

# TRADITIONAL MEDIA

## Resourced Ourselves

Manage mainstream sport media  
Media Policy



# TRADITIONAL AND NEW MEDIA

## AFL Broadcast Rights

2007 – 2011

**Television: \$780 million**

FTA and Pay

**New Media: \$60 million**

Internet and mobile



# OUR OWN MEDIA ORGANISATION

## Dynamic of new media

Produce own content

Publish content

- Text & digital photos
  - Video
- Audio in radio format
- Audio in pod casting
  - Live web casting



# OUR OWN MEDIA ORGANISATION

Distributed using a variety of new media

- Website
- Email newsletter
  - Pod casting
  - SMS alerts
  - Online forums
- Online polls and surveys



# KEY BENEFITS

- People want to absorb more information
  - Meet the information needs of members, sponsors and supporters
- Management of the communication
  - Tell our story – current news as well as our character
- Brings people closer to the club
  - Increase ability to interact with and communicate with the club
  - Behind closed doors for a richer, more varied experience
- Generate income and satisfaction
  - Sponsorship, membership and merchandise



# CHALLENGES

- New media changing audiences
- No longer just for content – a means of communication
- Active tool in everyday lives
- MySpace, FaceBook, MSN, YouTube, etc. –  
Becoming ‘mainstream’

**How do we harness this capacity for communication?**

