

ringiersports X



SWISS  
TABLETENNIS  
LEAGUE



SWISS  
TABLETENNIS  
WOMENSLEAGUE

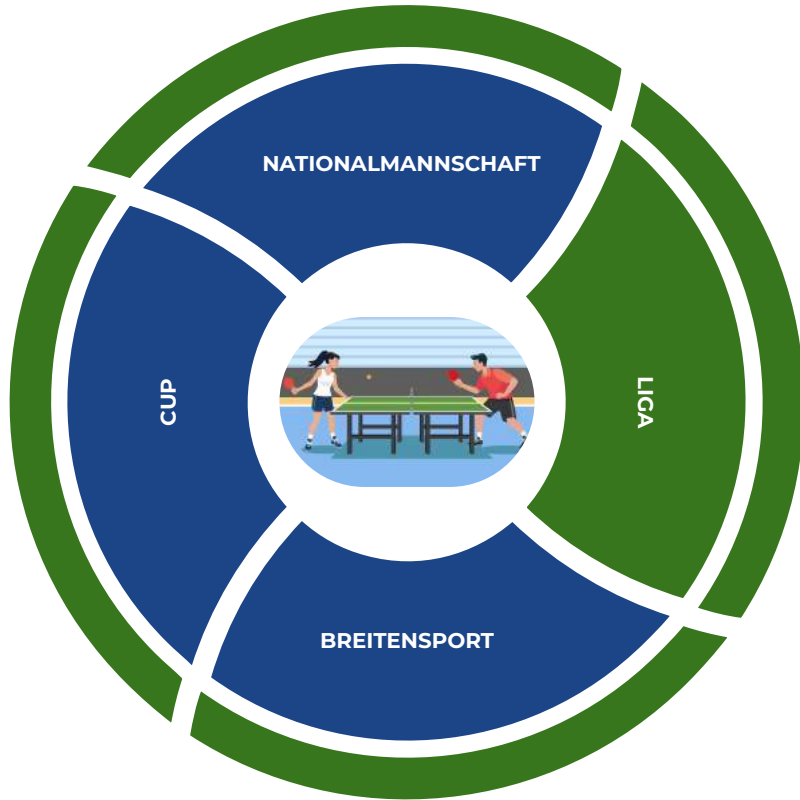
SWISS TABLE TENNIS LEAGUE

X

**RINGIER SPORTS**  
PROJECT "SIDESPIN"

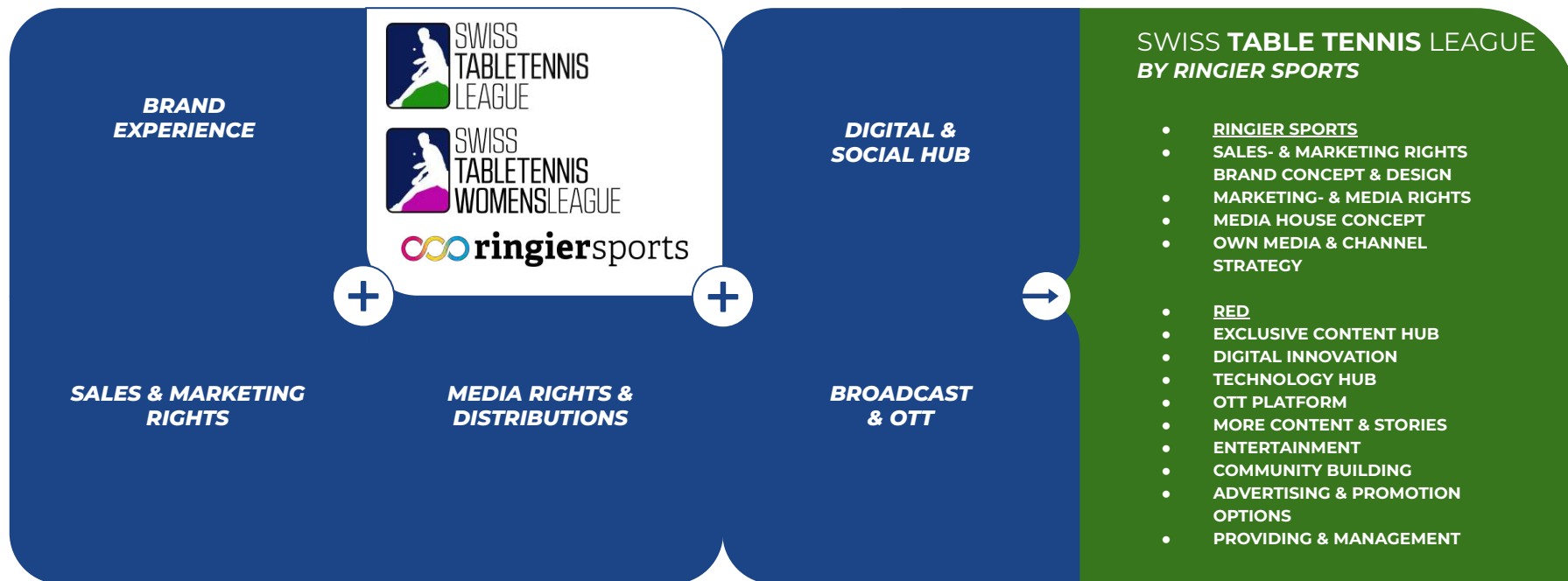
ZÜRICH, MÄRZ 2023

# SWISS TABLE TENNIS. REPOSITIONING



# SWISS TABLE TENNIS LEAGUE.

## REPOSITIONING





**BRAND EXPERIENCE**  
SWISS TABLE TENNIS LEAGUE



**SPEED.**  
**DYNAMIC.**  
**FAIRNESS.**  
**PRECISION.**  
**SWISSNESS.**  
**TEAMSPIRIT.**  
**COMPETITIVE.**

# NEW DYNAMIC BRAND.



LEAGUE RENAMING

LIGA CI/CD

COMPETITION LOGOS

WEBSITES APP

SOCIAL CHANNELS

BROADCAST GRAFIK PAKET

VENUE BRANDING

EVENT BRANDING

BACKDROPS



**MARKETING RIGHTS**  
SWISS TABLE TENNIS LEAGUE

# MARKETING RIGHTS.

## EXCLUSIV MARKETING AGENCY



SALES- & MARKETING  
RIGHTS

