

# ***SPORTS***

# **MEDIA AND BROADCASTING**

ANALYSIS OF SUPERCARS AND SWIMMING TELECASTS



**vs**



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A1/223289704/MMS773

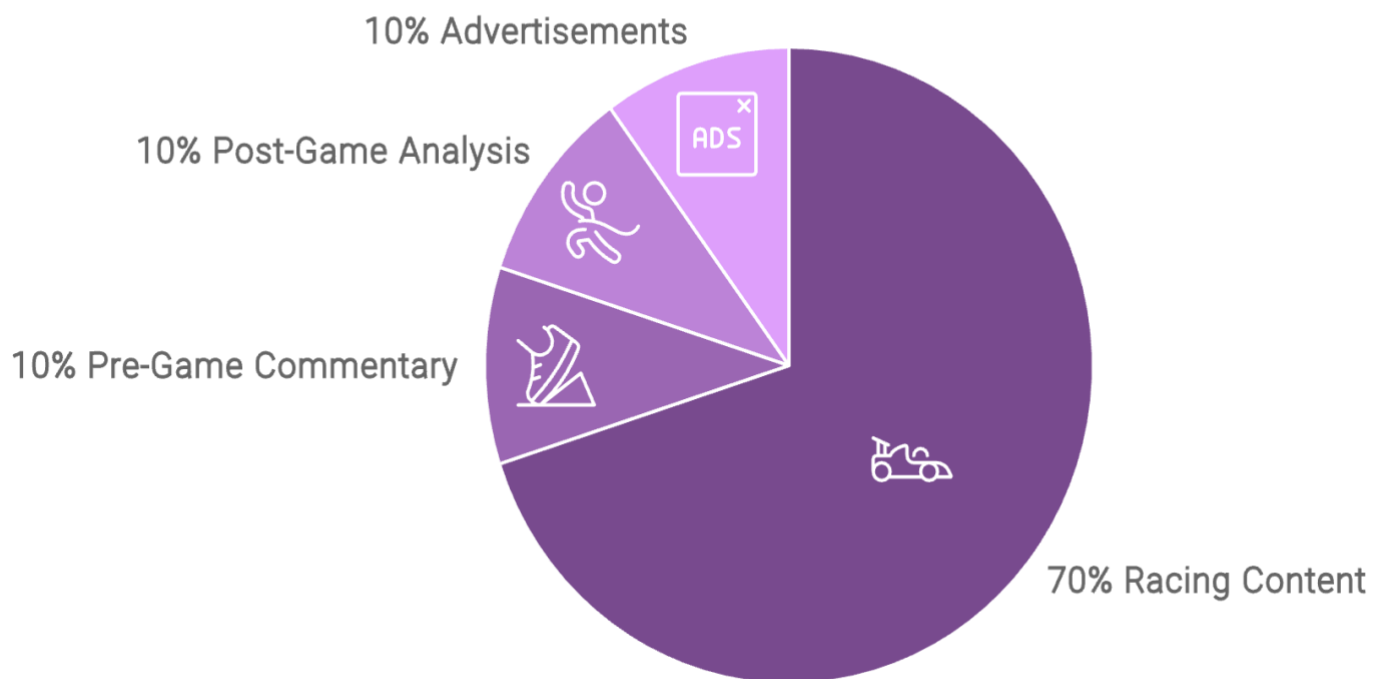
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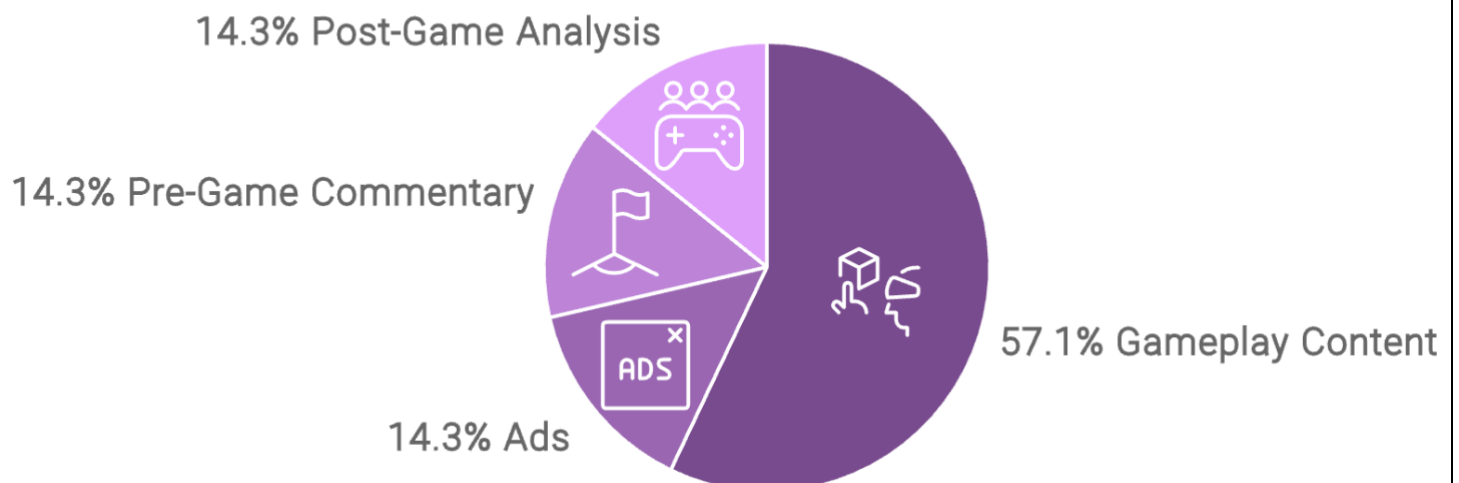
# Broadcast Structure

## Telecast Breakdown

Content Breakdown of Supercars Telecast



Content Breakdown of Swimming Telecast



## Advertisement Analysis

In the Supercars broadcast, ads account for about 25% of the total content, with a significant number of both traditional and non-conventional advertisements integrated throughout. Notably, the pre-race segment includes embedded branding such as BP Ultimate, Seiko watches, and Red Bull helmets. Throughout the race, traditional ad breaks occur frequently, with intervals ranging from 30 seconds to 45 seconds, including brands like Pizza Hut, Google, Coca-Cola, and Repco. The post-race segment also contains a series of ads.

In contrast, the swimming broadcast shows a higher concentration of branding through sponsorships rather than traditional ads, with sponsors like Omega frequently displayed during live action. Traditional ad breaks appear less frequently and are shorter, ranging from 10 to 30 seconds. Brands advertised include Paramount Plus, Wahl trimmers, and Pajero sports cars, often placed between races and during natural breaks in commentary.

## Critical Analysis

The Supercars telecast leans heavily on a mix of both conventional ads and product placements. The repetitive nature of the ads and the heavy integration into the race environment suggest a saturation strategy that could risk viewer fatigue. The varied approach to non-conventional advertising through branded content helps maintain viewer engagement but could dilute the impact of individual ads due to overexposure.

On the other hand, the swimming broadcast maintains a more balanced approach with a greater focus on the sport itself. The shorter and less frequent ads could enhance viewer experience by minimizing interruptions. However, the dominance of Omega branding in BD overlays during live action may risk diminishing viewer attention towards other sponsors. The higher emphasis on branding during the actual events suggests a strategy that prioritizes subtle reinforcement of sponsor association with the sport over aggressive ad placement.

