

Premier League Event Analysis Presentation

MEJO 377

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A background image showing three NBC Sports broadcast hosts (two men and one woman) sitting at a desk in a studio. The studio has a large window overlooking a football stadium. The NBC peacock logo is visible on the desk and in the background. The text 'Part 1: Television, Sponsorship & Media Information' is overlaid on the left side of the image.

Part 1: Television, Sponsorship & Media Information



Broadcasting Rights



- **NBC owns the broadcasting rights to the Premier League in the United States and primarily uses USA Network and its streaming service Peacock to show games**
- **The network averaged 664,000 viewers for its Boxing Day games, which is the highest for any day of the season**



TV Audience

- **Most viewed** sports league in the world
- **4.7 billion total viewers** in 2020
- **340 match windows**
- **914 hours** of live match and studio coverage
- **414,000 TV viewers** per match



Live Audience

- In 2020/21 season, in-person attendance was 180,000 fans because of COVID, but is usually 14 million fans
- Average price for a game ticket was **\$35.40**



HUBLOT



ORACLE

Official Sponsorships

- 2019–20 season
 - 442 deals signed
 - \$1.32 billion
- 2021–22 season
 - \$1.5 billion
 - 81% to “Big Six” clubs

Uniform Deals



Uniform Deals



Kit Sponsor

Sleeve
Sponsor

Shirt
Sponsor



Trends in Sponsorship



45% of Premier League
shirt sponsors are
gambling-related

Trends in Sponsorship



Trends in Sponsorship

Crypto-related sponsors are on the rise in recent years

Social Media



A soccer match scene with a Chelsea player in a blue kit and a goalkeeper in a green kit. The Chelsea player is in the foreground, leaning forward, while the goalkeeper is in the background, diving. The image is overlaid with a semi-transparent blue filter.

Part 2: NBC's Broadcasting of the Premier League



Chelsea vs. Liverpool

January 2nd, 2022

11:30 a.m. EST

Stamford Bridge, London



With the Premier League,
it's all about the narrative.

**Everything is dramatized
to provide a sense of
occasion.**



Each game is another chapter that adds a layer of depth and intrigue to the story of the season.

Pay attention to the language the pundits and commentators use to describe the upcoming match in this clip, as well as the dramatic music in the background.





MATCHWEEK 21

Premier League

**EXTENDED
HIGHLIGHTS**



Premier League

The camera setup that the Premier League employs allows the storylines of the match to be developed further.



The crowd noise also plays a huge part in the TV audience's immersion in the action, as does the commentators' description of the match that's unfolding before them.

Just listen to the reaction to this “pearler” from Chelsea midfielder Mateo Kovačić





MATCHWEEK 21

Premier  League

**EXTENDED
HIGHLIGHTS**



**The name of the game in EPL
sponsorship is subtlety.**

**Let's take a look at some
branding you might not have
caught at kickoff the first
time around.**

PREMIER LEAGUE



CHE

0 - 0

LIV



0:05

HUBLOT

LIVE



Press Esc to exit full screen



Premier  League

PREMIER LEAGUE



CHE

0 - 0

LIV



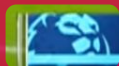
0:05

HUBLOT

LIVE



Press Esc to full screen



AVAILABLE IN

4K
ULTRA HD



DIRECTV

Premier  League

PREMIER LEAGUE



CHE

1 - 2

LIV



41:45

LIVE

USA

To further highlight the subtle presence of branding in EPL broadcasting, let's play "Count the Nike Swooshes" in this still frame from the replay of Kovačić's goal

PREMIER LEAGUE



CHE

1 - 2

LIV



41:45

LIVE | USA



Premier  League

PREMIER LEAGUE



CHE

1 - 2

LIV



41:45

LIVE

USA

**We counted 14 Swooshes (at least).
Did you catch them all?**

A photograph of four male commentators standing behind a curved NBC Sports Network (SN) broadcast desk in a Premier League stadium. They are all wearing suits and holding NBC-branded microphones. The background shows the stadium seating and a large Arsenal crest on a screen. To the right, a large Premier League trophy is visible. The entire image has a purple tint.

'We want authentic': how NBC's British commentators won the US audience

For the British natives enlisted for NBC's Premier League play-by-play duties, tailoring a style to fit an American audience has come quite naturally



Thank you!

Premier  League

Sources in essay