DIGITALE RECHTE

NAMENSRECHTE DER LIGA

COMPETITION LOGOS

SPONSOR BADGA (JERSEY)

CLUB LEADER / WEITERE KATEGORIEN

VENUE MARKETING RECHTE (Z.B. BODEN)

EVENT RECHTE (INKL. HOSPITALITY)

LED BOARDS

MERCHANDISING



# OFFICIAL PARTNERS.

## BASIC PACKAGE



(1) HAUPT PARTNER

(4) SPONSOR

SUPPLIERS

**PRICING (TBD)**



(1) TITEL SPONSOR

(1) PRESENTER

(4) SPONSOR

SUPPLIERS

**PRICING (TBD)**



(1) TITEL SPONSOR

(1) PRESENTER

(4) SPONSOR

SUPPLIERS

**PRICING (TBD)**

**POTENTIAL (TBD)**

# TITEL SPONSOR.

## MÖGLICHE PRÄSENZ



# PRODUCT OPTIONS.

## EVENTS



FINAL TURNIER

NATIONALE TURNIERE



INTERNATIONALE TURNIERE

CUP FINAL

LÄNDERSPIELE



WELTMEISTERSCHAFTEN

OLYMPISCHE SPIELE

## OPTIONEN

TV PRESENTING

BEST PLAYER

RISING STAR TROPHY

APP & OTT

AWARDS (POINT OF THE MONTH,  
CLUB OF THE MONTH ETC.)