## Analysis of Advertisers in Supercars and Swimming Telecasts

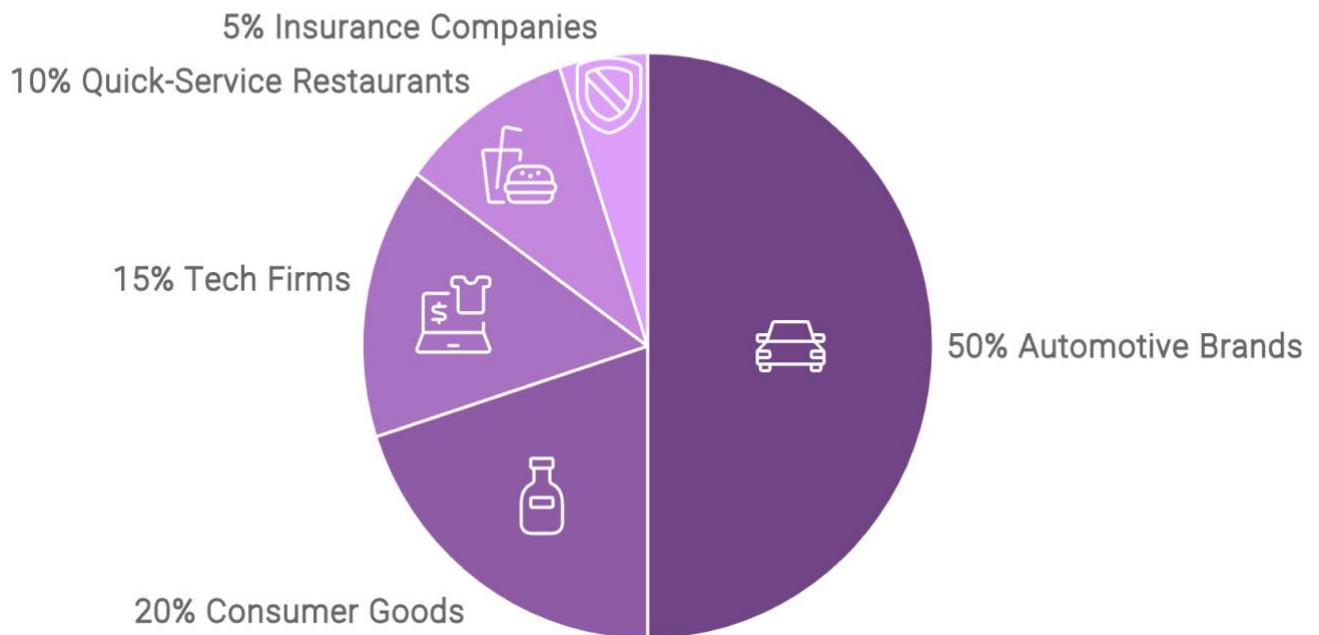
### 1. Who is Purchasing Advertising?

In both the Supercars and swimming telecasts, a range of brands from different sectors purchased advertising slots. However, the nature and concentration of these advertisements vary significantly between the two sports.

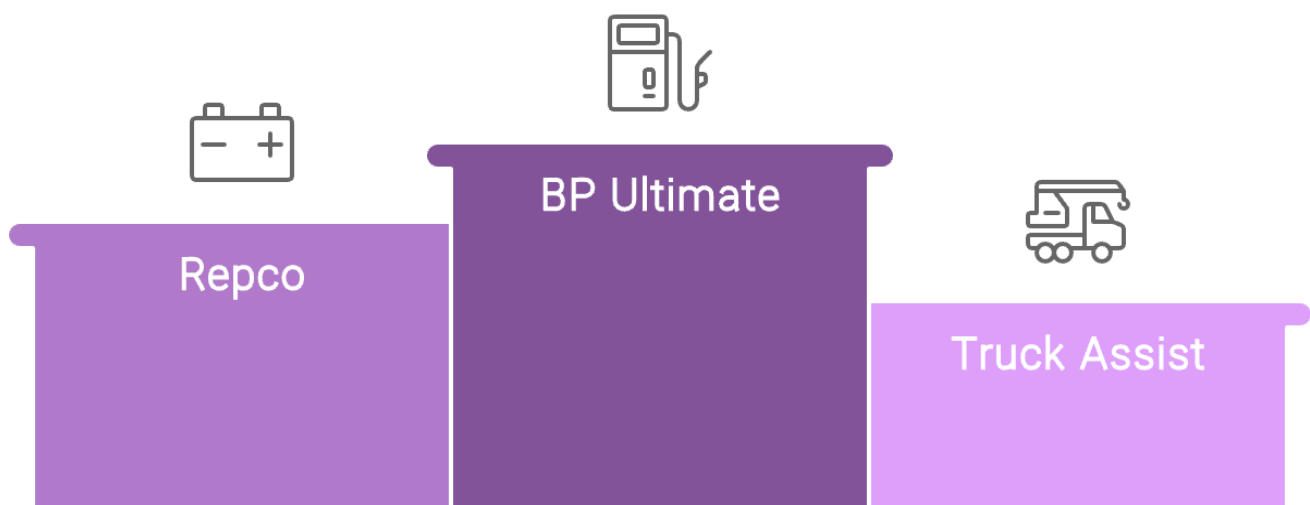
- **Supercars Telecast:** The advertising in the Supercars broadcast was heavily dominated by automotive-related brands. Some of the most notable advertisers include BP Ultimate, Repco, Truck Assist, Ram Trucks, and Shell V-Power. Other prominent advertisers included consumer goods companies like Coca-

Cola, tech firms like HP, and quick-service restaurants such as McDonald's and Pizza Hut. Insurance companies such as Shannon's Insurance and Truck Assist were also recurrent advertisers.

### Advertiser Distribution in Supercars Telecast



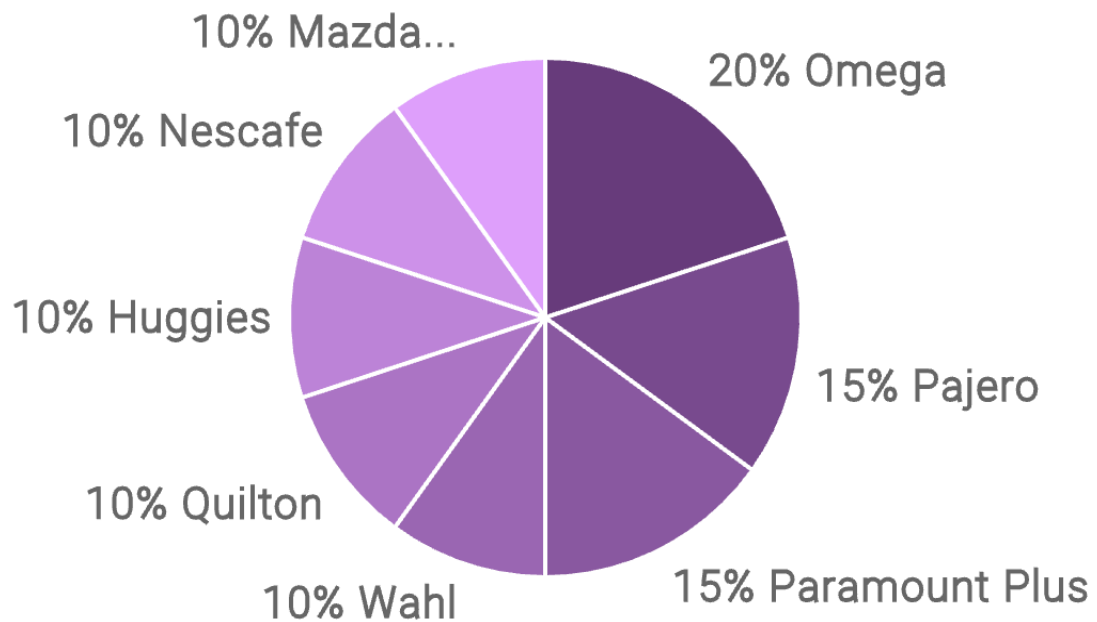
### Top Automotive Advertisers in Supercars Telecast



