

# LEARFIELD AND IMG COLLEGE TO MERGE

Combination to provide college athletic departments, institutions and brands with enhanced services, more consistent promotions, technological innovation, and greater economic opportunities in an increasingly dynamic and competitive marketing landscape

## COMBINED COMPANY POSITIONED TO BETTER SERVE CLIENTS



### BOLSTERS OFFERING

to make college sports more competitive for advertising dollars versus professional sports and entertainment



### ADDITIONAL REVENUE

to colleges and universities that can be used for scholarships and general funding needs



### INNOVATIVE METHODS

to develop new ways to monetize rights



### COST SAVINGS

that can be passed on to partner schools



### NEW JOB OPPORTUNITIES

for current and future employees as part of a more diverse and faster-growing company

## THE COMPETITIVE MARKETING LANDSCAPE

Competition for marketing dollars comes from a broad and robust sports and entertainment industry that presents brands with many opportunities to promote, sponsor and market

### 1 ADVERTISERS HAVE MULTIPLE SPORTS AND NON-SPORTS ALTERNATIVES

- There are many experienced and qualified alternatives in the market
- Collegiate programs compete for advertising dollars also spent on professional leagues (NFL, NBA, MLB, etc.) as well as the broader entertainment space

### 2 NO BARRIERS TO ENTRY

- Schools and conferences own or control the most valuable rights
- Recently, the rights for some of the nation's largest universities and athletic programs have been won by new entrants into the space
- In addition, conferences, established broadcasters (e.g. ESPN), and professional sports teams are all potential entrants

### 3 COMPETITION IN COLLEGIATE SPORTS

- Well-financed private-sector competitors
- Collegiate programs taking these operations in-house
  - Requires minimal overhead and staffing
- Athletic conferences
- Professional teams (often located near colleges and universities)

## ROBUST COMPETITION IN MULTIMEDIA RIGHTS (MMR)

Collegiate multimedia rights are valuable advertising rights owned by schools that are monetized in-house or through contracts with outside firms, athletic conferences and/or professional sports teams. Many recent national champions – including Auburn, BC, Clemson, Kentucky, LSU, UVA, Villanova and others – are represented by our competitors

### WELL-FINANCED COMPETITORS

JMI 	Fox Sports 
Outfront Media 	Van Wagner Sports & Entertainment <b>18</b> properties*

### ATHLETIC CONFERENCES



### PROFESSIONAL TEAMS

Fenway Sports Group 
Tampa Bay Lightning 

### COLLEGES HANDLING IN-HOUSE



\*Properties (either teams or conferences) won from Learfield or IMG College, in whole or in part