MATCHDAY STORY POST SERIES

GAMECENTER

VIDEO HIGHLIGHTS

NEAR LIVE

EDITORIAL SERIES

WEB SERIES

ORIGINALS

# POTENTIAL (TBD)

# OUR COMMITMENT.

	STRATEGIE & RECHTE	VERKAUF	UMSETZUNG & SERVICE	ANALYSE
	SPONSORING	BEWERTUNG & DIGITALE GESCHÄFTSMODELL	PARTNER MANAGEMENT	PERFORMANCE MONITORING
	ADVERTISING & DIGITAL ADVERTISING	PAKETIERUNG	KOORDINATION & PLANUNG	OPTIMIERUNG
	BRANDED CONTENT	PRICING	DIGITALE INFRASTRUKTUR	REPORTING
	DIGITALE PRODUKTE/GAMES	UPSELL	PRODUKTION	
	OMNICHANNEL KAMPAGNEN			

DIGITAL SPONSORSHIP ASSETS



**MEDIA RIGHTS**  
SWISS TABLE TENNIS LEAGUE

# MEDIA RIGHTS OVERVIEW.



MEDIA RIGHTS &  
DISTRIBUTIONS

LIVE GAMES (FREE/PAY/OTT)

FULL HIGHLIGHTS (FREE/PAY/OTT)

CLIP HIGHLIGHTS (NEAR LIVE, FREE/PAY/OTT)

BROADCAST IN PROGRAM GRAPHICS

*EXCLUSIVE MEDIA RIGHTS FOR ALL CHANNELS, PLATFORMS &  
TECHNOLOGIES*

DISPLAY AD SPACES\*

VIDEO AD SLOTS (PRE/MID/POST-ROLL)

