

A close-up photograph of a hand holding a pool cue, about to strike a white cue ball on a green billiard table. The cue ball is in sharp focus, while other balls in the background are blurred. The text 'Report on 2013 TV Broadcasting of Billiards Events' is overlaid in yellow on the left side of the image.

Report on 2013 TV Broadcasting of Billiards Events

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Notes :

- This report observes and analyzes the television broadcasting of billiards events in China, as well as the current business development status of billiards events. Some successful cases are also given.
- Media referenced in this report: CCTV sports channel is the only sports channel that uses satellite for transmission, therefore is the center of our attention. In order to show the whole landscape of television broadcasts, we use three typical local sports channels to complement the analysis, including Beijing Sports, Shanghai Sports, and Shenzhen Sports (Guangdong Sports rarely broadcasts billiards events).
- All events include first-runs and reruns. We define first-run as "events broadcasted within the events' schedule" .
- All data come from CVSC-SOFRES MEDIA.

A pool cue and a white cue ball are positioned on a green billiard table. The cue is vertical, and the ball is to its left. The background is a solid green color.

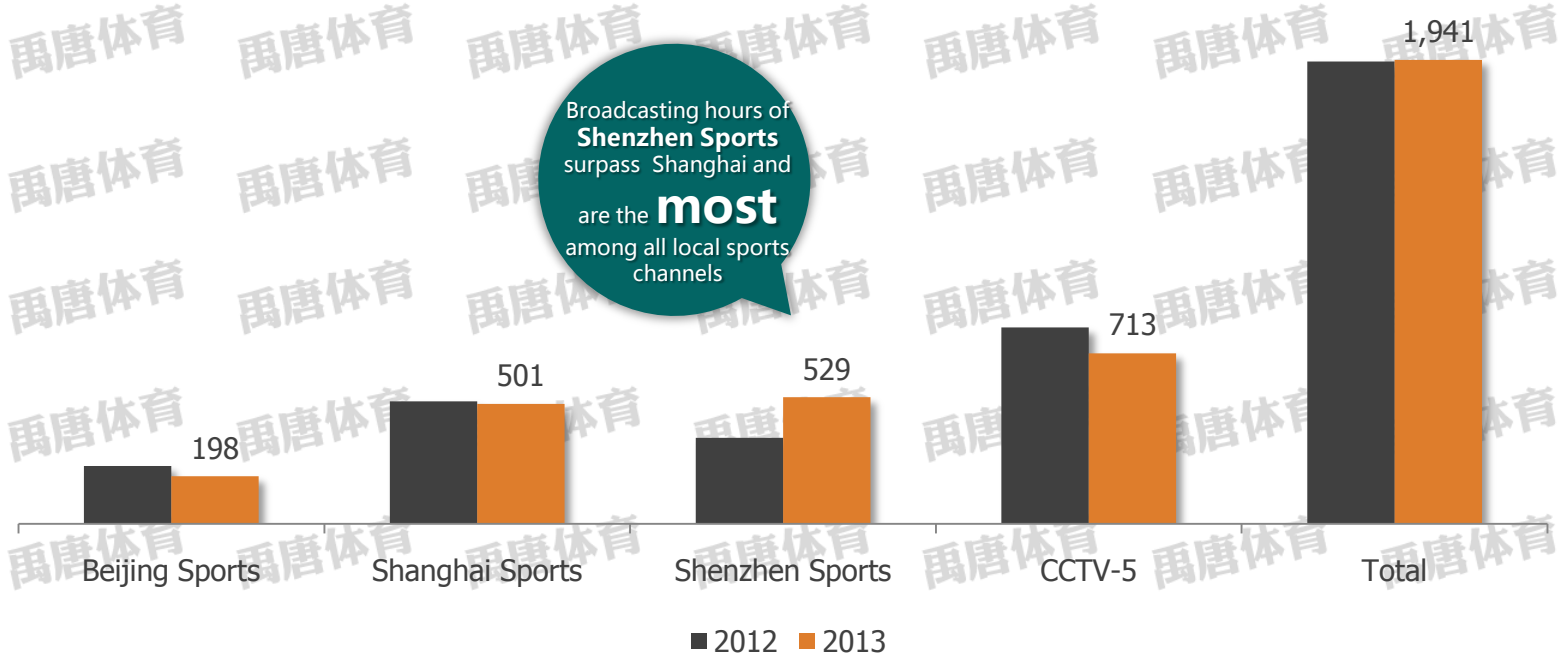
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- **Analysis of the Overall Broadcasting of Billiards Events**
 - Analysis of the Broadcasting of Snooker Events
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Total broadcasting hours reached 1941 hours, slightly more than the year before, with CCTV being the main broadcaster

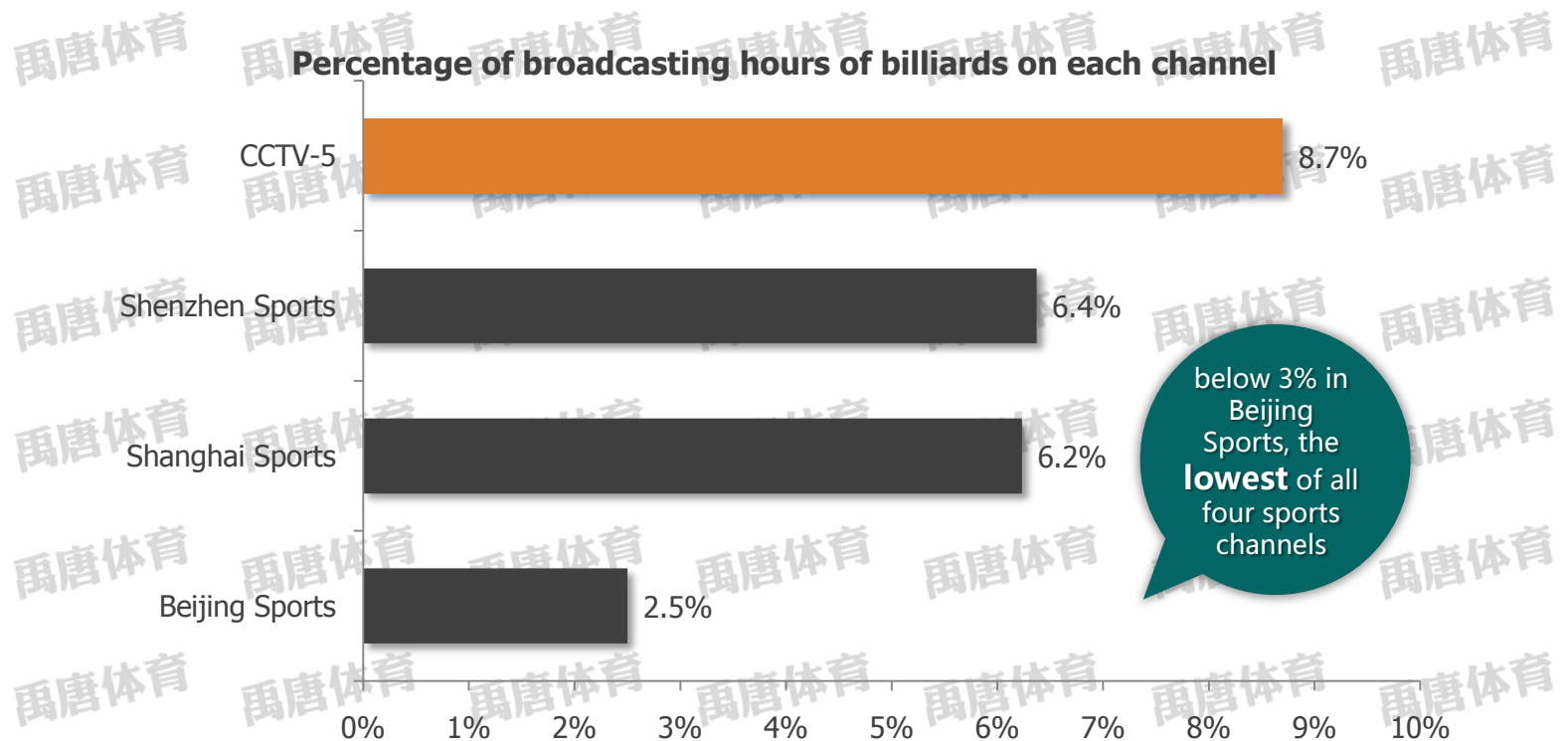
Broadcasting hours of the main sports channels in China



Data Sources : CSM , 2012-2013 , 4+ population , data from 35 main cities , unless otherwise stated, all events include first-runs and reruns

Billiards takes up 8.7% of total broadcasting hours on CCTV, and over 6% on both Shenzhen Sports and Shanghai Sports

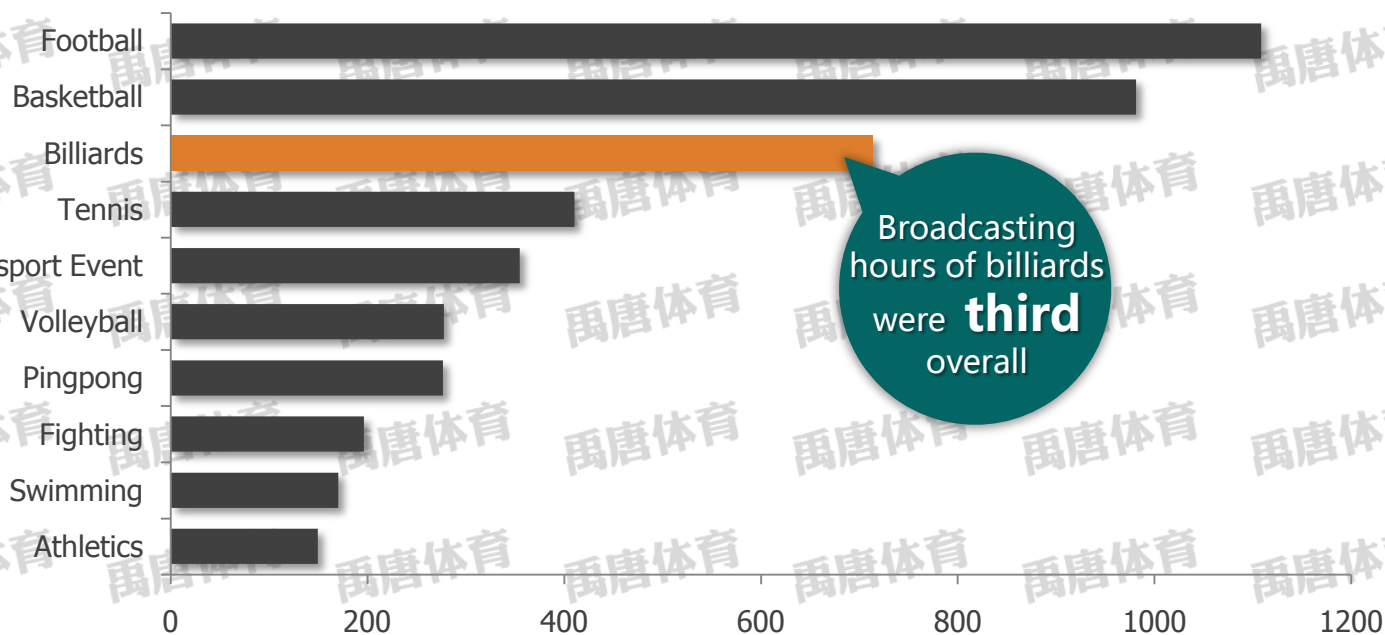
Percentage of broadcasting hours of billiards on each channel



