

TNS Sport Asia

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PART I- SPORTS MEDIA RESEARCH

Besides CSM's unique TAM coverage, the world's largest television research network, we have introduced our TNS Sport branded solution M.E.D.S (Media Evaluation Data System); which is designed to measure, store and process TV audience data, sponsors exposure and press data. M.E.D.S is operated in all TNS Sport offices by qualified staff. The collation and methodology therefore ensures consistency and continuity across all markets.

Sports Media Research

Audience Analysis:

- a. Are you reaching your target audience?
- b. How many people are watching your event?

Broadcast Analysis:

- a. How much television coverage is your sponsorship receiving? And more importantly what is the quality of that coverage?

Branding Analysis:

- a. How much exposure is your brand receiving?
- b. Which sources of brand exposure are most effective?
- c. Are your logos and designs the most effective at generating clear sponsorship exposure?

Competitive Analysis:

- a. How loud is your brand shouting amongst your competitors?
- b. Are you receiving a level of the total sponsor exposure commensurate with your sponsorship status?

Return on Investment:

- a. What is the value of the media coverage your brand receives?
- b. How do you justify your sponsorship budget and spend?

Press Analysis:

- a. What level of coverage is your sponsorship receiving?
- b. Which newspapers and/or journalists are (or are not) giving your sponsorship coverage?

PART II - SPORTS CONSUMER RESEARCH

Sports Consumer Research

- a. Which sports are favored by the public?
- b. Who are the fans?
- c. What are the image characteristics of each sport?
- d. Which sports are gaining ground / losing ground?
- e. Who is the most favored team or player?

Consumer reaction on sponsorship:

- a. Are we breaking through the clutter of sponsorship?
- b. Do our brand characteristics fit to the image of the sport or team chosen?
- c. Is our brand presence relevant and meaningful to our consumers?
- d. What message is communicated by the partnership?
- e. Does the sponsorship have an impact on decisions to consider branding in the future?

Media Perceptions

- a. What is the media perception of your sponsorship?
- b. Are your PR campaigns achieving your objectives?

The objectives of sports marketing may vary; however understanding of the consumer mind is the fundamental requirement to all marketers in sports industry. This is why we develop tailor made or customized solutions to address the questions and issues that are facing each professional marketer in the sports industry.

II -1 Qualitative Research – understanding the core market context, opportunity and consumer intent around a given sport event, image or idea. We explore this in detail using the most innovative projection techniques among individuals or small groups, including:

1. Focus groups
2. In-depth interviews etc

II -2 Quantitative Research – quantifying how a sports event or sport sponsorship is perceived. We develop an understanding of, for example, a sport sponsorship opportunity, by assessing the market potential, reaching consumer needs, or quantifying and evaluating ongoing sport event effectiveness or sponsorship performance. We use the most sophisticated modeling and cluster analysis techniques available. Some of the survey methods we use to achieve this include:

1. Face-to-face (adhoc, omnibus - CAPI system)
2. Telephone (adhoc, omnibus - CATI System)

A-Sponsorship media value analysis

Tailor made research to measure and analyze the sponsors' branding exposure and the media value of a sport event.

Service: Provide tailor made solutions for different requirements

B - Sports marketing and sports sponsorship market analysis

II-3 Continuous Research

A- The China Sports and Sponsorship Barometer "Barosport China"

The key findings of this reference survey provide insight into the emerging sports and sponsorship marketing field in China.

City:

Sample Size:

Beijing, Shanghai, Guangzhou

N= 500 /city

Twice a year

Beginning from Oct. 2003 for the 1st wave, this report is now in its 4th wave. The key findings of this survey provide insights of the sports and sponsorship marketing in China. The results not only highlight which sport events or clubs are more popular, but also tells you which sports star captures the hearts of the Chinese sport fans. The report also offers detailed analysis on how the Chinese audience perceive a sports sponsorship, and their reaction towards a particular brand that sponsors their favorite sports. All these valuable findings will enable you to optimize your marketing efforts while maximizing your returns on sport sponsorship investment in China. This report is applied to the users like event organizations, sport sponsors and sport media. Prepare yourself for the exciting world of China Sports Marketing and enjoy the medal of your future championship.

Language : English, Chinese

Date : Late May, 2005

Format : PDF file

Shipping cost : Shipping costs included

a. Sample pages 1

b. Sample pages 2

Report Results Unit Price

Report in 1 city 29,000 RMB / USD 3,500

Report in 2 cities 42,000 RMB / USD 5,000

Report in 3 cities 53,000 RMB / USD 6,400

Order the question from the questionnaire

1) Close ended

2) Open ended 1) 3,800 RMB (USD 460) per question per city

2) 5,300 RMB (USD 640) per question per city

Add extra question

1) Close ended

2) Open ended 1) 4,000 RMB (USD 480) per question per city

2) 6,000 RMB (USD 720) per question per city

B- The China TV Sport Track reports

New form of sports TV intelligence analyzing sports programs TV offer vs TV consumption, audience profiles and advertising values.

City :

Date period :

Beijing, Shanghai, Guangzhou

once a month

Price: 2000 Yuan/ city/month