

THE EFFECTS OF DIFFERENT CLUB AFFILIATION ON BTV SUBSCRIPTION

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## The effects of different club affiliation on BTV subscription

### Abstract

Sports marketing has unique characteristics that may lead their audience in behave in completely different ways compared with all the others consumer's profiles. BTV challenged the sports viewing industry not only by spoiling their own TV rights but also by including on their target people who support others teams beyond Benfica.

In spite of this strategy has been considered at an initial stage as risky, BTV only in the first year accounted 30 Million Euros of revenues.

The current study aims to study the impact that all the different sports contents powered by BTV have on BTV subscription, the influence of different club affiliation on BTV subscription and, the influence of price on BTV subscription.

On the first part of the study a literature review was performed in order to understand different insights that were revealed as important to justify the results achieved. This was followed by an analyze of the current situation of televised sports industry in Portugal and BTV in particular.

Regarding the contents, English Premier League and Benfica games played at home are by far, the contents that arouse more interest. The results reveal that there is a huge influence of different club affiliation on BTV subscription, particularly by Sporting and Porto supporters. The price perception of BTV is also influenced by different club affiliation, where Benfica supporters have different opinion regarding BTV price, when compared in particular with Sporting and Porto supporters. Other conclusions are highlighted on the last part of the dissertation.

**Keywords:** Club affiliation, sports marketing, emotions, TV Broadcast industry

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## **Resumo**

O marketing desportivo tem características únicas que podem influenciar o público-alvo a comportar-se de forma diferente quando comparado com outros perfis de consumidores.

A BTV desafiou a indústria televisiva, não só por deter os direitos do próprio clube, mas também por incluir no seu target pessoas que apoiam outros clubes.

Considerada inicialmente uma estratégia de risco, a BTV atingiu, no seu primeiro ano, 30 milhões de euros em receitas.

O presente estudo tem como objetivo analisar o impacto dos conteúdos televisivos na subscrição da BTV, a influência do clubismo na subscrição da BTV, e a influência do preço na subscrição da BTV.

Na primeira parte do estudo foi feita uma revisão literária com o intuito de compreender as diferentes perceções de forma a poder fundamentar e legitimar os resultados obtidos. Posteriormente foi feita uma análise à indústria das transmissões desportivas em Portugal e à BTV especificamente.

Relativamente aos conteúdos desportivos, a Liga Inglesa e os jogos do Benfica em casa representam, com grande destaque, os conteúdos de maior interesse. Os resultados revelaram a existência de uma grande influência do clubismo na subscrição da BTV, particularmente no caso dos apoiantes do Sporting e Porto. A perceção de preço da BTV é também influenciada pelo fator anterior, onde se observa que os apoiantes do Benfica apresentam uma opinião muito diferente daquilo que são os resultados da análise aos apoiantes de Sporting e Porto. Outras conclusões estão presentes no final da dissertação.

**Palavras-chave:** Clubismo, marketing desportivo, emoções, indústria das transmissões televisivas.

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## **Executive Summary**

A presente tese é uma investigação que tem como finalidade, analisar o impacto dos diferentes conteúdos televisivos na subscrição da BTV, o impacto do clubismo na subscrição da BTV, e a influência do preço na subscrição da BTV. A dissertação em questão também analisa os motivos que levam as pessoas a ver canais desportivos em geral, partindo posteriormente para a BTV em particular.

A BTV foi lançada em 2008, mas apenas a 1 de Julho de 2013 passou a ser um canal subscrito. Este facto deve-se essencialmente à aquisição dos direitos televisivos da English Premier League assim como à transmissão dos seus próprios jogos na BTV. Com estas medidas o Benfica assumiu claramente um risco, para além de prescindir do habitual montante respetivo à transmissão dos seus próprios jogos, estima-se que pagou um valor entre 7,5 e 9 milhões de Euros para adquirir aquela que é considerada por muitos, a melhor liga de futebol do mundo. O target do seu canal passou assim a incluir adeptos de outros clubes.

Com a aquisição dos direitos televisivos da English Premier League, a BTV ficou na sua posse com um dos ativos mais poderosos que um canal desportivo pode ter. Durante a temporada 2010-2011, a English Premier League foi de longe o campeonato de futebol mais assistido no mundo, as audiências contabilizadas neste período foram na ordem dos 4,7 bilhões (SPORT + MARKT). A audiência média por jogo foi de 12,3 milhões. Basicamente, tem mais telespectadores do que as ligas espanholas, italianas e alemãs juntas.