below 3% in Beijing Sports, the **lowest** of all four sports channels

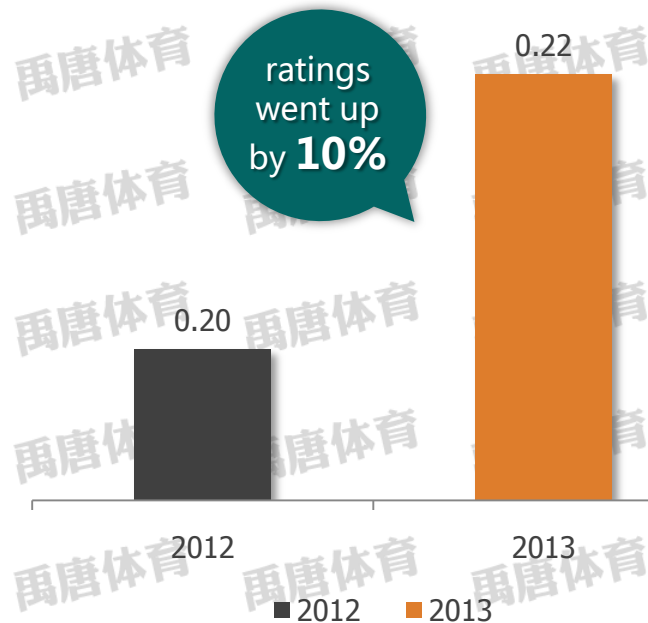
Billiards were broadcasted less intensively than football and basketball, two traditional sports events

Top 10 sports events broadcasted by CCTV sports channel in 2013 in terms of broadcasting hours

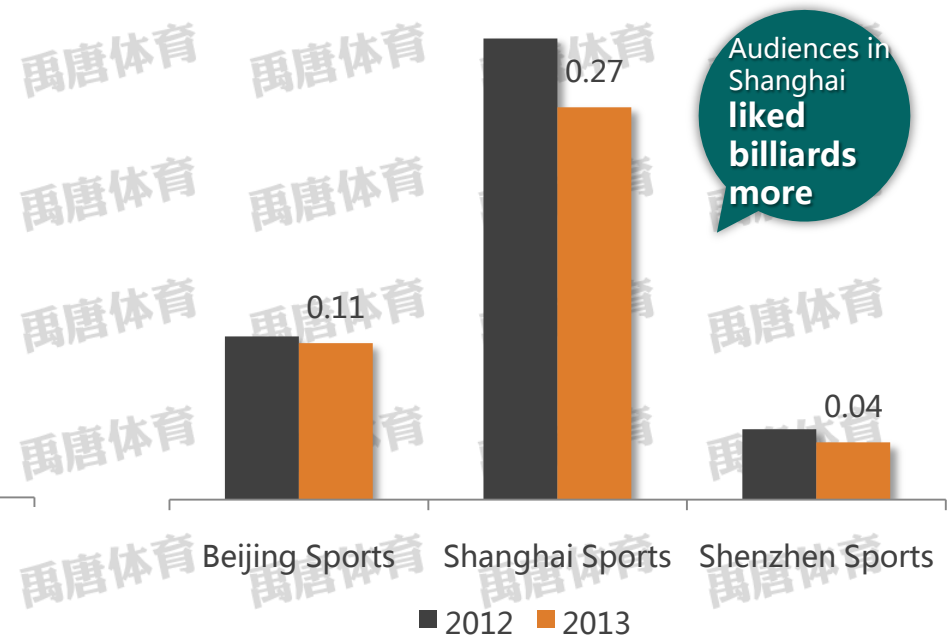


Average ratings of billiards of CCTV were 0.22%, an increase from last year, but the average ratings of local sports channels all dropped

Comparison of billiards events' ratings in CCTV's sports channel (first-runs and reruns included)

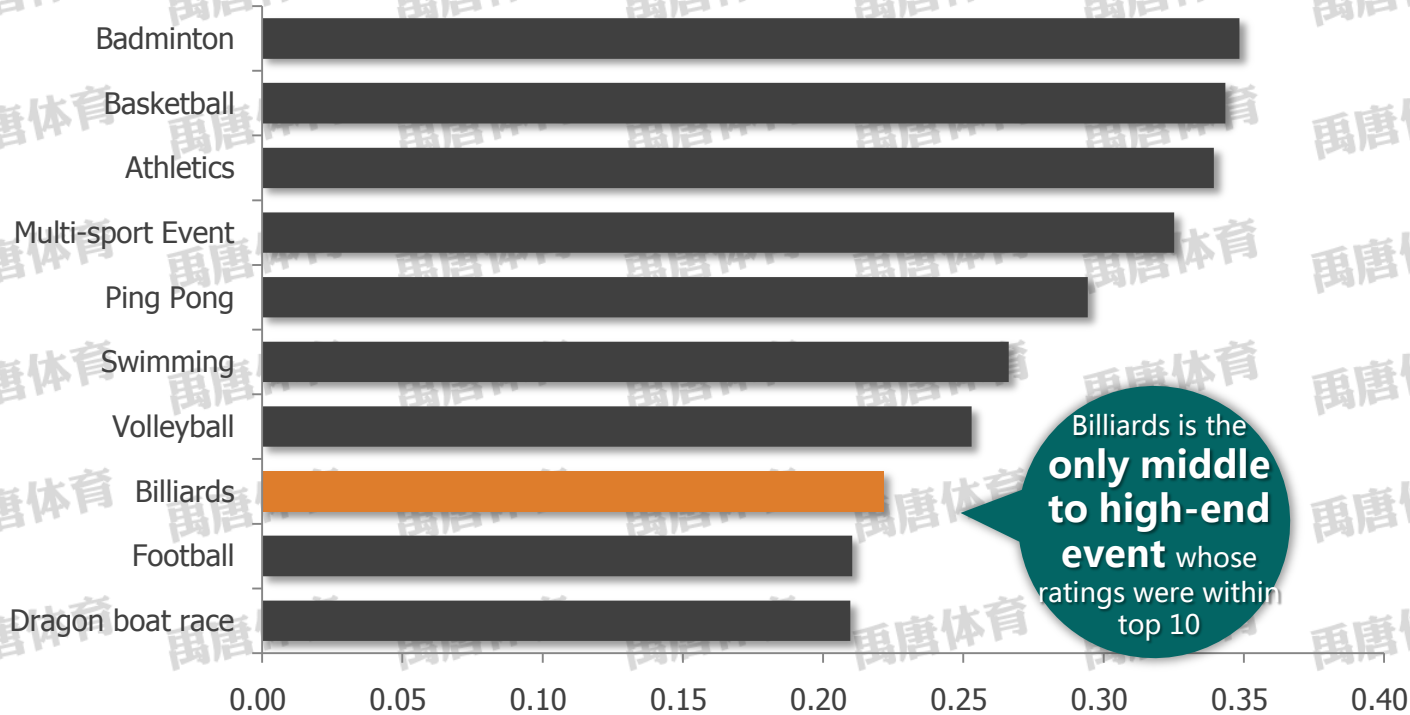


Comparison of ratings in local sports channels (first-runs and reruns included)



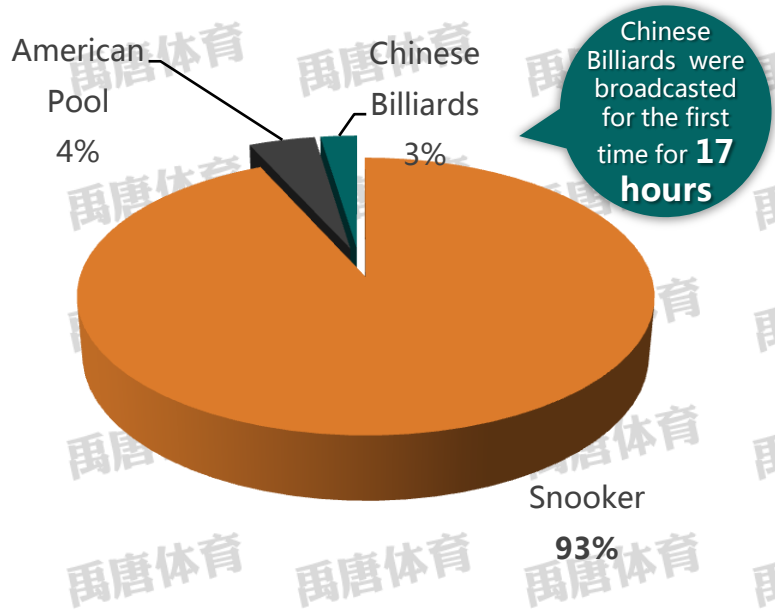
Competing with traditional popular sports, the ratings of billiards still managed to stay within the top 10, roughly the same as football

Top 10 sports events with highest ratings on CCTV sports channel in 2013

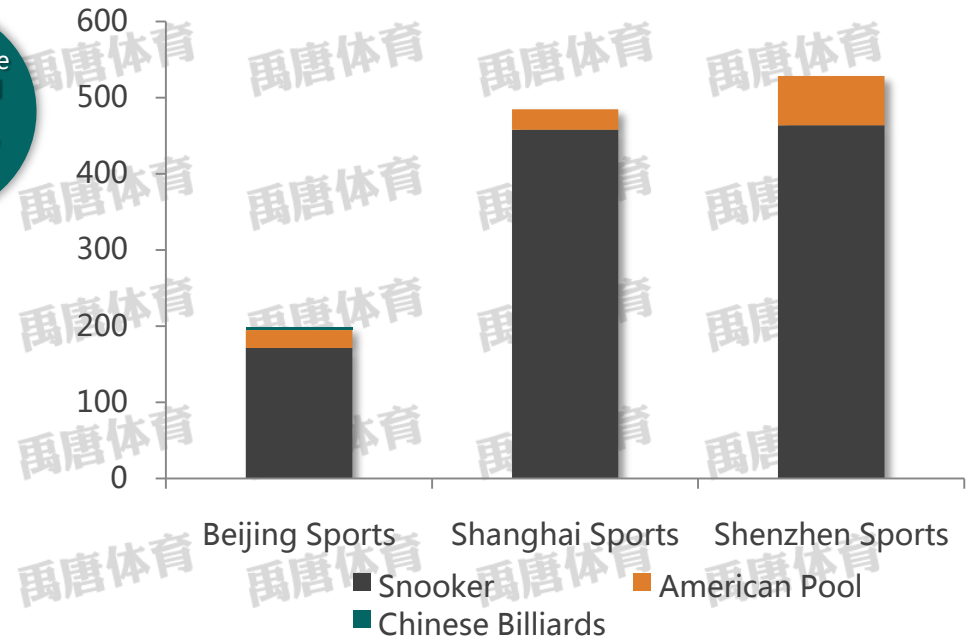


90% of the broadcasted billiards events were Snooker; Chinese Billiards was broadcasted for the first time

