

CASE STUDY — WIMBLEDON — 1

MediaZone helps Wimbledon Serve Online Ace

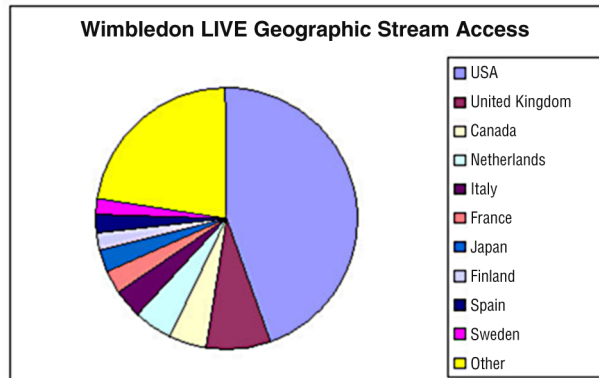
The smashing success of MediaZone's Internet-based coverage of Wimbledon 2006 left no doubt that online video entertainment is moving into prime time, with prime content, for prime audiences.

Wimbledon LIVE set records for site visitors, live streams, and downloads delivered. The success across all metrics proved that substantial audiences will pay for online access to prized content, even material that is at least partly available through traditional broadcast or cable venues. As MediaZone repeatedly has demonstrated with its many other unique international, sports and entertainment offerings, the Internet is the ideal medium for content owners to extend revenue opportunities and brand exposure.

Ready, Set, Stream

During The 2006 Championships, MediaZone gave fans online access to more than 300 live matches from as many as nine courts concurrently, totaling more than 600 hours of live and On Demand online programming – the most complete coverage ever available of this Grand Slam tennis event. And fans responded, consuming more than 300,000 streams and 250,000 downloads. High-quality live streams were offered at 500Kbps, with On Demand downloads available within three hours of a match's end at even higher resolutions of 700Kbps and 1Mbps.

MediaZone and the All England Lawn Tennis Club collaboratively built the **Wimbledon LIVE** service (available at [HYPERLINK "http://Wimbledon.org/live"](http://Wimbledon.org/live) <http://Wimbledon.org/live>) in less than six weeks. Despite the tight timeframe for consumer marketing, nearly 2.2 million unique visitors flocked to the site, where they logged more than 5.1 million page views. About a quarter of the traffic came from MediaZone's China-based sports portal, SportsCN, which supported a Chinese-language version of the Wimbledon offering.



Befitting Wimbledon's worldwide appeal, over 100 territories accessed the service. U.S. consumers were the service's heaviest buyers, but residents of the United Kingdom were close behind, even with heavy broadcast coverage in the tournament's home country. The depth of MediaZone coverage and convenience of access – especially for weekday, workday fans with no broadcast access – helped drive consumer uptake.

In addition, with assistance from partner TWI, Wimbledon LIVE offered programming that wasn't available on TV, including recaps of the day's best matches, player interviews, recommended and classic matches. The "Classic Wimbledon" offerings showcased some of the most famous matches ever played on the hallowed grass courts, including the Federer vs. Roddick 2005 Men's Final, which drew more than 14,000 downloads.

As well, MediaZone provided three channels of Radio Wimbledon, with live commentary from the main courts, tight integration with Wimbledon's official site which included live scoring from IBM, news, player stats and more. This combination of non-video content further



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fleshed out a compelling service into a well-rounded consumer experience that fed fans' hunger for a deep immersion into the Fortnight.

Tradition Meets Technology

Wimbledon is the world's most widely recognized tennis tournament, with a distinguished history featuring some of the game's most exciting matches. Each year, nearly 500,000 people flock to The All England Lawn Tennis Club to witness the edge-of-your-seat competitions featuring the most famous tennis professionals.

MediaZone tapped its experience in global distribution, design, brand strategy and programming to create an online offering that was true to the Wimbledon brand and blended seamlessly with the official site.

"We were extremely pleased with MediaZone's handling of the entire process, from the swift site build, to managing the complex and high-volume live streaming service, to the quick turnaround for On Demand delivery," said the Club's I.T. Director, Jeff Lucas. "The production process flowed smoothly, and we were proud of the service we ultimately presented to consumers."

Collaboration is Key

Partnering with traditional broadcasters around the world was a key component of Wimbledon's online success.

"Due to Wimbledon's worldwide popularity, we wanted to expand our broadcast coverage onto the Internet," said Rob McCowen, Marketing Director for The All England Lawn Tennis Club. "We knew it was a great opportunity to create an immersive online experience for ardent tennis fans while increasing our revenue opportunities. We wanted to ensure that the offering would complement the on-air coverage by our traditional broadcast partners, and also have the ability to geo-block online access to specific regions to protect those partner relationships. MediaZone built a service with us that met all these goals."

MediaZone worked closely with NBC (the Club's U.S. broadcast partner) to promote Wimbledon LIVE. Given NBC Sports' long-standing relationship with the Club, the network already was looking for ways to extend its reach to as many tennis enthusiasts as possible.

Fast Facts:

- 100 territories worldwide
- 300,000 live streams
- 250,000 downloads
- 300 live matches broadcast online
- 600 hours of programming
- 2.2 million unique visitors
- 5.1 million page views

MSNBC.com showcased a prominent link to Wimbledon LIVE while the U.S. version of Wimbledon LIVE was co-branded with the NBC logo. On-air mentions of the service helped drive consumers online, where they could

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watch programming unavailable on air, or purchase matches they may have missed.

The collaboration between AELTC, NBC and MediaZone was a win for everyone. “We were thrilled to work with Wimbledon and NBC Sports to offer the broadest and deepest tournament coverage ever in the U.S. and globally,” said Michelle Wu, CEO of MediaZone. “Together we offered tennis enthusiasts the most immersive Wimbledon experience outside of the grounds and are confident that this first-of-its-kind collaboration made this a Wimbledon to remember.”



Partner Profiles

All England Lawn Tennis Club

The Lawn Tennis Championships at Wimbledon have evolved from the original garden-party atmosphere of the first meeting in 1877, which was witnessed by a few hundred spectators, into the world's premier tennis tournament, attracting an attendance of nearly 500,000 people and worldwide interest. Players from more than 60 nations compete in front of a worldwide audience of millions who follow the proceedings in the press and on radio, the Internet and television.

TWI Interactive

TWI Interactive, an IMG Media company, is the largest independent producer and distributor of sports programming in the world. It provides comprehensive management and strategic guidance for The All England Lawn Tennis Club and The Lawn Tennis Association's broadcast and interactive-media activities, including website design, development and maintenance, content authoring and production, brand building and other key facets in the global distribution of The Championships at Wimbledon.