Desde que a BTV passou a ser um canal premium, tem tido um enorme sucesso. Passados apenas 18 dias do seu lançamento, este canal alcançou 80 mil subscritores. 150 Mil subscritores foram alcançados em apenas 44 dias. E de acordo com o último número oficial, anunciado em Fevereiro de 2014, a BTV já contabilizava 307.872 mil subscrições. Este sucesso, não tem sido refletido apenas em número de subscrições mas também ao nível de audiências. Tendo a BTV ganho por diversas vezes não só à Sport TV como também a diversos canais por cabo. Todos estes fatores acabam por influenciar assim as contas da BTV, que já contabilizou receitas na ordem dos 30 Milhões de Euros.

Considerando que o consumidor de desporto, apresenta características muito específicas e diferentes de outros tipos de consumidores, foi imprescindível desenvolver uma revisão literária sobre as emoções e paixões presentes neste tipo de consumidores. No entanto, em

primeira instância tentou-se perceber as motivações das pessoas assistirem a conteúdos televisivos.

De acordo com estudos desenvolvidos por Arthur A. Raney, as pessoas vêm desportos na televisão devido a necessidades emocionais, cognitivas e comportamentais. Estudos desenvolvidos por Gantz e Wann, definem o entretenimento, como a razão chave para as pessoas verem desportos na televisão.

Para uma melhor compreensão do comportamento do consumidor de desporto, a revisão de literatura foi também desenvolvida sob este prisma. De acordo com diferentes estudos, é possível concluir que o processo de decisão é diretamente influenciado por emoções, onde o envolvimento emocional influencia positivamente a decisão (Leone, Perugini & Bagozzi, 2005). Consumidores de desporto tendem a estar afastados de equipas que não as deles, devido ao facto de estas produzirem sentimentos negativos (Damasio, 1994).

O modelo de paixão dualista (Vallerand et al. 2003) aplicado ao desporto é também muito importante para este estudo. De acordo com este modelo, existem dois tipos de paixões que um individuo pode experienciar: paixão harmoniosa e paixão obsessiva. Estes dois tipos de paixão podem levar as pessoas, sob a mesma situação, a terem comportamentos diferentes. Indivíduos com paixão obsessiva tendem a detestar os adeptos de outras equipas. Neste tipo de paixão, há uma vontade incontrolável de realizar a atividade, resultante de fatores contingenciais e a não realização da mesma pode levar os indivíduos a consequências negativas. Ao passo que a paixão harmoniosa acontece quando a pessoa define a atividade como relevante, sem qualquer tipo de dependência de fatores contingenciais. A vontade incontrolável de realizar a atividade não ocorre mesmo em atividades prazerosas.

Os resultados obtidos confirmam os pressupostos gerais dos estudos presentes na revisão literária. Relativamente aos conteúdos desportivos, estes não se revelam como um motivo para não subscrever, nomeadamente nos inquiridos que não são do Benfica. Mesmo que a amplitude de programas fosse maior, estes não considerariam a subscrição. Para os subscritores da BTV, os jogos do Benfica jogados em casa assim como os jogos da English Premier League, assumem-se como os conteúdos mais relevantes na decisão de subscrever. A principal razão que leva a amostra a subscrever e a não subscrever BTV é a afiliação com o seu respetivo clube, onde os inquiridos que apoiam o Benfica subscrevem porque são do Benfica e os inquiridos que não são do Benfica, não subscrevem este serviço porque este

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serviço é do Benfica. Confirmando assim os estudos desenvolvidos por Leone, Perugini e Bagozzi, que afirmam que o envolvimento emocional influencia positivamente a escolha. Relativamente ao modelo dualista, a paixão obsessiva está positivamente correlacionada com diferentes comportamentos “radicais” que foram apresentados junto da amostra, como “não subscrevia a BTV, mesmo que fosse 1 euro”, o que confirma que indivíduos com paixão obsessiva tendem a detestar as equipas rivais. A perceção do preço da BTV está também relacionada com o clubismo. Parte da amostra que simpatiza com o Benfica considera o preço da BTV aceitável, e por outro lado, os inquiridos que não são do Benfica, consideram o preço deste serviço não aceitável.