Percentage of broadcasting hours of various billiards games by CCTV sports channel

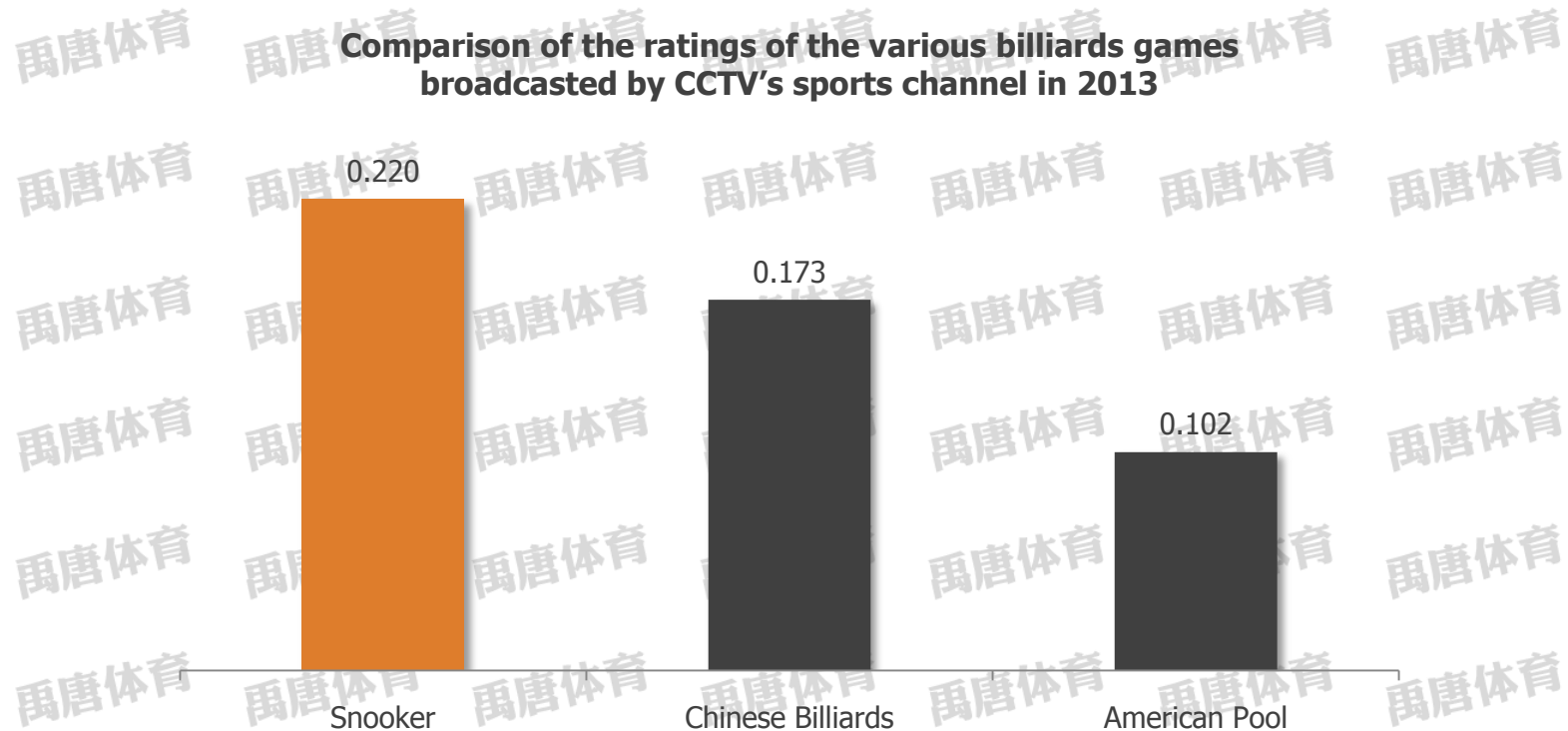


Comparison of the broadcasting hours of the various billiards events on local sports channels



The more mature Snooker has a stable audience, making its ratings the highest of all billiards games

Comparison of the ratings of the various billiards games broadcasted by CCTV's sports channel in 2013



Ding junhui appeared in all of the top 10 most viewed billiards events

Highest among the ratings of all billiards events, but only 42nd on the channel

Event	Matchup	Channel	Date	Start Time	Rating
Second round of 2013 World Snooker Championship	Mark King VS Ding Junhui	CCTV 5	2013-4-29	20:11:00	1.37
Finals of 2013 World Snooker International Championship	Fu Jiajun VS Ding Junhui	CCTV 5	2013-11-3	19:29:50	1.18
Second phase of the finals of 2013 Snooker Shanghai Masters	Ding Junhui VS Xiao Guodong	CCTV 5	2013-9-22	19:33:59	1.16
Semi-finals of 2013 Snooker Shanghai Masters	Hawkins VS Ding Junhui	CCTV 5	2013-9-21	19:31:36	1.15
Second round of 2013 World Snooker Championship	Mark King VS Ding Junhui	CCTV 5	2013-4-28	21:47:33	1.14
Third phase of the quarter-finals of 2013 World Snooker Championship	Ding Junhui VS Hawkins	CCTV 5	2013-5-1	17:09:30	1.13
Quarter-finals of 2013 World Snooker Championship	Ding Junhui VS Hawkins	CCTV 5	2013-4-30	20:33:03	1.10
First round of 2013 Snooker Shanghai Masters	Ding Junhui VS Gilbert	CCTV 5	2013-9-18	21:50:10	1.02
Second round of 2013 Snooker Shanghai Masters	Ding Junhui VS Murphy	CCTV 5	2013-9-19	21:18:42	0.95
Semi-finals of 2013 World Snooker International Championship	Ding Junhui VS Dott	CCTV 5	2013-11-2	20:31:31	0.90

Top 5 most viewed billiards events on local sports channels, American nine ball made the list

Channel	Event	Date	Start Time	Ratings%
Shenzhen Sports China Open was hottest	First round of 2013 World Snooker China Open	2013-5-5	10:31:42	0.65
	Finals of 2013 World Snooker PTC	2013-3-21	19:27:15	0.59
	First round of 2013 World Snooker China Open	2013-3-28	19:26:17	0.30
	Group match of the first stage of 2013 World Nine Ball China Open Women's Championships	2013-5-16	19:47:57	0.29
	Semi-finals of 2012/2013 season Snooker Welsh Open	2013-2-18	19:26:48	0.28
Beijing Sports PTC was mainstream	Quarter-finals of 2012/2013 season world snooker PTC	2013-3-20	19:35:01	0.86
	Fourth round of 2013 World Snooker PTC in Yixing	2013-6-14	19:31:19	0.82
	Semi-finals of 2012/2013 World Snooker PTC	2013-3-23	19:35:00	0.72
	Finals of 2013 Beijing Nine Ball International Open Women's Championships	2013-10-19	17:31:04	0.70
	2013 World Snooker PTC in Yixing	2013-6-13	19:30:54	0.54
Shanghai Sports Focusing on local events	Award ceremony of 2013 World Snooker Shanghai OTO Masters	2013-9-22	21:50:35	2.88
	Finals of 2013 World Snooker Shanghai Masters	2013-9-22	19:30:00	2.02
	Semi-finals of 2013 World Snooker Shanghai Masters	2013-9-21	21:41:05	1.78
	Semi-finals of 2013 World Snooker Championship	2013-5-2	20:09:36	1.42
	2013 World Snooker Shanghai Masters	2013-9-19	19:30:01	1.33

A vertical pool cue with a wooden shaft and a blue ferrule is positioned on the left side of the frame. Below it, a white billiard ball sits on the green felt. The background is a solid, textured green.

