



Logic International & Protrain China

Case study in focus

The Challenge

To deliver a business development plan for the Television broadcasting of the Formula One World Championship series in 9 Asian countries.

Motion Asia Management was a new company with a mission of adapting international sports television programs into local Asian markets such as Thailand, Indonesia, Philippines, Singapore, Cambodia, Laos and more. One of the challenge they were facing was to developed and deployed a new business model to broadcast the 16 races of the Formula One World Championship Series . The business model required to identify a revenue model to cover all costs related to TV rights, broadcasting, production, local adaptation and monitoring.

Logic and Protrain China were mandated to define the end to end processes with all the cost elements and the roles and responsibilities to produce the shows in 5 languages , 16 times a year.

The Logic & Protrain China Solution

Logic and PTC teams developed a complete end to end process from race track image capture up to household viewers in 9 Asian countries. The process consisted of series of satellites transmission with studio adaptation in 5 countries with integration of sponsorship and advertising elements opening up the possibility to generate media driven revenues.

The business model included the agreements with 9 the national TV stations covering the targeted countries, a complete monitoring program and all the marketing & sales tools for sponsorship revenues.

The Deliverables

This project was managed completely from Hong Kong, China :

- Marketing strategy for product adaptation per market
- Revenue model definition based on sponsorship and advertising
- Bartering model with TV station in 9 countries for cost & revenue sharing
- End to end process
- Roles & responsibilities
- Monitoring plan and demographics analysis
- TV shows concept and visual graphic design
- Translation of all contents in 5 languages

The Results

The complete business model with business plan was delivered to Motion Asia Management

- Phase 1 of the project is completed
- Motion Asia management is currently working the phase 2 which include the raise of the funding for the initial investment
- Platform ready to deploy.



For more info go to
www.protrain-china.com
Email
sgauthier@protrain-china.com

