

Summary

4 Global Sports Media Consumption Report 2013

Digital sports media company PERFORM has released the findings of their third annual report into sports media consumption which highlights a large increase in the time spent by British fans consuming sport in an average week – up from 6.2 hours to 8.1 hours year-on-year.

The Global Sports Media Consumption Report 2013 is the third annual survey into how fans in 14 major media markets consume sports content. In Great Britain, TV is still the most popular way to consume sport with 97% of fans using this method, whilst online has cemented its position as the second most popular (61%) and print in third (59%).

6 Club's brand

The BrandFinance® Football 50 published by Brand Finance plc is the only study to analyse and rank the top 50 most valuable football clubs by brand value. This year's edition of the research sees a new champion, FC Bayern München take the number one spot after a tremendous domestic and European season. On pitch success coupled with some of the strongest financials in sport sees its brand grow to \$860m.

12 Award for the fans

The results of the latest basketball season 2012-2013 in Russia. Three million of rubles for three clubs has been paid by the president of United VTB League Sergey Ivanov in the beginning of this season for the high club's fans attendance rate. United VTB League was founded in 2008 and was aimed to gather top clubs in Eastern Europe. Nowadays it has 20 strongest clubs from Russia, Latvia, Lithuania, Ukraine, Poland, Czech Republic, Estonia, Belorussia and Kazakhstan. The research shows NBA's average attendance number is 17 348 while VTB League runs far behind that level – 2 972 spectators come to each match.



18 WC-2018

Federal State Unitary Enterprise "Sport-Engineering" and SBC magazine presents three design concepts of the football stadiums in Nizhny Novgorod, Volgograd and Ekaterinburg.

24 Less means more

Sports facilities are essential places for social life. Whether velodromes, swimming pools, or multi-sports centres, their architecture meets the highest requirements for rational and economic development, while at the same time they must be exemplary in terms of sustainability. In this field, Lindab Buildings can provide appropriate solutions. Public buildings made to accommodate spectators often need large internal spaces without supporting columns. Clear-span buildings offer significant advantages. This, plus their durability, flexibility, strength, and economy, makes Lindab buildings popular for sports buildings. Lindab's pre-engineered systems approach ensures a faster time from project conception to completion, compared to traditional construction. Sustainability is always considered in the conception of Lindab's buildings as they are made from steel.

26 Football Businesses

Deloitte's first football finance report was produced in June 1992, a couple of months ahead of the start of the inaugural Premier League season. For more than 20 years company has documented clubs' business and commercial performance, striving to provide the most comprehensive picture possible of English professional football's finances, set within the context of the regulatory environment and the wider European game. The report contains the scale of the overall European football market; Comprehensive data and analysis of trends for clubs in the 'big five' leagues including revenue breakdowns, wage costs, operating results, and match attendances; Factors impacting on clubs' future revenues; Key financial indicators for eleven more European leagues.

28 SIS – 250 pitches for 20 years

Over the past 20 years SIS has initiated and executed over 250 construction operations in most of Europe's prestigious Stadias. Some of the projects have been executed within extremely tight time schedule and never having missed a deadline.

Support in Sport (SIS) constructs sports surfaces for some of the greatest names in sport, Real Madrid, Barcelona, Manchester United, Benfica, Juventus, Ajax, Shakhtar Donetsk, Galatasaray to name just a few of clients. Not only do SIS specializes in natural turf surfaces, it manufactures a wide range of synthetic sport and leisure turf from our purpose built factory in England.

In this article SBC magazine will provide a case about great success on Donbass Arena and installation of SAS (Subair System).



КОНФЕРЕНЦИЯ ФИСУ «УНИВЕРСИТЕТСКИЙ И ОЛИМПИСКИЙ СПОРТ: ДВЕ МОДЕЛИ – ОДНА ЦЕЛЬ?»

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Темы Конференции:

- Исторические, культурные и социальные аспекты Университетского и Олимпийского спорта.
- Наследие Универсиад и Олимпийских Игр: выгоды от проведения.
- Студенты-спортсмены: вопрос двойной карьеры.
- Роль СМИ в Университетском и Олимпийском спорте.
- Традиционные и инновационные технологии в Университетском и Олимпийском спорте.
- Здоровый образ жизни: как этому содействует Университетский и Олимпийский спорт?
- Место спорта в различных системах образования.
- Женщины в Университетском и Олимпийском спорте.