NATIVE AD SPACES\*

NEWSLETTER\*

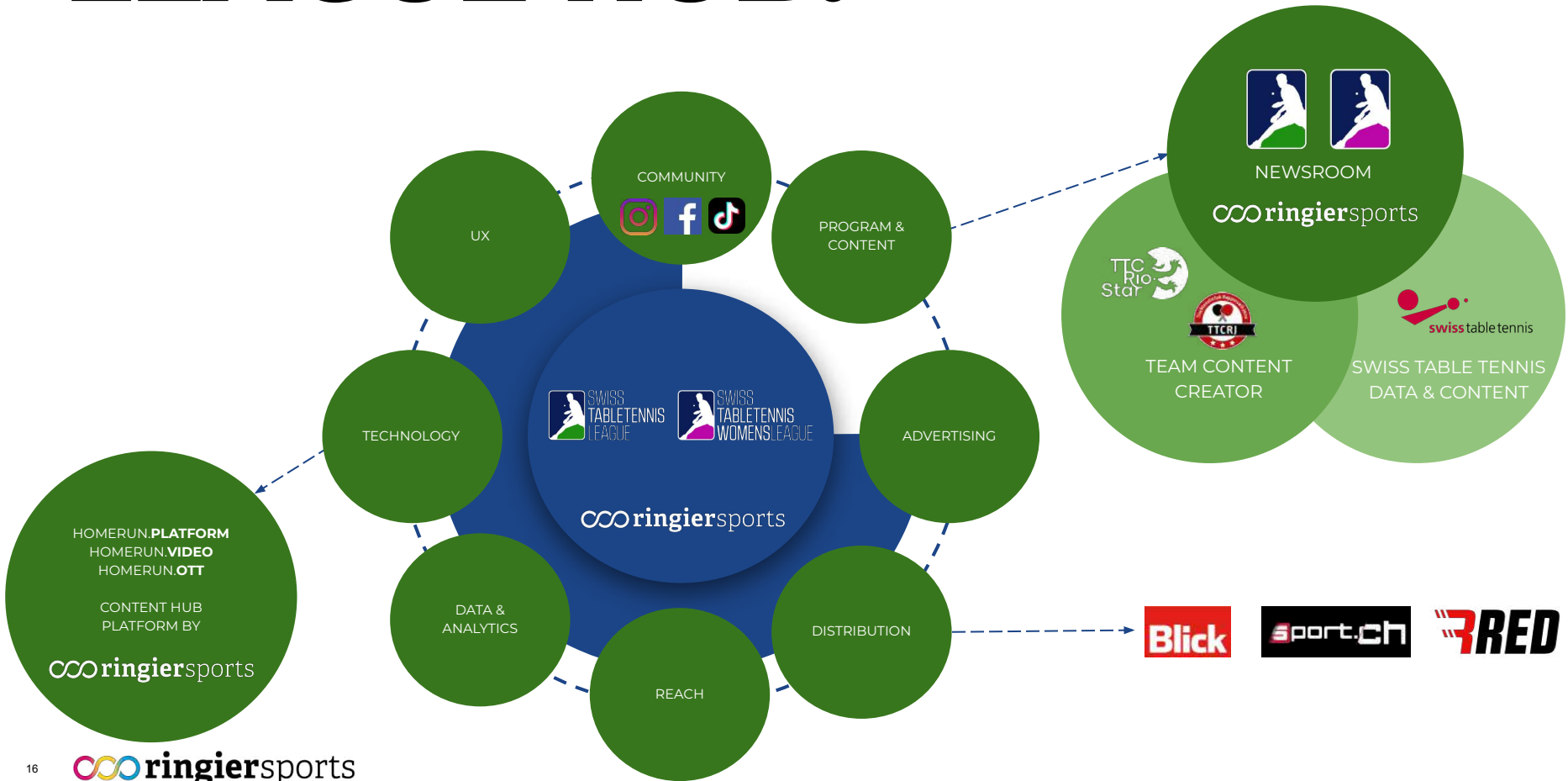
SOCIAL AD POSTS (NATIVE)\*

*\*TEAM SITES & TEAM SOCIAL MEDIA CHANNELS (MEN'S &  
WOMEN'S). A MIN. OF 50% OF THE POTENTIAL*



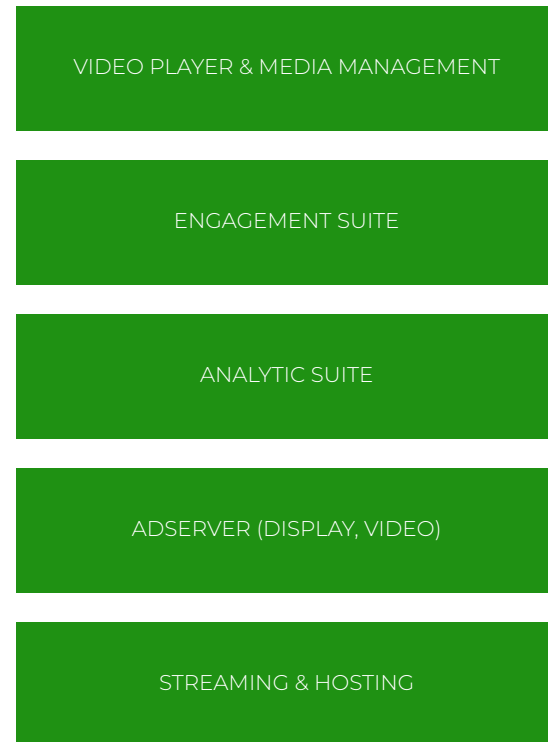
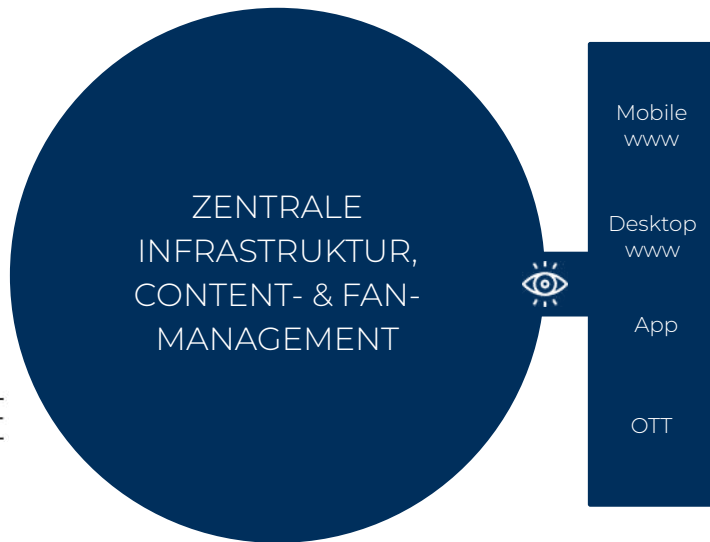
**DIGITAL HUB CONCEPT**  
SWISS TABLE TENNIS LEAGUE