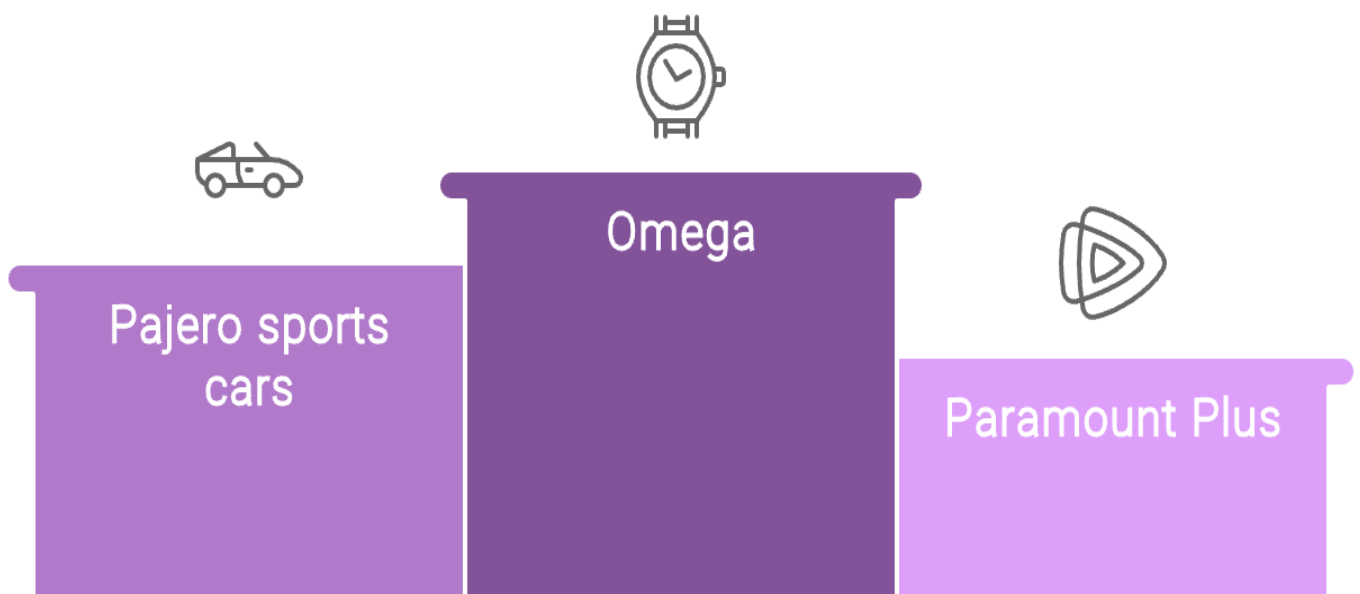
advertisers included Omega (which frequently appeared as both a traditional and a brand-dominated on-screen advertiser), Pajero sports cars, Paramount

Plus, and Wahl trimmers. Consumer goods brands like Quilton, Huggies, and Nescafe were also prominently featured, alongside Mazda and NRMA Insurance.

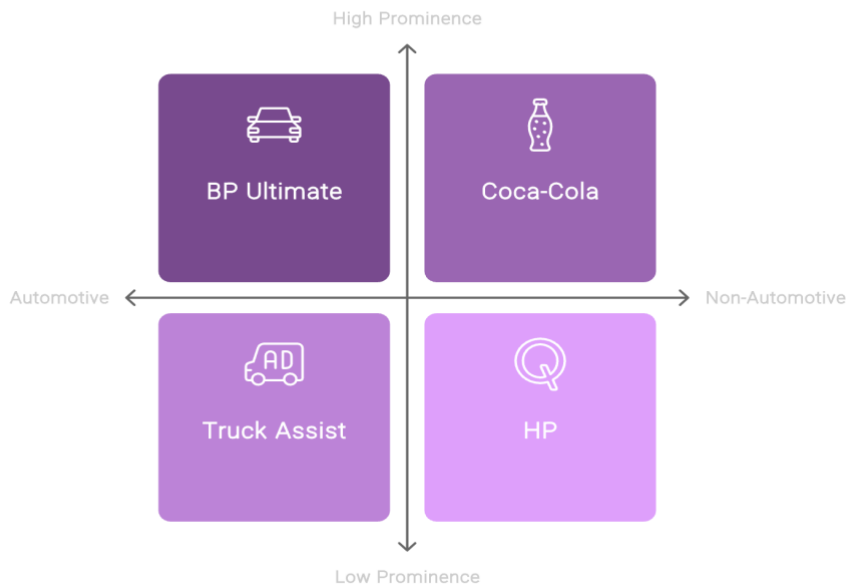
### Key Advertisers in Swimming Telecast



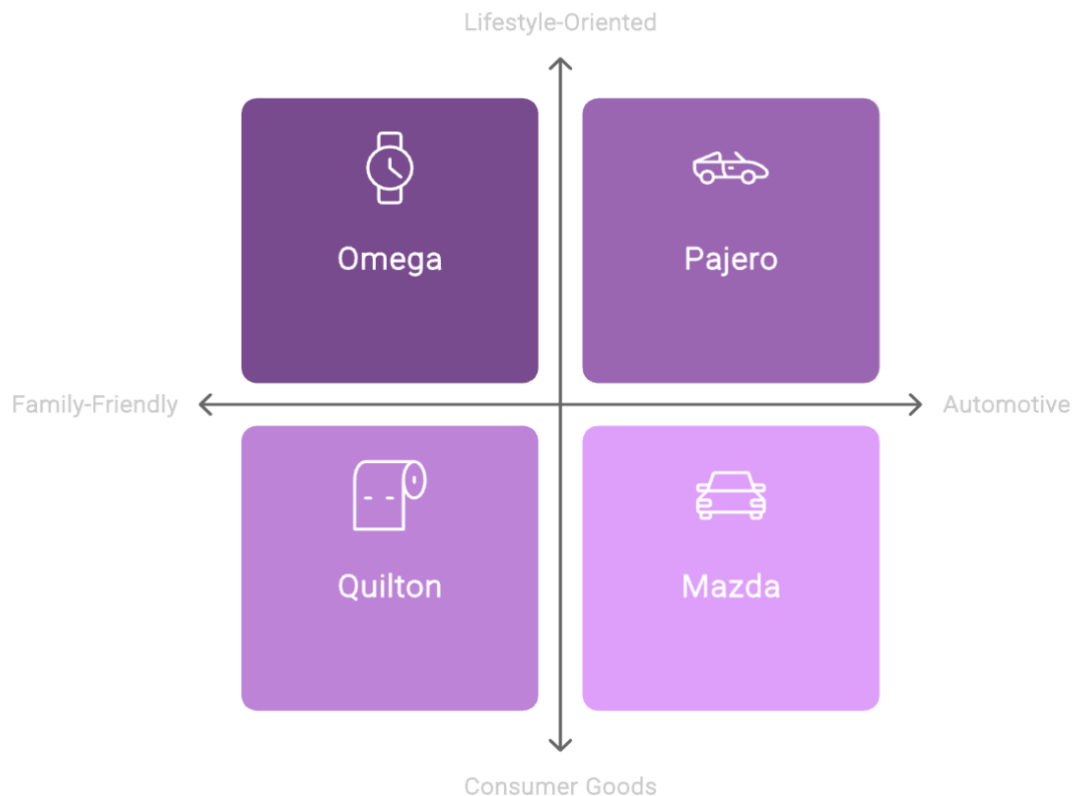
### Top Advertisers in Swimming Telecast



