

LEADERS™

领袖

# The Sport Business Summit

体育  
商业  
峰会



## Event Guide 会议指南

**Date** 日期

21 July 2017 2017年7月21日

**Venue** 地点

Sina HQ 新浪总部  
Beijing

*Worth Knowing*



# THE BENCHMARK FOR CONFERENCES ABOUT SPORT BUSINESS.



**Francesco Calvo**  
Chief Revenue Officer  
FC Barcelona



## Confirmed Speakers Include:

**Martin Glenn**, CEO, The FA  
**Josep Maria Bartomeu**, President, FC Barcelona  
**Steve Kaplan**, Co-Owner, Swansea City A.F.C.  
**Sir Martin Sorrell**, CEO, WPP Group  
**Stephanie McMahon**, Chief Brand Officer, WWE  
**Rich Gotham**, President, Boston Celtics  
**Frank McCourt**, Owner, Olympique de Marseille  
**Billy Beane**, EVP Baseball Operations, Oakland A's  
**Sheila Johnson**, Co-Owner, Washington Wizards  
**Ben Ladkin**, General Manager, Arsenal Media Group



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**LONDON 2017**

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FUTURE OF SPORT**

**2 - 6 October 2017**

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# Welcome 欢迎辞

On behalf of the Leaders team, it gives me great pleasure to welcome you to the first ever Leaders Sport Business Summit in China. It's a market that is rapidly-growing, exceptionally unique and relatively unknown, and we're delighted to be touching down in the sporting capital, Beijing.

Over the last 10 years the Leaders Sport Business Summit in the UK and US has brought together the trends, stories and personalities shaping the future of sport, and the aim of this event remains the same. Over the course of today, we'll get under the skin of the Chinese landscape from both a local and international perspective. We'll look at the key strategies for engaging with Chinese fans from the global major leagues, hear from some of the key figures growing the sporting culture in the country, examine what it will take for China to build genuinely global sporting talent, and we'll talk to some of the world's most successful brands about making a mark in China and reaping the rewards. You've got a jam-packed day ahead!

A brand new event requires trust, and none of this would be possible without the support of many around us. A big thank you to Sina Sports who have not only been a brilliant host partner, but also a great provider of insight for our developing knowledge of this market. Our Main Partners Irena, SAP and Nielsen who continue to back us and really are the best in their field. Also to our media partner Lanxiong Sports – I hope this is the first of a long lasting partnership.

I want to say thank you to the speakers who have given up their time and many whom have flown in from across the world to share their expertise today. And finally a sincere thank you goes to everyone in the room - you all make this event happen.

I trust that the event will be a fantastic opportunity to learn, do business and build lasting relationships in this exciting market. I hope you enjoy the experience and I look forward to meeting you throughout the course of the event.

我谨代表Leaders团队，向参与在中国举办的首届Leaders商业峰会的各位来宾致以最诚挚的欢迎！中国这个市场正快速发展，它独一无二，同时相对来说又不为人所知。因此我们非常高兴能在北京，这座体育之都，来举办此次峰会。

在过去的十年间，Leaders体育商业峰会在英国和美国汇集了众多影响未来体育发展的趋势，故事和名人。而这也是此次峰会的主旨。通过今天的会议，我们将从本土和国际视角剖析中国体育的蓝图。我们将看到全球各大体育赛事联盟如何与中国粉丝互动，聆听中国奥运偶像讲述如何在中国培养体育文化，理解吸纳全球英才来中国的需求。同时，我们将就如何在中国市场获得回报这一议题对话全球最成功的品牌商。各位，一顿饕餮大餐正在等候着您！

一个全新的活动需要信任，若没有在座各位的支持，就没有今天的这场盛会。在此我要特别感谢新浪体育，你们不仅仅是一个出色的主办伙伴，同时在我们熟悉这个市场的过程中还为我们提供了许多真知灼见。同时我要感谢我们的主要合作伙伴，体育之窗，SAP和Nielsen。你们是各自领域的佼佼者，感谢你们对我们一如既往的支持。感谢我们的媒体合作伙伴，懒熊体育，希望未来我们能有更长久的合作。

我还要感谢在百忙之中抽出时间到访的演讲嘉宾，以及很多从世界各地赶来分享宝贵经验的业界人士。最后，请允许我向在座的各位致以最诚挚的感谢，感谢各位把这个峰会变成了现实！

我相信这次峰会将是一次绝佳机会。它让我们在这一激动人心的市场学习、经商和建立良好关系。我衷心地希望您能享受这次经历，并期待在这次峰会中与您相见！

Best wishes,  
此致，

敬礼！



James Worrall  
Founder & CEO  
总裁 & 创始人  
LEADERS



# Introduction 简介

The Leaders Sport Business Summit brings together carefully selected business leaders from Leagues, Federations, Clubs and Brands across the world. Sparking discussions around the key issues currently facing the sports industry, the event champions professional excellence and knowledge sharing by creating a private environment, dedicated to the people pushing the sports industry forward.

