more or fewer live matches on television if they had access to clips via 3G mobile phones. This is illustrated in the chart below, which shows the distribution of scores. The most common response (41% of respondents) was neither less nor more likely to watch the live match on television if it was possible to watch goal clips on the mobile while the match was being played.

Figure 91. Impact of opportunity to view clips of a Premier League match on mobile phones on the likelihood of Premier League fans watching that live match on television

Q. If you could get goal clips of a game you are interested in on your mobile while the match was being played, would you be more or less likely to watch the live game on TV?

(Scale -5 to +5, where -5 = “less likely to watch live game on TV if possible to watch goal clips on mobile while match being played” and +5 = “more likely to watch live game on TV if possible to watch goal clips on mobile while match being played”)



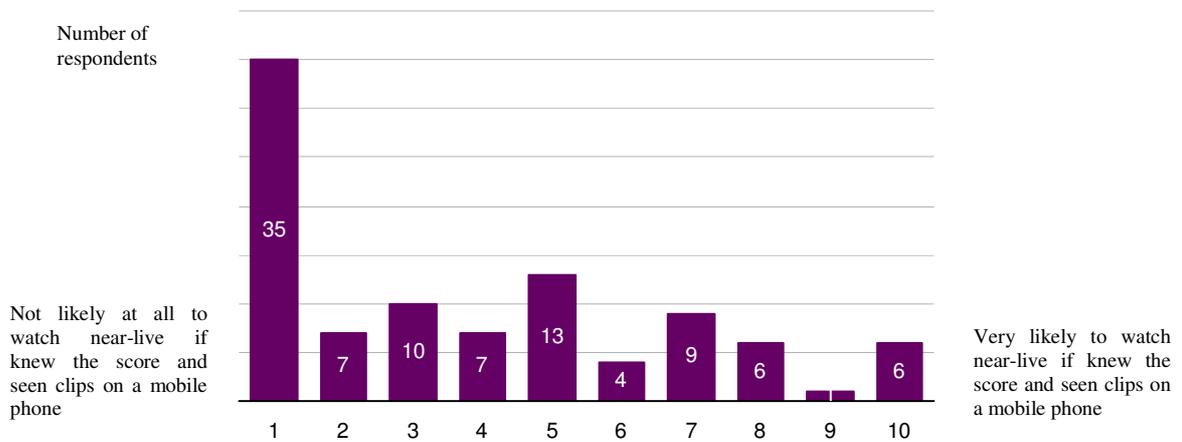
Source: Qualitative Fans' Workshops
Base: Premier League fans, n = 96

233. In both of the charts below, the most common response is “not at all likely” to watch near-live / highlights, if respondents knew the score and had seen clips on the mobile.

Figure 92. Impact of having viewed clips of a Premier League match on a mobile phone on the likelihood of Premier League fans watching that match on near-live television

Q. If you knew the match score and had seen the goal clips on your mobile, how likely or unlikely would you be to watch the game “near-live”?

(Scale 1 to 10, where 1 = “not likely at all to watch near-live if knew the score and seen goal clips on mobile” and 10 = “very likely to watch near-live if knew the score and seen goal clips on mobile”)

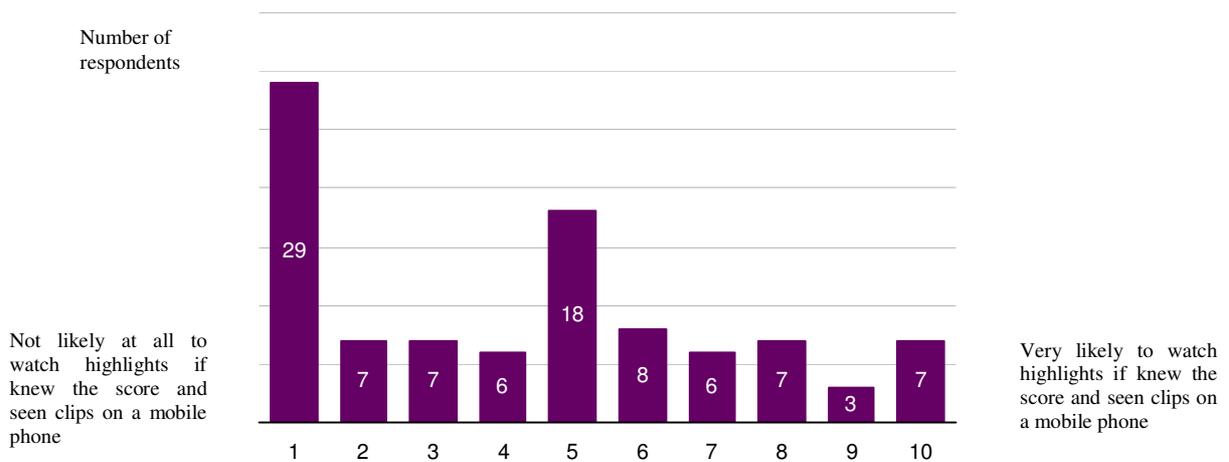


Source: Qualitative fans' workshops
 Base: Premier League fans, n = 98

Figure 93. Impact of having viewed clips of a Premier League match on a mobile phone on the likelihood of Premier League fans watching TV highlights of that match

Q. If you knew the match score and had seen the goal clips on your mobile, how likely or unlikely would you be to watch highlights of the game?

(Scale 1 to 10, where 1 = “not likely at all to watch highlights if knew the score and seen goal clips on mobile” and 10 = “very likely to watch highlights if knew the score and seen goal clips on mobile”)



Source: Qualitative fans' workshops
 Base: Premier League fans, n = 98

4.13.2. Broadband internet

234. In the fans' workshops Premier League fans were asked about their interest in certain types of television content being available “on-demand” (whenever they wanted it), online, via broadband. The results of the research appear to suggest that Premier League fans would be most interested in watching televised goal clips delivered ‘on demand’.

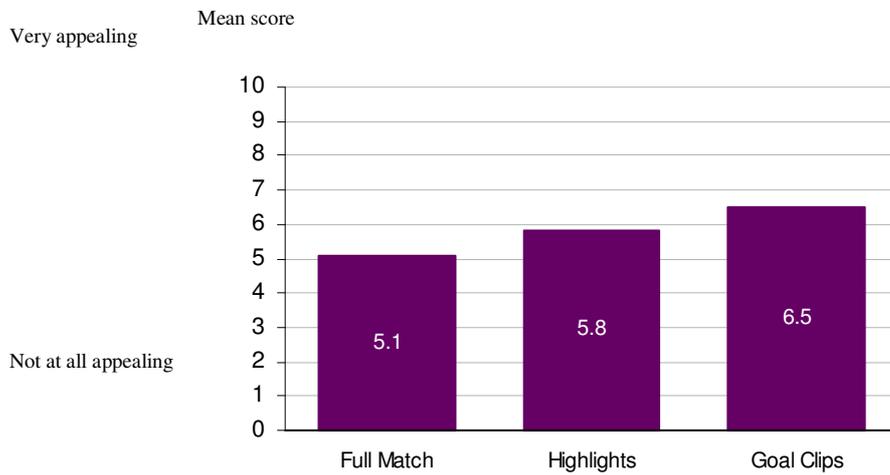
Figure 94. Premier League fans' interest in watching certain types of televised Premier League content 'on-demand'

Q. If at some point in the future, you could subscribe to a TV package that enabled you to watch the types of clips, highlights or full games "on-demand"?

How appealing would the following be?