### Supercars Telecast Advertiser Analysis



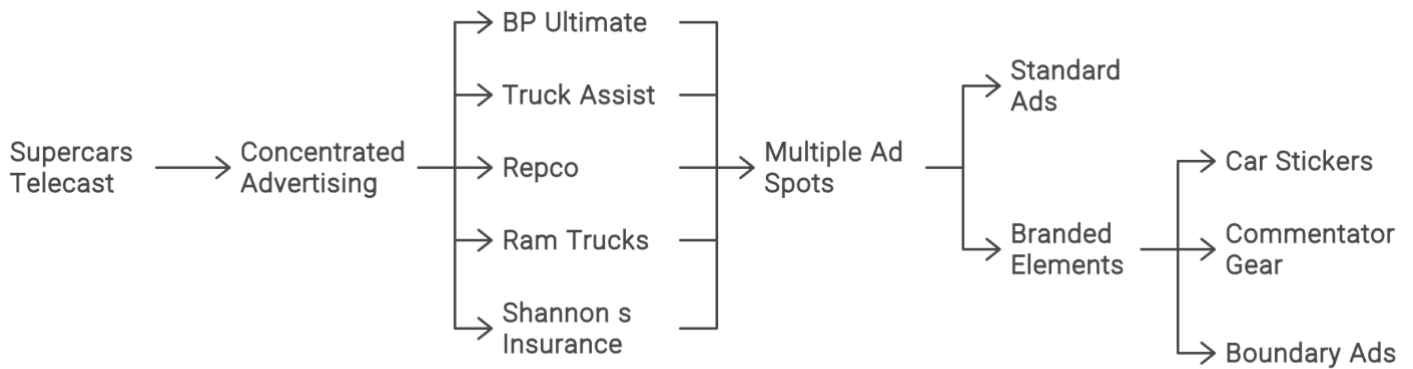
### Swimming Telecast Advertiser Analysis



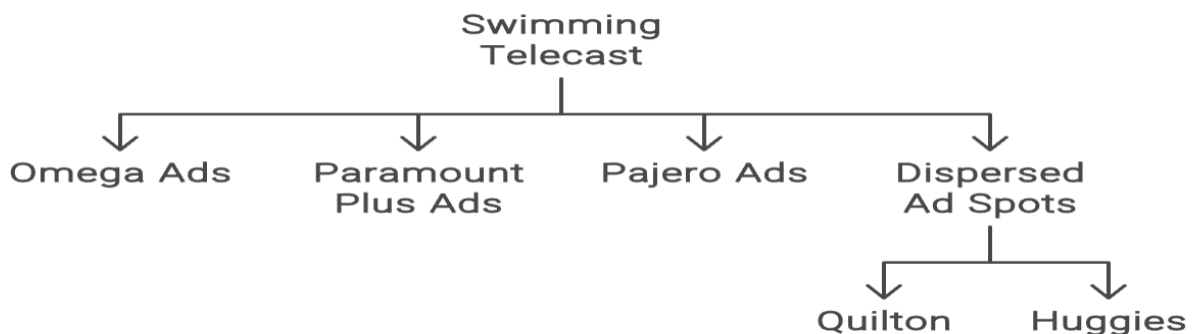
## 2. Frequency of Advertisements

- Supercars Telecast:** The advertising in the Supercars telecast can be described as concentrated among a few core brands, with many advertisers repeating their spots multiple times throughout the broadcast. For example, BP Ultimate, Truck Assist, Repco, Ram Trucks, and Shannon's Insurance had repeated appearances. Specific ads like the BP Ultimate and Repco ads

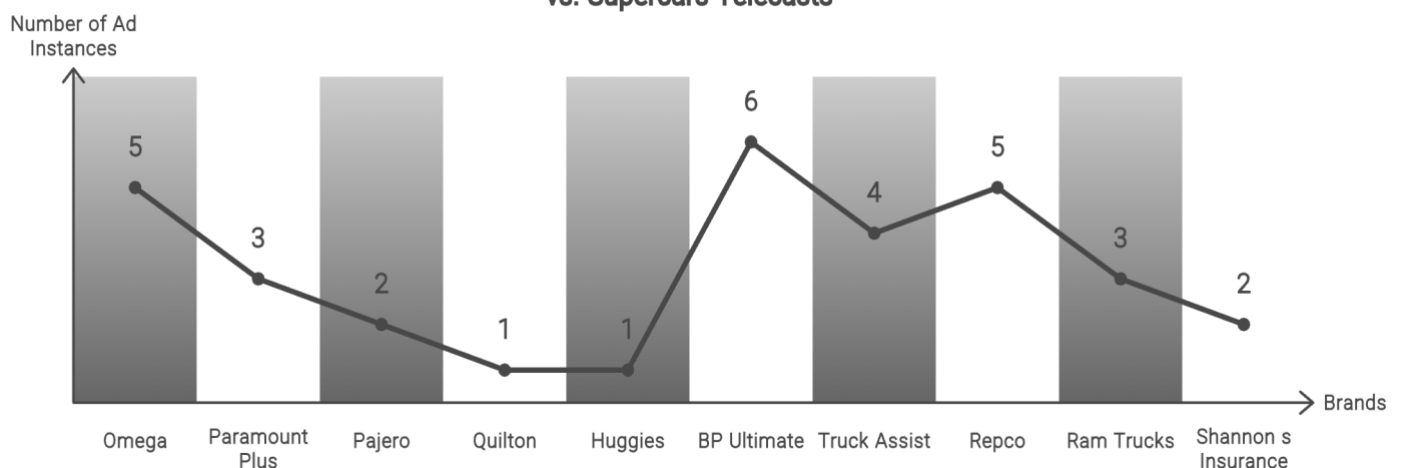
appeared numerous times, both as standard ads and as branded elements integrated within the live telecast (e.g., speed cams and player info graphics). The presence of branding through car stickers, commentator gear, and boundary ads also indicates a concentrated advertising effort by a core group of brands.



- Swimming Telecast:** The swimming broadcast had fewer instances of repeated advertisements compared to the Supercars telecast. Omega was the most frequent advertiser, showing up regularly as part of the broadcast's on-screen display elements (BDOs). Other ads such as those for Paramount Plus and Pajero sports cars appeared a few times, but not as frequently as seen in the Supercars telecast. The ad spots were more dispersed, with a broader range of products and brands making appearances, including everyday household items like Quilton and Huggies.

