



primetime**sport**













prime**tubers**

MILLENIALS Y DEPORTE

Esteve Calzada

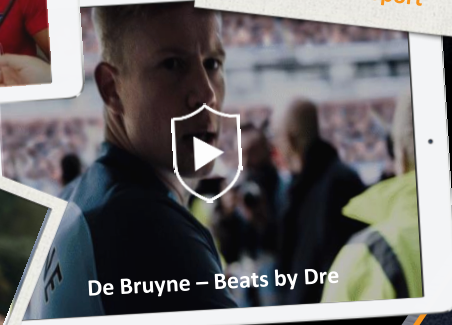
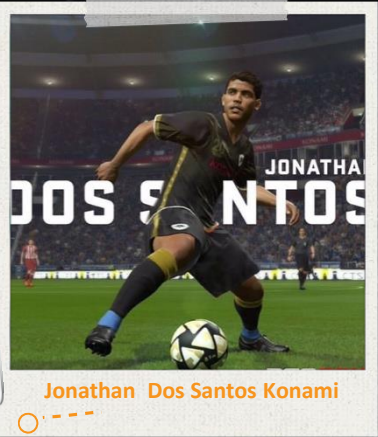
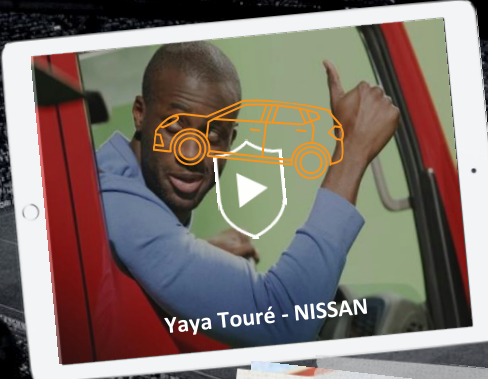
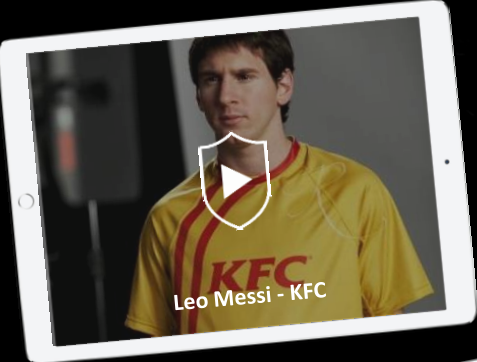
18/04/2018

Prime Time Sport business areas

	FOOTBALL 	IMAGE RIGHTS & MARKETING 	PRIMETUBERS 	DIGITAL SPONSORSHIP LAB* 	CORPORATE FINANCE & M&A 
Services	<ul style="list-style-type: none"> Player representation Transfer intermediation Friendly matches 	<ul style="list-style-type: none"> Player Image Rights Sponsors recruitment 	<ul style="list-style-type: none"> Branded content campaigns Influencers representation 	<ul style="list-style-type: none"> Digital-only activation Creative lab Results evaluation & ROI 	<ul style="list-style-type: none"> Investors recruitment Squad valuation (Football Value Index)
Consultancy	<ul style="list-style-type: none"> Home grown talent development Coaching Infrastructure 	<ul style="list-style-type: none"> Commercial development Sponsorship deck production Manchester City project 	<ul style="list-style-type: none"> Assistance to brands to engage with influencers Sponsorship activation 	<ul style="list-style-type: none"> Digital-only packages design Property selection 	<ul style="list-style-type: none"> Clubs valuation for M&A Investors deck production
Content	 				



Player image rights project selection



MOST POPULAR PLAYERS ON INSTAGRAM



2007

2018

2027



Cristiano Ronaldo

-

121M

?



Neymar

-

90M

?



Leo Messi

-

88M

?



James Rodríguez

-

35M

?



Gareth Bale

-

32M

?



Ibrahimovic

-

30M

?



Luis Suárez

-

26M

?












Marcelo

-

23M

?

