



LaLiga Virtual Perimeter Advertising

WHY VIRTUAL ADVERTISING IN LALIGA?



- Emotional engagement with a passionate and targeted audience
- Achieve high coverage through millions of impacts
- Return on short-term investment
- Branded Content: Repeats & highlights on all devices
- Most cost- effective way of associating with FC Barcelona and Real Madrid
- Localization and targeted messaging
- Promote your key message
- High qualitative DBR Live impacts for brands seeking TV exposure

78% OF PEOPLE PERCEIVE MATCH
ADVERTISERS AS OFFICIAL SPONSORS

UP TO **40%** INCREASE IN
PRODUCT CONSIDERATION,
PURCHASE & RECOMMENDATION

MENA COVERAGE

MENA FEED
TERRITORY
Algeria
Bahrain
Chad
Djibouti
Egypt
Iran
Iraq
Jordan
Kuwait
Lebanon
Lybia
Mauritania
Morocco
Oman
Palestine
Qatar
Saudi Arabia
Somalia
South Sudan
Sudan
Syria
Tunisia
United Arab Emirates
Yemen

LALIGA NUMBERS IN MENA

Cumulative AVG Audience	231,325,000+
Total Dedicated Broadcasts	107,900+
Total Viewed Hours	394,200+

The 2018/19 audience data was collected in all 24 countries and included all the relevant programming, i.e. live matches, delays and repeats, HLs and sports magazines. Data also integrated streaming data and non captured audiences.

Source: Nielsen 2018/2019 Season.
Last update: October 2019

THE OPPORTUNITY – LED BOARDS – MENA

Our prime focus is virtual branding that allows clients to segment and specifically target geographic regions across the global live broadcast footprint of FC Barcelona, Real Madrid and Atlético Madrid away matches.

DBR replaces existing perimeter systems such as LED boards to personalise depending on the territory.

Our leadership team were very impressed by the exposure we received throughout the Mena region and the ability we had to showcase our key messages



Philippose Thomas
Marketing Manager at Mohammed Bin Rashid Al Maktoum City - District One