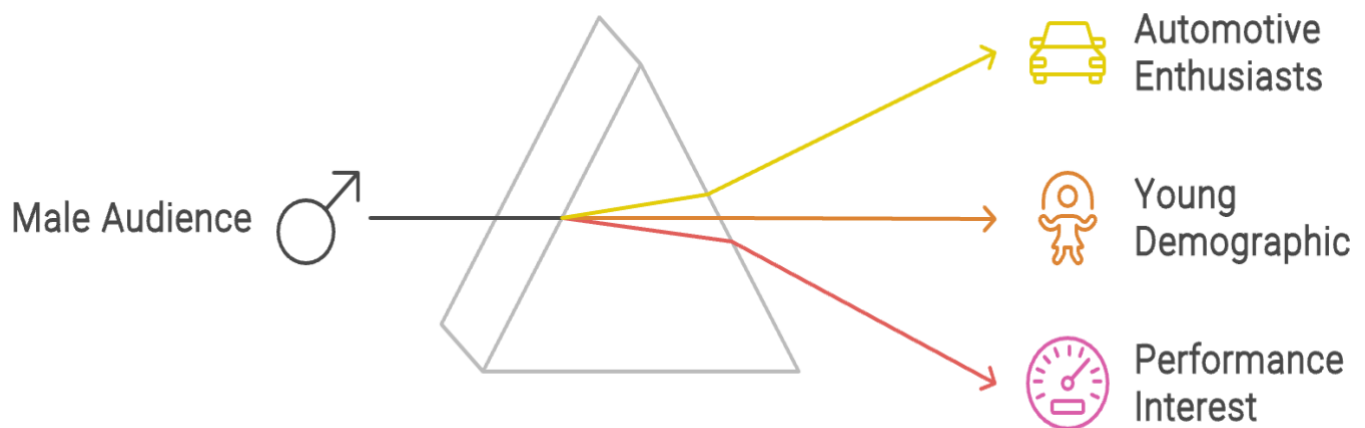


**Advertisement Frequency in Swimming vs. Supercars Telecasts**

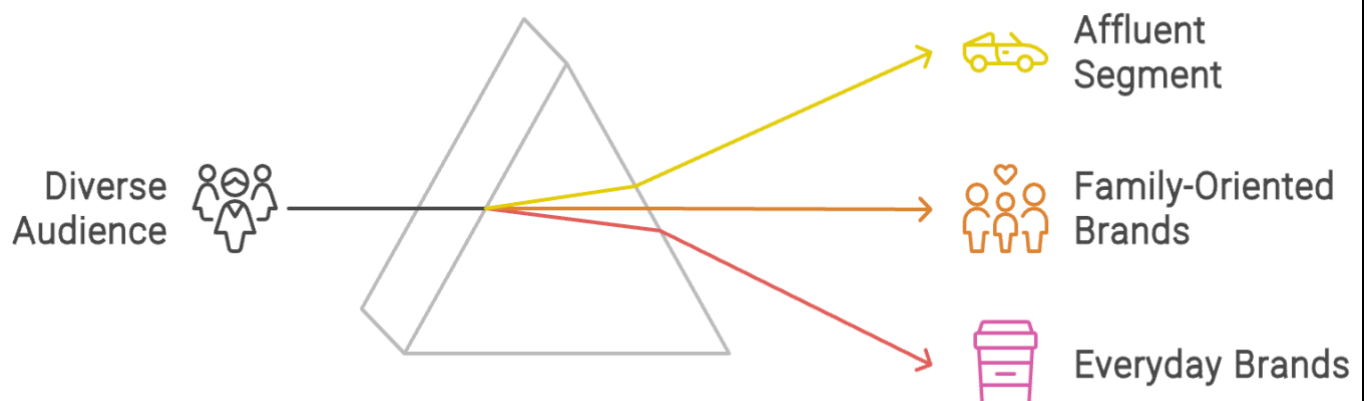


### 3. Inferences About the Viewing Audience

- **Supercars Audience:** The Supercars telecast appears to cater to a predominantly male audience interested in automotive and high-performance vehicles. The frequent ads from fuel companies, car manufacturers, and auto parts retailers suggest an audience that is either car enthusiasts or those who regularly engage with automotive content. The inclusion of tech brands, quick-service restaurants, and energy drinks (e.g., Red Bull) also suggests a younger, possibly male-dominated demographic interested in speed, performance, and convenience.

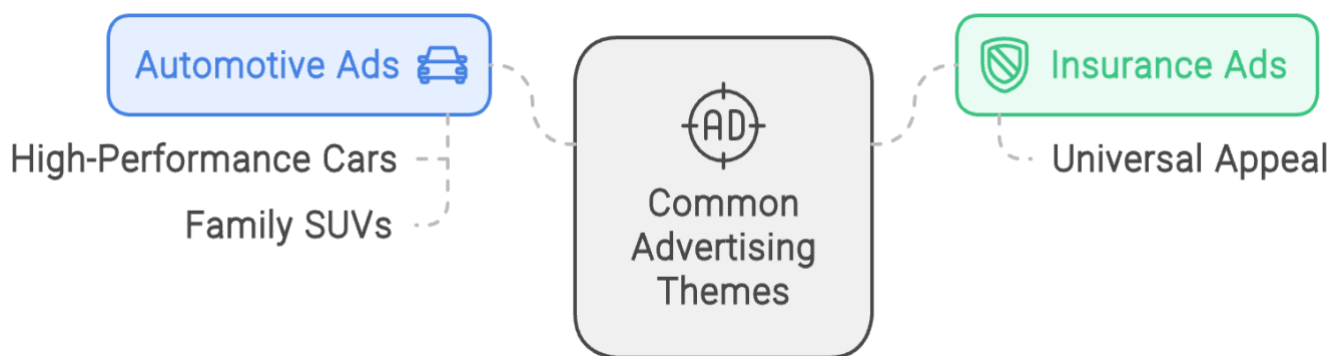


- **Swimming Audience:** The advertisers during the swimming telecast suggest a broader, more general audience appeal. Brands like Omega and Pajero sports cars cater to a higher-income segment, indicating that the audience might have a level of affluence. The presence of family-oriented brands like Huggies and Quilton, alongside household staples like Nescafe and NRMA Insurance, implies a viewing audience that includes families, possibly skewing towards a more female demographic with children. The mix of lifestyle and practical everyday brands suggests a general population appeal rather than a targeted niche demographic.

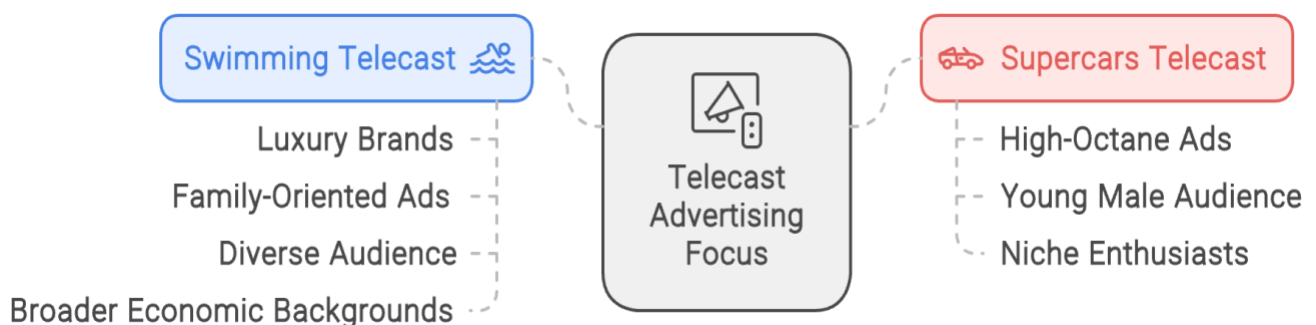


## 4. Similarities and Differences in Audience Composition

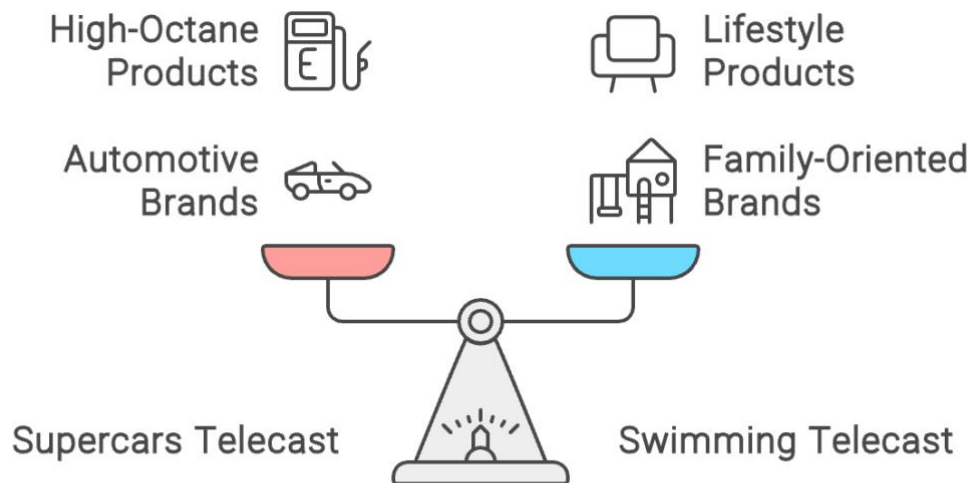
- **Similarities:** Both telecasts included some level of automotive-related advertising, suggesting that both sports could attract viewers with an interest in vehicles, though the type of vehicles differs (high-performance cars for Supercars vs. family SUVs for swimming). Both also feature insurance companies, indicating a universal appeal to responsible, everyday consumers concerned with safety and security.



performance-driven advertising, which is likely to appeal more to a young, male demographic with an interest in cars and motorsports. In contrast, the swimming telecast had a more varied mix of advertisers that appeal to families, suggesting a more inclusive and diverse audience. The presence of luxury watch brands and high-end car ads in swimming also points to an audience with a broader range of economic backgrounds compared to the more niche, enthusiast-focused audience of Supercars.

