

AFL MEDIA

PETER CAMPBELL
GENERAL MANAGER



ROARING TIGER


AFL Media cameras were regularly trained on stars of the game such as Richmond's Dustin Martin.



AFL MEDIA



The AFL Digital Network retained and grew its position as Australia's leading sporting digital destination

 **+29%**
UNIQUE MONTHLY VISITORS

 **+23%**
AGGREGATE VIDEO STREAMS

 **+35%**
SOCIAL MEDIA FOLLOWERS

It was a successful year for AFL Media which recorded growth and increased traffic across all areas of operation, including the AFL's official website, the AFL Live App and social media.

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Season 2014 provided AFL Media with an opportunity to capitalise on the successful growth stemming from the 2013 season to re-affirm our core operational focus of putting the supporter at the centre of everything we do and optimising the supporters' experience.

From January to the end of October 2014, aggregate monthly unique visitors to AFL.com.au, the club websites (mobile and desktop), the AFL Live Application and the 18 official club applications grew by more than 29 per cent (2013: 16 per cent) to more than 89 million.

With the great support and partnership AFL Media enjoys with Telstra, our digital rights partner, the AFL Digital Network retained and grew its position as Australia's leading sporting digital destination.

Pleasingly, and despite the ubiquitous trend of mobility first, the AFL's digital traffic to the traditional desktop service was also still positive, bucking the trend

more commonly seen across the consumer landscape. Notwithstanding our growth in the AFL and club apps, the Nielsen Online Unique Audience metric showed the AFL Network's online audience (desktop and mobile site) grew by 14 per cent year on year for the period March-September.

Statistically, our core measurement and engagement metrics of the AFL's Digital Network reflected the efforts of the committed AFL Media personnel to ensure that a constant stream of innovative user experience and user interface updates were delivered; news-breaking stories and features were a constant focus; visually appealing layout and design were enhanced and guided users to the appropriate areas; an expedited and refreshed game highlights service was delivered; we increased and refined the number of news and magazine-style video programs; and statistical 'data-tainment' was provisioned more prominently and in-depth across the AFL's and club sites.



2014 KEY METRICS

Our key metrics for season 2014 reflected these efforts:

1. Aggregate video streams of 84 million increased by more than 23 per cent as against 2013 (2013 was up 23 per cent on 2012).
2. Paid subscribers to the AFL Live App streaming service, AFL International Streaming Service (Watch AFL) and the re-launched AFL Fantasy service increased by more than 102 per cent on 2013.
3. Downloads of the AFL Live App, Club Apps and Fantasy App grew to a lifetime 3.8 million (2.9 million in 2013).
4. Our Nielsen Online Unique Audience measurement increased by more than 14 per cent for the period March-September 2014 compared with the same period in 2013.
5. Qualitative measurements (user engagement, App Store ratings and Net Promoter Score) were all in excess of our 2014 target.
6. Previously unmeasured analysis of traffic through to functional and transactional areas of the sites (club and AFL membership, ticketing and Shop AFL) matched our desired expectations.
7. The live streaming results for the AFL Live App showed: No. 1-ranked sports app in the country; daily engaged users grew by 97 per cent; more than 68 million minutes of live streaming was consumed (+46 per cent); and the average live streaming audience grew by 113 per cent as against 2013.

Aside from the key metrics, the AFL and our digital rights partner Telstra initiated a number of new services for supporters to help drive greater engagement and affinity with clubs and supporters generally.

A discounted Digital Club Live Streaming offer was made available and sold by the clubs, and International Club Membership combined with international live streaming of matches was also made available and sold by the clubs. The AFL, Telstra and wagering partner Tabcorp also offered a live-streaming solution to a qualified group of high-value Tabcorp customers, and a similar concept will be activated in 2015 with partner Mars.