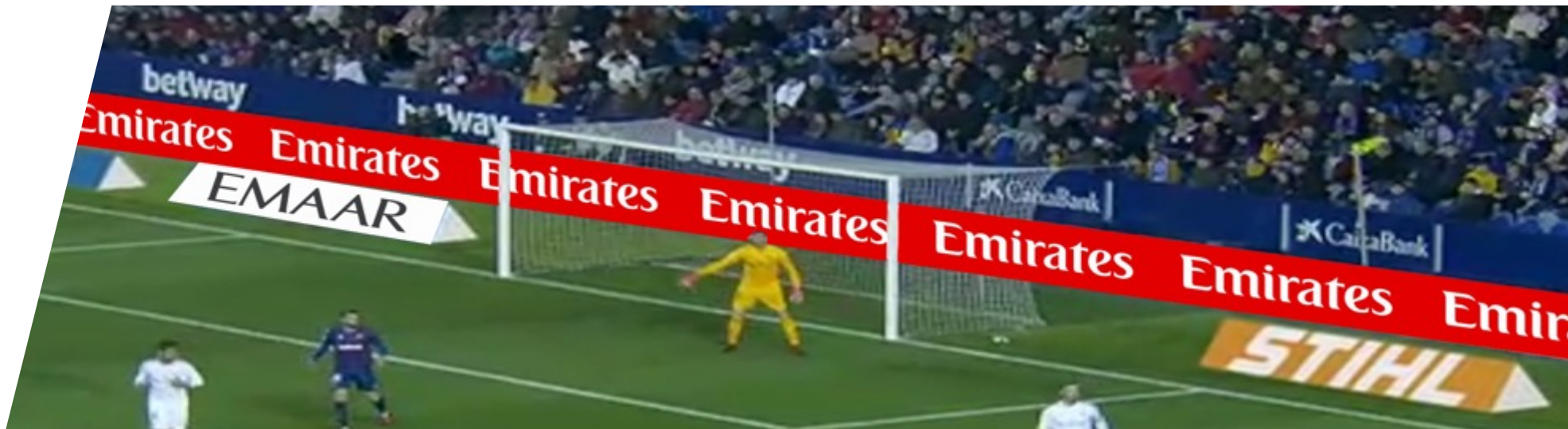


Promote your key message and USP
MENA FEED = 24 Countries

LED BOARD PACKAGES – MENA

Taster	Standard	Half Season	Season
One match package	6 away games	24 away games	46 away games
1-minute exposure per match	1-minute exposure per match	1-minute exposure per match	1-minute exposure per match
15 seconds slots	15 seconds slots	15 seconds slots	15 seconds slots
2 x first half slots	2 x first half slots	2 x first half slots	2 x first half slots
2 x second half slots	2 x second half slots	2 x second half slots	2 x second half slots
Huge reach for great value	TV audience of 231M	TV audience of 231M	TV audience of 231M
Exposure in 24 countries	Exposure in 24 countries	Exposure in 24 countries	Exposure in 24 countries
Post match coverage report	Post match coverage report	Post match coverage report	Post match coverage report
Customised on screen exposure	Customised on screen exposure	Customised on screen exposure	Customised on screen exposure
Category Exclusivity for MENA	Category Exclusivity for MENA	Category Exclusivity for MENA (Only 2 per category)	Category Exclusivity for MENA (Only 1 per category)
Choose your match from Atletico Madrid/Barcelona/Real Madrid	2 x Atletico Madrid Matches	8 x Atletico Madrid Matches	15 x Atletico Madrid Matches
Limited number only	2 x Barcelona Matches	8 x Barcelona Matches	16 x Barcelona Matches
Up to 10 minutes available per match	2 x Real Madrid Matches	8 x Real Madrid Matches	15 x Real Madrid Matches
	Up to 10 minutes available per match	Up to 15 minutes available per match	Up to 15 minutes available per match
\$7,900	\$23,700	\$90,048	\$168,048

THE OPPORTUNITY – GOALSIDE MATS – MENA



Benefits:

- 2 virtual goal mats in every game, 1 mat each side of pitch
- 20+ minutes of on-screen exposure (average per match)
- Premium Position where the action takes place
- Localization and targeted audience
- Ensure the frequency throughout the football season
- Cross platform visibility not only on live broadcasts but multiplied via reruns and additional coverage (hlts, magazines, news etc)
- Align your brand alongside the worlds famous football teams
- Be seen as an official partner

Virtual goal mats allow clients to segment and specifically target MENA audiences across the live broadcast of Atlético Madrid, FC Barcelona and Real Madrid away matches.

Visually impactful media asset securing an average on screen exposure of 20+ minutes per match, targeting MENA fans.

Fantastic value. Reach an audience of over 231M passionate fans for less than \$1,000 per minute.

GOALSIDE MATS PACKAGES - MENA

Taster	Standard	Half Season	Season
One match package	5 away games	24 away games	46 away games
20+ minutes of on-screen exposure (average per match)	20+ minutes of on-screen exposure (average per match)	20+ minutes of on-screen exposure (average per match)	20+ minutes of on-screen exposure (average per match)
Huge reach for great value	TV audience of 231M	TV audience of 231M	TV audience of 231M
Exposure in 24 countries	Exposure in 24 countries	Exposure in 24 countries	Exposure in 24 countries
Post match coverage report	Post match coverage report	Post match coverage report	Post match coverage report
Goalside presence by each goal	Goalside presence by each goal	Goalside presence by each goal	Goalside presence by each goal
Choose your match from Atletico Madrid/Barcelona/Real Madrid	1 x Atletico Madrid Matches	Customised on screen exposure	Customised on screen exposure
Limited number only	2 x Barcelona Matches	Category Exclusivity (Only 2 per category)	Category Exclusivity (Only 1 per category)
	2 x Real Madrid Matches	8 x Atletico Madrid Matches	15 x Atletico Madrid Matches
		8 x Barcelona Matches	16 x Barcelona Matches
		8 x Real Madrid Matches	15 x Real Madrid Matches
\$35,000	\$142,500	\$650,000	\$1,200,000

ASIA COVERAGE

ASIA FEED TERRITORY		
Broadcast to 23 Countries including:		
Australia	Japan	New Zealand
Bangladesh	Korea	Pakistan
Bhutan	Laos	Philippines
Cambodia	Malaysia	Singapore
Hong Kong	Maldives	Sri Lanka
India	Myanmar	Thailand
Indonesia	Nepal	Vietnam