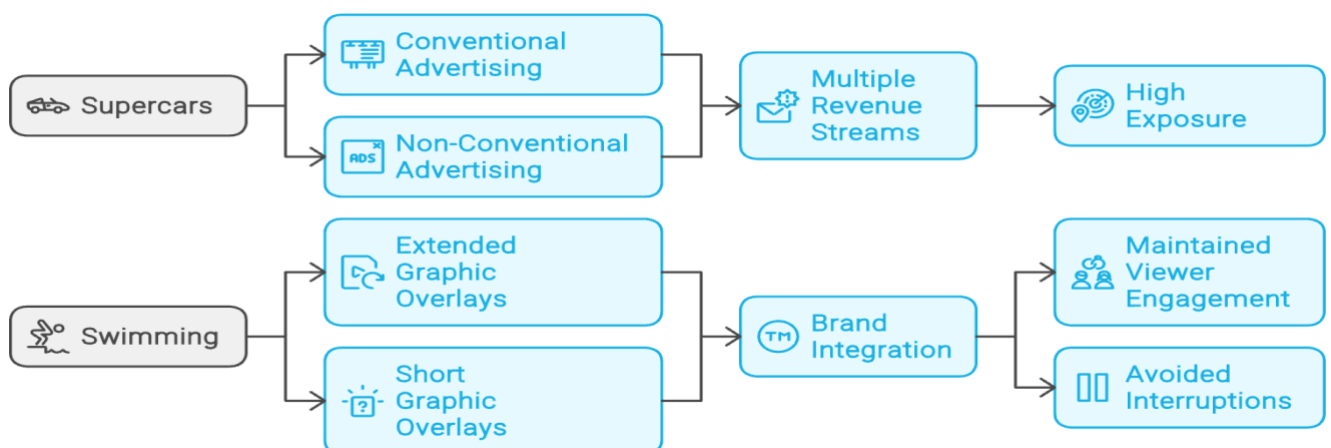


While both broadcasts attract viewers with an interest in automobiles, the Supercars telecast is more targeted towards a younger, male demographic with a passion for high-performance and speed, whereas the swimming telecast appeals to a broader audience that includes families and individuals with diverse interests and lifestyles.



### Comparing advertising strategies in Supercars and swimming telecasts.

The Supercars broadcast offers high visibility and engagement through immersive, frequent, and varied advertising opportunities. However, this model risks ad overload. The Swimming broadcast uses a more subtle approach with fewer interruptions, aligning with premium branding but potentially limiting overall ad inventory. Both models offer unique strengths and challenges, depending on the target audience and brand objectives.

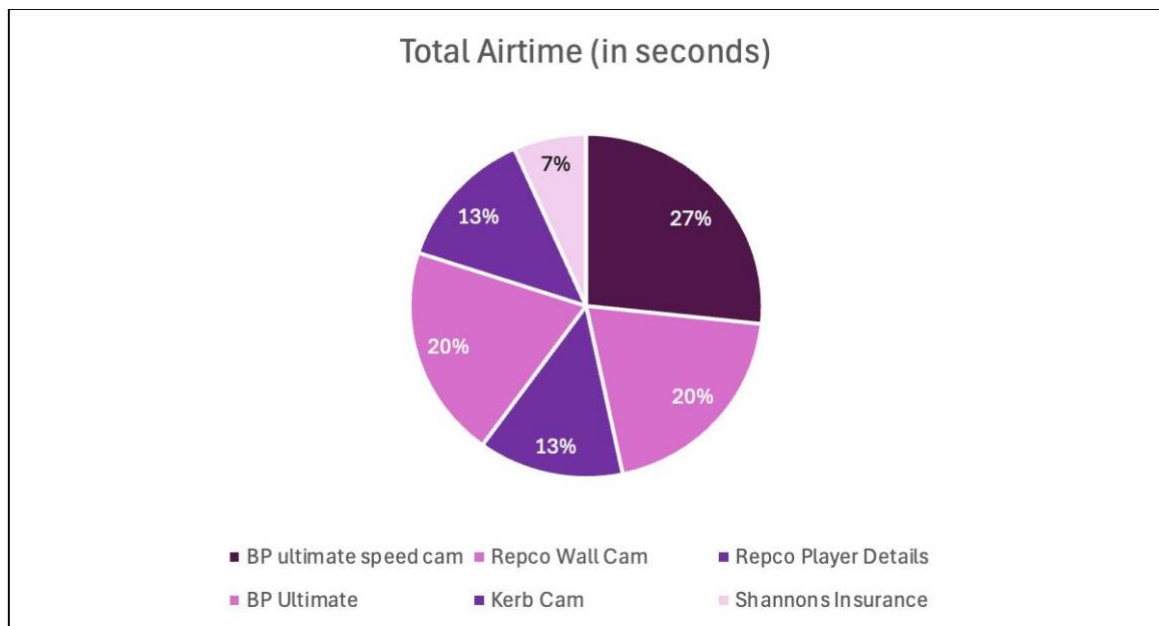


# Return on Investment

## 1. Quantifying Total Broadcaster Inventory

Supercars Broadcast Other Broadcast Assets:

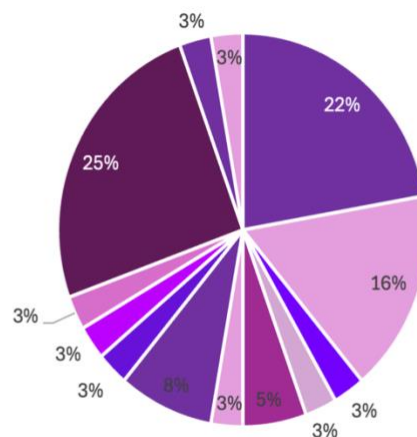
BDO Airtime for Supercars			
Company	Times	Seconds	Total Airtime (in seconds)
BP ultimate speed cam	4	15	60
Repco Wall Cam	3	15	45
Repco Player Details	2	15	30
BP Ultimate	3	15	45
Kerb Cam	2	15	30
Shannons Insurance	1	15	15
Total BDO Airtime			225



## EDO Airtime for Supercars

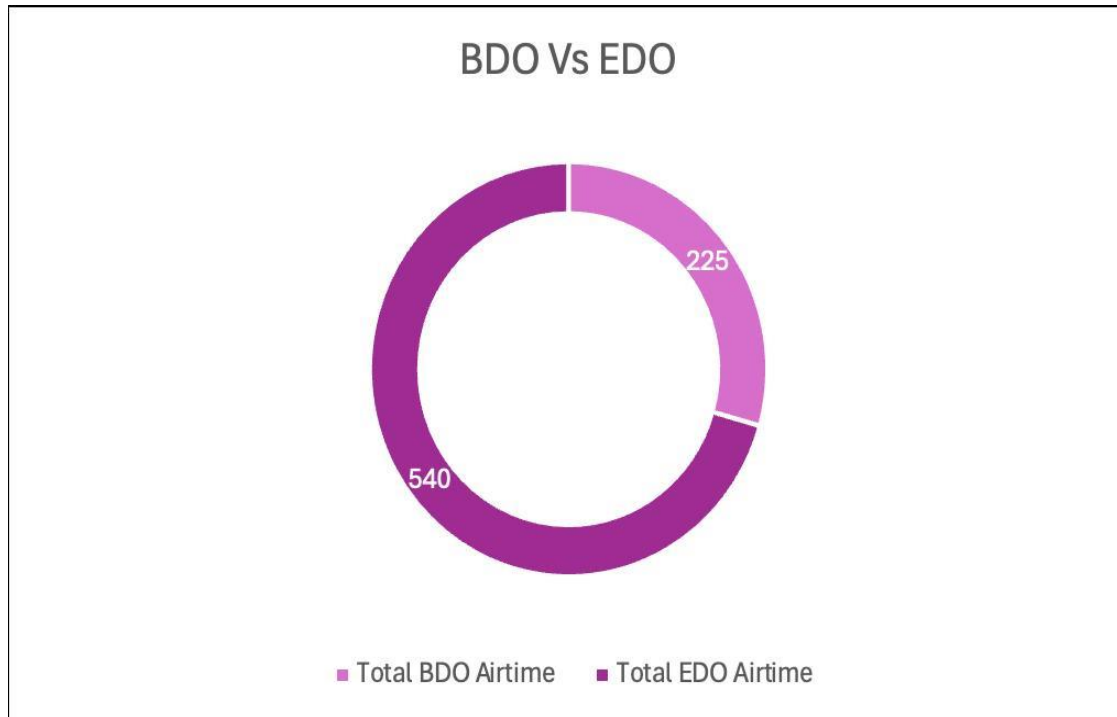
Company	Times	Seconds	Total Airtime (in seconds)
Boost Cam	8	15	120
Repco Replay	6	15	90
Repco "Gets You Going"	1	15	15
Century Batteries	1	15	15
Jaycar Driver's Eye	2	15	30
Shannons Insurance	1	15	15
Harvey Norman Cam	3	15	45
Harvey Norman	1	15	15
McDonald's	1	15	15
Boost Player Info	1	15	15
BP Pulse	9	15	135
Ticketek	1	15	15
Giants Membership	1	15	15
Total EDO Airtime			540