# LEAGUE HUB.



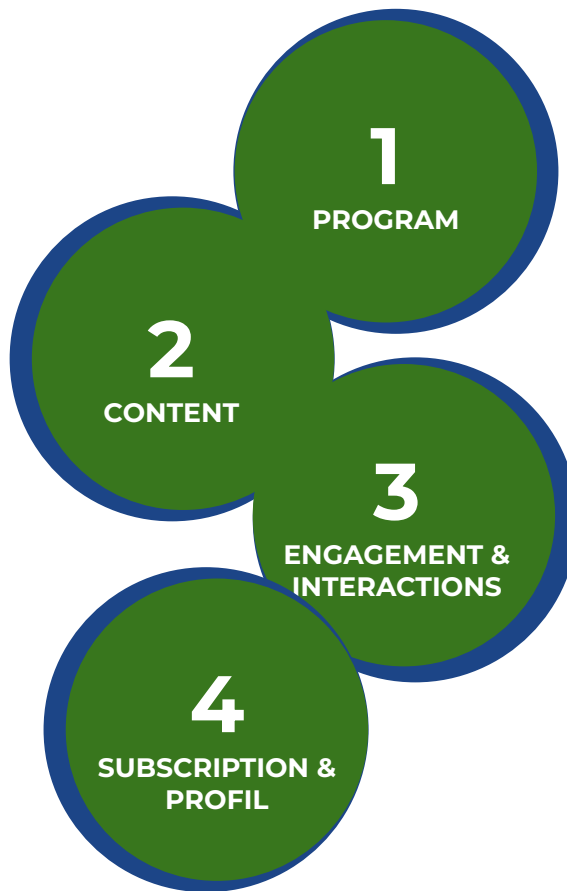
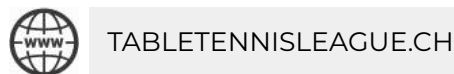
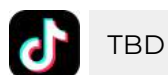
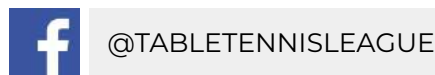
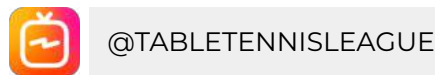
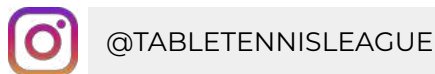


# INFRASTRUCTURE.



ZENTRALER CONTENT-PRODUKTIONSWORKFLOW

# DIGITAL ACTIVATION.



OPTION: TABLE TENNIS WOMEN'S LEAGUE CHANNELS



**DIGITAL HUB BROADCAST**  
SWISS TABLE TENNIS LEAGUE

# REDTABLETENNIS.

OTT & STREAMING

INTEGRATION AUF RED.

RED GIBT DEM TABLE TENNIS EINE **MEDIALE BÜHNE.**

**ALLE SPIELE UND PUNKTE KÜNFTIG AUF REDTABLETENNIS.**

FREE SPIELE **AUF BLICK.**

AUFBAU EINES **COMMUNITY-CASE.**

# MARKET OVERVIEW.

## STREAMING & OTT PLAYERS

FREE.



MOVIE & SERIES



TIER I SPORTS



TIER II SPORTS



WE GIVE **YOUR SPORTS A STAGE** BY PRODUCING **LIVE BROADCASTS** AND **EXCLUSIVE CONTENT**. FOR **FANS** AND THE COMMUNITY!

# INTEGRATION RED-NETWORK.

## REDTABLETENNIS

SEASON  
22/23



Promotion  
League



1. Liga  
Classic



SEASON  
23/24



2. LIGA  
INTERREGIONAL



SEASON  
24/25



REGIONALVERBÄNDE  
UNDER 16 & 18 COMPETITIONS

300K  
PLAYER/COACH



FAMILY



**RED+**  
+12K GAMES  
SEASON

FANS  
+1K TEAMS



MEMBERS  
+400 CLUBS



# GAMEPASS.

LIVE, RE-LIVE &  
NEAR LIVE  
**GAMEPASS**

ORIGINALS  
PROGRAM

SHORT  
FORM &  
SOCIAL

**3RED**

GAME  
RECAP  
**GAMEPASS**

MUST SEE  
ACTION

ringiersports

**YEARLY** ALLE SPIELE 89,90

**MONTHLY** ALLE SPIELE 12,90

**TEAMACCOUNT** FÜR TRAINER / ANALYSE

**PLAYERACCOUNT** FÜR SPIELER

20:15

welcome.onelog.ch

**3RED**

DE

[Zurück](#)