LALIGA NUMBERS IN ASIA



Cumulative AVG Audience
291,000,000+

Top 3 Teams Brand Value¹

<p>1</p>  <p>Rank: 1 Club: Real Madrid Country: Spain \$: 725m</p>	<p>2</p>  <p>Rank: 2 Club: Barcelona Country: Spain \$: 465m</p>	<p>3</p>  <p>Rank: 3 Club: Manchester United Country: England \$: 444m</p>
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Source: ¹ <https://www.forbes.com>

No. of Fans across the region

	290m+
	275m+
	150m+

Source: Nielsen Fan Insights 2020 AUS, INA, IND, JPN, MAS, PHI, SIN, SKR, THA, VIE; LaLiga 2019/20 International Audiences

Wealthy & Younger Fans



Fans of Atletico Madrid, FC Barcelona & Real Madrid more likely to be in **Top 2 Income Brackets** and **Under 50 years old** across the region

LED BOARD PACKAGES - ASIA

Taster	Standard	Half Season	Season
One match package	6 away games	24 away games	46 away games
1-minute exposure per match	1-minute exposure per match	1-minute exposure per match	1-minute exposure per match
15 seconds slots	15 seconds slots	15 seconds slots	15 seconds slots
2 x first half slots	2 x first half slots	2 x first half slots	2 x first half slots
2 x second half slots	2 x second half slots	2 x second half slots	2 x second half slots
Huge reach for great value	TV audience of 291M	TV audience of 291M	TV audience of 291M
Exposure in 23 countries	Exposure in 23 countries	Exposure in 23 countries	Exposure in 23 countries
Post match coverage report	Post match coverage report	Post match coverage report	Post match coverage report
Customised on screen exposure	Customised on screen exposure	Customised on screen exposure	Customised on screen exposure
Category Exclusivity for Asia	Category Exclusivity for Asia	Category Exclusivity for Asia (Only 2 per category)	Category Exclusivity for Asia (Only 1 per category)
Choose your match from Atletico Madrid/Barcelona/Real Madrid	2 x Atletico Madrid Matches	8 x Atletico Madrid Matches	15 x Atletico Madrid Matches
Limited number only	2 x Barcelona Matches	8 x Barcelona Matches	16 x Barcelona Matches
Up to 10 minutes available per match	2 x Real Madrid Matches	8 x Real Madrid Matches	15 x Real Madrid Matches
	Up to 10 minutes available per match	Up to 15 minutes available per match	Up to 15 minutes available per match
\$9,750	\$33,000	\$125,400	\$234,048

CHINA COVERAGE

CHINA FEED TERRITORY
Broadcast via OTT & 20 regional broadcasters
Mainland China
Taiwan
Macau

LALIGA NUMBERS IN CHINA



Cumulative AVG Audience
73,000,000+

Top 3 Teams Brand Value¹

<p>1</p>  <p>Rank: 1 Club: Real Madrid Country: Spain \$: 725m</p>	<p>2</p>  <p>Rank: 2 Club: Barcelona Country: Spain \$: 465m</p>	<p>3</p>  <p>Rank: 3 Club: Manchester United Country: England \$: 444m</p>
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Source: ¹ <https://www.forbes.com>

No. of Fans across the region

	290m+
	275m+
	150m+

Source: Nielsen Fan Insights 2020 China; LaLiga 2019/20 International Audiences

Wealthy & Younger Fans



Fans of Atletico Madrid, FC Barcelona & Real Madrid more likely to be in **Top 2 Income Brackets** and **Under 50 years old** across the region

LED BOARD PACKAGES - CHINA

Taster	Standard	Half Season	Season
One match package	6 away games	24 away games	46 away games
1-minute exposure per match	1-minute exposure per match	1-minute exposure per match	1-minute exposure per match
15 seconds slots	15 seconds slots	15 seconds slots	15 seconds slots
2 x first half slots	2 x first half slots	2 x first half slots	2 x first half slots
2 x second half slots	2 x second half slots	2 x second half slots	2 x second half slots
Huge reach for great value	TV audience of 291M	TV audience of 291M	TV audience of 291M
Broadcast via OTT & 20 regional broadcasters	Broadcast via OTT & 20 regional broadcasters	Broadcast via OTT & 20 regional broadcasters	Broadcast via OTT & 20 regional broadcasters
Post match coverage report	Post match coverage report	Post match coverage report	Post match coverage report
Customised on screen exposure	Customised on screen exposure	Customised on screen exposure	Customised on screen exposure
Category Exclusivity for China	Category Exclusivity for China	Category Exclusivity for China (Only 2 per category)	Category Exclusivity for China (Only 1 per category)
Choose your match from Atletico Madrid/Barcelona/Real Madrid	2 x Atletico Madrid Matches	8 x Atletico Madrid Matches	15 x Atletico Madrid Matches
Limited number only	2 x Barcelona Matches	8 x Barcelona Matches	16 x Barcelona Matches
Up to 10 minutes available per match	2 x Real Madrid Matches	8 x Real Madrid Matches	15 x Real Madrid Matches
	Up to 10 minutes available per match	Up to 15 minutes available per match	Up to 15 minutes available per match
\$12,000	\$48,000	\$182,400	\$340,400