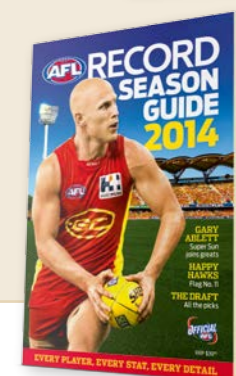
Knowing more about our users and supporters has had a continuing and increased focus. AFL Media re-launched our opt-in email weekly newsletter, garnering some 400,000-plus recipients; in conjunction with Telstra, we launched a registration and login identity on AFL.com.au; we launched a purchase method from the website for access to live streaming via the AFL Live App (creating a one-on-one relationship rather than only purchasing via the App Store or Google Play); we established a link with our social media followers who engaged with us by offering a range of money-can't-buy prizes; and we successfully trialled and utilised the Telstra Thanks program to make special live streaming offers to Telstra customers.

AFL RECORD



The *AFL Record* had a remarkable year. According to the Audit Bureau of Circulations, the *AFL Record* increased circulation for the period January to June 2014 by more than six per cent compared with the corresponding period in 2013, and the Enhanced Media Metrics Australia readership results showed an increase of more than five per cent in the period to September 2014 compared with September 2013.

In a period when magazine readership and circulation are being continuously challenged, the heritage, quality and trust for the *AFL Record* shows its resilience – even with our strong performance in digital growth. This was further evidenced in August when we launched a new franchise publication under the *AFL Record* masthead – *Great Football Decades – The 90s*. This joins other franchise extensions through the *AFL Record 4 Kids*, the *Season Guide* and *Premiers Magazine*. →





ALL SMILES

Images like this 'selfie' taken by Luke Hodge on Captains' Day were used on AFL social media. ↑



The Social Media team continued to push boundaries and explore innovative ways to connect and engage with this audience sector



Several AFL Media staff were recognised for their efforts by the peer-voted Australian Football Association Media Awards. Staff were recognised for Most Outstanding Use of Social Media, Most Outstanding Photographer (Justine Walker) and Most Outstanding Single News/Feature Photograph (Michael Willson).

AFL Media Producer/Director Peter Dickson continued the rich history of his documentary production with *The Chosen Few*, a two-hour documentary featuring our elite current and former coaches. The documentary was commissioned and screened by the Seven Network on the Friday night before the AFL Grand Final.

The Social Media team continued to push boundaries and explore innovative ways to connect and engage with this audience sector. AFL Media established a test relationship with Facebook during the Toyota Finals Series to provide some exclusive content through Facebook, and we initiated a first in Australian sport via Twitter with the introduction of a video-embedded tool which also allowed us to partner with key corporate advertising partners to amplify immediate match-day highlights.

A particular highlight was when we invited the AFL club coaches to join us in a 'Twitter Takeover' where supporters can have a direct engagement with the key figures in how the game is played.

Our commercial relationships with our key AFL corporate and club partners helped us provide a creative, efficient and effective market for their association with the AFL and/or club partners.

Our design, video production, photography, video archive and custom publishing teams were nimble and creative in being able to meet and deliver quality solutions for our clubs, our corporate partners and non-AFL related clients alike.

Appropriately, and announced just before the 2014 Anzac Day clash and in the centenary of the start of World War I, the AFL, along with our international partners Rightster International and Telstra, became the first sporting body in Australia to offer all serving members of the Australian Defence Force who are stationed on active duty overseas the ability to watch live every match of the Toyota AFL Premiership Season and Toyota AFL Finals Series.

Wherever Australia's defence personnel are stationed overseas, they have the ability to use whatever device they have at their disposal to ensure they never have to miss out on a game of AFL as they serve our country. We are extremely grateful to our partners and the Department of Defence for helping us provide this unique and complimentary service to our nation's servicemen and women.

The ever-changing landscape of supporter expectations to be able to engage with the AFL and our clubs wherever, whenever and using whatever device they choose necessitates that we meet those expectations for us to remain Australia's premier digital sporting destination. AFL Media is well placed, with quality staff always wanting to try and go that next bit further, and a business model that provides a platform for that supporter engagement.