- Full matches
- Highlights of matches
- Goal clips

(Scale 1 to 10, where 1 = "not at all appealing" and 10 = "very appealing")



*Source: Qualitative fans' workshops
Base: Premier League fans, n = 104*

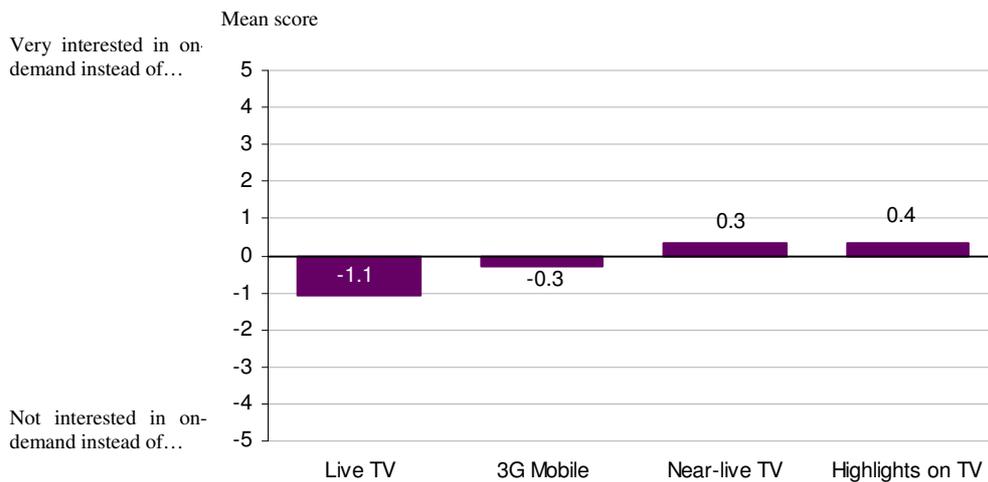
235. Premier League fans appear to regard on-demand clips as slightly more of an acceptable alternative to near-live and highlights than to live matches.

Figure 95. Premier League fans' interest in watching Premier League content "on demand" instead of live, near-live, highlights on TV or on clips on a mobile phone

Q. Thinking about the types of clips, highlights or full games that you'd be interested in searching for and watching on TV "on-demand", available at any time for a week after the final whistle (if any), to what extent would you want to watch this "on-demand" material instead of:

- *Live matches*
- *Clips on your mobile*
- *"Near-Live" matches*
- *Highlights*

(Scale -5 to +5, where -5 = "not interested in on-demand instead of live matches / mobile clips / near-live / highlights" and +5 = "very interested in on-demand instead of live matches / mobile clips / near-live / highlights")



Source: Qualitative fans' workshops
 Base: Premier League fans, n = 59

5. PART 3: BUSINESS CONSUMER PREFERENCES – PUBLIC HOUSES

236. Part 3 of this report sets out the research into the market for Premier League football in commercial premises. This is a particularly valuable market segment, worth almost as much as the exploitation of the rights in the residential market, and therefore merits detailed consideration in its own right.
237. This section of the report was written in conjunction with Human Capital, an independent market research agency.
238. There are approximately 26,000 pubs subscribing to Sky Sports in the UK. In addition to this there are 17,000 UK leisure facilities and 5,000 other UK businesses that subscribe to Sky Sports⁸³.
239. The primary research is based on a survey of the views of managers and landlords of both Sky Sports subscribing and non-subscribing public houses⁸⁴, in relation to live Premier League football on television. The research focussed on public houses as this is the largest group of commercial subscribers and most easily accessible for primary research purposes. The research does not cover UK leisure facilities or other business subscribers.

Methodology

240. The quantitative research amongst public house landlords and managers was a survey conducted in April 2005 by telephone amongst 350 pubs that subscribe to Sky Sports and 151 pubs that do not subscribe to Sky Sports in the UK. Interviews were conducted with the person most responsible for making decisions about Sky Sports subscriptions in the pubs contacted. The sample was quota controlled so that it replicated the profile of pubs estimated by the British Beer and Pub Association in terms of UK nation and type of ownership. Fieldwork was conducted by Gfk Martin Hamblin. As with the consumer research, the focus was on Premier League content and not on other media rights.
241. This research explored two main questions:
- 241.1. What are the attitudes of pubs to live Premier League football on television today?
 - 241.2. How do pubs view different scenarios of alternative provision?

⁸³ Source: Ofcom estimate and Advertising Association

⁸⁴ Throughout this section, the views of managers and landlords of pubs will be referred to as the 'views of pubs'

5.1. Why do public houses subscribe to Sky Sports?

Subscription decision making and payments

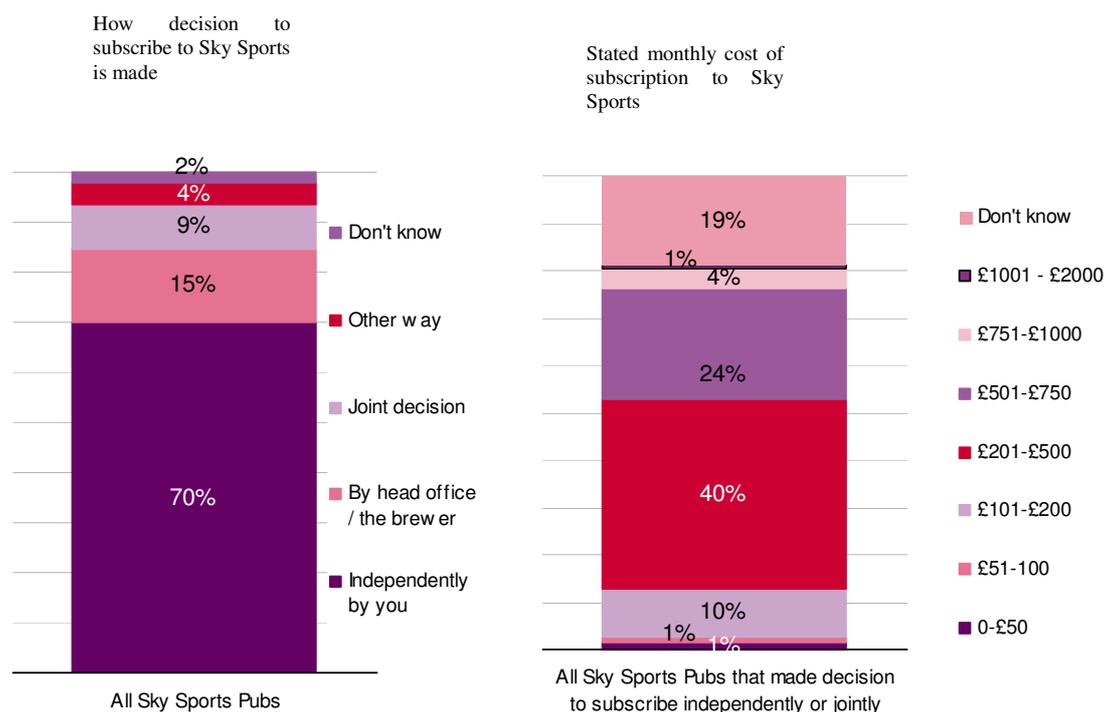
242. Most Sky Sports-subscribing pubs in the sample made an independent decision to subscribe. The most common monthly subscription (based on self-reported estimates) is between £200 and £500, with a mean subscription of £432⁸⁵.

Figure 96. Nature of decision-making for pub's subscription to Sky Sports and stated monthly cost of subscription

Was the decision to subscribe to Sky Sports made...