MOST POPULAR SPANISH SPEAKING FOOTBALL YOUTUBERS

YouTube		2007	2018	2027
	ElChurques	-	3866k	470k
	bytarifa	-	3525k	963k
	DJMARIO	-	3476k	1070k
	MATTHDGAMER	-	2204k	228k
	SALVA	-	2152k	682k
	ROBERTPG	-	1960k	883k
	XBUYER	-	1627k	765k
	DOCTOREPOLLO	-	1461k	459k
	TWO SYNC	-	1433k	171k
			SUBSCRIBERS	AVGE VIEWS

VIDEO



PRESS "PLAY" TO WATCH THE REEL

FOOTBALL ON TV vs YOUTUBERS AUDIENCE



You Tube



Real Madrid v PSG 14/02/18	
FC Barcelona- Atlético Madrid 04/03/18	
Real Madrid v FC Barcelona 23/12/17	
Real Madrid v Getafe 03/03/18	
DjMariio v Cristiano Ronaldo 05/10/18	DJMARIIO
Épicos retos fútbol 21/01/17	ROBERTPG
Vs Ter Stegen & Yerry Mina 27/01/18	XBUYER
Reto fútbol freestyle 10/09/17	DOCTOREPOLLO

2,4M

2,2M

1,8M

870k

8,1M

4,8M

2,6M

855k

GLOBAL & YOUNGER AUDIENCE

COUNTRIES



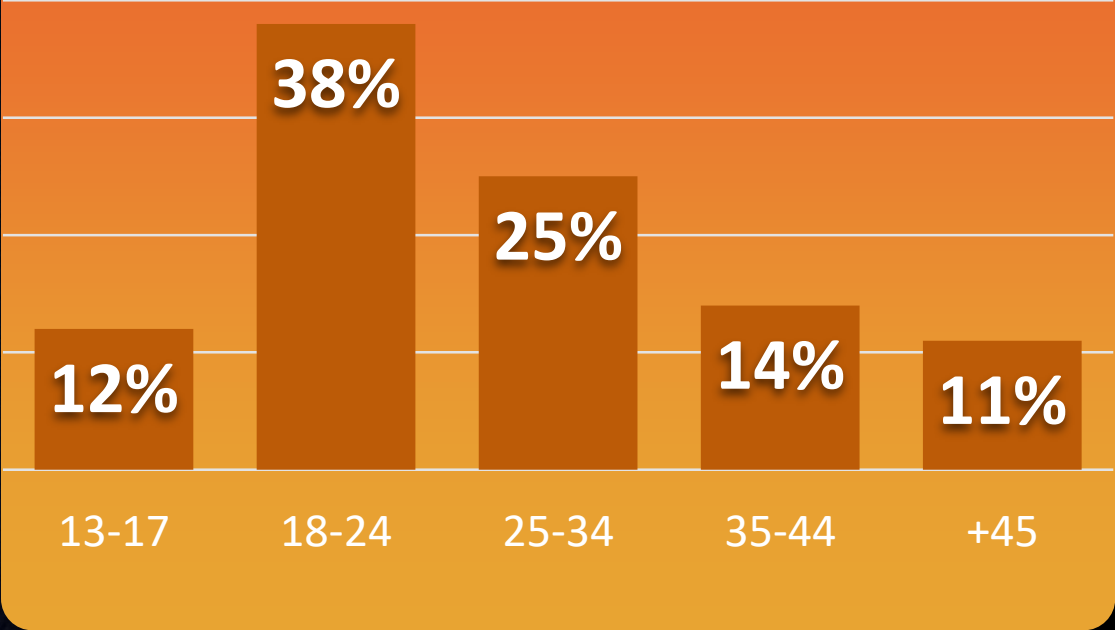
45%

16%

14%

8%

AGE



13-17

18-24

25-34

35-44

+45

TOP BRAND MOVING TO INFLUENCERS SPACE



KONAMI



SAMSUNG



SONY NISSAN MARCA

In a few months, Primetubers has created promotional campaigns and branded content in YouTube for many of the most important brands

CASE STUDY: YOUTUBERS – SABADELL FC



prime tubers



IAMSTEVE
1.624.227 views



PRIMETUBERS
527.300 views



JUANLU
648.330 views



XBUYER
1.679.544 views

TOTAL
8 MILION
VIEWS



SALVA
547.541 views



ROBERTPG
1.865.498 views



HAMZA
1.018.508 views



PAUL FERRER
233.012 views



primetimesport

CONNECTING BRANDS WITH MILLENIALS GLOBAL AUDIENCE



INCREASED VISIBILITY

Opportunity to reach a global audience and to give visibility to the brand in front of millions of fans/consumers.



LOWER INVESTMENT

A good opportunity to associate with important and notorious celebrities at a lower cost and with great ROI.



CONVENIENCE & FLEXIBILITY

Digital marketing offers opportunities for tactical and fast to implement campaigns/associations.



HIGHER ENGAGEMENT

Engage with the audience, design unique campaigns and create stronger bonds rather than just advertising.



FEWER RESTRICTIONS

Digital campaigns can be quickly implemented and are more flexible and versatile than traditional marketing campaigns.

A tall stadium light tower on the left side of the image, with several bright spotlights shining outwards, creating a hazy glow in the dark background.

GRACIAS

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