Total Airtime (in seconds)



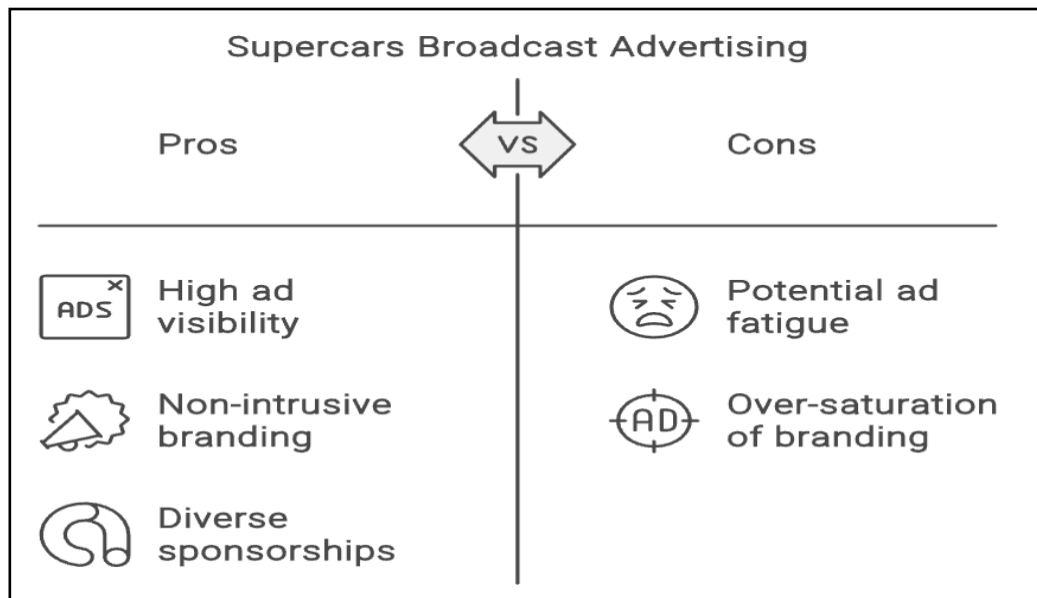
- Boost Cam
- Repco Replay
- Repco "Gets You Going"
- Century Batteries
- Jaycar Driver's Eye
- Shannons Insurance
- Harvey Norman Cam
- Harvey Norman
- McDonald's
- Boost Player Info
- BP Pulse
- Ticketek
- Giants Membership

Airtime	Seconds
Total BDO Airtime	225
Total EDO Airtime	540



#### **Supercars Broadcast BI:**

- Description: Sponsors are integrated directly into the content of the broadcast, such as through car branding, commentator mentions, and boundary ads.
- Total Companies Involved: 43 companies
- Total Airtime: Continuous presence throughout the broadcast (exact airtime not specified but considered as constant branding during race coverage).



### Swimming Other Broadcast Assets:

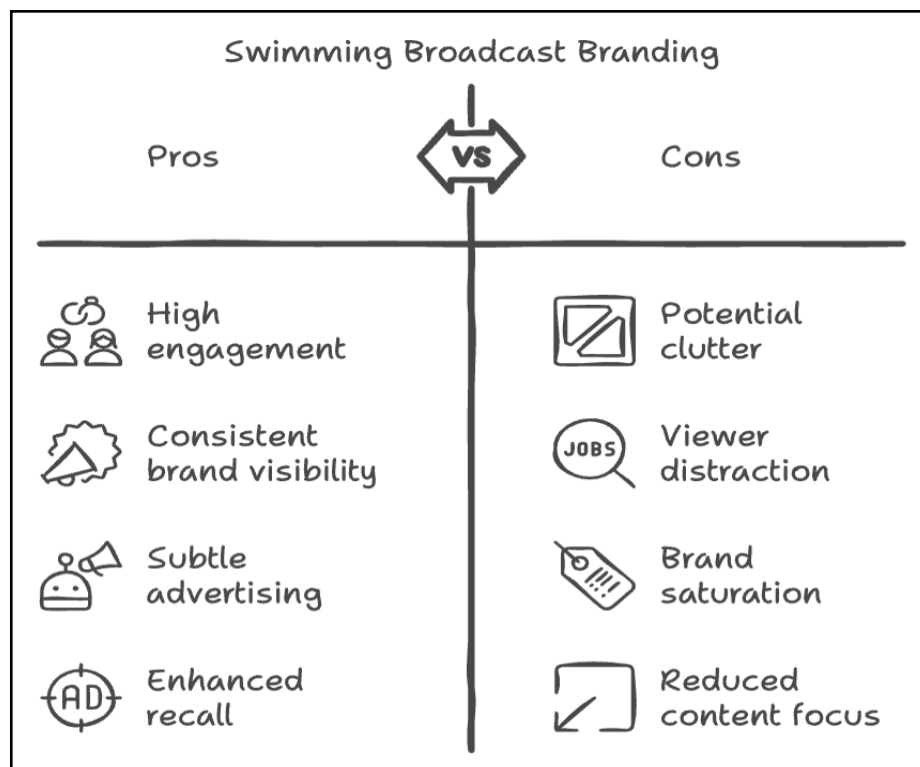
**BDO Airtime:** Overlays dedicated primarily to Omega Watches.

Total Instances: 30 instances

**Brand Integration:** Continuous, not quantified by seconds.

**EDO Airtime:** N/A

**Total Airtime:**  $30 \times 530 \text{ times } 5 \text{ } 30 \times 5 \text{ seconds} = 150 \text{ seconds}$



## SCENARIOS TO ADDRESS FOR A1 PART 3:

### 1. Total revenue calculation

To calculate the total revenue for each broadcast based on spot rate prices, we'll include all spot ads, digital overlays (BDO and EDO), and brand integrations (BI).