- *Independently by your pub?*
- *By head office / the brewer?*
- *A joint decision by the pub and head office?*
- *Or in another way?*

Q. How much does your pub's subscription to Sky Sports cost each month?



Source: Quantitative research amongst public house landlords and managers

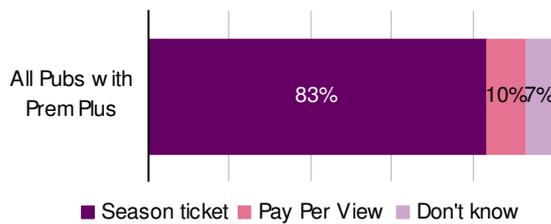
Base: All Sky Sports pubs, n=350; All Sky Sports pubs making decision independently or jointly, n=275

⁸⁵ In the research, respondents were asked: "How much does your pub's subscription to Sky Sports cost each month?" The responses were then coded into the bands shown in Figure 96

243. About half of pubs that subscribe to Sky Sports have access to PremPlus⁸⁶. Of these a majority subscribe to a PremPlus season ticket.

Figure 97. Pubs' method of paying for PremPlus access

Q. Do you subscribe to a PremPlus season ticket that allows you to show all the games on this channel or do you purchase matches on this channel on a pay-per-view basis?



Source: *Quantitative research amongst public house landlords and managers*
Base: *All Sky Sports pubs with PremPlus, n=168*

⁸⁶ Of 350 pubs that subscribe to Sky Sports, 48% said they also had PremPlus. Source: *Quantitative research amongst public house landlords and managers*

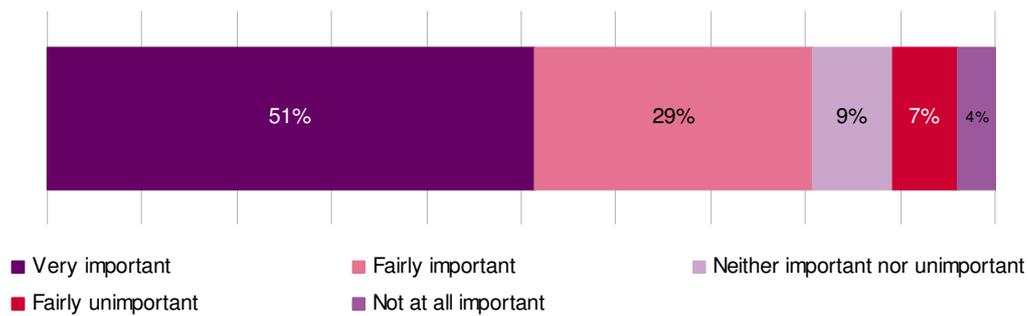
Base: *All Sky Sports pubs, n=350*

Attitudes of pubs to live Premier League football on television today

244. 97% of pubs that subscribe to Sky Sports say they show live Premier League matches and 80% of pubs say that Premier League football is important to their business, including just over half that say it is very important. This is consistent with findings from the research amongst fans (discussed in Part 2 of this report) which found that the majority (57%) of fans watch at least the occasional live match in the pub.

Figure 98. Importance of live televised Premier League football to pub business

Q. How important is it to your business that your pub is able to show FA Premier League games on TV?

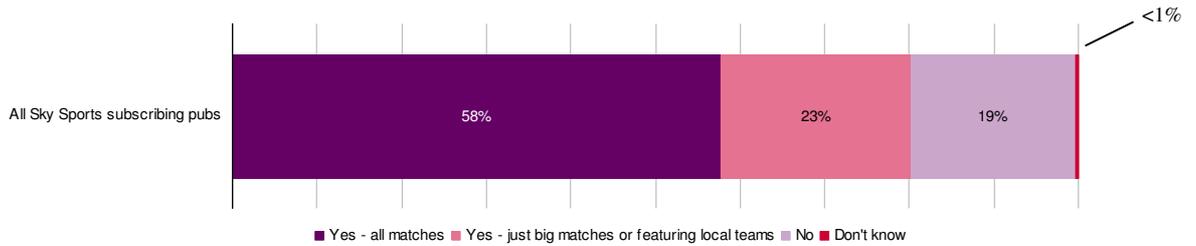


Source: Quantitative research amongst public house landlords and managers
Base: All Sky Sports subscribing pubs showing live Premier League matches, n=338

245. A similar proportion of pubs say that they carry out promotional activity around Premier League matches, including over half (58%) who say that they promote all live Premier League matches.

Figure 99. Frequency of promotion of live televised Premier League matches

Q. During the football season, does your pub actively promote the FA Premier League matches it is going to show, for example on posters, leaflets or blackboards with fixtures and kick off times?



*Source: Quantitative research amongst public house landlords and managers
Base: All Sky Sports subscribing pubs, n=350*

246. The emphasis placed on the marketing of Premier League football by pubs is consistent with the reasons that pubs most commonly give for taking up Sky Sports in the first place. Unsurprisingly, these reasons appear to be based on the desire to drive customer enjoyment and numbers, and therefore bar sales, through televised football.

Figure 100. Reasons for pubs subscribing to Sky Sports

Q. What are the main reasons that your pub decided to subscribe to Sky Sports?

	All Sky Sports pubs
Customer enjoyment	44%
Increase customer numbers	25%
Football	22%
Increase sales	17%
FA Premier League Football	12%
General Sport	10%
Market Position	7%
Compete with other Sky Sports pubs	6%
Other	5%
Rugby	4%
Horse Racing	4%
Don't know	3%
Cricket	3%
Head Office decision	3%
Compete with other pubs that show Premier League football	3%
Boxing	1%

*Source: Quantitative research amongst public house landlords and managers
Base: All Sky Sports subscribing pubs, n=350*

247. Football, Premier League football and rugby are identified as the biggest drivers of business amongst pubs that subscribe to Sky Sports.

Figure 101. Proportion of pubs believing that each named sport increases the number of customers / sales

Q. Which sports do you think would increase the number of customers or increase sales?

	All pubs that take Sky Sports to increase customer numbers or sales	All Sky Sports subscribing pubs
Football	78%	25%
FA Premier League Football	59%	19%
Rugby	42%	13%
Horse Racing	13%	4%
Cricket	9%	3%
Other	8%	3%
General Sport	4%	1%
Boxing	2%	1%
Don't know	2%	1%

Source: Quantitative research amongst public house landlords and managers

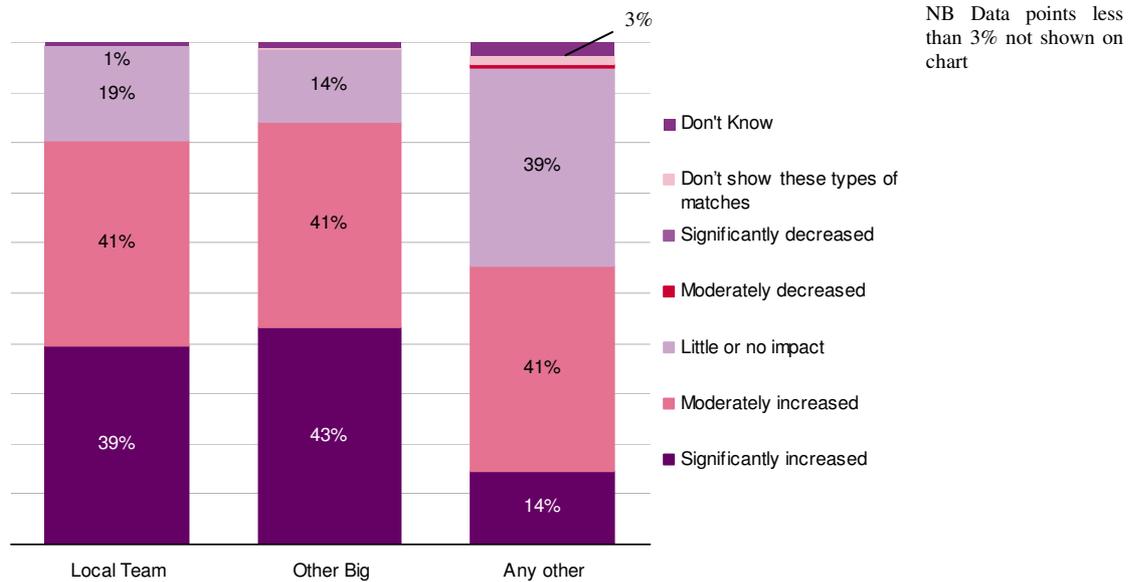
Base: Column One – All pubs that take Sky Sports to increase customer numbers or sales, n=112; Column Two - All Sky Sports subscribing pubs, n=350

