The USC Marshall Sports Business Institute

The Convergence of Sports & Entertainment

Mapping Convergence

December 31, 2009
Book Structure

The book has three distinct sections on Convergence
- At-Home, Away from Home, & At-Venue

Each section contains three chapters; each of which includes:
- One Case Study
- Chapter Topic History
- Two Historical Examples
- Primary Research & Topic Analysis
- Commentary from an Industry Patriarch
- Total of Four Interviews from Targeted Industry Participants

Research Includes:
- Cross Section of Representative Topics
- Domestic & International Examples and Analyses
- Diversity of Stakeholders
# Section 1: At-Home Convergence

## Ch 1: TV Content
### Case Study
- Beijing Olympics - NBC
- David Neal: EVP, NBC Olympics

### Chapter History
- Contemporary Historical Analyses
  - ESPN College GameDay
  - John Skipper: EVP, Content, ESPN
  - Ultimate Fighting Championship
  - Frank & Lorenzo Fertitta: Founders, Zuffa, LLC

### SBI Trend Analysis

### Chapter Topic Q&A
- David Hill: Chairman, Fox Sports

## Ch 2: Video Gaming
### Case Study
- Nintendo Wii
- Perrin Kaplan: Former VP, Mktg. & Corp. Affairs, Nintendo

### Chapter History
- Contemporary Historical Analyses
  - THQ’s WWE Franchise
  - Brian Farrell: CEO, THQ
  - Major League Gaming
  - Michael Sepso: Co-Founder, MLG

### SBI Trend Analysis

### Chapter Topic Q&A
- Peter Moore: President, EA Sports

## Ch 3: Athlete Branding
### Case Study
- David Beckham
- Shawn Hunter: CEO, Chivas USA

### Chapter History
- Contemporary Historical Analyses
  - Tony Hawk
  - Will Kassoy, SVP, Activision
  - Yao Ming
  - Adam Silver: Deputy Comm., NBA

### SBI Trend Analysis

### Chapter Topic Q&A
- Sandy Montag: SCVP, IMG

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- Draft Completed
- Interview Conducted
## Section 2: Away From Home Convergence

### Ch 4: The Internet
- **Case Study**
  - MLBAM
  - Bob Bowman: CEO, MLBAM

### Ch 5: Mobile Technology
- **Case Study**
  - Verizon V Cast
  - Terry Denson: VP, Content Strategy & Acquisition, Verizon

### Ch 6: Gambling
- **Case Study**
  - World Series of Poker
  - Jeffrey Pollack: Former Commissioner, WSOP

### Contemporary Historical Analyses
- **Rivals.com**
- **Dave Morgan; Ex. Ed., Yahoo! Sports**
- **Citizen Sports Network**
- **Jeff Moorad: Member, BOD, CSN**
- **Sling Media**
- **Blake Krikorian: Founder, Sling Media**
- **Nike +**
- **Michael Tchao: General Mgr., Nike +**
- **Betfair.com**
- **David Yu: CEO, Betfair**
- **March Madness**
- **Terry Jecinsky: SVP, Marketing, LVCVA**

### SBI Trend Analysis

### Chapter Topic Q&A
- **Ch 4: The Internet**
  - George Bodenheimer: Pres., ESPN
- **Ch 5: Mobile Technology**
  - Larry Witherspoon: CEO, Tickets.com
- **Ch 6: Gambling**
  - Frank Fahrenkopf: Pres. & CEO, AGA

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**Draft Completed**

**Interview Conducted**
### Section 3: At-Venue Convergence

#### Case Study
- Ch 7: Sports Anchored Development
  - Dubai Sports City
  - Malcolm Thorpe: Mktg. Director, DSC

- Ch 8: Venue Technology
  - University of Phoenix Stadium
  - Mike Bidwill, Pres., Arizona Cardinals

- Ch 9: Corp. Marketing
  - Disney/ESPN WWS Complex
  - Ken Potrock: SVP, Global Sports Enterprises, WDPR

#### Contemporary Historical Analyses
- Coors Field
- Ray Baker: Chairman, DMMLBSD
- L.A. Live
- Tim Leiweke: CEO, AEG

- Sprint/Fan View
- Cisco
- Ron Ricci: VP, Corp. Pos., Cisco

#### SBI Trend Analysis

#### Chapter Topic Q&A
- Matt Rossetti: President, Rossetti
- Jack Hill: GM, Cowboys Stadium
- Arte Moreno: Owner, Angels Baseball

### Mapping Convergence – Section 3

- Draft Completed
- Interview Conducted
Book Outline Summary

Research Includes:

- Cross Section of Representative Topics
- Domestic and International Examples and Analyses
- Diversity of Stakeholders

Text Will Include 36 Interviews:

- 9 Case Studies Interviews (1 per chapter)
- 18 Historical Example Interviews (2 per chapter)
- 9 Industry Patriarch Interviews (1 per chapter)