

Football Insider

THE MONTHLY MAGAZINE FOR THE BUSINESS OF FOOTBALL

Octagon Lands Marketing Rights for two 2002 Cities

Two of the World Cup 2002™ Korean host cities Jeju and Ulsan have appointed Octagon Korea to help with marketing activities in the run up to the competition. The appointment follows the opening of the Octagon



Korea office Aug. 24. The new office was opened through an equity partnership with Ho Kim, a leading Korean sports marketer. Kim worked in an advisory capacity to the US Olympic Committee at the games in Seoul 1998, and was recently president of RedZone Marketing Co., a Korean sports marketing agency.

Alasdair Ritchie, world-wide president of Octagon Marketing said: "Korea has the fastest growing economy in Asia and houses

some of the world's largest companies. The Koreans are also dedicated followers of two of Octagon's key sports, football and baseball. In addition, with Korea hosting the 2002 World Cup™, we believe that Octagon Marketing will be very well placed to work with our football clients who will be sponsoring the event. We aim to build on the success of Euro2000™ where we represented six out of the eleven sponsors."

The company has also taken a "substantial" equity position in Consultants in Sport (CIS), a leading sports and marketing agency in Holland and Belgium. The company will be renamed Octagon CIS. Major clients of CIS include Unilever and Nike.

FIFA/UEFA Set Transfer Proposals

A FIFA/UEFA working group announced at time of press three proposals to adjust the European transfer system to comply with EU freedom of movement regulations. The group specified that although not all the bodies present at the Zurich meeting (FIFA, UEFA, National Associations, Leagues and Players) had agreed on the proposals, it would write to the EU by its deadline of Sept. 20. As of Aug. 31, the proposals to be put to the EU were:

- 1: No international transfers for players U-18
- 2: Compensate clubs who have had players U-24yrs bought
- 3: +24yrs, players will be on one-year contracts, and one transfer window period per year will allow clubs to purchase players.

FIFA and UEFA said a lot of discussion has still to take place.

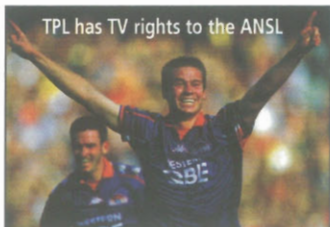
Akers New Sports Baby

Chairman of Sports Internet Group Chris Akers and co-founder Robert Sargent formed a new company, Sports Resource Group Plc. (SRG) that intends to float on the AIM to raise £2.8m. Roger Sargent said SRG was set up to challenge companies such as IMG, which manages the commercial activities for a variety of sports, entertainment and civic organisations. IMG also own TV company TWI.

The company will have no trading business or subsidiaries. Funds will provide the working capital, and any remaining funds will be paid out for any acquisition that the company makes. An AIM admission document will be made available Sept. 6.

Aussie Soccer on BSkyB

Television Programming Limited (TPL) Sports is to announce at the Sydney Olympics that it has bought the international TV rights to the Australian National Soccer League (ANSL) until 2008. The company has all international rights to the tournament, and has secured a 30-week series contract with BSkyB.



The company is currently talking to a number of Australian nationals playing in the Premier League about presenting the show. The ANSL features 16 teams, and is sponsored by household goods company LG.

TPL Sports is a leading distributor of sports content in Australia. The company, which has just opened a London office, distributes mainly motor and water sports, and is producing coverage of Olympic Sailing qualifying. The last football content the company produced was a six-minute news

report from France 1998 featuring Pelé. TPL sold the programme to over 20 countries. TPL is also involved in setting up a beach volleyball league to rival the International Beach Volleyball Federation (FIVB) league.

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BRIEFS

Real Madrid sold 50,000 season-tickets for the coming season, 11% more than the 45,000 it expected to sell. The club has a total of 65,000 members, 76% of which bought season-tickets.

NBC is including soccer as part of its major coverage of the **Olympic Games 2000** Sydney. The US broadcaster will screen the opening matches in full Sept. 13 & 14. Other games will be broadcast on the US broadcaster's cable affiliates MSNBC and CNBC.

The **Football Association of Wales** (FAW) launched its web-site www.faw.org.uk July 21.

Jaffa Cakes has agreed a £5 million two-year deal to sponsor **Man. United's** youth academy.

PSN.com has launched a web-site for Brazilian club **Corinthians** www.corinthians.com.br.

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