248. Most pubs believe that Big Matches and matches featuring a local team(s) (for those pubs that have a local Premier League team) have the biggest positive impact on bar-take, while other matches are less effective. As the chart below shows, 80% of pubs say that local team or Big Matches cause either a moderate or significant increase in bar sales, whereas Other Matches only lead to an increase in 50% of pubs.

Figure 102. Impact on pub business of different types of live televised Premier League match

Q. For each of the following types of FA Premier League game that your pub shows please tell me which statement best describes the impact on business.

- Matches featuring a local team
- Other big matches (including matches between teams challenging for the title, derby matches, title deciders, relegation deciders and matches that determine who will qualify for the Champions League)
- Any other matches



Source: Quantitative research amongst public house landlords and managers

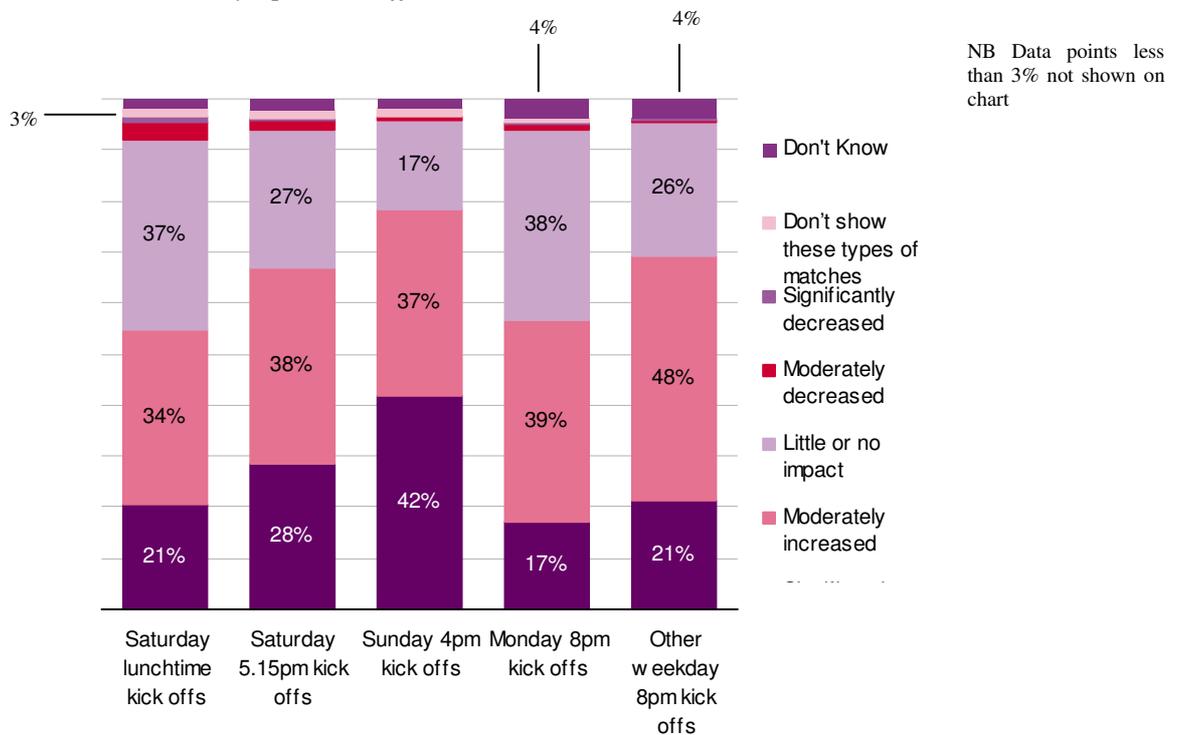
Base: Local team matches – All Sky Sports subscribing pubs with a local Premier League team (excluding 5 who did not answer the question), n=142; Big and other matches – All Sky Sports subscribing pubs who show Premier League matches, n=338

249. Matches shown on Sunday afternoon are believed by respondents to be the best for business, with almost four fifths of pubs saying this kick-off time generates either a moderate or significant increase in bar sales. Apart from Mondays, weekday evenings are also stated to be good for business.

Figure 103. Impact on pub business of kick-off times of live televised Premier League matches

Q. And thinking now about the different kick off times for FA Premier League games that your pub shows please tell me which statement best describes the impact on business.

- Saturday lunchtime kick offs
- Saturday 5.15pm kick offs
- Sunday 4pm kick offs
- Monday 8pm kick offs
- Other weekday 8pm kick offs



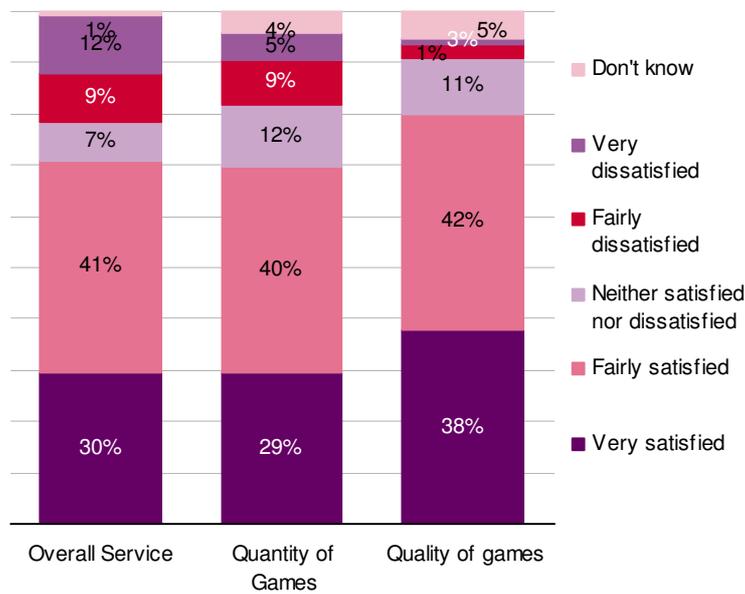
Source: Quantitative research amongst public house landlords and managers
 Base: All Sky Sports subscribing pubs showing Premier League matches, n=338

5.1.1. Satisfaction with Sky Sports

250. Between 70-80% of pubs say they are satisfied with Sky Sports on a range of service measures, including the quantity and quality of live matches shown, as well as the overall service.

