

FIH

Watch U Hockey

THE DIGITAL HOME OF HOCKEY

**RELAUNCH
MARCOMMS PLAN**

October 2023

INTRODUCTION

- Watch.Hockey was launched in September 2020 as the Digital Hub of Hockey. The one stop app for fans to watch live, on-demand matches and exclusive content.
- Since its launch, more than 2 million users from all over the world have visited the platform.
- Thousands of matches have been streamed.
- Watch.Hockey is today one of the main contributor of user data.
- Until today, matches streamed on Watch.Hockey were subject to geo-blocking restrictions to meet the agreements in place with broadcasters.

As of November 2023, those geo-blocking restrictions will be lifted (except in India where broadcasting agreements remain in place), meaning that hockey fans worldwide will now have access to watch all matches live or VOD, without geographical restrictions.

THE NEW WATCH.HOCKEY

KEY HIGHLIGHTS

- 1. FIH+ Pass:** With the FIH+ Pass, fans will gain access to thrilling live and VOD FIH Events: FIH Hockey Olympic Qualifiers for Paris 2024, FIH Hockey Pro League Season 5, FIH Hockey5s World Cup, FIH Hockey Junior World Cups, FIH Hockey Nations Cup. All in one place!
- 2. Diverse Content:** In addition to live and VOD matches, FIH+ offers a treasure trove of short-form content making it the perfect platform for every hockey fan.
- 3. Bilingual News Coverage:** Stay up to date with the latest hockey news in English or Spanish. Watch.Hockey keeps fans informed about all the developments in the world of hockey.
- 4. Big Screen Experience:** Enjoy the thrilling action on your big-screen TV with the casting feature available on both Android and iPhone apps.

Ad-Hoc events from National Associations and Continental Federations as well as a treasure trove of short-form content and training videos will add to the Watch.Hockey content.

THE NEW WATCH.HOCKEY

PRICING

Pricing has been established based on an indicator of profitability per estimated subscriber in each of the countries (High or Low ARPU). Two different price points have been fixed for each of the following groups:

Price A

United States, Australia, Austria, Belgium, Bulgaria, Canada, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Japan, Latvia, Lithuania, Luxembourg, Malta, Netherlands, New Zealand, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, United Kingdom

Price B

Afghanistan, Albania, Algeria, Angola, Anguilla, Antigua and Barbuda, Argentina, Armenia, Azerbaijan, Bahamas, Bahrain, Barbados, Belarus, Belize, Benin, Bermuda, Bhutan, Bolivia, Bosnia and Herzegovina, Botswana, Brazil, British Virgin Islands, Brunei, Burkina Faso, Cambodia, Cameroon, Cape Verde, Cayman Islands, Chad, Chile, China mainland, Colombia, Congo, Democratic Republic of the Congo, Republic of the Costa Rica, Côte d'Ivoire, Dominican Republic, Ecuador, Egypt, El Salvador, Eswatini, Fiji, Gabon, Gambia, Georgia, Ghana, Grenada, Guatemala, Guinea-Bissau, Guyana, Honduras, Hong Kong, Iceland, India, Indonesia, Iraq, Israel, Jamaica, Jordan, Kazakhstan, Kenya, Republic of Korea, Kosovo, Kuwait, Kyrgyzstan, Laos, , Lebanon, Liberia, Libya, Macau, Madagascar, Malawi, Malaysia, Maldives, Mali, Mauritania, Mauritius, Mexico, Micronesia, Moldova, Mongolia, Montenegro, Montserrat, Morocco, Mozambique, Myanmar, Namibia, Nauru, Nepal, Nicaragua, Niger, Nigeria, North Macedonia, Norway, Oman, Pakistan, Palau, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Qatar, Russia, Rwanda, Sao Tomas and Principe, Saudi Arabia, Senegal, Serbia, Seychelles, Sierra Leone, Singapore, Solomon Islands, South Africa, Sri Lanka, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, Taiwan, Tajikistan, Tanzania, Thailand, Tonga, Trinidad and Tobago, Tunisia, Turkiye, Turkmenistan, Turks and Caicos Islands. Uganda, Ukraine, United Arab Emirates, Uruguay, Uzbekistan, Vanuatu, Venezuela, Vietnam, Yemen, Zambia, Zimbabwe

THE OFFER (1)

THE FIH+ PASS

PASS CONTENT:

The pass gives access to **LIVE** and **VOD** of the following events:

- FIH HOCKEY WOMEN JUNIOR WORLD CUP CHILE – 29 NOV – 10 DEC 2023
- FIH HOCKEY MEN'S JUNIOR WORLD CUP MALAYSIA – 5 -16 DEC 2023
- FIH HOCKEY OLYMPIC QUALIFIERS - 13-23 JAN 2024
- FIH HOCKEY HOCKEY5s WORLD CUP OMAN – 24-31 JAN 2024
- FIH HOCKEY NATIONS CUP SPAIN (WOMEN) – 3-9 JUN 2024
- FIH HOCKEY NATIONS CUP (MEN) – 31 MAY – 9 JUNE 2024
- FIH HOCKEY PRO LEAGUE – SEASON 5 – 6 DEC 2023 – 30 JUNE 2024
- + bonus content to be defined

FIH+ PASS FULL PRICE:

Price A: 39.99 USD

Price B: 24.99 USD

THE OFFER (2)

INDIVIDUAL EVENT PASSES

It will be possible for a user to purchase INDIVIDUAL PASSES for specific events, to access the Live, VOD matches and exclusive content of the following events separately:

1. FIH HOCKEY WOMEN JUNIOR WORLD CUP

29 NOV – 10 DEC 2023

2. FIH HOCKEY MEN'S JUNIOR WORLD CUP

5 -16 DEC 2023

3. FIH HOCKEY OLYMPIC QUALIFIERS

13-23 JAN 2024

4. FIH HOCKEY HOCKEY5s WORLD CUP OMAN

24-31 JAN 2024

5. FIH HOCKEY NATIONS CUP SPAIN (WOMEN)

3-9 JUN 2024

6. FIH HOCKEY NATIONS CUP (MEN)

31 MAY – 9 JUNE 2024

FIH HOCKEY PRO LEAGUE – SEASON 5

6 INDIVIDUAL PASSES:

7. FIH HOCKEY PRO LEAGUE – SEASON 5

ARGENTINA S° DEL ESTERO - MINI-TOURNAMENT – 6-11 DEC 2023

8. FIH HOCKEY PRO LEAGUE – SEASON 5

INDIA BHUBANESWAR MINI-TOURNAMENT – 3-11 FEB 2024

FIH HOCKEY PRO LEAGUE – SEASON 5

INDIA ROURKELA MINI-TOURNAMENT - 12-16 FEB 2024

9. FIH HOCKEY PRO LEAGUE – SEASON 5

ARGENTINA BUENOS AIRES - 14-19 FEB 2024

10. FIH HOCKEY PRO LEAGUE – SEASON 5

BELGIUM ANTWERP – 16 MAY – 2 JUN 2024

11. FIH HOCKEY PRO LEAGUE – SEASON 5

ENGLAND LEE VALLEY - 1-12 JUNE

12. FIH HOCKEY PRO LEAGUE – SEASON 5

NETHERLANDS UTRECHT - 22-25 JUNE 2024

FIH HOCKEY PRO LEAGUE – SEASON 5

NETHERLANDS AMSTERDAM - 22-25 JUNE 2024

INDIVIDUAL EVENT FULL

PRICE A: 4.99USD

PRICE B: 2.99USD

(5.99USD for FIH Hockey Olympic Qualifiers as this includes the access to the 4 different qualifier events, women and men)

MATCH HIGHLIGHTS FOR FREE

**FULL MATCH HIGHLIGHTS WILL BE
AVAILABLE FOR FREE**

(UNDER REGISTRATION TO THE WATCH.HOCKEY
PLATFORM BUT NOT UNDER PAID SUBSCRIPTION)

**AND WITHOUT GEO-BLOCKING
EVERYWHERE**
(EXCEPT FOR INDIA)

THE LAUNCH PROMOTION

EARLY BIRD

Between **31 OCTOBER** and **20 NOVEMBER 2023**, we will start promoting the launch of the FIH+ with an exclusive promotion:

Up to 25% discount on the FIH+ Pass

FIH+ PASS FULL PRICE:

PRICE A: ~~39.00 USD~~

PRICE B: ~~24.99 USD~~

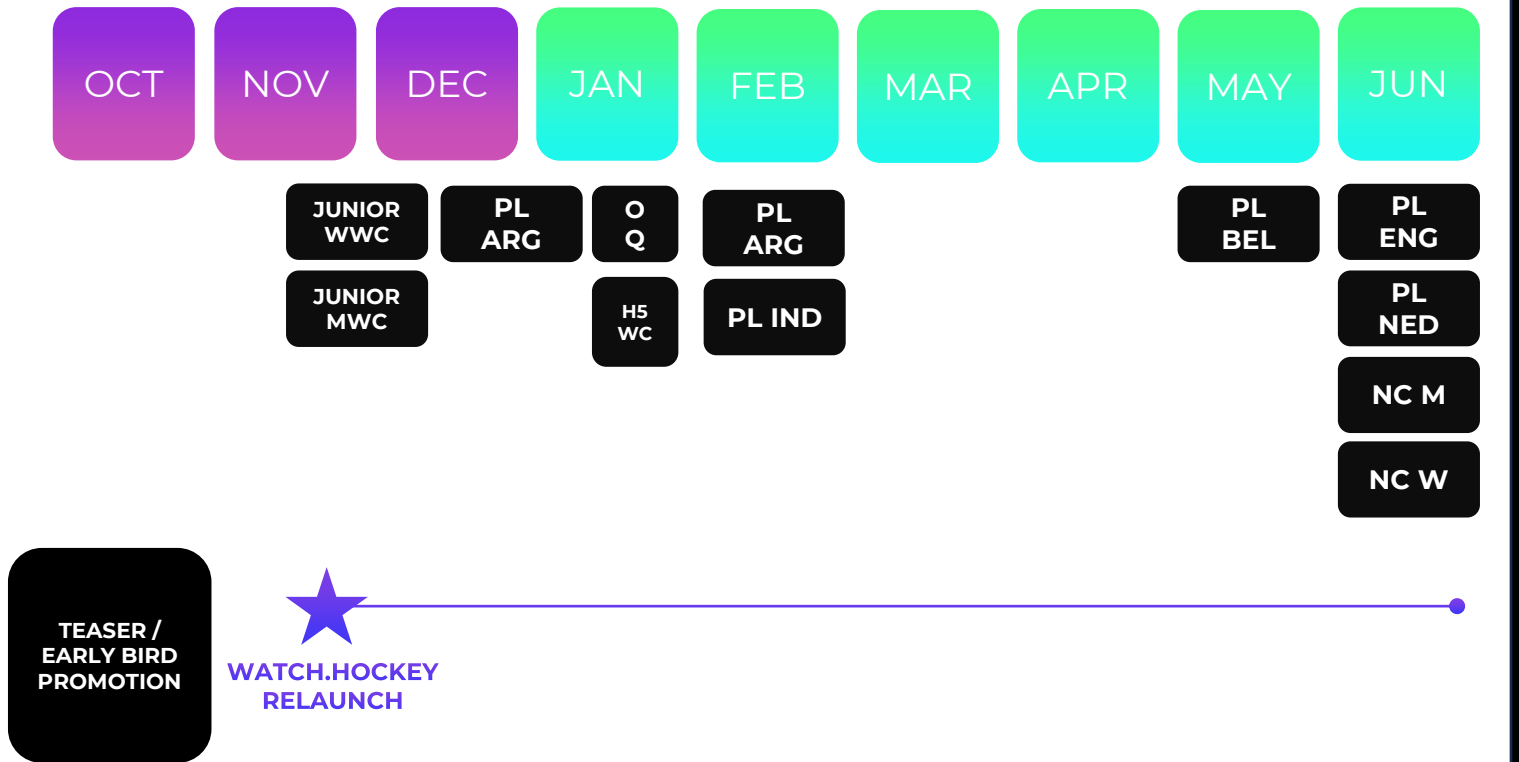
EARLY BIRD OFFER:

PRICE A: 29.99 USD

PRICE B: 19.99 USD

ONLY UNTIL 20 NOV 2023

CALENDAR



FIH+ PASSES PROMOTION

31 OCT – 20 NOV: EARLY BIRD
PROMO “UP TO 25% DISCOUNT”

21 NOV: PASSES SOLD AT FULL
PRICE

29 NOV: START OF THE FIRST EVENT

INDIVIDUAL PASSES PROMOTION

ONE WEEK BEFORE EACH EVENT

PROMOTION PLAN

TEASING PHASE: UNTIL 31 OCTOBER

- Social media
- Watch.Hockey platform

CAPTION FOR SOCIAL MEDIA POSTS:

Calling out to all hockey fans!
Great news coming soon on
Watch.Hockey!
Stay tuned!
[Watch.hockey](#) (link)