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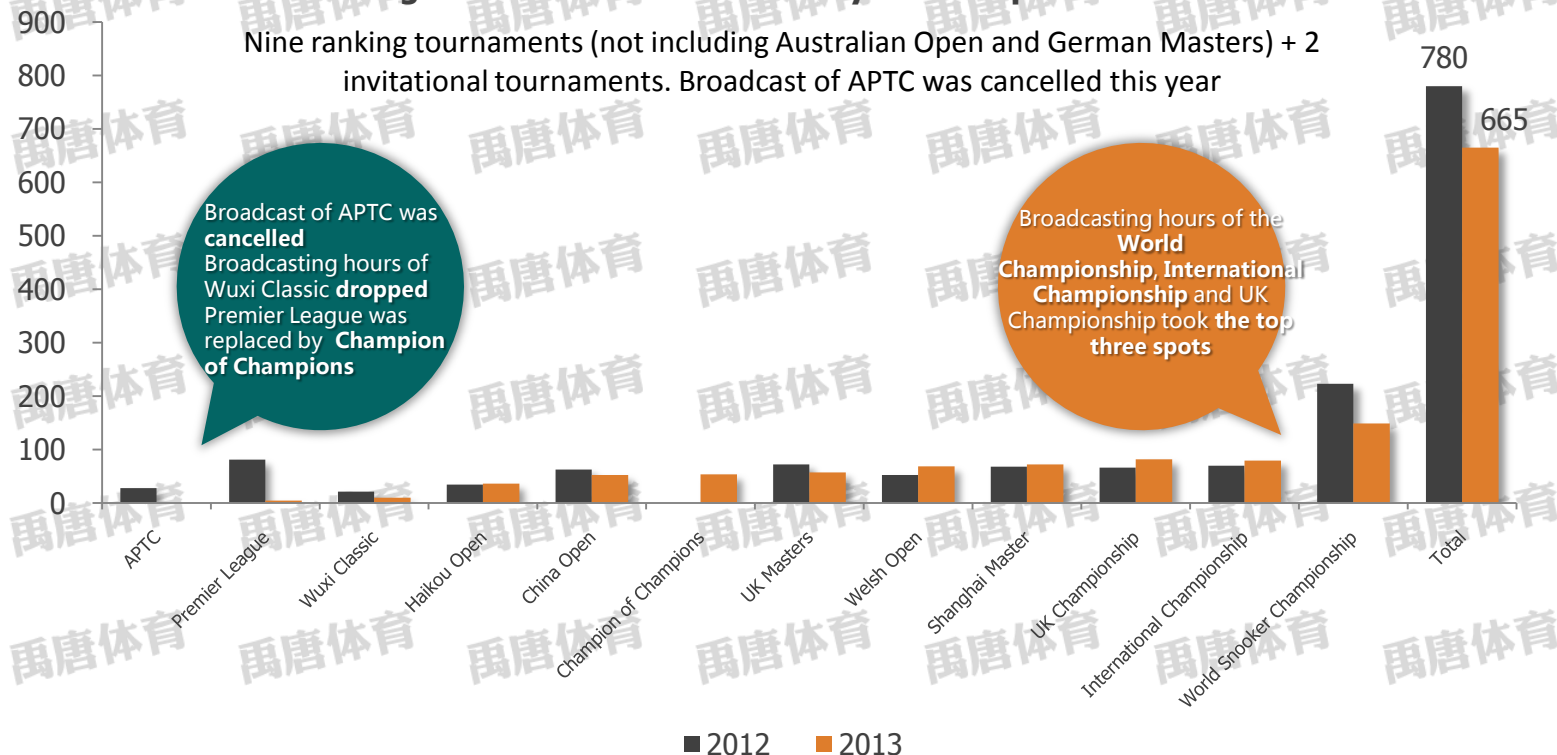
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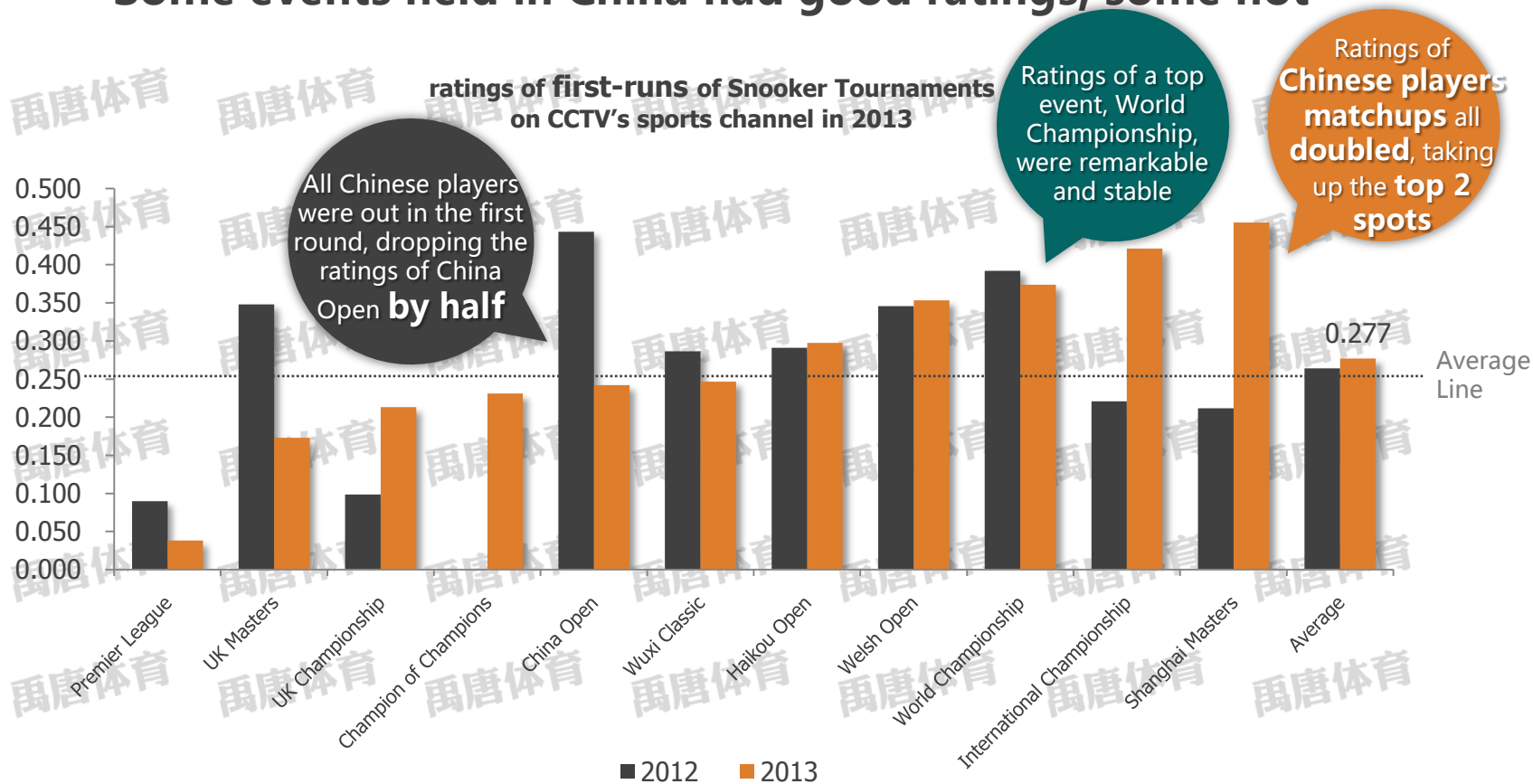
CCTV broadcasted 11 Snooker events, totaling 665 hours, 15% down from the year before

Broadcasting hours of Snooker events by CCTV's sports channel in 2013

Nine ranking tournaments (not including Australian Open and German Masters) + 2 invitational tournaments. Broadcast of APTC was cancelled this year

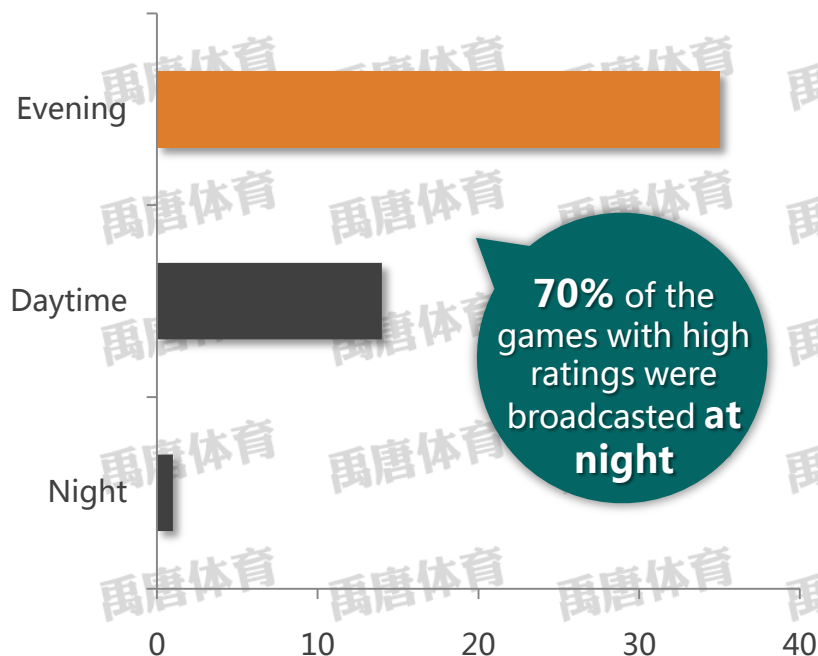


Ratings of first-runs were 0.277%, slightly up from the year before. Some events held in China had good ratings, some not

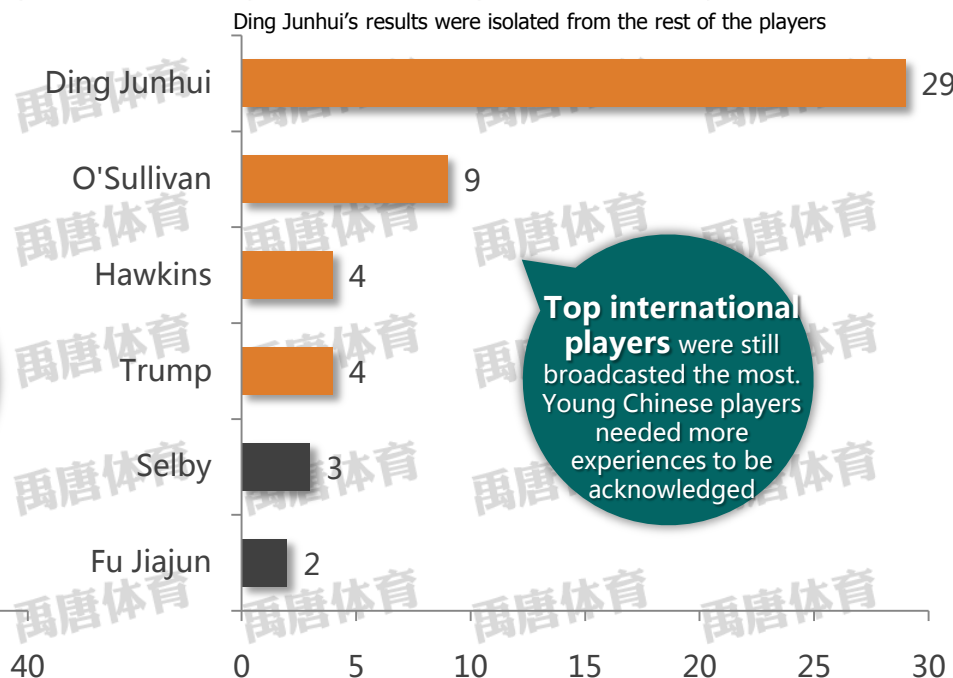


O' Sullivan' s presence guaranteed good ratings, second only to Ding Junhui

Distribution of broadcasting hours of the top 50 most viewed games on CCTV-5 in 2013



Top 6 Players in terms of games broadcasted by CCTV-5 in 2013



January-The Masters

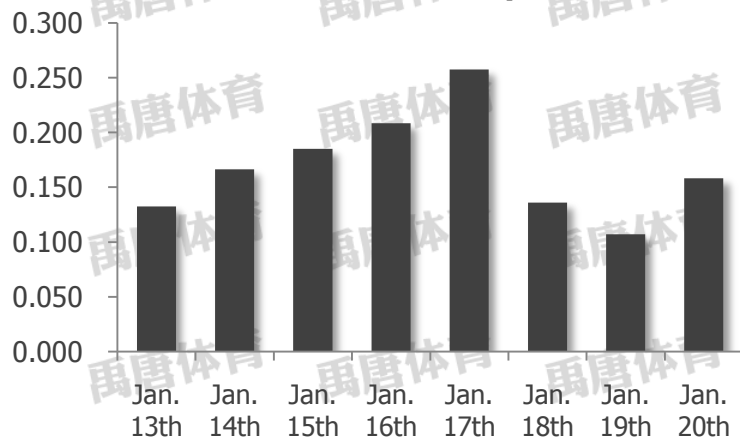
Summary :