Figure 104. Pubs' satisfaction with Sky Sports overall service and quantity / quality of games, overall service

- Q. And how satisfied are you with...*
- *The overall service you receive from Sky?*
 - *The number of live FAPL games shown?*
 - *The quality of the FAPL games shown?*

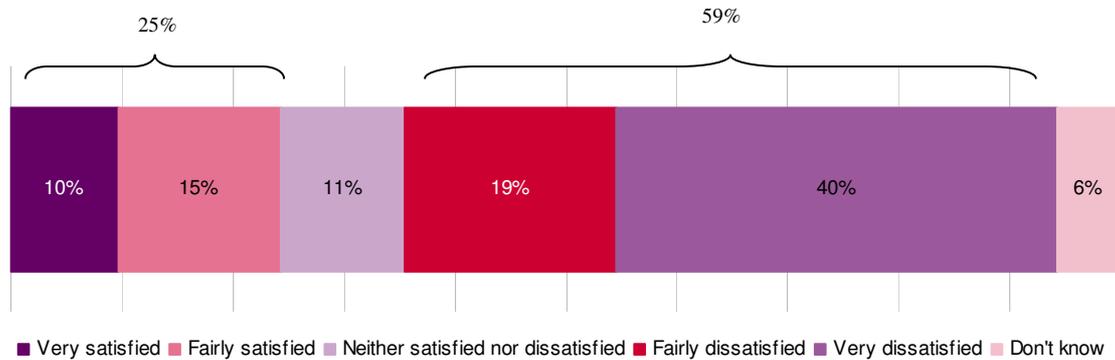


Source: Quantitative research amongst public house landlords and managers
 Base: All Sky Sports subscribing pubs, n=350

251. Over half of pubs (59%) say they are dissatisfied with the value for money offered by Sky Sports. This includes two fifths of pubs that say they are very dissatisfied.

Figure 105. Pubs' satisfaction with the value for money of Sky Sports subscription

Q. And how satisfied are you with the value for money of your pub's subscription to Sky Sports?



Source: *Quantitative research amongst public house landlords and managers*
 Base: *All Sky Sports subscribing pubs, n=350*

Views on future scenarios

252. In order to understand how changes in the way Premier League broadcast rights are sold might affect the commercial market, pubs were asked to imagine a number of possible alternatives to today's provision of live Premier League football:

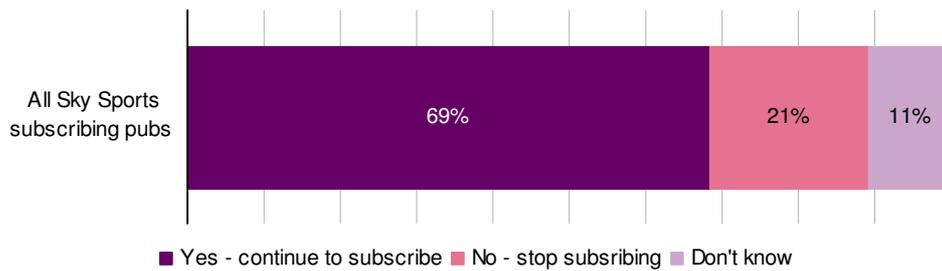
- 252.1. **Scenario A:**
Free-to-air live Premier League football
- 252.2. **Scenario B:**
Multiple pay-television channels offering live Premier League football
- 252.3. **Scenario C:**
Televised club season tickets, offering access to all of one club's Premier League matches.

Scenario A:
Free-to-air live Premier League football (One live match per week free-to-air)

253. Research explored the potential impact of one match per week being broadcast on a terrestrial free-to-air channel, alongside what is currently available from Sky Sports. Here over two thirds (69%) of pubs say that they would continue to subscribe.

Figure 106. Pubs' claimed likelihood of continuing to subscribe to Sky Sports if one additional live Premier League match per week is shown free-to-air on terrestrial television

Q. If ITV1 showed one live Premier League game per week on terrestrial (i.e. not digital) TV, alongside what you get from Sky Sports at the moment (with no change to the price of Sky Sports), would your pub continue to subscribe to Sky Sports?



Source: Quantitative research amongst public house landlords and managers
Base: All Sky Sports subscribing pubs, n=350

Scenario B:**Multiple pay-television channels offering live Premier League football**

254. The second scenario comprised several variations on the theme of multiple pay-television channels offering live Premier League football:
- 254.1. First, half of live Premier League matches would be offered on Sky Sports, and half on another channel with just one set-top box required to view all games. The price for one channel with half the matches was specified as half the price for today's subscription cost. The price for both channels was specified as the same as today's total subscription cost.
 - 254.2. The second variation was the same as above, except now two set-top boxes would be required to receive all of the matches. The price for one channel with half the matches was specified as half the price of today's subscription cost. The price for both channels was specified as the same as today's total subscription cost.
 - 254.3. Third, three quarters of live Premier League matches would be offered on Sky Sports, and one quarter on another channel. The price for three-quarters of the matches on Sky was specified as three-quarters of today's subscription cost, the price for one quarter of the matches on the other was one quarter of the price of today's subscription cost. The price for both channels was the same as today's total subscription cost.
 - 254.4. Fourth, a quarter of live Premier League matches (gold quality) would be offered on Sky Sports, and three quarters (silver quality) on another channel. Gold matches were defined as Sky's first choice matches, silver matches as second choice matches. The price for either one of these channels was specified as half of today's subscription cost. The cost for both would be the same as today's total subscription cost.
255. The first observation is that, in each variation, approximately 20%-30% of pubs say that they would opt to subscribe to a smaller, cheaper package of live Premier League matches if one were available. On top of these pubs, a further group of pubs say that they would not subscribe at all.
256. The second observation is that compared to consumers, the number of set-top boxes required does not appear to impact on pubs' stated subscription behaviour.
257. Third, the quality of the matches appears to be important. Looking at the bar on the right of the chart below, more pubs say they would opt for a quarter gold matches (18%) than three quarters silver matches (13%).

Figure 107. Sky Sports subscribing pubs' predicted behaviour if live televised Premier League football were split across two pay-television channels (4 potential scenarios)

Scenario 1

Q. If Sky Sports lost half its live Premier League games and they were shown instead on another company's TV channel – but you still only needed one box to receive all the games, which of the following options do you think your pub would realistically choose? Note that the quality of games on both channels would be the same.

Scenario 2

Q. And if Sky Sports lost half its live Premier League games and they were shown instead on another company's TV channel – but you now needed two boxes to receive all the games, which of the following options do you think your pub would realistically choose? Note that the quality of games on both channels would be the same.