Como se verificou, o clubismo está intrinsecamente relacionado com a subscrição da BTV. Apesar de todas as dificuldades que a BTV tem em chegar aos adeptos de outros clubes, esta tem apresentado resultados muito positivos. Esta realidade deve-se ao facto do Benfica possuir por todo o mundo um elevado número de adeptos, tendo assim um grande número de potenciais clientes que correspondem ao seu target e que de certa forma contribuem positivamente para os resultados que se tem verificado.

## Chapter 1

### **1.1 Introduction**

*"Innovation is a permanent value of Benfica and the fact that we can offer during the next three years, the English league games to all the Portuguese fans, and not just to Benfica, is something that fills me with pride and points the way we want to go with BTV."*

Luís Filipe Vieira, President of Benfica.

Benfica has been characterized by being an innovative organization within the sports market. In 2008, Benfica launched the first sports club TV channel in Portugal. Currently, Benfica is broadcasting its own contents to Cape Verde, Canada, Mozambique, Angola, United States, France, Luxemburg and Switzerland. The number of potential clients are available on the following operators: MEO, Vodafone, Cabovisão and NOS. While the international coverage is provided by Orange, Premium Sports , Zap TV, Post Telecom, El Trona, CV Multimédia and BOOM TV. After five years, BTV is booming the sector of televised sports.

On the 28th of February of 2013, the same day that Benfica was celebrating 109 years of age, Luís Filipe Vieira, the current President of Benfica, boomed the world of televised sports completely, not only in Portugal but worldwide. He had just announced the acquisition of English Premier League for the following three seasons, which so far has been transmitted for a long time by Sport TV. This practice is completely innovative in this sector. So far, any TV channel owned by a club had acquired the TV rights of a foreign league and also had transmitted their own games played at Luz stadium on his TV channel. In addition to this fact, BTV at the beginning of the season 2013-2014 required, for the first time, monthly subscription by those who want to have this channel.

BTV hadn't acquired a normal football league. The Premier league constitutes a powerful asset by any TV channel that has it in his own contents. During the 2010-2011 season, Premier League was by far the most watched football league in the world, where the TV audiences were 4.7 billion (SPORT+MARKT data). The average audience per match was 12.3 million. Ultimately, the English premier league has more TV viewers than the Spanish, Italian and German leagues combined.

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In addition to English Premier League and Benfica games played at home, BTV also broadcasts the Major soccer league (US league), Greece Super League, all the games of Farense played on their stadium and also other contents which are intrinsic to Benfica.

However, the program offer of BTV is not so broad when compared with its main competitors. With all of these innovative strategies, never practiced before by any sports organization, Benfica is clearly positioning itself not only for Benfica fans but also for sports fans in general. Benfica, by positioning itself to others sports fans is clearly taking a risk never taken before.

The risk mentioned above occurs due to the uniqueness of Sports Marketing. According to the literature review sports marketing is defined as “the process of designing and implementing activities for the production, pricing, promotion, and distribution of a sport or sport business product to satisfy the needs or desires of consumers and to achieve the company’s objectives” (Pitts and Stotlar, 2007, p. 69). This definition was completed by Beech and Chadwick, that define sports marketing as ”an outgoing process in which contests with an uncertain outcome are staged, creating opportunities for the fulfillment of direct and indirect objectives among sport customers, sport businesses and other related organizations or individuals”.

According to Beech and Chadwick, it is dubious that fans acquire products from its rival – Sports are usually connected with emotions and beliefs, this is what makes fans supports some clubs instead of others and consequently make them using products powered by these clubs. Thus, sports organizations have a well defined geographical marketplace and a well known category of customers who buy the team’s products. According to Tudor Niciporuc some sport marketers consider it “as grave restriction for further development, others try to expand the brands by creating a completely different image of that of the parent” – these examples set out to illustrate once again the uniqueness of this industry.

Concerning this, it is improbable that fans will acquire products from rival sports organizations. BTV constitutes one of the products of Benfica. With the acquirement of English premier league TV rights, BTV is including as their target non-Benfica fans, sports fans that obviously support others clubs (some of them with high levels of rivalry). These sports fans will feel a mix of emotions, on one hand they want to watch their favorite team/player/coach in English premier league or in other league broadcasted by Benfica. On the other hand, they do not want subscribe or even watch the channel of their biggest rival. In addition to this, Portuguese sports fans (Benfica fans included) are also wondering if they

should subscribe to BTV, a service never paid until now, taking into account the services provided by BTV. Essentially, this is a huge question that most sports fans, both from Benfica and others, are facing now and will be analyzed throughout my research.