- Selby won the event for the third time by scoring over 100 points and beating reigning champion Robertson 10-6
- Ding Junhui scored more than 100 points twice, but spoiled two game points and lost three games in a row, out of the first round 5-6

Ratings Performance :

- First-run hours : **25**
- Average ratings of first-run : **0.17%**
- Rerun hours : **32**
- Best Ratings of first-run : **0.28%**

Day-by-day viewing trend of 2013 UK Masters on CCTV's sports channel



Top 5 most viewed games of 2013 UK Masters on CCTV's sports channel

Event	Date	Start Time	Ratings%
Quarter finals of 2013 World Snooker UK Masters	2013-1-17	22:18:22	0.28
Finals of 2013 World Snooker UK Masters	2013-1-20	22:38:23	0.27
First Round of 2013 World Snooker UK Masters	2013-1-14	16:45:48	0.26
First Round of 2013 World Snooker UK Masters	2013-1-17	12:29:59	0.24
First Round of 2013 World Snooker UK Masters	2013-1-15	22:17:34	0.23

February-Welsh Open

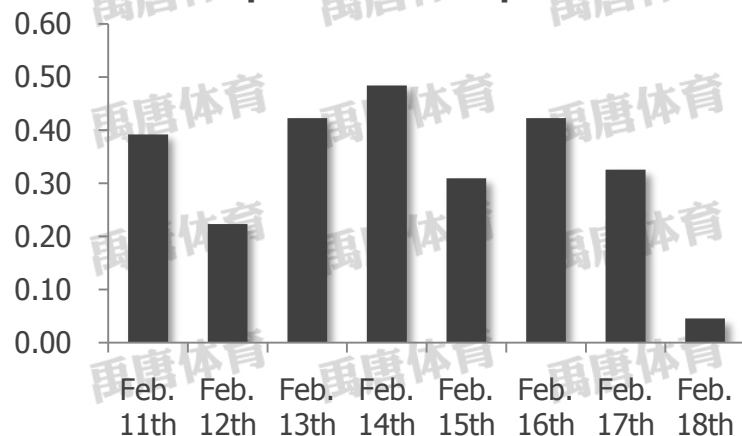
Summary :

- Maguire beat Bingham 9-8, ending a five year drought without winning a championship
- Ding Junhui lost two game points in a row, and was out in the semi-finals

Ratings Performance :

- First-run hours : **36**
- Average ratings of first-run : **0.35%**
- Rerun hours : **32**
- Highest ratings of first-run : **0.86%**

Day-by-day viewing trend of 2013 Welsh Open on CCTV's sports channel



Top 5 most-viewed games of 2013 Welsh Open on CCTV's sports channel

Event	Date	Start Time	Ratings%
Semi-finals of 2012/2013 season Snooker Welsh Open	2013-2-16	21:08:39	0.86
Second round of 2013 World Snooker Welsh Open	2013-2-14	22:03:53	0.58
First Round of 2013 Welsh Open	2013-2-13	22:01:35	0.55
Qualification of 2012/2013 season Snooker Welsh Open	2013-2-11	18:34:41	0.54
Opening game of 2013 World Snooker Welsh Open	2013-2-13	20:31:03	0.45

February-Haikou Open

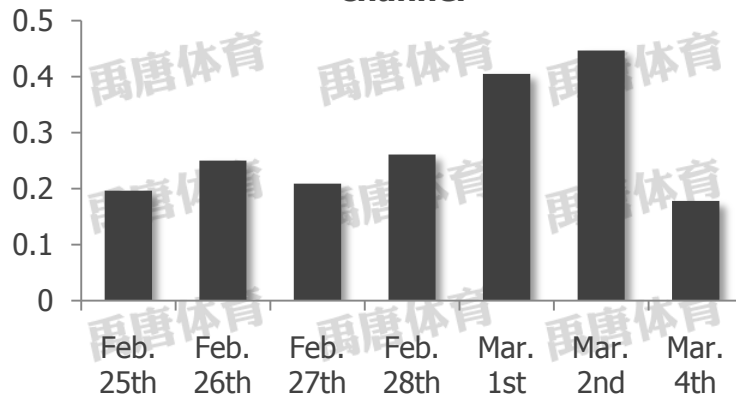
Summary :

- Allen beat Stevens 10-4, and won the title two years in a row
- Ding junhui was quickly defeated 0-5, not even getting into the quarter-finals

Ratings Performance :

- First-run hours : **36**
- Average ratings of first-run : **0.30%**
- Highest ratings of first-run : **0.70%**

Day-by-day viewing trend of 2013
Haikou Open on CCTV's sports
channel



Top 5 most viewed games of 2013 Haikou Open on CCTV's sports channel

Event	Date	Start Time	Ratings%
Second round of 2013 World Snooker Haikou Open	2013-2-28	19:33:11	0.70
Semi-finals of 2013 World Snooker Haikou Open	2013-3-2	22:22:22	0.68
Semi-finals of 2013 World Snooker Haikou Open	2013-3-2	19:41:51	0.52
Quarter-finals of 2013 World Snooker Haikou Open	2013-3-1	22:15:01	0.44
Semi-finals of 2013 World Snooker Haikou Open	2013-3-2	16:37:14	0.40

March-China Open

Summary :

- Robertson withstood Selby's comeback and beat him 10-7, getting his 7th trophy
- All five Chinese players were out of the first round, Ding Junhui included

Ratings Performance :

- First-run hours : **39**
- Average ratings of first-run : **0.24%**
- Rerun hours : **13**
- Highest ratings of first-run : **0.52%**

Day-by-day viewing trend of 2013
China Open on CCTV's sports channel



Top 5 most viewed games of 2013 China Open on CCTV's sports channel

Event	Date	Start Time	Ratings%
Finals of 2013 World Snooker China Open	2013-3-31	19:21:48	0.52
First round of 2013 World Snooker China Open	2013-3-26	19:30:01	0.50
First round of 2013 World Snooker China Open	2013-3-27	14:32:35	0.40
Semi-finals of 2013 World Snooker China Open	2013-3-30	15:08:39	0.35
Second round of 2013 World Snooker China Open	2013-3-28	22:15:00	0.33

April-World Championship

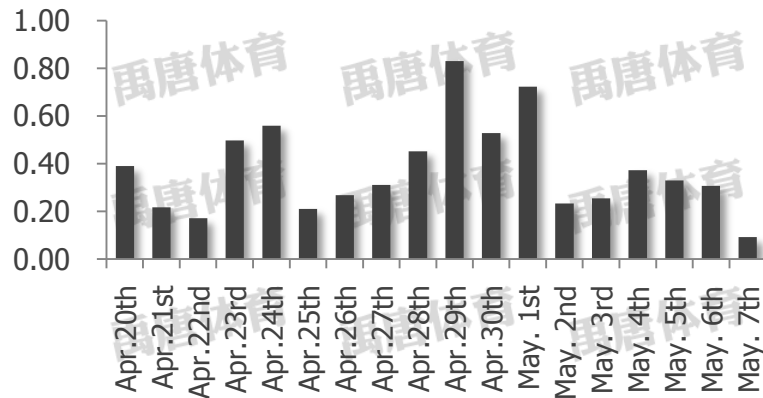
Summary :

- O' Sullivan successfully defended his championship and won the event for the fifth time, scoring over 100 on 6 strokes
- Ding Junhui didn't score in the third phase, and lost to Hawkins 7-13, not able to get into the quarter finals

Ratings Performance :

- First-run hours : **108**
- Average ratings of first-run : **0.37%**
- Rerun hours : **41**
- Highest ratings of first-run : **1.37%**

Day-by-day viewing trend of 2013
World Championship on CCTV's sports
channel



Top 5 most viewed games of 2013 China Open on CCTV's
sports channel

Event	Date	Start Time	Ratings%
Second round of 2013 World Snooker Championship	2013-4-29	20:11:00	1.37
Second round of 2013 World Snooker Championship	2013-4-28	21:47:33	1.14
Third Phase of the quarter-Finals of 2013 World Snooker Championship	2013-5-1	17:09:30	1.13
Quarter-finals of 2013 World Snooker Championship	2013-4-30	20:33:03	1.10
First-round of 2013 World Snooker Championship	2013-4-23	18:39:31	0.87

June-Wuxi Classic

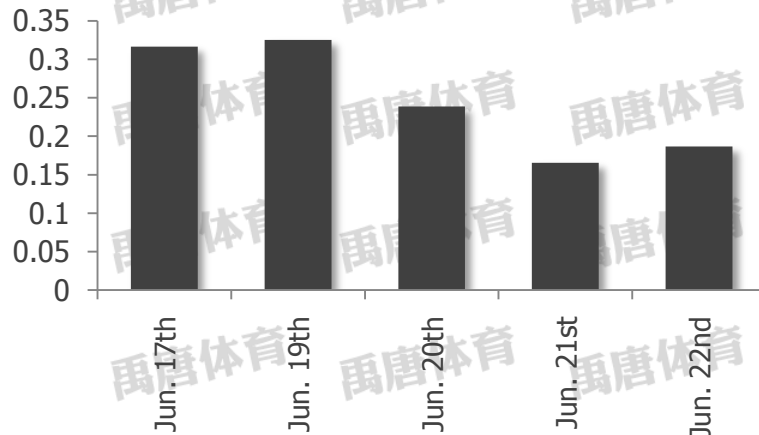
Summary :

- Robertson won his eighth title in this ranking tournament by beating Higgins 10-7
- The Chinese team had a good start but couldn't sustain it; Ding junhui was out in the second round

Ratings Performance :

- First-run hours : **10**
- Average ratings of first-run : **0.25%**
- Highest ratings of first-run : **0.33%**

Day-by-day viewing trend of 2013
Wuxi Classic on CCTV's sports channel



Top 5 most viewed games of 2013 Wuxi Classic on CCTV's
sports channel

Events	Date	Start Time	Ratings%
2013 World Snooker Wuxi Classic	2013-6-19	22:15:02	0.33
2013 World Snooker Wuxi Classic	2013-6-17	22:15:02	0.32
Third round of 2013 World Snooker Wuxi Classic	2013-6-20	22:15:01	0.24
Semi-finals of 2013 World Snooker Wuxi Classic	2013-6-22	14:34:27	0.19
Quarter-finals of 2013 World Snooker Wuxi Classic	2013-6-21	14:32:34	0.17