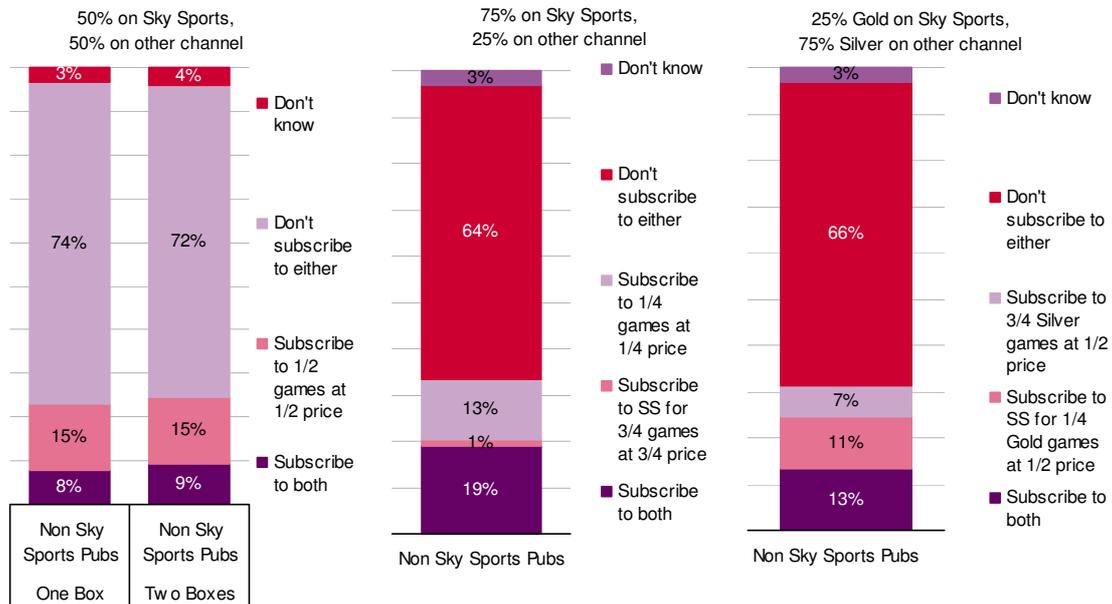
Scenario 3

Q. And if Sky Sports lost a quarter of its live Premier League games and they were shown instead on another company's TV channel, which of the following options do you think your pub would realistically choose? Note that the quality of games on both channels would be the same and you would only need one box to receive both channels.

Scenario 4

Q. And if Sky Sports could only show a quarter of the games they show now (but they were the ones that Sky estimated to be the most popular) and the remaining three-quarters of games were chosen and shown instead by another company's TV channel, which of the following options do you think your pub would realistically choose?

All options are shown in the charts below.



Source: Quantitative research amongst public house landlords and managers
 Base: All Sky Sports subscribing pubs, n=350

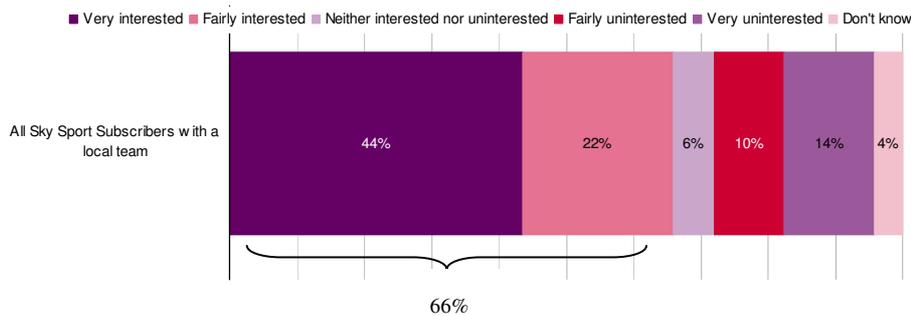
Scenario C:

Televised club season tickets

258. Finally, another scenario tested interest in a televised club season ticket, which would enable pubs to subscribe to all of one Premier League club’s matches. About two thirds of pubs (66%) say they would be interested.

Figure 108. Sky Sports subscribing pubs’ interest in a televised club season ticket, enabling the viewing of all of one Premier League club’s Premier League matches on television

Q. If a TV club season ticket was available, which enabled your pub to show all of one club’s Premier League games live on TV, how interested would your pub be in this?



Source: Quantitative research amongst public house landlords and managers
Base: All Sky Sports subscribing pubs with a local Premier League team, n=147

5.2. Why don't public houses subscribe to Sky Sports?

Reasons for not subscribing

259. The most common reason given for not subscribing to Sky Sports – cited by over half of pubs – is cost.

Figure 109. Pubs' reasons for not subscribing to Sky Sports

Q. Why doesn't your pub subscribe to Sky Sports?

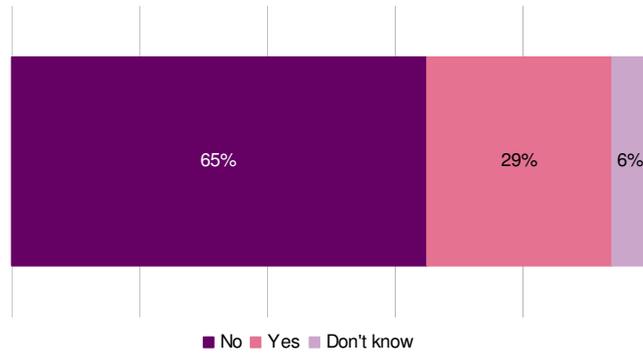
	All pubs not subscribing to Sky Sports
Too expensive	56%
Other	14%
Customers not interested	12%
Small pub	12%
Serve food	12%
Not interested/ no need	9%
Quiet pub	9%
Don't show TV	6%
Differentiate by not having Sky Sports	4%
Other local pubs have Sky Sports	3%
Not open at the weekends/ other times when matches on	1%
Don't know	1%
Only interested in some games	1%
Play music	1%
Local team not in Premier League	0%

*Source: Quantitative research amongst public house landlords and managers
Base: All Non-Sky Sports pubs, n=151*

260. Just under a third of pubs are former subscribers to Sky Sports. The most frequently mentioned reason for ceasing to subscribe was cost.

Figure 110. Proportion of non-Sky Sports subscribing pubs that are previous subscribers

Q. Has your pub subscribed to Sky Sports in the past?



Source: Quantitative research amongst public house landlords and managers
Base: All Non-Sky Sports pubs, n=151

Figure 111. Reasons for stopping subscription

Q. Why did your pub stop subscribing to Sky Sports?

	% of all pubs that previously subscribed to Sky Sports
Too expensive	82%
Customers not interested	9%
Changed positioning	9%
Other	9%
Not interested/ no need	2%
Differentiated ourselves by not having Sky Sports	2%
Didn't increase sales enough to justify expense	2%
Local team relegated	2%
Don't know	2%
Only interested in showing some games	0%
Other local pubs have Sky Sports	0%
Created too much noise	0%

Source: Quantitative research amongst public house landlords and managers

Base: All Non-Sky Sports pubs that are former Sky Sports subscribers, n=44; caution: small base size

5.3. Reactions to alternatives to today's provision

261. As with subscribing pubs, non-subscribing pubs were asked to imagine their response to a number of alternatives to today's provision of live Premier League football based on:

261.1. **Scenario A:**

Multiple pay-television channels offering live Premier League football

261.2. **Scenario B:**

Televised club season ticket, offering access to all of one club's Premier League matches

Scenario A:

Multiple pay-television channels.

262. The same set of variations around the theme of multiple pay-television providers of live Premier League football was offered to non-subscribing pubs as was previously discussed for subscribing pubs:
- 262.1. In the first, half the live Premier League matches would be offered on Sky Sports, and the other half on another channel. Just one set-top box would be required. The price for one channel with half the matches was specified as half the price of today's subscription cost. The price for both channels was specified as the same as today's total subscription cost.
 - 262.2. The second was the same as the first variation, except now two set-top boxes would be required to receive all the matches. The price for one channel with half the matches was specified as half the price of today's subscription cost. The price for both channels was specified as the same as today's total subscription cost.
 - 262.3. Third, three quarters of live Premier League matches would be offered on Sky Sports, and one quarter on another channel. The price for three-quarters of the matches on Sky was specified as three-quarters of today's subscription cost, the price for one quarter of the matches on another was one quarter of the price of today's subscription cost. The price for both channels was the same as today's total subscription cost.
 - 262.4. Fourth, a quarter of live Premier League matches (gold quality) would be offered on Sky Sports, and three quarters (silver quality) on another channel. Gold matches were defined as Sky's first choice matches and silver matches as second choice matches. The price for either one of these channels was specified as half of today's subscription cost. The cost for both would be the same as today's total subscription cost.
263. In each alternative scenario, between 15% and 20% of non-subscribing pubs say they would take up a smaller, cheaper package than the package currently on offer if one were available. A further group of pubs say they would take up both channels.