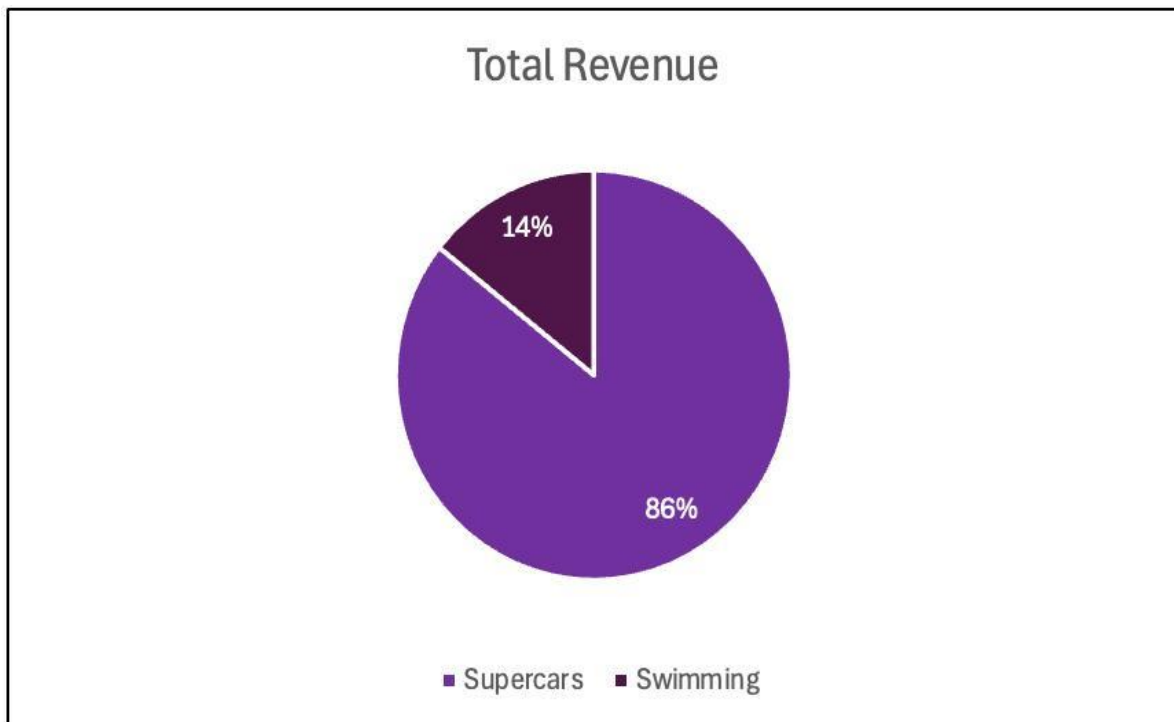
Supercars			
Advertisement	Times	Rate	Total Revenue
BDO	15	\$3,750	\$56,250
EDO	36	\$6,000	\$216,000
BI	43	\$15,000	\$645,000
Full Commercial Breaks			
15 Second break	23	\$2,250	\$51,750
30 Second break	22	\$3,000	\$66,000
60 Second break	-		
Total Revenue			\$1,035,000

The Total Revenue achieved in Supercars if purchased at 'spot rate' prices is \$1,035,000

Swimming			
Advertisement	Times	Rate	Total Revenue
BDO	30	\$1,500	\$45,000
EDO	-	-	
BI	8	\$10,000	\$80,000
Full Commercial Breaks			
15 Second break	17	\$1,500	\$25,500
30 Second break	11	\$2,000	\$22,000
60 Second break	-	-	
Total Revenue			\$172,500

The Total Revenue achieved in Swimming if purchased at 'spot rate' prices is \$172,500

Broadcasts	Total Revenue
Supercars	\$1,035,000
Swimming	\$172,500
Total Revenue	\$ 1,207,500



Swimming Contributes 86% to the Total Revenue, whereas, Supercars contributes 14%

## 2. Return-on-investment analysis Supercars:

### A. Largest advertiser – Repco

Repco is the largest advertiser with a total of 130 seconds of advertising.

Repco			
Advertisement	Times	CPM Rate	Total Paid
BDO	5	\$40	\$200
EDO	7	\$50	\$350
BI	1	\$15,000	\$15,000
Full Commercial Breaks			
15 Second Ad	1	\$30	\$30
30 Second Ad	4	\$40	\$160
Total Paid			\$15,740

**B. Second largest advertiser – Harvey Norman**

Harvey Norman is the Second largest advertiser with a total of 120 seconds of advertising.

Harvey Norman			
Advertisement	Times	CPM Rate	Total Paid
EDO	4	\$50	\$200
30 second Ad	4	\$40	\$160
Total Paid			\$360

Harvey Norman			
Advertisement	Times	Fixed Spot Rate	Total Paid
EDO	4	\$6,000	\$24,000
30 second Ad	4	\$3,000	\$12,000
Total Paid			\$36,000

If Harvey Norman had paid based on the CPM Rates, they would have had to pay a much lesser amount. Currently, based on the spot rate prices, they are paying \$36,000. However, based on the CPM rate, they would have had to pay just \$360, which is a difference of \$35,640

3. Return-on-investment analysis Swimming:

<b>GRP</b>	<b>0.5</b>
<b>F18-49</b>	<b>4,096,500</b>
<b>Target impressions</b>	<b>2,048,250</b>
<b>Number of ads</b>	<b>3</b>
<b>Total females as per data</b>	<b>28,901</b>
<b>Total Impressions</b>	<b>86,703</b>
<b>Proportion of GRP fulfilled</b>	<b>4.23%</b>

Proportion of GRPs fulfilled during the telecast is 4.23%

<b>Total Cost</b>	
<b>CPM Rate</b>	<b>\$80</b>
<b>Total Impressions</b>	<b>2048250</b>
<b>Total Cost</b>	<b>\$163,860</b>

The Total Cost of the 0.5 GRPs purchased by Pajero Sports cars is \$163,860.

# Value Maximisation and Strategy

## Overview:

To enhance the financial returns of Supercars and Swimming broadcasts, introducing interactive and targeted advertising is suggested. This approach utilizes real-time data and viewer interaction to deliver personalized ads, offering unique advertising opportunities attractive to a broader range of sponsors. (Ismagilova, 2021)

Method and Implementation:

## Interactive Ad Features:

- **QR Code Pop-ups:** QR codes can appear during non-critical moments, such as car maintenance in Supercars or between heats in Swimming. These codes direct viewers to interactive content like behind-the-scenes videos, exclusive interviews, or product discounts from sponsors, keeping viewers engaged and providing direct engagement opportunities for brands. (V, 2024)

## Targeted Advertising Using Viewer Data:

- Partnering with streaming platforms like Paramount Plus and Fox Sports, demographic and viewing behavior data can tailor ads to specific audience segments. Younger viewers might see ads for gaming consoles or sports drinks, while older viewers might see luxury car or financial service ads, ensuring relevance and higher engagement. (House, 2024)

## Enhanced Non-Conventional Advertising:

- **Virtual Advertising Technology:** Sponsor logos and messages can be overlaid directly onto race tracks, swimming pool sides, or even on the water's surface. This real-time dynamic placement allows multiple brands to gain exposure during different segments, maximizing sponsorship opportunities and revenue. (Rizk, 2024)

## Second-Screen Experience:

- Developing a companion app or integrating with existing sports apps enables real-time viewer interaction. Viewers could participate in live polls, predict outcomes, or access live statistics, all sponsored by brands. This second-screen experience provides additional targeted ad opportunities based on user behavior. (Roberman, 2024)

## Justification:

**Increased Viewer Engagement:** Interactive ads and second-screen experiences encourage active viewer participation, leading to higher retention rates. Engaged viewers are more attentive to advertisements, increasing their effectiveness. (Michele, 2017)

**Higher Ad Effectiveness:** Targeted ads, tailored to specific viewer interests, have higher click-through rates and conversions. This makes these advertising slots more valuable, commanding higher prices from sponsors. (Martinez-Conde, 2019)

**New Revenue Streams:** Using QR codes and virtual advertising opens new premium ad spaces. These interactive and targeted options can command higher prices due to their increased relevance and engagement. (Picking, 2023)

#### **Quantifying the Potential Benefit:**

**Increased Ad Rates:** Targeted ads can increase rates by 20-30% (mckinsey, 2024). If a standard 30-second ad slot costs \$50,000, targeted ads could fetch \$60,000 to \$65,000, generating an additional \$10,000 to \$15,000 per slot.

**Premium Sponsorships:** Virtual ads, with their high visibility and engagement, could be sold for \$100,000 per event. With multiple sponsors, this could significantly boost revenue. (Diorio, 2023)

**Increased Sponsor Interest:** Innovative advertising options attract new sponsors, leading to more competition for ad slots and higher prices. (Queensland, 2024)

Integrating interactive and targeted advertising into Supercars and Swimming broadcasts will enhance viewer engagement, offer more valuable advertising options, and increase financial returns. This strategy aligns with current digital advertising trends, tapping into the demand for personalized content and ensuring a sustainable and profitable revenue model for broadcasters. (Kansas, 2022)

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