September-Shanghai Masters

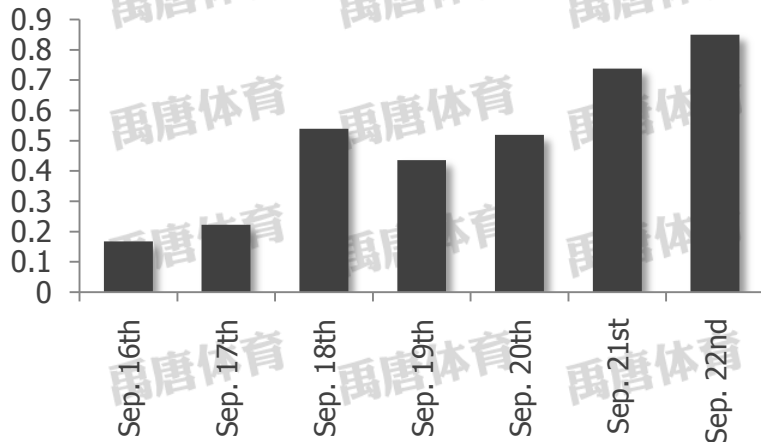
Summary :

- Ding Junhui beat Xiao Guodong 10-6, and won his 7th ranking tournament title
- The first time there was a Chinese derby in a big ranking tournament; Shanghai Masters made history

Ratings Performance :

- First-run hours : **43**
- Average ratings of first-run : **0.46%**
- Rerun hours : **29**
- Highest ratings of first-run : **1.16%**

Day-by-day viewing trend of 2013
Shanghai Masters on CCTV's sports channel



Top 5 most viewed games of 2013 Shanghai Masters on
CCTV's sports channel

Event	Date	Start Time	Ratings%
Second phase of the finals of 2013 World Snooker Shanghai Masters	2013-9-22	19:33:59	1.16
Semi-finals of 2013 World Snooker Shanghai Masters	2013-9-21	19:31:36	1.15
First round of 2013 World Snooker Shanghai Masters	2013-9-18	21:50:10	1.02
Second round of 2013 World Snooker Shanghai Masters	2013-9-19	21:18:42	0.95
First Round of 2013 World Snooker Shanghai Masters	2013-9-18	19:33:49	0.77

October-International Championship

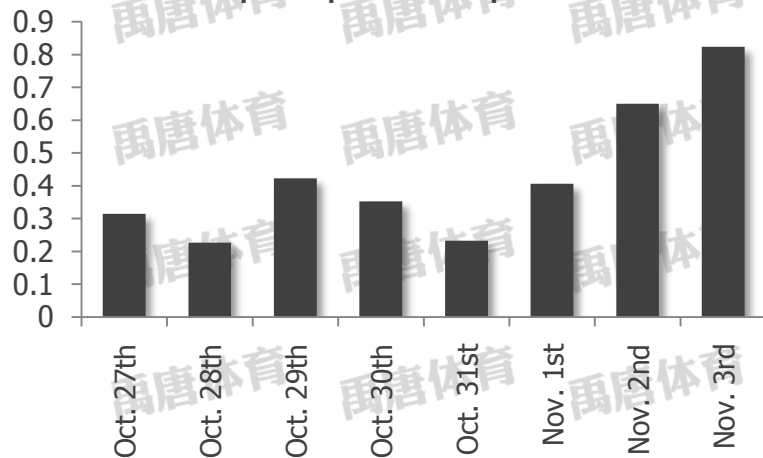
Summary :

- Three championships in a row! Ding Junhui beat Fu Jiajun 10-9, and won his ninth title of the ranking tournament
- Chinese derby in a big ranking tournament again

Ratings Performance :

- First-run hours : **50**
- Average ratings of first-run : **0.42%**
- Rerun hours : **36**
- Highest ratings of first-run : **1.18%**

Day-by-day viewing trend of 2013 International Championship on CCTV's Sports Channel



TOP 5 most viewed games of 2013 International Championship on CCTV's sports channel

Event	Date	Start Time	Ratings%
Finals of 2013 World Snooker International Championship	2013-11-3	19:29:50	1.18
Semi-finals of 2013 World Snooker International Championship	2013-11-2	20:31:31	0.90
Third round of 2013 World Snooker International Championship	2013-10-30	19:32:59	0.76
Semi-finals of 2013 World Snooker International Championship	2013-11-1	19:30:55	0.71
Semi-finals of 2013 World Snooker International Championship	2013-11-2	14:24:30	0.65

November-Champion of Champions (replacing Premier League)

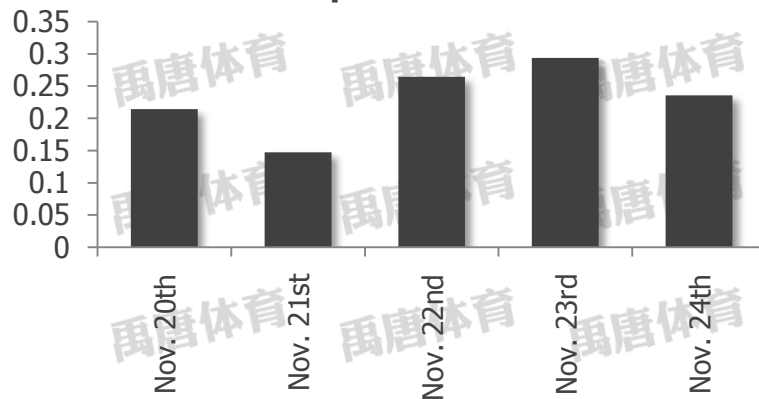
Summary :

- O' Sullivan was down at first, but then came back and won the title again
- Ding Junhui missed two clutch shots and was not able to get into the quarter-finals

Ratings Performance :

- First-run hours : **39**
- Average ratings of first-run : **0.23%**
- Rerun hours : **14**
- Highest ratings of first-run : **0.57%**

Day-by-day viewing trend of 2013
Champion of Champions on CCTV's
sports channel



Top 5 most viewed games of 2013 Champion of Champions
on CCTV's sports channel

Event	Date	Start Time	Ratings%
Group match of 2013 Snooker Champion of Champions	2013-11-22	22:13:06	0.57
Group match of 2013 Snooker Champion of Champions	2013-11-23	16:00:00	0.48
Finals of 2013 Snooker Champion of Champions	2013-11-24	21:49:16	0.41
Semi-finals of 2013 Snooker Champion of Champions	2013-11-23	21:06:39	0.35
Finals of 2013 Snooker Champion of Champions group match	2013-11-22	16:05:01	0.30

November-UK Championship

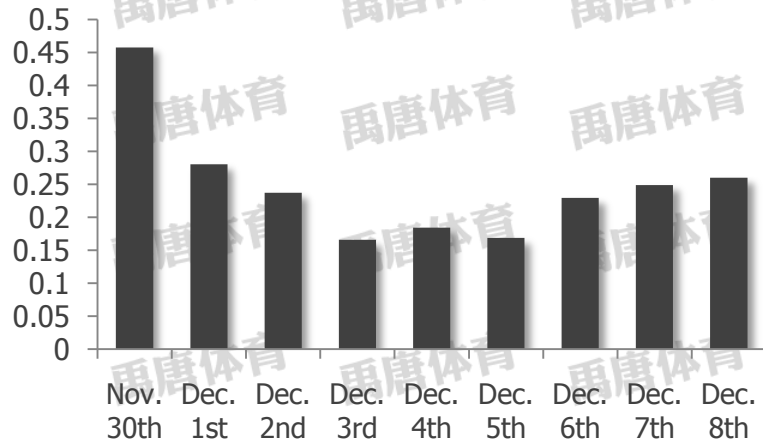
Summary :

- Robertson beat Selby 10-7, and achieved a grand slam
- Ding Junhui scored over 100 twice, but still lost to Walden 4-6 and missed the final eight

Ratings Performance :

- First-run hours : **57**
- Average ratings of first-run : **0.21%**
- Rerun hours : **26**
- Highest ratings of first-run : **0.46%**

Day-by-day viewing trend of 2013 UK Championship on CCTV's sports channel



Top 5 most viewed games of 2013 UK Championship on CCTV's sports channel

Event	Date	Start Time	Ratings%
2013/2014 season Snooker UK Championship	2013-11-30	21:41:42	0.46
Finals of 2013/2014 season Snooker UK Championship	2013-12-8	22:02:17	0.45
Semi-finals of 2013/2014 season Snooker UK Championship	2013-12-7	21:22:37	0.45
Quarter-finals of 2013/2014 season Snooker UK Championship	2013-12-5	22:18:37	0.41
Semi-finals of 2013/2014 season Snooker UK Championship	2013-12-6	22:21:29	0.40

A pool cue and a white cue ball are positioned on a green billiard table. The cue is vertical, and the ball is to its left. The background is a solid green color.

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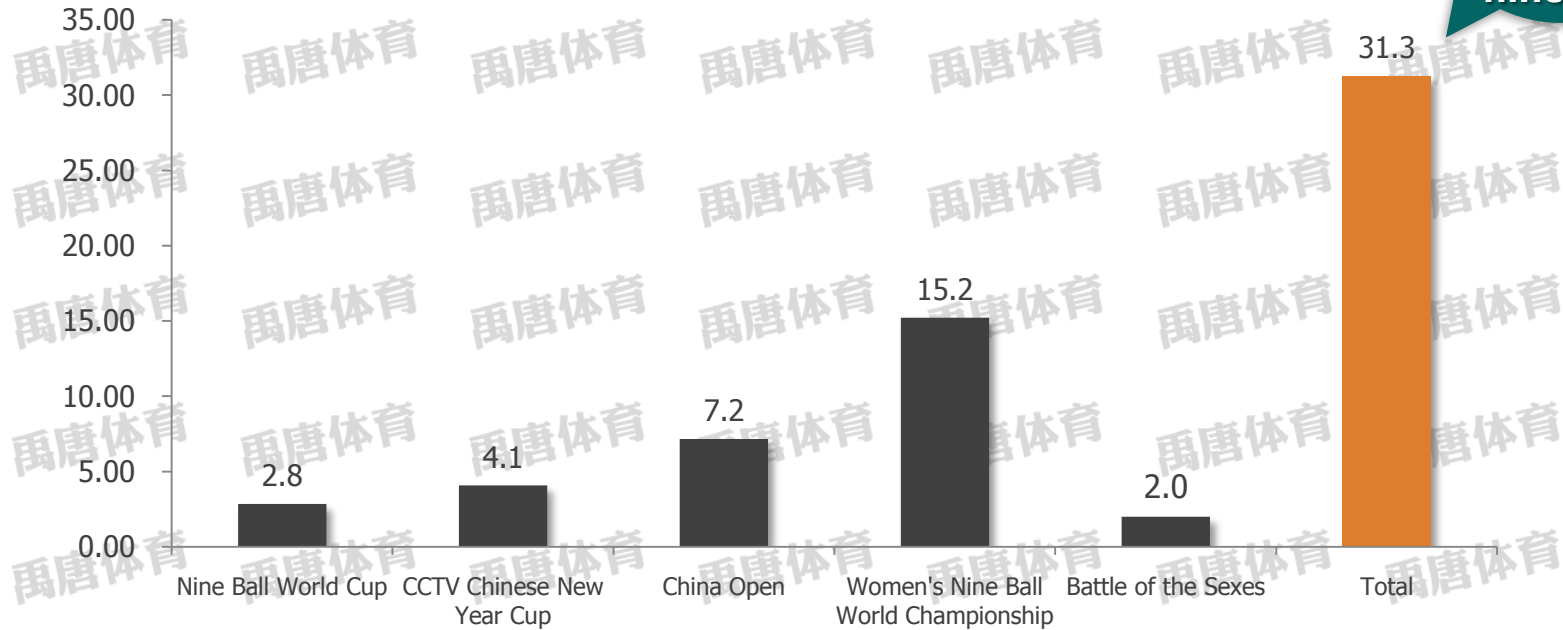
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CCTV broadcasted American Pool, mainly nine ball, for a total of 31 hours