通过Leaders体育商业峰会, 来自世界各地的体育联盟, 联合会, 俱乐部以及品牌的领导者们得以汇聚一堂。它在点燃体育产业焦点话题大讨论的同时, 致力于为推动体育产业不断前行的各位人士提供一个私密环境, 以此助力卓越才干和知识分享。

**“Leaders brings together some of the best and brightest minds in the sports world.”**

**“Leaders 汇聚体育世界精英智士”**



**Adam Silver**  
Commissioner  
NBA

亚当·萧华  
总裁  
NBA





80%

C-Suite or director level  
企业最高管理层或总监级别



58,000

global reach of Sport  
Business Directors  
触及全球体育产业高层人士



90%

of the world's sports  
club/franchise owners  
represented  
全球体育俱乐部老板



51+

Sports  
体育项目



200%

year on year growth in  
event and digital audiences  
出席活动与数字媒体观众年同  
比增长率



54+

Countries  
国家



67:33

Buyer: Seller ratio  
买方: 卖方比例



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# The Agenda

# 会议日程





## Sessions 会议环节

10:00 - 10:05

### Welcome Message from Sina 新浪欢迎致词

**Charles Chao**

Chairman and CEO, Sina; Chairman, Weibo  
曹国伟 新浪董事长兼首席执行官、微博董事长

10:05 - 10:15

### The Growing Chinese Sports Industry: How Sina Sports is Leading the Way

发展中的体育市场: 新浪体育如何探索新思路

The Chinese government intends to build the domestic sports industry into a RMB5 trillion entity by 2025, making it a key pillar in the development of the Chinese economy. Leading Chinese sports company Sina Sports is responding to the call by innovating across multiple sectors in the industry - including content, social media, and events. Hear about the company's blueprint for digital sports and discover new opportunities for development in the Chinese sports industry.

2015年, 中国的体育市场迎来了“改革开放”——产业化转型。到2025年, 中国体育产业总规模将达到5万亿元, 成为推动经济社会持续发展的重要力量。

在体育产业急速膨胀的时代, 做为中国最领先的体育媒体——新浪体育, 将在体育产业变革的风雨洗礼下完成华丽蜕变, 在内容、社交和赛事IP等多个领域, 构建自己的数字化体育产业蓝图, 探索中国体育公司在产业生态中发展的新思路。

**Arthur Wei**

SVP, Sina; GM, Sina Sports  
魏江雷 新浪高级副总裁、新浪体育总经理

10:15 - 10:50

### Major Leagues, Major Market: Varied Strategies for Growth 大联盟, 大市场: 多样的发展策略

Leagues from across the world have turned their focus to China as key growth opportunities emerge. Understand the key strategies from leading rightsholders to successfully engage with Chinese fans.

发展机遇的萌发促使世界各地的体育联盟将目光投向了中国. 从行业领军者身上学习成功与中国粉丝建立良好关系的关键策略。

**Jay Li**

Vice President/General Manager Greater China, WWE  
李嘉铭 WWE 副总裁/大中华区总经理

**David Proper**

Executive Vice President of Media and International Strategy, NHL  
David Proper 北美职业冰球联盟(NHL) 媒体与国际战略执行副总裁

**Collins Qian**

Chief Operating Officer, NBA China  
钱军 NBA中国 首席运营官

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Sessions  
会议环节



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# Sessions 会议环节

11:20 - 11:55

## Brand and Deliver 品牌与推广

The Chinese market is both fraught with challenges and ripe with opportunity. Find out how some of the smartest operators in the brand world are making their mark, and reaping the rewards, in China.