## Einloggen oder registrieren

Wir sind Partner vom zentralen Schweizer Medien-Login OneLog. [Mehr Infos](#)

Mit der Anmeldung nimmst Du zur Kenntnis, dass OneLog prüft, ob bereits ein Benutzerkonto besteht. Falls ja, übernimmt OneLog die vorhandenen Daten.

E-Mail-Adresse

**Weiter**

Du hast noch kein Konto?

[Hier registrieren](#)

oder



Mit SwissID fortfahren

# NATIONALE DISTRIBUTION.

## STARKE MEDIENPARTNER

ENORME REICHWEITEN (MIND. 2.5 MIO PRO MONAT) DANK SYNERGIEN UND KOOPERATIONEN

VERSCHIEDENE KAMERASYSTEME



CH-WEIT  
INSTALLATIONEN

EIGENE PLATTFORM  
LIVE/HIGHLIGHTS

REICHWEITENSTARKE PLATTFORM

CA. 1.8 MIO. UNIQUE  
USERS/MONAT

1 SPIEL/RUNDE/LIGA  
AUF BLICK.CH

GROSSE NATIONALE BÜHNE WIRD  
GESCHAFFEN

REINE SPORTPLATTFORM



CA. 700K UNIQUE  
USERS/MONAT

ERSTKLASSIGE  
BERICHTERSTATTUNG

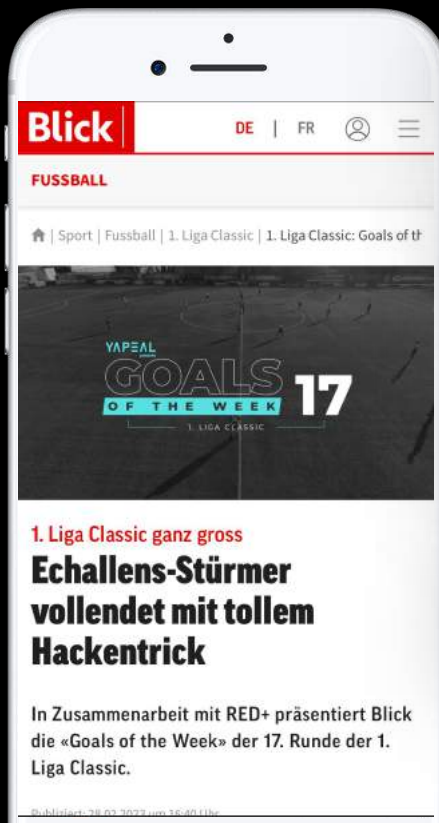
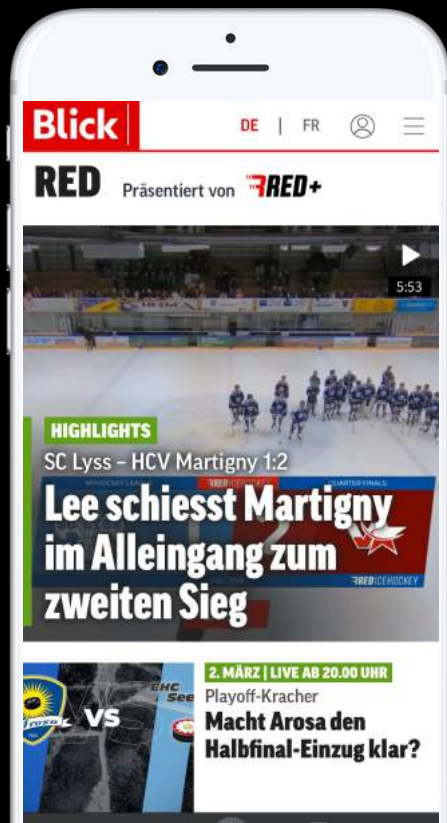
REINE SPORTPLATTFORM