## **1.2 Objectives**

The exploitation of its TV rights as well as the acquisition of foreign football leagues is a booming trend on televised sports all over the world. Inclusively, there are some sports organizations, in other countries, considering the acquisition of TV rights of relevant European and foreign leagues exactly as Benfica did. However, the success of this practice is not yet proven. Sports marketing have unique characteristics that can lead the customer to behave in a specific way. Hence, at this moment there is no academic research and any case of success about the consequences that these practices can have on the audiences of televised sports powered by a sports club. Concerning the given facts, there is a need for sports organizations to understand if this innovation is really successful and if the identification level of sports fans within a particular club will influence the subscription of BTV. The results of this research can lead sports organizations to concrete conclusions concerning televised sports sponsored by a sports club and in addition to this, if their strategies can be positioned to sports fans in general, beyond its own fans.

The overall objective of this dissertation is to achieve concrete conclusions concerning the different motives of Portuguese sports fans in viewing televised sports sponsored by BTV. Through this objective, sports organizations will reach important insights regarding televised sports provided by a sports organization TV channel. In order to achieve this, it is crucial to study different variables that may eventually influence the subscription of BTV, since this TV channel is completely innovating this sector.

However, first of all, the development of an intense analysis of different research papers to develop the literature review becomes crucial. Regarding this, a deeper research on televised sports, emotions, fanaticism, sports marketing and televised sports will be extremely important. All the topics mentioned previously and consequent conclusions resulting from them represent another objective of this dissertation.

In order to achieve the overall objective defined initially, first it is relevant to reveal the motives behind viewing televised sports and the reasons to watch BTV particularly. Regarding the latter, three different variables will be analyzed on this paper (1) the impact



that the amplitude of program offer provided by BTV will have on the subscription of this channel, (2) the effect that different club affiliations will have on the subscription of BTV and finally (3) understanding if the price of monthly subscription asked by Benfica will influence the subscription of this channel when compared with its main competitors.

### **1.3 Thesis Structure**

The dissertation is structured in six different chapters explained bellow:

**Chapter 1:** The first chapter introduces the topic of this dissertation. In this section, the background of the topic in hand is presented and the reasoning behind why this dissertation will be conducted. Furthermore, it contains an explanation of why the Benfica's strategy may be considered risky and the uniqueness of sports marketing is also mentioned. The objectives of this dissertation are also referred. Chapter one ends with the structure of the thesis.

**Chapter 2:** The literature review is separated in three different parts in order to achieve different conclusions regarding the core of this dissertation. Thus, the first part of the dissertation regards to televised sports, where the importance of televised sports, the motives in watching mediated sports and the influence of fandom in televised sports are covered. The second part of the literature review is concerns Emotions and their influence in sports consumption. At the end, the literature finishes with the sports broadcast industry and their respective TV rights.

**Chapter 3:** This section includes the contextualization. Throughout this chapter it is possible thoroughly understand the way the variables under study, such as price and contents available not only in BTV but also in Sport TV may influence the subscription of BTV. Sports channels in Portugal, number of subscribers, audiences and the power of English Premier League are also covered.

**Chapter 4:** This chapter highlights the conceptual framework and also the research hypothesis that will be studied in this research as well as the sample design. The methodology of this dissertation is explained. All the strategies to collect the data and their respective techniques are outlined, as well as the description of the questionnaire and also the measurement scales.

**Chapter 5:** In data analyses, all the results derived from the data are analyzed and discussed. The studies of reliability of the items used during the study are also covered under this chapter.

**Chapter 6:** As a final point, the overall conclusions of the research are presented along with the limitations verified during the development of this research and also recommendations for future investigations.