Figure 112. Non Sky Sports subscribing pubs' predicted behaviour if live televised Premier League football were split across two pay-television channels

Scenario 1

Q. If Sky Sports lost half its live Premier League games and they were shown instead on another company's TV channel, but you still only needed one box to receive all the games, which of the following options do you think your pub would realistically choose? Note that the quality of games on both channels would be the same.

Scenario 2

Q. And if Sky Sports lost half its live Premier League games and they were shown instead on another company's TV channel, but you now needed two boxes to receive all the games, which of the following options do you think your pub would realistically choose? Note that the quality of games on both channels would be the same.

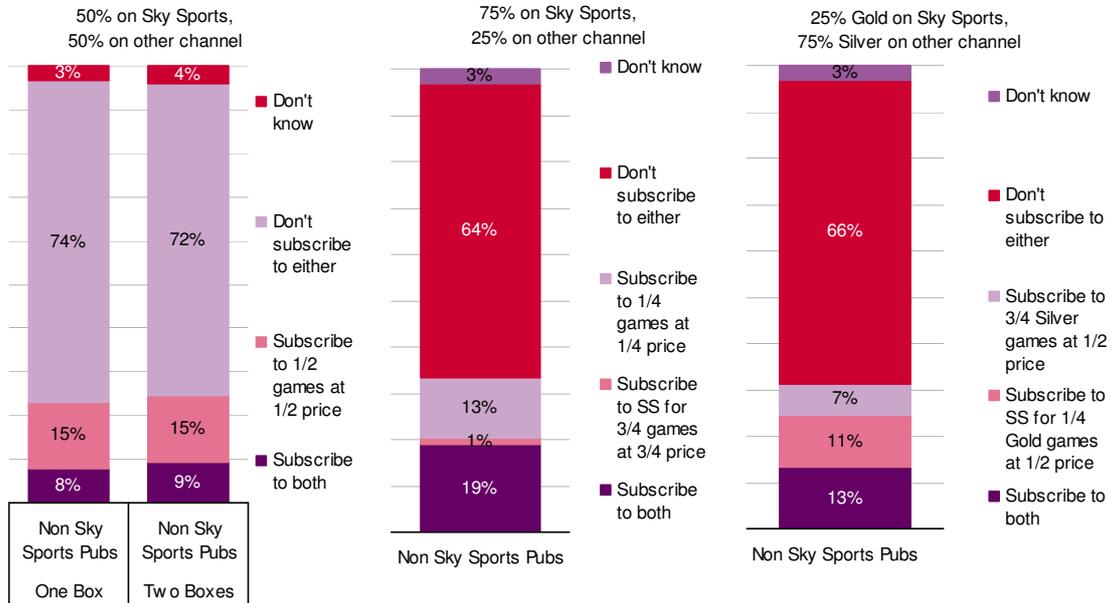
Scenario 3

Q. And if Sky Sports lost a quarter of its live Premier League games and they were shown instead on another company's TV channel, which of the following options do you think your pub would realistically choose? Note that the quality of games on both channels would be the same and you would only need one box to receive both channels.

Scenario 4

Q. And if Sky Sports could only show a quarter of the games they show now (but they were the ones that Sky estimated to be the most popular) and the remaining three-quarters of games were chosen and shown instead by another company's TV channel, which of the following options do you think your pub would realistically choose?

All options are shown in the charts below.



Source: Quantitative research amongst public house landlords and managers
 Base: All Non-Sky Sports pubs, n=151

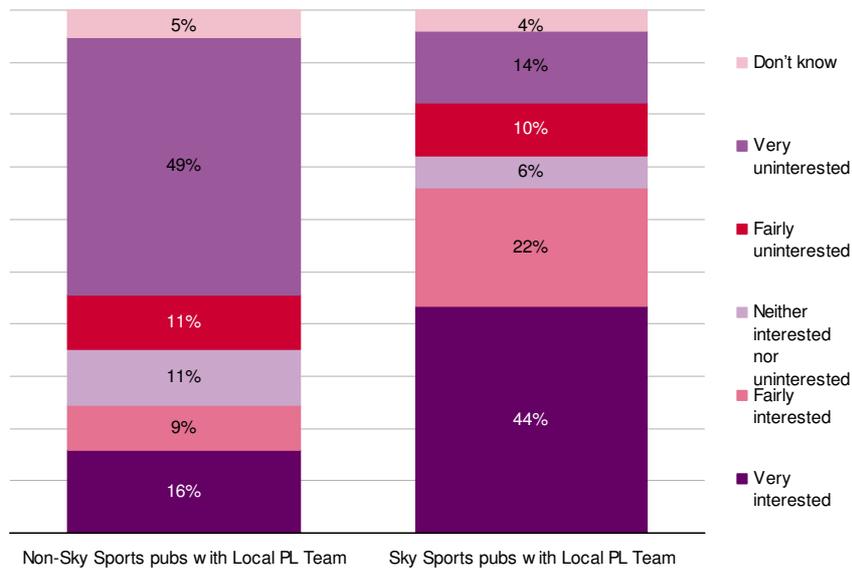
Scenario B:

Televised club season ticket

264. Interest in a televised club season ticket was also tested with pubs with a local Premier League football team and holding a Sky Sports subscription. A quarter expressed some interest.

Figure 113. Pubs with a local Premier League team’s interest in a televised club season ticket (enabling the viewing of all of one Premier League club’s Premier League matches live on television) – by pubs with Sky Sports and without Sky Sports

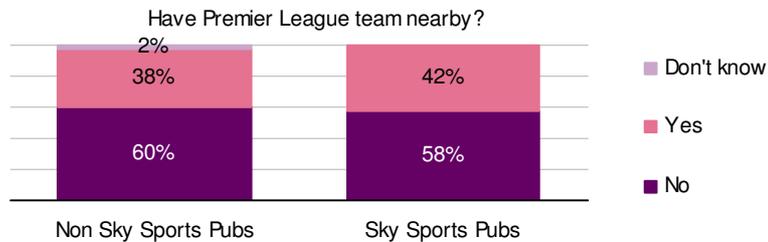
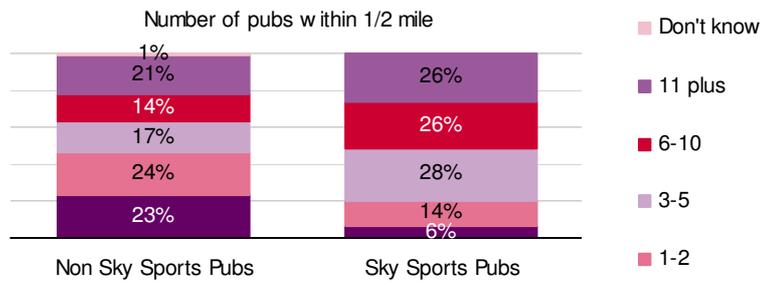
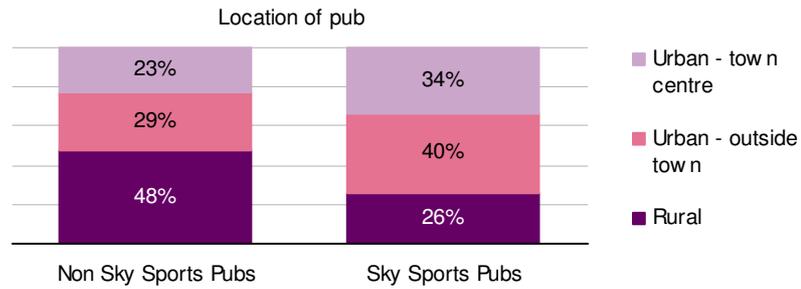
Q. If a TV club season ticket was available, which enabled your pub to show all of one club’s Premier League matches live on TV, how interested would your pub be in this?