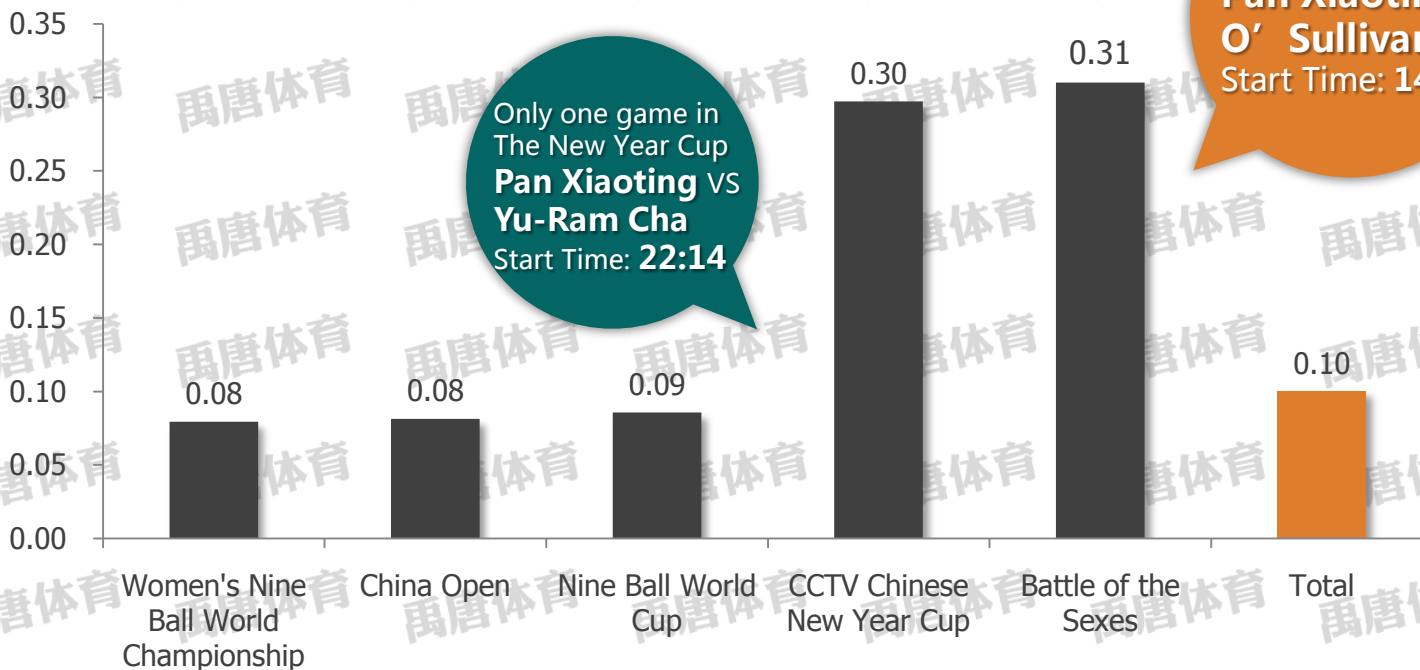
Broadcasting hours of American Pool by CCTV sports channel in 2013

Nearly all of the American pool games broadcasted by CCTV's sports channel were **nine ball**



Taped videos were broadcasted mostly in early morning, with ratings of only 0.1%

ratings of American pool by CCTV's sports channel in 2013



Celebrity effects in Women' s Nine Ball helped increase ratings

Nine ball needs **celebrities** like Pan Xiaoting and Hanyu to draw more attention

Top 5 most viewed American Pool games on CCTV' s sports channel

Event	Date	Start Time	Ratings%
The Inaugural CCTV Women's Nine Ball Chinese New Year Pan Xiaoting VS Yu-ram Cha	2013-2-22	22:14:58	0.35
Third Place Playoff of 2013 Women's Nine Ball World Championship Liu Shasha VS Tan Heyun	2013-8-13	17:33:18	0.33
Semi-finals of 2013 Women's Nine Ball World Championship Han Yu VS Tan Heyun	2013-8-12	16:30:05	0.32
2013 American Nine Ball Pan Xiaoting VS O'Sullivan	2013-12-28	14:00:37	0.31
Finals of 2013 Women's Nine Ball World Championship Lin Yuanjun VS Han Yu	2013-8-13	16:30:01	0.30

A pool cue and a white cue ball are positioned on a green billiard table. The cue is vertical, and the ball is to its left. The background is a solid green color.

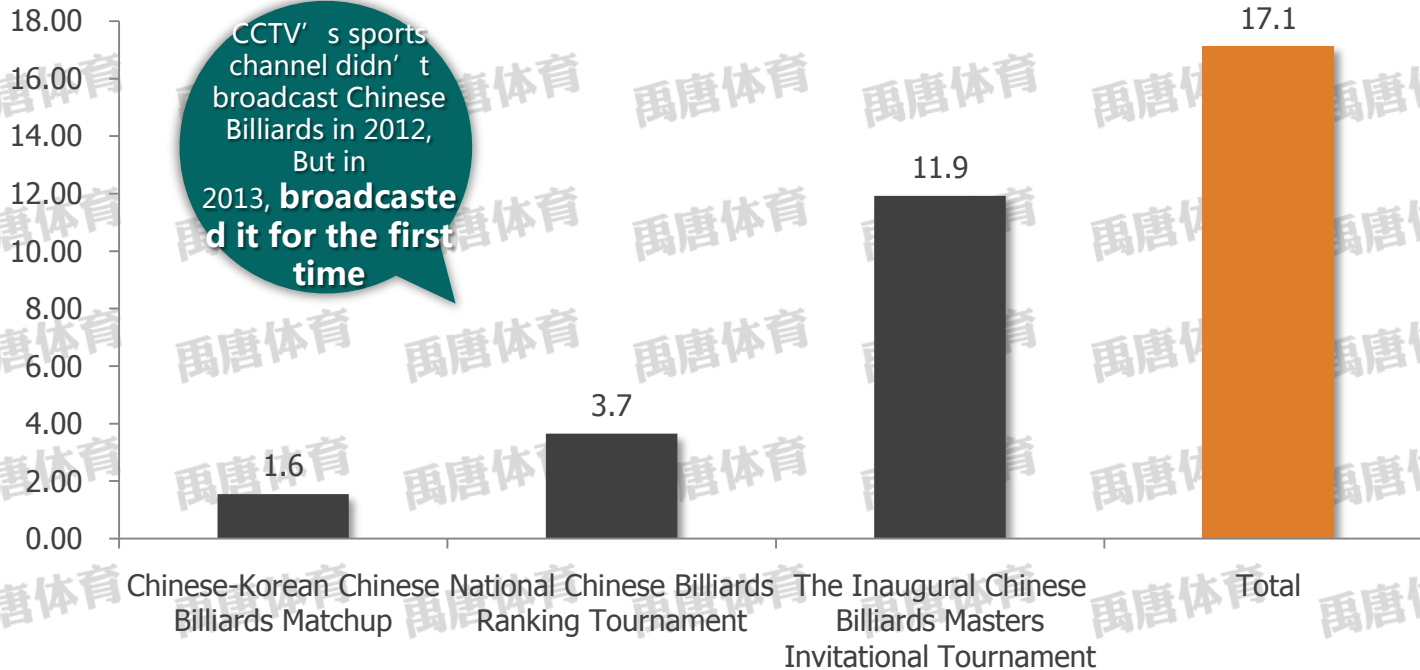
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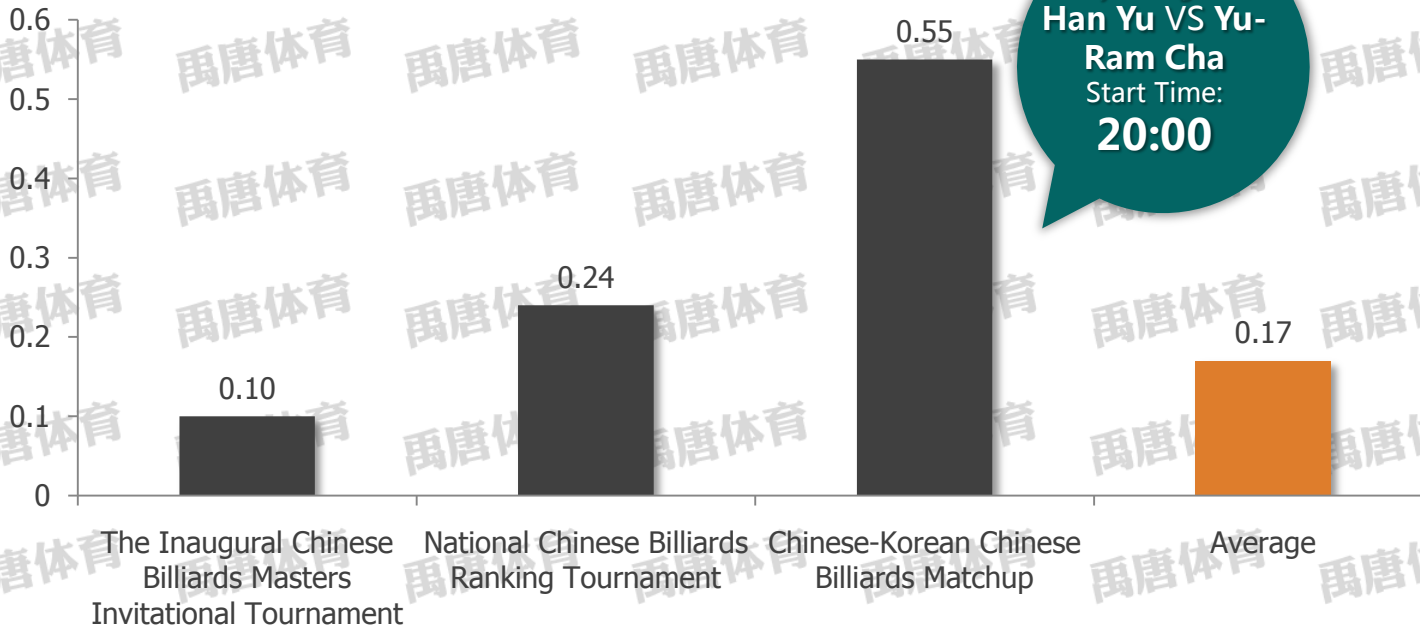
CCTV' s sports channel broadcasted Chinese Billiards for a total of 17 hours in 2013