AVAILABLE ASSETS



LAUNCH PLAN

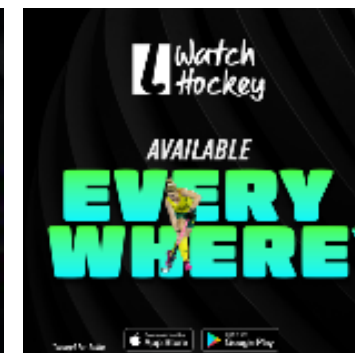
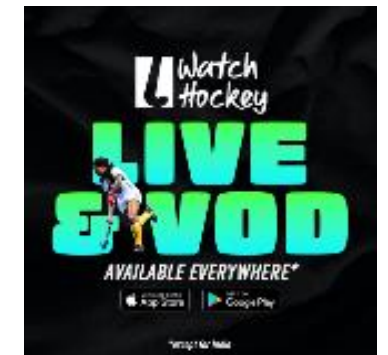
TEASING PHASE: 31 OCT – 20 NOV

- Explanation of the NEW Watch.Hockey benefits and offers.
- Promotion through Early Bird discount – up to 25%
 - Media release
 - Social Media Posts
 - Presence on FIH Homepage
 - Presence on WH Homepage
 - Promotion through Nas, athletes, influencers.
 - Watch.Hockey Notifications
 - FIH Hockey Pulse – Newsletter
 - **Promotional video**

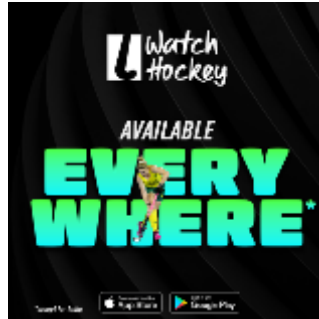
CAPTION FOR SOCIAL MEDIA POSTS:

The New Watch.Hockey!
All FIH events, live and on demand until June 2024.
Available everywhere without restrictions (except in India).
Get your FIH+Pass until 20 November and get up to 25% discount.
[Watch.hockey](https://www.watch.hockey) (link)

AVAILABLE ASSETS



AVAILABLE ASSETS



LAUNCH PLAN

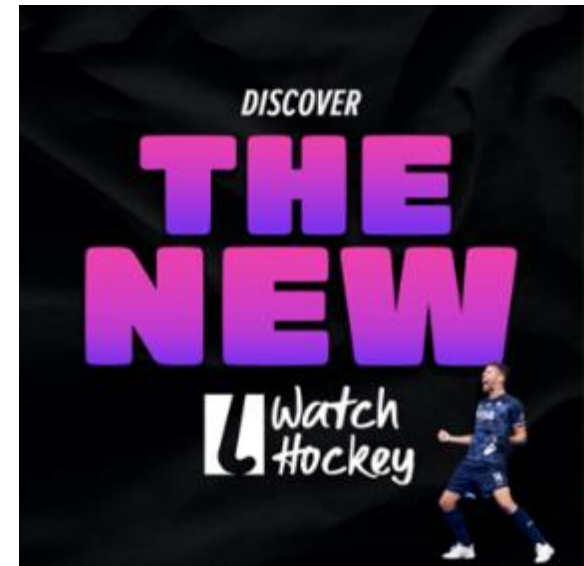
LAUNCH PHASE (FULL PRICE): 21 NOV ONWARDS

- Sales of packages at standard price.
- Promotion of WH through major events
 - Social Media Posts
 - Presence on FIH Homepage
 - Presence on WH Homepage
 - Promotion through Nas, athletes, influencers.
 - Notifications
 - FIH Hockey Pulse Newsletter

CAPTION FOR SOCIAL MEDIA POSTS:

The New Watch.Hockey!
All FIH events, live and on demand until June 2024. Available everywhere without restrictions (except in India).
Watch.hockey (link)

AVAILABLE ASSETS



EVENT PASSES LAUNCH PLAN

- Sales of packages PER EVENT at standard price.
- Promotion of WH through major events
 - Social Media Posts
 - Presence on FIH Homepage
 - Presence on WH Homepage
 - Promotion through Nas, athletes, influencers.
 - Notifications
 - FIH Hockey Pulse Newsletter

**ASSETS COMING UP
ONE WEEK BEFORE
EACH EVENT**

**ALL PROMOTIONAL
EDITABLE ASSETS CAN
BE DOWNLOADED
HERE:**

[https://we.tl/t-
CjBMfKFQH3](https://we.tl/t-CjBMfKFQH3)

**PLEASE HELP US
SPREAD THE NEWS TO
ALL HOCKEY FANS!**

THANK YOU!

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