



Press release

<i>Date</i>	Tuesday, 17. September 2019	
<i>Contact</i>	Jessica Jocham Integrated Communications PwC Switzerland + 41 79 790 8972 jessica.jocham@ch.pwc.com	David Dellea Head of PwC's Sports Business Advisory PwC Switzerland +41 79 631 0508 david.dellea@ch.pwc.com
<i>Pages</i>	2	

PwC's Sports Survey 2019: "Sports industry – time to refocus?"

The sports industry needs to transform the way it does business

- **Sports industry leaders remain optimistic about the sector's mid-term prospects, projecting a growth rate of seven per cent annually over the next three to five years.**
- **Nevertheless, challenges lie ahead: by and large, sports organisations are behind the curve in terms of innovation and have yet to crack direct-to-consumer content distribution.**
- **In the case of sports federations, they have their work cut out to ensure their central relevance in the years to come.**

Zurich, 17 September 2019 – In its annual survey of the sport industry, PwC Switzerland gathered the views of 590 industry leaders from 49 countries on growth expectations and a wide range of strategic and organisational topics. As well as assessing the overall state of the industry, this year's edition zones in on three important themes: the need for innovation within established sports organisations, the value of direct-to-consumer media distribution and the role of sports federations going forward.

David Dellea, Head of PwC's Sports Business Advisory team, commented that this year's findings underline the same key point: "A great number of rights owners, and in particular sports federations, need to transform the way they do business. While different players will be at different stages of progress on this long journey, we hope that the insights in this report are indicative of how they can refocus efforts to make the changes needed for their organisations to flourish."

An industry playing catch up

While 94 per cent of all sport leaders worldwide recognise the importance of transformation and innovation, just 46 per cent are implementing concrete innovation strategies. Sport organisations need to refocus on the right combination of structures, processes and people to make this happen and remain relevant in an increasingly competitive and disrupted industry.

Time to get "Direct-to-customer" right

The respondents of the survey indicate that direct-to-consumer distribution is a tricky business and has been commercially underwhelming to date. Those that are able to build direct fan relationships and develop an intimate understanding of their audience, be it through "Direct-to-Customer" streaming or other means, will be well placed to succeed in the future.



When asked about the challenges faced in implementing an Over-the-top content platform, the responses that ranked highest globally were ensuring high quality of service (76 per cent), sufficient content (75 per cent) and an effective pricing strategy (68 per cent).

Sports federations are on a path to self-improvement

The findings also show that there is still a lot of work for sports federations to do in order to continue playing a central role in the governance and development of their sports. To do so, they should establish focussed strategies, innovate formats and rules, broaden their reach and turn to partnerships to ensure they have the right capabilities on hand to deliver.

“It is a great success that for the first time nearly 600 executives from almost 50 countries have responded to our survey. It is remarkable to see that more and more people within the ecosystem share our vision of establishing an independent perspective on the state of the industry”, concludes Dellea.

Download

Further information on PwC’s Sports Survey 2019 and the results can be found at www.pwc.ch/sports-survey-2019.

Share

Our press releases can also be found at www.pwc.ch/presse or www.twitter.com/PwC_Switzerland and www.linkedin.com/company/pwc_switzerland.

About PwC

At PwC, our purpose is to build trust in society and solve important problems. As part of a network of member firms in 158 countries with over 250,000 employees, PwC endeavours to create added value for the economy, especially companies, and for society. We combine technology, people and methodology in a targeted manner thanks to our integrated range of services, which includes specialist expertise in the traditional areas of auditing, tax and legal consulting as well as business consulting, along with specific know-how on individual sectors and digital topics and solutions. PwC Switzerland has over 3,200 employees and partners in 14 locations in Switzerland and one in the Principality of Liechtenstein. Find out more and tell us what matters to you by visiting us at www.pwc.ch.

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.