## **Chapter 2:** Literature Review

### **2.1 Televised Sports**

#### **2.1.1 Importance of televised sports**

Television has gained a great importance in mediated sports, having established itself as the leading means to broadcast sports contests. Through this medium, the sports audience is composed not only of people that are at the stadium but also by everyone around the world. Television allows their audience to watch sports competitions with a variety of aspects that for example is not possible at the site. Through television, sports fans can watch sports events with added value, such as: close ups, repetitions, slow motion or watch the action in different angles, where the emotions involved in the game can be easily perceived by the audience. All of these add ups contribute to increasing the intensity within the game where fans are exposed to comments made by the announcer. Dramatic occurrences can happen every time. Watching on TV can be even more exciting than watching live on the stadium since not all the seats on the venue allows their audience to watch these events on the best possible way. Some seats are far away from the field, where the emotions are decreasingly felt. In addition to this, television spreads sports events all over the world with few seconds of delay, enabling sports fans to watch their favorite team/competitions live, even if they are on the other side of the world. “The phenomenon of mass consumerism of televised sport has created a much different feel for sport than in the past.” (Rinehart, 1994, p. 25).

Certain sports are only recognized all over the world due to the television exposure. Television in this way is contributing for the development of sports globalizations through the global transmission of popular traditional sports (Beck and Bosshart, 2003) – for example NBA in United States, cycling in France or even English premier league in England. Few sports are only recognized in the way they are, due to the worldwide broadcasting through television. At the same time, television has been recognized as a treat to the sports traditions, where the opportunity to watch sports competition on television through numerous

advantages can avoid sports fan to watch these events at the local. Considering the facts mentioned previously, according to Rowe (1996, P.565) “TV has conferred its favors on only a few sports, leaving the majority with insufficient resources and exposure”. Televised sports have also contributed to changes in the game schedules. For instance, some important football leagues have changed their timetable in order to be broadcasted in different areas of the world at a reasonable time to be watched.

Televised sports have become important for companies (where sports organizations are included). Companies have been fighting to assure the TV rights of different sports or even important European leagues, where this acquisition can improve their brand image. This acquisition can also stand for company’s ideology or company goals and objectives. However, it does not have to be a great sports event. A certain football league or sports, like boxing or golf that only reach a certain niche can also define a TV brand. In addition to this, by broadcasting important sports events, the companies can increase their advertising revenue.

In summary, televised sports allows the audience to experience a different set of experiences that are not possible at the stadium and watch some sports events that are only possible through television. Televised sports contribute to the globalization of some sports and are increasingly defining the TV brands image of companies.

### **2.1.2 Motives for viewing televised sports**

Through the studies of balance theory (Heider, 1958) and cognitive dissonance (Festinger, 1957) it was possible to conclude that gradually, people tend to watch and find information that is somehow consistent with their values, beliefs and thoughts. On the other hand, inconsistent information under personal values, beliefs and thoughts tend to be avoided by the audience. In summary, people search for information that is coherent with their identity, hence seeking out for balance (Heider 1958) and avoiding such dissonance (Festinger, 1957). This behavior can be characterized by selective exposure (Zilmann & Bryant, 1985). This phenomenon is obviously extended to the viewer’s pleasure, where the audience is looking for contents that bring pleasure and not only consistent content among their values. Therefore, the interest in viewing certain contents is conditioned by cognitive and affective variables.

Several studies have identified different reasons that lead viewers to watch television, although just a few researchers have identified consistent motives in viewing sports on

television. Through the television viewing motives scales (TVMS; Rubin, 1983), that highlighted 36 different reasons, some of them were considered as being highly connected with sports viewing motives. This is the case of “entertaining”, “Self-esteem”, “companionship”, “social interaction”, “escape” and “apathetic motivations”.

Entertaining is considered the key reason why people watch televised sports. This reason is consistent among different studies (Gantz, 1981; Wann, 1995) that also defend entertainment as a primary motive for watching sports on television. According to Gantz (1981), people usually watch sports as a way “to let loose” or just to relax.

Moreover, Self-esteem, achievement and companionship were consistently considered motivations that lead the viewer to seek sports on television through preceding studies; all of these motives were added to the TVMS (Milne & McDonald, 1999; Trail & James, 2001; Wann, 1995).

According to previous researches, all of the previously mentioned motives can be divided into three different categories of needs, namely emotional, cognitive and behavioral or social needs (Arthur A. Raney, 2006).

### **2.1.2.1 Emotional Motivations in viewing televised sports**

The audience of televised sports is guided by expected emotional rewards that arise by viewing their favorite team/player or even their favorite sport on television. The variation of emotions that the audience feels during a specific game/program is part of this essence, where the winner could eventually change during the course of the match. However, negative emotions can also be a possible outcome, despite the fact that positive emotions is what the audience is looking for when they view mediated sports (Arthur A. Raney, 2006).

