



Perform Group's Submission to the Green Paper

August 2011

1. About Perform Group

The Perform Group is a leading digital media company and a global market leader in the delivery of multimedia sports content across multiple internet-enabled digital platforms. Perform has over 440 employees, is headquartered in the United Kingdom, and has regional offices in the United States, Singapore, India, Sweden, Spain, Italy and France and subsidiaries in Australia, New Zealand and the Netherlands.

Perform owns one of the largest portfolios of digital sports rights in the world, through contracts relating to **more than 200 sports leagues**, tournaments and events. Utilising its rights portfolio, Perform creates a range of products, combining sports video, editorial and data content that is distributed directly to consumers and to business clients. In 2010, Perform:

- live streamed more than **25,000** separate sporting events;
- managed over **100 websites and mobile services** on behalf of third parties; and
- managed and produced services and products that in January 2011 had a combined reach of approximately **95 million monthly unique users**.

2. Perform's position as a stakeholder in the online gambling industry

Perform is a partner to hundreds of businesses globally, including sports bodies, rights agencies, broadcasters, bookmakers, publishers and media agencies.

Watch&Bet is a major supplier of live sports video content to online sportsbooks. Perform works closely with rights holders to secure rights specifically for betting operators and then delivers these events to the customers of the betting operators. Watch&Bet now delivers over **8,000 live events per year** with a historical focus on tennis, football, basketball, snooker and darts, but in recent months events have included beach volleyball, volleyball, badminton, handball and other sports with limited or no exposure via traditional TV distribution including the Mexican football league, the Australian A League, ATP 250 and WTA International tournaments, as well as a variety of darts and snooker competitions.



Perform's technology platform is optimised to deliver the live video feeds as quickly as possible to ensure that the customers of our clients are provided the streams at the same time as any betting operators therefore ensuring fairness and transparency to all.

We work with 31 betting operators around the world now, including many of the world's largest global operators such as *Bet365*, *bwin*, *Unibet*, *Sportingbet* and *Betfair* as well as a large number of state operators such as *PMU* and *FDJ* in France, *Danske Spil* in Denmark, the *Hong Kong Jockey Club* and *Veikkaus* of Finland.

Question 41 - Green Paper Consultation: "What are the proportions of on-line gambling revenues from sports betting that are redirected back into sports at national level?"

Our business is driven by the demand of the consumer for access to online sporting events. It is fair to say that online betting operators play a critical role in creating this demand. It is the provision of streaming services to its customers that provides us with the sustainable margins to invest heavily in sporting rights with the number and range of sporting clubs and organisations that we do. This includes sports that have traditionally struggled to attract large numbers of spectators. With the revenues they receive from us through the demand from online gambling operators and their customers, they can put money back into the sport to help it to grow. In addition the publicity and exposure they receive will inevitably lead to further growth and income. Viewed in this way, it is the income from the online gambling operator, which, via Perform, is reinvested in sport. Given the number of operators that we supply and the range of events offered, this is a considerable sum.

Question 3 - Green Paper Consultation: What, if any, is your experience of EU-based on-line gambling operators licensed in one or more Member State and providing and promoting their services in other EU Member States? What are your views on their impact on the corresponding markets and their consumers?

Perform works with a number of operators who hold and maintain licenses from EU Member States but who supply their services in other EU Member States. These licensed and regulated companies operate in accordance with EU law and are careful to ensure they meet their social responsibility obligations. The consumer benefits significantly from the on-line gambling operators being able to offer a common product across multiple markets. Equally the sports rights holders, especially of the less well known events, secure very important exposure across the whole of Europe at a time when they struggle to get any TV exposure at all. The recent legislation introduced in France limits the leagues, competitions and sports that licensed operators are allowed to offer, which ultimately harms the rights holders of

those sports that are excluded under the new legislation. It is the close connection between sports and betting that means that any restrictions placed on the betting operators will have a negative spill over effect on sport itself.

3. Conclusion

A clear European legal framework would remove problems that operators encounter in some Member States. If they can provide their products in all Member States, they can conclude European territorial agreements with us and other suppliers without having to limit their geographical reach. In this way, all European consumers will have the same rights of access – to content and information in addition to whatever betting services the gambling operators provide, the supply of our services to them will be greatly facilitated, and sports organisations will ensure their revenues as the ultimate beneficiary at the end of the supply chain, together with increased exposure. At any rate, this would, presumably, be more favourable than keeping jurisdictions open to black market operators who pirate events and deprive stakeholders (including government treasuries) of income.