FIXTURE LIST



15 ATLETICO MADRID AWAY GAMES

PER SEASON FIXTURE LIST:

Round	Date	Kick-off	Home Team	Away Team
2	Postponed*		Levante UD	Atletico De Madrid
4	30/09/2020		SD Huesca	Atletico De Madrid
6	18/10/2020		RC Celta	Atletico De Madrid
8	01/11/2020		CA Osasuna	Atletico De Madrid
11	29/11/2020		Valencia CF	Atletico De Madrid
15	23/12/2020		Real Sociedad	Atletico De Madrid
17	03/01/2021		D. Alaves	Atletico De Madrid
19	20/01/2021		SD Eibar	Atletico De Madrid
21	31/01/2021		Cadiz CF	Atletico De Madrid
23	14/02/2021		Granada CF	Atletico De Madrid
25	28/02/2021		Villareal CF	Atletico De Madrid
27	14/03/2021		Getafe CF	Atletico De Madrid
30	11/04/2021		Real Betis	Atletico De Madrid
32	25/04/2021		Athletic Club	Atletico De Madrid
34	02/05/2021		Elche CF	Atletico De Madrid
38	23/05/2021		Real Valladolid CF	Atletico De Madrid



16 BARCELONA AWAY GAMES

PER SEASON FIXTURE LIST:

Round	Date	Kick-off	Home Team	Away Team
2	Postponed*		Athletic Club	FC Barcelona
4	30/09/2020		RC Celta	FC Barcelona
6	18/10/2020		Getafe CF	FC Barcelona
8	01/11/2020		D. Alaves	FC Barcelona
10	22/11/2020		Atletico De Madrid	FC Barcelona
12	06/12/2020		Cadiz CF	FC Barcelona
15	23/12/2020		Real Valladolid CF	FC Barcelona
17	03/01/2021		SD Huesca	FC Barcelona
18	10/01/2021		Granada CF	FC Barcelona
20	24/01/2021		Elche CF	FC Barcelona
22	07/02/2021		Real Betis	FC Barcelona
26	07/03/2021		CA Osasuna	FC Barcelona
28	21/03/2021		Real Sociedad	FC Barcelona
32	25/04/2021		Villareal CF	FC Barcelona
34	02/05/2021		Valencia CF	FC Barcelona
36	12/05/2021		Levante UD	FC Barcelona
38	23/05/2021		SD Eibar	FC Barcelona



16 REAL MADRID AWAY GAMES

PER SEASON FIXTURE LIST:

Round	Date	Kick-off	Home Team	Away Team
2	20/09/2020	21:00	Real Sociedad	Real Madrid
3	27/09/2020		Real Betis	Real Madrid
5	04/09/2020		Levante UD	Real Madrid
9	08/11/2020		Valencia CF	Real Madrid
10	22/11/2020		Villareal CF	Real Madrid
14	20/12/2020		SD Eibar	Real Madrid
16	30/12/2020		Elche CF	Real Madrid
18	10/01/2021		CA Osasuna	Real Madrid
20	24/01/2021		D. Alaves	Real Madrid
22	07/02/2021		SD Huesca	Real Madrid
24	21/02/2021		Real Valladolid CF	Real Madrid
26	07/03/2021		Atletico De Madrid	Real Madrid
28	21/03/2021		RC Celta	Real Madrid
31	21/04/2021		Cadiz CF	Real Madrid
33	28/04/2021		Getafe CF	Real Madrid
36	12/05/2021		Granada CF	Real Madrid
37	16/05/2021		Athletic Club	Real Madrid

THANK YOU



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