Rubin (2002) stated that motivation is the main explanation in the study of media effects. Uses and gratification studies have defined several reasons that try to explain the motivation that leads the audience in viewing televised sports. Entertainment, eustress, self-esteem and escape corresponds to the motivations mentioned previously.

### **Entertainment Motivation**

Being part of an affiliation and consequently being emotionally affected by the performance of a specific team/player is the first reason that leads viewers in watching televised sports: entertainment (Gantz, 1981; Gantz & Wenner, 1991, 1995; Krohn, Clarke, Preston, McDonald, & Preston, 1998, Smith, 1998; Wann 1995; Wann, Scradler, & Wilson, 1999,

Wann et al., 2001; Wenner & Gantz, 1998). However, Gantz and Wenner (1995) reported that the involvement level toward a specific player or team influence the reasons why the viewer watches televised sports, where highly involved fans tend to watch sports in a deeper way and pursue a different set of experiences than the lower involved fans.

Gantz (1981) considered “the thrill of victory” as the principal motivation. By supporting their favorite teams or players, the audience will feel better with themselves when the supported team wins. The enjoyment and an expected emotional reward that come across when the individuals are supporting their favorite team are considered the most important motivational factors that lead the audience in viewing mediated sports (Arthur A. Raney).

The disposition theory of sports spectatorship (Bryant & Raney, 2000; Zillmann, Bryant, & Sapolsky, 1989; Zillmann & Paulus, 1993) states that level of affiliation with a specific team/player varies from high levels of affiliation through indifference to low levels of affiliation. This range of affiliation levels directly influences the enjoyment in viewing televised sports. The enjoyment in viewing televised sports is influenced by the strength and the level of rivalry that the competitors represent to the audience. So, the enjoyment tends to increase as the level of affiliation of the winning team is higher. Furthermore, the enjoyment also increases along with the level of rivalry. The maximum enjoyment is achieved by the viewer when the winning team represents the highest level of affiliation and consequently defeats the losing team with the highest value of rivalry. The maximum disappointment or negative enjoyment is achieved when the most esteemed team is beaten by the unloved team (Zillmann & Paulus, 1993).

### **Eustress motivation**

According to Bernhardt, Dabbs, Fielden, & Lutter (1998) televised sports can lead the viewer to increase the arousal and the excitement. Viewing sports is frequently defined as exciting ( e.g., Krohn, et al ., 1998) or “pumped up” ( e.g. Wann, 1995). The major source of the excitement and arousal that is around the sports event is the uncertainty and the suspense that usually characterize and define a simple game or a big competition (Zillmann 1991). In order to study a relationship among uncertainty and enjoyment, a group of researchers (Gan, Tuggle, Mitrook, Coussement, & Zillmann) rated the enjoyment of a group of participants (male and female) in one of the eight collegial basketball matches. The researchers assumed that the uncertainty increases as the score difference decrease; this means that one game with a difference of only one point in the final score was considered as the most uncertain game and being in this way extremely suspenseful. If the difference in the final score was 5-9 points

the game was considered “substantially” suspenseful and “extremely” suspenseful with less than 5 points of difference. In the case of male participants the level of arousal increases when the final score was smaller. The same was verified in the females but only up to “substantially” category. In the “extremely” suspenseful games, the female respondents experienced distress, associated with irritation that may lead to decrease the enjoyment. Many sport viewers are looking for arousal and excitement, and by doing this, they are exposed to eventual displeasure situations. Extremely suspenseful games, where the final score among the two teams is close and in this way is considered as uncertainty game up to last minute, may lead the viewer, mainly the female audience, to stress situations.

Thus, as we could verify through the researches, eustress is a motivation to view televised sports, specially for men (Gantz & Wenner, 1991; Wann, 1995; Wann, et al., 1999).

### **Self-Esteem Motivation**

Another emotional motivation that leads the viewer to watch televised sports is the self esteem that by doing so can be achieved. This means that by viewing televised sports the audience may feel better with themselves (Wann, 1995; Wann, et al., 1999; Wenner & Gantz, 1998). Self-esteem and the levels of confidence increase naturally by supporting a specific team that wins. On the other hand, if the team loses the self-esteem may decrease. Hirt, Zillmann, Erickson & Kennedy (1992) demonstrated when the viewers experience a winner of their favored basketball team, they consequently expect that team to perform well in the future, and also the expectation to overcome specific tasks is higher when compared to viewers that experienced a defeat by their favored team.