SUBLIZENZIERUNGEN FÜR  
REGIONALZEITUNGEN



# RED@BLICK.

## WIR BIETEN DEM SPORT EINE BÜHNE



REDSECTION@BLICK

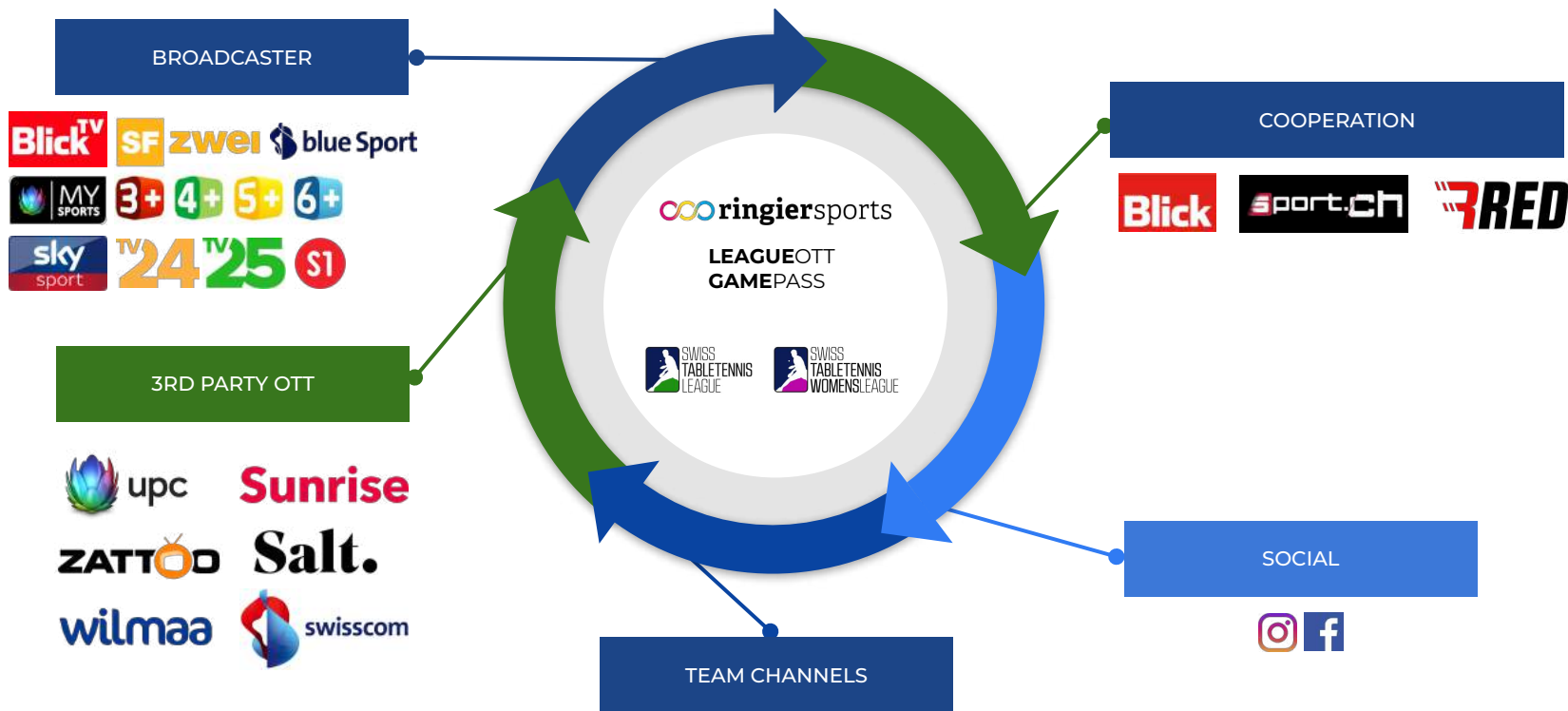
MATCH OF THE WEEK

HIGHLIGHTS&SHORTS

ORIGINALS SERIES

RED

# LEAGUE TV DISTRIBUTION.



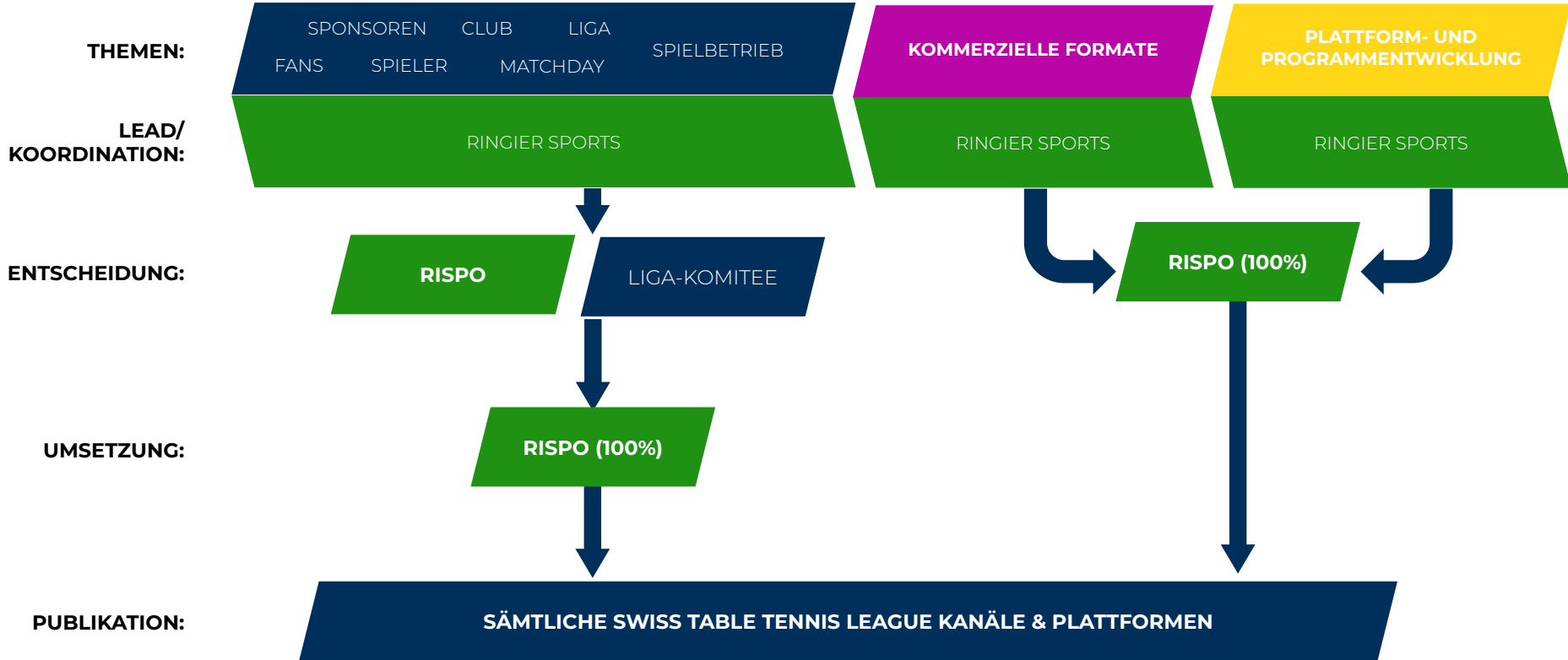


**ORGANIZATION**  
SWISS TABLE TENNIS LEAGUE

# PROJECT TEAM.



# ORGANIZATION.



# MILESTONES.

09/2023

## **PARTNER-GESPRÄCHE**

- STORY MÖGLICHEN PARTNERN VORSTELLEN
- GEMEINSAME GESPRÄCHE FÜHREN

12/2023

## **KONZEPT**

- IMPLEMENTIERUNG NEUES KONZEPT

03/2024

## **START MIT FINALSPIELEN**

- ENDE SAISON 23/24

09/2024

## **NEUE TABLE TENNIS WELT**

- NEUES BRANDING
- REDTABLETENNIS



**#SPORTNATION**  
WE CHANGE THE GAME  
**WITH U**

 ringiersports