中国市场充满挑战与机遇。探寻品牌世界中最睿智的运营商们是如何打响其品牌在中国的知名度，并获取丰厚回报。

### Brian Cupps

Senior Director - Sports Marketing, Adidas  
Brian Cupps 阿迪达斯体育市场营销部 高级总监

### Loic Biver

Chief Marketing Officer, LVMH Watch Division  
Loic Biver 法国酩悦·轩尼诗一路易·威登集团 首席市场营销官

### Major Zhu

Senior Director, Anta Brand  
朱敏捷, 安踏品牌中心 高级总监

### Gang Duan

Chief Executive Officer, China Open  
段钢, 中国网球公开赛, 首席执行官

11:55 - 12:15

## Globalised Opportunities in Sports Business 体育商业中的全球化机遇

Chinese sports development is following both bottom up and top down models. High profile investments are being supported by grand scale infrastructural projects. Understand how Lander is partnering with local government to build 'sports towns' which will lay the platform for the next generation of superstar athletes.

中国体育的发展同时遵循了自下而上与自上而下的模式。高规格的投资往往有大规模基础建设项目做支撑。一起来了解莱茵达是如何与当地政府合作建设“体育小镇”，来为下一代体育巨星搭建平台。

### Ji Sheng Gao

Chairman, Lander Sports Development  
高继胜 莱茵达体育发展股份有限公司 董事长

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The Sport Business Summit  
体育商业峰会  
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Sessions  
会议环节

## Sessions 会议环节

12:15 - 12:45

### Full Court Press

“全场紧逼”

A revamped and enlarged Basketball World Cup is coming to China in 2019. Taking place across the entire country – no mean feat for a country as large, diverse and complex as China – multiple stakeholders are coming together to deliver something special for a country obsessed by the sport.

2019年，一个全新扩军的篮球世界杯将在中国举办。赛事将在全国各地举行。一起来了解各位股东们是如何在一起为热爱这项运动的国家传递独特的篮球内容。

#### David Yang

Chief Executive Officer, Wanda Sports China  
杨东为 万达体育中国 首席执行官

#### Frank Leenders

Director General, FIBA  
Frank Leenders 国际篮联 总干事

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14:00 - 14:25

### Eastern Promise: Opportunities In China For Arsenal

东方的希望：阿森纳在中国的机遇

Popularity in China of the English Premier League has offered tremendous growth opportunities for teams in the market. Hear from the man driving Arsenal's evolution, detailing how they're authentically engaging with the local population, and trends to look out for in the future.

英超在中国的欢迎程度为各支英超球队带来了巨大的发展机会。聆听驱动阿森纳扩大版图的幕后人物讲述他们是如何与当地粉丝们切身地互动，并了解他们如何寻求未来的发展趋势

#### Ivan Gazidis

Chief Executive Officer, Arsenal FC  
Ivan Gazidis 阿森纳足球俱乐部 首席执行官

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Sessions  
会议环节

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# Sessions 会议环节

**14:25 - 14:45**

## Making Broadcast Pay 开启付费转播时代

The Chinese broadcast and media landscape has shifted. No longer entirely dominated by one player, it is now rich, sophisticated and technology-driven. Understand this unique and changing landscape with an exclusive keynote with the leading figure at CSL distributor China Sports Media. Hear how CSM is pioneering pay-TV in sport and tackling the challenges associated with it.

中国传播与媒体的蓝图发生了转变。如今这个领域不再是一家独大，丰富精致并以科技驱动才是领先的王道。跟随业内领军团体，中超版权经销商体奥动力，一起来了解这一独特而不断变化的版图。聆听体奥动力是如何成为体育付费时代的先驱，以及他们击破其间一个个挑战的秘诀。

**Jun Zhao**

Chief Executive Officer, China Sports Media Ltd.  
赵军 体奥动力 首席执行官

**14:45 - 15:10**

## Making Moves At Home and Abroad 放眼本土与海外

CMC Holdings has a range of shareholdings across a number of dynamic sports and media industries inside and outside China. Hear about the motivation and long-term strategy from one of the leading Chinese firms making waves globally.

华人文化控股拥有众多海内外体育与媒体产业的股份。聆听一家中国领先公司分享其在全球掀起波澜的灵感与长期发展战略。

**Clark Xu**

President, CMC Holdings  
徐志豪 华人文化控股 主席



## Sessions 会议环节

15:40 - 16:20

### A European Perspective: Reach, Revenue and Retention In China

欧洲视角：在中国打开市场，盈利，长久生存

The growing thirst for football in China has opened up a huge opportunity for various international football competitions to grow their global reach. Hear how the Bundesliga and Ligue 1 are increasing their footprint and capturing the minds and hearts of Chinese fans.