The fact that the viewer is a fan of a successful team may function as an emotional utility. A group of researchers stated that one of the positive of outcomes of being associated with a success team is to “bask in the reflected glory” (BIRG) experienced by these successful teams (Cialdini, et al., 1976). Overall, sport fans that support a successful team may eventually be perceived as a successful person on their personal lives. Aiming to demonstrate the BIRG phenomenon, Cialdini and his respective team verified that fans tend to use clothing or accessories that identify themselves as a fan after the victory of their favorite team and the opposite was also verified. In addition to this, fans tend to use more the pronoun “we” in case of victory than in case of defeat. Consequently, the self-esteem and the confidence that come from supporting a successful team are associated with personal success, representing an emotional motivation that leads the sports fans in viewing televised sports.

### **Escape motivation**

So far, the three emotional motivations mentioned previously are connected and influenced by the level of emotional affiliation with a specific team/player and the consequent outcome that is involved in a sport event, where that team/player is obviously included. This last emotional motivation is less dependent on the fanship or the eventual outcomes that arise with the competition. Various viewers defined the sports events as escape from the stress of their personal life (Gantz, 1981; Gantz & Wenner, 1991, 1995; Krohn, et al., 1998; Smith, 1998; Wann, et al., 1999, 2001; Wenner & Gantz, 1998). According to Smith (1998), as long as the viewer is watching a sport event, even if the mood varies to low levels “any pain is temporary and minor compared to the relief of gaining a respite from a wearisome existence” (P.58). The escape motivations in viewing televised sports tend to be higher on the most stressful situations or problems (Wann, 1997). Escaping boredom is another motivation in viewing mediated sports, according to Wann and Rochelle (1999), “two in five sports fans tune in to sports to escape boredom”, viewers have a tendency to view sports content in bored activities, namely in breaks from a respective job agenda (Krohn et al. 1998).

#### **2.1.2.2 Cognitive motivations in viewing televised sports**

##### **Learning Motivation**

Concerning the cognitive motivations that lead sports fans in watching mediated sports, one of the most important is learning about players or teams, where the favorite player or team are the core of this cognitive process ( Gantz, 1981; Gantz & Wenner, 1995; Wenner & Gantz, 1998). Researchers have verified that sports fans pride in knowing such statistics or historical facts about a specific player or team, and this information can be easily assessed in televised sports. These incomes about sports facts play an important social role for fans. By knowing such statistical information or curious history about a certain player/team the conversation between friends, strangers or even in the family becomes easier. The sociability between two persons that never met before tend to occur when both of them have curious and interesting facts to share with each other (Melnick, 1993). Another aspect that makes this socialization easier is the sports universality that transcends genders, social status, education and even ages (Lever, 1983). Sports conversation is always an opportunity to discuss friendly different disagreements between sports fan with different clubs affiliations, the opposite of religion and politics for example (Karp & Yoels, 1990). These conversations usually occur during a sports event, where trivial facts, statistics, curiosities and opinions are endlessly communicated.

Viewers report that learning more about the sports themselves is also another reason to view televised sports. Those people are namely females and non sports fans that look forward to have a better understanding towards a certain sport/team/player in order to watch in a near future with the ones who really enjoy that experience and somehow are important for them, such as boyfriend, friends or family (Arthur A. Raney).

### **Aesthetic Motivation**

Another reason that leads the viewer in watching televised sports are the “aesthetic qualities of the competition” (Krohn, et al., 1998; Smith, 1998; Wann, et al., 1999, 2001; Wann & Wilson, 1999). According to Smith, a great team/player performance can be considered art. Others compare the improvisational aspects of different sports with jazz performances.

### **2.1.2.3 Behavioral and social motivations in viewing televised sports**

#### **Release**

Viewing televised sports can be assumed as a way to release emotions that come from the daily live. It is assumed that the audience somehow brings to the sports televised experienced appalling emotions that tend to be enhanced by viewing sports on television. The drama that arises from sports and the consequent expectations can release negative emotions that lead the viewer to mediated sports consumption (Gantz, 1981; Gantz & Wenner, 1991, 1995; Krohn, et al., 1998; Wenner & Gantz, 1998).