Ключевые спикеры конференции:

Алан АБРАХАМСОН, профессор Школы коммуникаций и журналистики Университета Южной Калифорнии (США)

Марат БАРИЕВ, к.пол.н., первый заместитель председателя комитета Государственной Думы Российской Федерации по физической культуре, спорту и делам молодежи, генеральный секретарь Олимпийского комитета России (Россия)

Наталья ПАРШИКОВА, д.пед.н., статс-секретарь - заместитель Министра спорта Российской Федерации (Россия)

Ингрид ВАН ГЕЛДЕР, руководитель проектов Национального Олимпийского комитета Нидерландов (Нидерланды)

Клод-Луи ГАЛЛЬЕН, д.ест.н., президент Международной федерации студенческого спорта (Франция)

Ильшат ГАФУРОВ, д.э.н., ректор Казанского (Приволжского) федерального университета (Россия)

Ян ХУА, проф., президент Пекинского спортивного университета (КНР)

Питер ЛИНЕН, управляющий проектами в области здравоохранения Рейнско-Вестфальского технического университета Ахена (Германия)

Ецуро ОГАСАВАРА, профессор кафедры спортивного менеджмента Университета Юнтендо (Япония)

Янис ПИТСИЛАДИС, д.м.н., профессор колледжа медицины, ветеринарии и биологии Университета Глазго (Великобритания)

Елена РУДАЯ, к.э.н., доцент Московского государственного института международных отношений (Университета) МИД России (Россия)

Владимир ТАЙМАЗОВ, д.пед.н., ректор Санкт-Петербургского государственного университета физической культуры им.П.Ф.Лесгафта (Россия)

Жан-Лу ШАППЕЛЕ, профессор Швейцарской высшей школы государственного управления Университета Лозанны (Швейцария)

30 Measure the sportsmen

The Celebrity DBI is a global independent index that quantifies and qualifies consumer perceptions of celebrities. It was launched in the USA in 2006 by The Marketing Arm and expanded to international markets in 2013 through a partnership with REPUCOM, a sports marketing research agency. Each celebrity is measured on 8 attributes by 500 respondents of a nationally representative sample. Appeal, Aspiration, Awareness, Breakthrough, Endorsement, Influence, Trendsetter and Trust are the attributes. For example, 98% Russians are aware of Maria Sharapova. Influence is her highest rating and Aspiration is her lowest. 87% of Russians like her. 85% think she is a good endorser. She ranks highest among the low income group (although all very similar). She is one of the best known athletes in Russia, with scores similar to David Beckham, Cristiano Ronaldo and Michael Schumacher.

32 6 investors in ice

Amateur ice hockey players built ice arena for themselves. It took them 9 year to build 8 mln dollars hockey and figure skating palace.

36 Automotive category in sport on GLOBAL MARKET

More than 40 different automotive brands use sport sponsorship to promote their cars. Hyundai leads among the TOP-20 automotive sponsors.

38 Lighting Formula

5500 Siteco lamps and projectors were installed at amazing racing track Yas Marina based of the artificial island in Abu Dhabi.

**40 Renovation of the territory**

Sustainability – connection between past and future with three Olympic cases

42 Create Vasaloppet

Vasaloppet (literally, The Vasa race) is an annual long distance (90 km) cross-country ski race (ski marathon) held on the first Sunday of March in northwestern Dalarna, Sweden between the village of Saen and town of Mora. It is the oldest, the longest, and the biggest (in terms of participants) cross-country ski race in the world. In the 80th race, held on 7

March 2004, about 15,500 skiers competed in the main event. More than 40,000 participants took part in one of the seven different races held during the first week of March. The event brings annually 30 mln euro revenue income.

44 Portrait

Sergey Choban, the head of the design bureau Speech, shares his professional path, inspiration and new projects in sport

48 Sport for networking

If you still bring your clients to sauna or restaurant, this article is for you

**50 Money on the wheels**

REPUCOM has teamed up with CyclingNews.com – the world's leading pro cycling news website – to produce a new report on the health of cycling sponsorship. The report reveals that the average media exposure per UCI WorldTour team is \$88.4 million, representing significant returns for sponsors in pro cycling. With television coverage of professional cycling increasing as the sport captures new markets, total TV media exposure delivered is estimated to be worth \$2.1 billion.

52 Portrait

Ian Nuttall, event manager of one of the most famous forums in Europe Stadium Business Summit thinks that music, travelling and work diversity is much more precious than any laboratory research

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We have put on the list highly rated events to participate in Russian and Europe

64 Partners of the edition

Researches, creators and experts who helped us to issue this magazine ■

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117105, г. Москва, Варшавское шоссе, д. 35/1,
БЦ «Ривер Плаза», +7 495 785 84 00,
info@pt-moscow.ru,
www.powertechnologies.ru