中国的足球热潮为欧洲联赛打开了全球化增长的大门。聆听德甲联赛和法甲联赛是如何拓宽他们的足迹并赢得中国粉丝的心。

#### Robert Klein

Chief Commercial Officer, Bundesliga International  
Robert Klein 德甲国际 首席商务官

#### Mathieu Ficot

Chief Commercial Officer, Ligue de Football Professionnel  
Mathieu Ficot 法甲联赛 首席商务官

#### Alex Phillips

Head of Stakeholder Affairs, AFC  
Alex Phillips 亚足联 持权事务主管

16:20 - 17:00

### Building Global Talent

打造全球英才

China continues to attract sporting talent around the world across multiple sports. However, with the tightening restrictions on signing foreign stars, the need to build local talent has become even more important. Understand the next steps required to build a culture that breeds the local stars of the future.

中国在不断吸引着来自全球各地的体育英才。然而现如今中国本土的外援签约限制更加凸显了打造本土新星的重要性。一起来了解孕育未来本土明星的体育文化的秘诀。

#### Fahri Ecvet

COO Global Football, Wasserman  
Fahri Ecvet 沃瑟曼 全球足球部 首席运营官

#### Roy Hodgson

Former England Manager  
Roy Hodgson 前英格兰足球队主教练

#### Chen Lu

Former Olympic Figure Skater, China  
陈露 前中国冬奥花样滑冰奖牌获得者

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# Speakers

# 演讲嘉宾



The Sport Business Summit  
体育商业峰会  
21 July 2017  
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Speakers  
演讲嘉宾

## Speakers 演讲嘉宾



### Loic Biver

Chief Marketing Officer  
LVMH Watch Division  
法国酩悦·轩尼诗·路易·威登  
集团 首席市场营销官



### Charles Chao 曹国伟

Chairman and CEO, Sina;  
Chairman, Weibo  
新浪董事长兼首席执行官、微博  
董事长



### Brian Cupps

Senior Director - Sports  
Marketing  
Adidas  
阿迪达斯体育市场营销部 高级  
总监



### Gang Duan 段钢

Chief Executive Officer  
China Open  
中国网球公开赛, 首席执行官



### Fahri Ecvet

COO Global Football  
Wasserman  
沃瑟曼 全球足球部 首席运营官



### Mathieu Ficot

Chief Commercial Officer  
Ligue de Football  
Professionnel  
法甲联赛 首席商务官



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演讲嘉宾

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# Speakers

## 演讲嘉宾



**Ji Sheng Gao**  
高继胜

Chairman  
Lander Sports Development  
莱茵达体育发展股份有限公司 董事长



**Ivan Gazidis**

Chief Executive Officer  
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Director General  
FIBA  
国际篮联 总干事



**Jay Li**  
李嘉铭

Vice President/General  
Manager, Greater China  
WWE  
WWE 副总裁/大中华区总经理







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**Chen Lu**  
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Former Olympic Figure Skater  
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前中国冬奥花样滑冰奖牌获得者



**Alex Phillips**

Head of Asia-Europe Affairs  
AFC  
亚足联 持权事务主管



**David Proper**

EVP of Media and International  
Strategy  
NHL  
北美职业冰球联盟 (NHL) 媒体  
与国际战略执行副总裁



**Collins Qian**  
**钱军**

Chief Operating Officer  
NBA China  
NBA中国 首席运营官



**Arthur Wei**  
**魏江雷**

SVP, Sina; GM, Sina Sports  
新浪高级副总裁、  
新浪体育总经理



**Clark Xu**  
**徐志豪**

President  
CMC Holdings  
华人文化控股 主席





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# Speakers

## 演讲嘉宾



**David Yang**  
杨东为

Chief Executive Officer  
Wanda Sports China  
万达体育中国 首席执行官



**Jun Zhao**  
赵军

Chief Executive Officer  
China Sports Media  
体奥动力 首席执行官



**Major Zhu**  
朱敏捷

Senior Director, Anta Brand  
安踏品牌中心 高级总监



**The Sport Business Summit**  
**体育商业峰会**  
**21 July 2017**  
**2017年7月21日**

Notes  
纪要

# Notes

## 纪要

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



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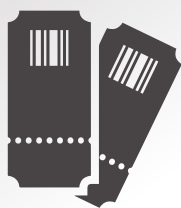
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从纽约的麦迪逊广场花园(Madison Square Garden)  
到洛杉矶的斯台普斯中心(STAPLES Center),  
从伦敦的O2体育馆(O2 Arena)  
到上海的梅赛德斯-奔驰文化中心(Mercedes-Benz Arena),  
由科芯(KORE)经手的全球体育产业收益之多,没有任何其他的商业系统可与之媲美。



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