Broadcasting hours of Chinese Billiards on CCTV's sports channel in 2013



Chinese Billiards weren't broadcasted much, and the average ratings were 0.17%

ratings of Chinese Billiards broadcasted
by CCTV's sports channel in 2013



Ratings were higher at night, but not as high as nine ball during the same period

Hendry was the brand ambassador, but just like nine ball, games between two beautiful women achieved higher ratings

Top 5 most viewed Chinese Billiards games on CCTV's sports channel

Event	Date	Start Time	Rating%
2013 Chinese-Korean Chinese Billiards Matchup Han Yu VS Yu-Ram Cha	2013-10-8	20:01:20	0.545
2013 National Chinese Billiards Ranking Tournament in Suzhou Higgins VS Zheng Yubo	2013-10-25	19:30:01	0.365
The Inaugural Chinese Billiards Masters Invitational Tournament in 2013 Hendry VS Shi Weida	2013-1-3	22:15:00	0.188
The Inaugural Chinese Billiards Masters Invitational Tournament in 2013 Chen Qiang VS Gareth Potts	2013-1-4	12:32:08	0.147
The Inaugural Chinese Billiards Masters Invitational Tournament in 2013 Chen Qiang VS Doherty	2013-1-5	22:10:00	0.139

A pool cue and a white cue ball are positioned on a green billiard table. The cue is vertical, and the ball is to its left. The background is a solid green color.

目录

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- Analysis of the Overall Broadcasting of Billiards Events
- Analysis of the Broadcasting of Snooker Events
- Analysis of the Broadcasting of American Pool Events
- Analysis of the Broadcasting of Chinese Billiards Events
- **Analysis of Business Sponsorship and Case Studies**

Business Development of Snooker is more mature and is better received

- ↳ Limited by factors like influence of the event, broadcasting and target audiences, sponsorship for American pool and Chinese Billiards still center around **brands related to billiards industry and real estate companies**, for instance, the “Chinese Billiards invitational tournament” titled by Qiao’s, the “National Chinese Billiards Ranking tournament” titled by Star, and the “World Nine Ball China open” titled by Pudong Tangcheng.
- ↳ In contrast, the business development of Snooker in China is **more mature, the brand awareness is much better**, and the sponsorship fees are mostly in millions or tens of millions.

Event	Sponsors for the 2013 event
Shanghai Masters	Bank of Communication’s OTO Fortune, for three consecutive years
Haikou Open	Gujinggong Liquor
China Open	Bank of Beijing, for three consecutive years
Wuxi Classic	China Sports Lottery , Liyue Real Estate · Li Hu Xiang Xie in 2012
International Championship	none

Values of Snooker that Brands Treasure

Snooker is **broadcasted more**, meaning a **much better chance of exposure** for brands

Audiences of Snooker are more on the high-end side, making Snooker the favorite of middle to high-end brands

Snooker events are **more graceful and fashionable**, very suitable for increasing the value of brands

Cost of marketing for Snooker events is low, but **ROI is high**

Brands & Snooker: Mengniu and Bode made superficial efforts and achieved limited effects



- **Mengniu** : In cooperation with Snooker for years, but only uses chest marks and rarely uses advertising films
- **Bode** : uses Ding Junhui' s film appearances in its ad, but the ad was not broadcasted on Satellite TV channels.
- **Comments** : Ding Junhui' s popularity and influence is without doubt, but these two brands failed to maximize the best Chinese billiards player' s values——**for a mass consumed goods company such as Mengjiu, the rest of their celebrity endorsers are more popularized; or Bode, the advertisement cost is higher than the endorsement fees**

Brands & Snooker: K-Boxing incorporates Snooker in depth and achieves a win-win situation



✦ K-Boxing Men' s Clothing

- **Player Resources** : chest advertisement on three top players, and the ad endorsed by Selby and Trump is shown frequently on CCTV-1/5/News Channel
- **TV Media** : CCTV5 is Snooker' s broadcasting partner
- **Magazines** : exclusive interviews of players by fashion magazines, and ads in professional magazines
- **Web Media** : cooperation with sports portals
- **Social Media** : interaction through Weibo.
- **Offline Events** : Have players appear at VIP Jacket Fashion Night
- **Others** : brand' s picture albums, Posters for shops, etc.
- **K-Boxing achieves a brand transformation through the help of Snooker resources** ; For Snooker, the frequent display of K-Boxing ads further increases its awareness in China

Player Resources: Robertson, Selby and Trump



禹唐体育

禹唐体育

禹唐体育

禹唐体育

禹唐体育

禹唐体育

禹唐体育

TV Media : Various forms of partnership with CCTV-5's Snooker broadcast



Specially designed ad



TV studio background



Standard ad



Corner ad



Custom TVC



Web Media : chest ad is eye-catching on a champion

sina 新浪竞技风暴

体育首页 | 新浪首页 | 新浪导航



2013年世界斯诺克英国锦标赛

11月26日-12月8日

UK CHAMPIONSHIP

滚动 | 签表对阵 | 赛程赛果 | 中国军团 | 世界诸强 | 高清图片 | 视频关注 | 各方关注 | 新浪斯诺克 | 官方微博



罗伯逊3杆破百逆转夺冠 成斯诺克史上第8位大满贯

罗伯逊1-5落后10-7大逆转 3杆破百胜塞尔比夺冠

- 罗伯逊成斯诺克史上第8位大满贯 比肩戴维斯亨德利
- 罗伯逊:大满贯意味着我加入大人物行列 赢得很完美
- 世界排名:罗伯逊夺冠保住No.1 丁俊晖第3火箭24

英锦赛-罗伯逊3杆破百逆转夺冠 成首个80后大满贯

- 塞尔比:罗伯逊明天可别打147 那样我一半奖金没了
- 史上100杆147一览: 火箭皇帝第1 塞尔比创造历史

英锦赛宾汉姆3-8连追五局 罗伯逊9-8绝杀首进决赛

英锦赛-奥沙利文迎生日憾出局 罗伯逊塞尔比进4强

- 丁父: 丁俊晖发挥差对球台适应不好 十全十美很难
- 丁俊晖遭野蛮冷遇让人看不懂 比赛没直播丁父表态
- 恩师:丁俊晖时代迟早到来 肖国栋:今年的小丁最强

Social Media : increased interactivity helps strengthen the association with the brand

@禹唐世纪传媒 ▾: #2013斯诺克中国公开赛-谁会是冠军? #2013年3月31日14:30, 塞尔比vs罗伯逊, 你更看好谁? 谁会是最后的赢家? 【投票, 转发】, 为你心中的冠军。我们会从猜对者中选出5位幸运粉丝, 送出由@劲霸男装-茄套 提供的@塞尔比mark或@罗伯逊Neil的亲笔签名照一张。地址 <http://t.cn/zTww3uL>

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3月31日 11:31 来自专业版微博

阅读(146252) 转发(362) 评论(43)

During the Finals of **Snooker China Open** on 31, March, 2013, the prize quiz and interaction activity was retweeted 362 times, reaching more than **140 000** people.



Magazines : professional magazine ads, interviews by fashion magazines



大师劲霸时刻

K BOXING K BOXING X



大师劲霸时刻

K BOXING K BOXING X



Offline Events : Jacket Fashion Night in Chengdu



Brand' s Picture Albums





2013 China's Best Brand-Building Case Evaluation

2013年中国最佳品牌建设案例评选

2013 China's Best Brand-Building Case Award
2013年“中国最佳品牌建设案例”奖

K-BOXING MEN'S WEAR (SHANGHAI) CO. LTD
劲霸男装（上海）有限公司

K-BOXING MOMENTS WITH THE MASTERS
大师劲霸时刻

21世纪经济报道
21ST CENTURY BUSINESS HERALD

K-Boxing won “2013 China's Best Brand-Building Case Evaluation” with “Moments with the Masters”

As the leading brand of China's Men's Business Casual clothing manufacturer, K-Boxing very accurately selects a sport that perfectly matches its brand essence. Furthermore, K-Boxing takes advantage of World Snooker's powerful appeal, and focuses on its core communication values of “K-Boxing=Jacket masters”. It not only relies on traditional media such as TV, newspaper and radio, but also makes use of new media such as Weibo, portal sports, search engines, videos, financial media and precision advertisement, thereby integrating all kinds of media resources, both online and offline. By powerful and effective communication and promotion, it successfully maximizes the consumers' awareness of the association between Snooker and K-Boxing, and brings forth a wide-ranging emotional resonance and brand identification. The preference towards K-Boxing is greatly improved, and the brand association and awareness is solidly established. This is a classical case where a clothing brand crosses the industry boundary and plays good sports marketing.

A vertical pool cue and a white cue ball are positioned on the left side of the image against a green background. The cue is at the top, and the ball is below it.

Yu Tang Sports Thinks:



- Marketing values of Snooker: **its influence, celebrity effects, TV exposure, brand value added, and ROI** are gradually getting acknowledged, providing a new sports marketing resource outside of football and basketball for brands; the business development of Snooker is becoming more and more mature.
- Snooker events are overly dependent on **Ding Junhui' s influence**, the dropping and increasing of audience ratings of 2013 China Open and Shanghai Masters respectively is clear evidence. **Nurturing of new players, promotions of events, and cultural identity** should be further strengthened to make this gentleman' s game thrive in China.
- American nine ball and Chinese Billiards are no match to Snooker in terms of both influence and business development. **Women matchups** draw the most attention.
- Nine ball and Chinese Billiards have **a solid mass foundation in China**, and **Chinese players are performing well on international courts**. In addition, **the government is doing more to help these games grow**. Therefore, it is safe to say that in the near future, Snooker, Nine Ball and Chinese Billiards will share the Billiards market in China.
- As far as brands are concerned, whatever the sports event is, the quintessence of sports marketing is on **audience groups, matching of essence and the brand**, as well as on whether **continuous transmission and resources integration** can be achieved.



A close-up photograph of a hand holding a pool cue, about to strike a white ball on a green pool table. The cue is positioned to strike the white ball, which is in the center of the frame. To the right, a red and white striped ball is also visible. In the background, several other balls are blurred, including an orange one and a green one. The lighting is dramatic, highlighting the hand and the cue tip.

Thank You!

Yutang Sports

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