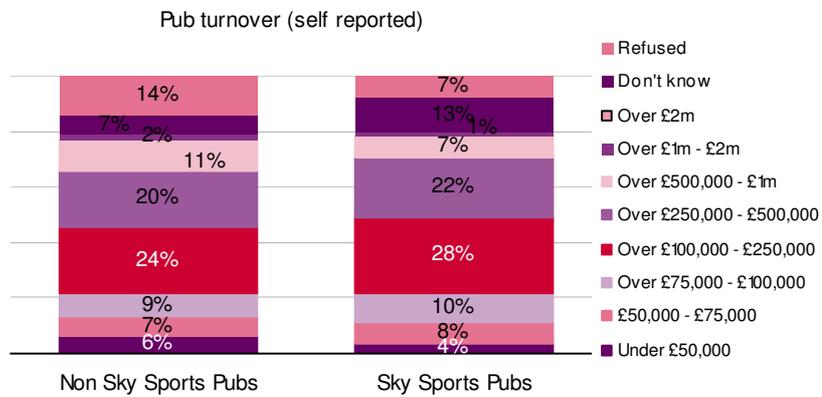
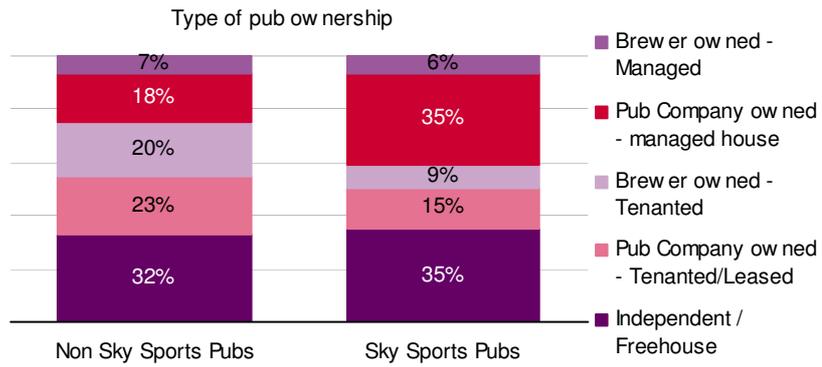
*Source: Quantitative research amongst public house landlords and managers
 Base: Non-Sky Sports pubs with a local Premier League team, n=57; caution: small base size. Sky Sports pubs with a local Premier League team, n =147*

5.4. Which pubs subscribe to Sky Sports?

265. The charts below show some other key characteristics both of pubs who subscribe to Sky Sports and those who do not⁸⁷.



⁸⁷ Base: All Non-Sky Sports Pubs, n=151; all Sky Sports pubs, n=350



ANNEX A: GLOSSARY OF TERMS

3G: Third generation mobile phones / networks, offering enhanced services including multi-media applications such as video-clips and video-messaging..

Average audience: the average number of viewers that watched a programme. Since viewers tune in and out of programmes, BARB measures the number of people viewing each minute and calculates an average across the duration of the programme.

BARB: Broadcasters' Audience Research Board Ltd. This is the industry standard organisation that measures minute-by-minute television viewing through use of a UK representative panel of 5,100 homes. Out-of-home viewing is not measured by BARB. In January 2002 the BARB panel changed, resulting in data from before January 2002 being based on one panel of homes and data from this point onwards being based on a different panel of homes. There may therefore be some discontinuities between the two data sets. Analysis of Premier League football viewing is based on whole programmes and not only the matches, which tend to account for only a part of the whole programme.

Big five European leagues: defined as top divisions of England, France, Italy, Germany and Spain for the purpose of this report.

Big five Premier League clubs: defined as Manchester United, Liverpool, Arsenal, Chelsea or Newcastle for the purpose of this report.

Big Match(es): defined as league matches between Premier League teams challenging for the title, derby matches, title deciders, relegation deciders and matches that determine who will qualify for the Champions League.

Broadband: a high-speed, always on, internet connection.

BSkyB: a wholesale channel provider funded by retail pay-TV operators, and a satellite pay-TV broadcaster funded by advertising and consumer subscriptions.

Effective capacity: the number of seats that are available once away ticket allocations (which often do not sell out) and crowd control measures (such as segregation) are taken into account.

Football First: a programme on Sky Sports that shows near-live Premier League matches on Saturday evenings.

Near-Live: significantly extended highlights of a Premier League match (e.g. 60 minutes of coverage).

Own Club Match(es): matches featuring the team supported by a fan.

Other Match(es): matches in the Premier League that are not big matches or own club matches

Premier League: the Premier League is an annual league football competition running from August through to May. It involves 20 professional football clubs and represents the top division of the English football league structure.

Premier League fans: defined as adults who identify themselves as having some level of interest in the Premier League by agreeing with one of the following statements: “I follow the Premier League, but I am not a very active fan”; “I have a strong interest in the Premier League”; “The Premier League is one of the passions of my life”.

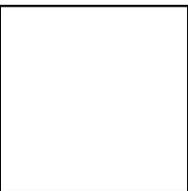
PremPlus: a pay-per-view service introduced by Sky in 2003/04, offering a further 40 live Premier League matches in 2003/04 (rising to 50 in 2004/05) in addition to those matches offered on Sky Sports.

Pubs: Public Houses

Reach: the number of television viewers who meet specific reach criteria. In this report, reach is defined as the number of viewers tuning in to watch at least 15 consecutive minutes of a particular programme.

Socio Economic Group (SEG): a social classification, classifying the population into social grades, usually on the basis of the Market Research Society occupational groupings (MRS, 1991). The groups are defined as follows

- A.** Professionals such as doctors, solicitors or dentists, chartered people like architects; fully qualified people with a large degree of responsibility such as senior civil servants, senior business executives and high ranking grades within the armed forces. Retired people, previously grade A, and their widows.
- B.** People with very senior jobs such as university lecturers, heads of local government departments, middle management in business organisations, bank managers, police inspectors, and upper grades in the armed forces.
- C1.** All others doing non-manual jobs, including nurses, technicians, pharmacists, salesmen, publicans, clerical workers, police sergeants and middle ranks of the armed forces.
- C2.** Skilled manual workers, foremen, manual workers with special qualifications such as lorry drivers, security officers and lower grades of the armed forces.
- D.** Semi-skilled and unskilled manual workers, including labourers and those serving apprenticeships. Machine minders, farm labourers, lab assistants and postmen.
- E.** Those on the lowest levels of subsistence including all those dependent upon the state long-term. Casual workers, and those without a regular income.



Sky Sports: Refers to BSkyB's pay-television channels Sky Sports 1, Sky Sports 2, Sky Sports 3 and Sky Sports Extra

Stadium utilisation: the percentage of available seats that are actually used.

The UEFA Window: This is a rule set by UEFA requiring that matches played during the UEFA Window cannot be broadcast during this period. The reasons put forward by UEFA for this rule are to protect match attendances in the Premier League and lower leagues; and for traditional and cultural reasons. In the case of England the UEFA Window is between 14:45 -17:15 each Saturday.

UEFA: The Union of European Football Associations