The experience of releasing the emotions during a specific game or sports events do not appear by simply watching it, but mostly by performing diverse behaviors during the sports event. According to a study, fans that reported high levels of release motivations in viewing televised sports assume that the reasons why they are sports viewers comes by the following: “to let loose”, “to have a few beers or drinks”, “to let off steam” and “to get psyched up” (Gantz, 1981; Gantz & Wenner, 1991). While others respondents, assume that applauding and shouting against the coach decisions or just to express dissatisfaction with a specific player are part of a pleasant sports experience (Gantz, 1981) that somehow are way to release emotions.

#### **Companionship**

Other reason that guides the audience to watch televised sports is companionship (Dietz-Uhler, Harrick, End, & Jacquemotte, 2000; Gantz, 1981; Gantz & Wenner, 1991, 1995; Krohn, et al., 1998; Melnick, 1993; Smith, 1988; Wann, 1995; Wann, et al., 1999; Wann., 2001; Wenner & Gantz, 1998). Compared to normal televised content, sports events are



considered to enable an easy form of communication among friends or even strangers during the mediation of a sports event (Wenner & Gantz, 1998). As mentioned previously, the universal language of sports and the possibility of talking about it without social status or education level boundaries, bring everyone to the same level where all the opinions can be valid.

Melinck (1993) defined “sports encounter” as the unique communicative practice among strangers. The author suggests that sports allow and facilitate the integration and the communication between unfamiliar people. Though this interaction should be mediated through various assumptions; “an assumed level of knowledge”, “an assumed set of shared behaviors and motivations”, “an assumed commitment to and enthusiast about the game” and “an assumed understanding of time boundaries during which a conversation can take place”. All of these assumptions constitute the conversation conductive set. Sports conversation may be one of few times that public discussion can be guided by friendly disagreements. The enjoyable moments between friends with different points of views, or different club affiliation can be met through sports viewing.

### **Group Affiliation**

Many sports fans reported that one of the reasons why they view televised sports is the sense of belonging to a specific group affiliation that is shared among the participants on that group. (Krohn, et al., 1998; Smith, 1998; Wann, 1995; Wann, et al., 1999, 2001). According to Smith (1988), sports can drive people with different points of views, education, religions and so on, into the same level. Fundamentally, sports can unify communities, schools and even nations. Worldwide competitions, as the world cup or the Olympic Games, where different nations compete against each other, can bring happiness to these nations and even increase the levels of pride even if only for a brief moment. However, according to Wann (1995) this motivation in viewing televised sports is verified namely in younger sports fans and also among people with high income levels.

An overview is presented on the following table (Table 1) in order to clarify and sum up all the motives of viewing televised sports.

**Table 1: Motives for viewing televised sports summed-up**

Motivations	Motives	Characteristics	Source
<b>Emotional</b>	Entertainment	The enjoyment and an expected emotional reward that come across when the individuals are supporting their favorite team are considered the most important motivational factors.	Arthur A. Raney
	Eustress	Viewing sports is frequently defined as exciting or “pumped up”. The major source of the excitement and arousal that is around the sports event is the uncertainty and the suspense that usually characterize and define a simple game or a big competition.	Krohn, et al., 1998; Wann, 1995; Zillmann 1991
	Self-esteem	By supporting a specific team and if this team wins, the self esteem and the levels of confidence increases naturally.	Wann, 1995; Wann, et al., 1999; Wenner & Gantz, 1998
	Escape	As long as the viewer is watching a sport event, even if the mood varies to low levels “any pain is temporary and minor compared to the relief of gaining a respite from a wearisome existence”.	Smith (1998)
<b>Cognitive</b>	Learning	Concerning the cognitive motivations that lead sports fans in watching mediated sports, one of the most important is learning about players or teams, where the favorite player or team are the core of this cognitive process.	Gantz, 1981; Gantz & Wenner, 1995; Wenner & Gantz, 1998
	Aesthetic	A great team/player performance can be considered a form of art.	Smith, 1998
<b>Behavioral and social</b>	Release	The drama that arise from sports and the consequent expectation in release the negative emotions leads the viewer to mediated sports consumption.	Gantz, 1981; Gantz & Wenner, 1991, 1995; Krohn, et al., 1998; Wenner & Gantz, 1998
	Companionship	Comparing to normal televised content, sports events are considered to enable in an easier way the communication among friends or even strangers during the mediation of a sports event.	Wenner & Gantz, 1998
	Group affiliation	Many sports fans reported that one of the reasons why they view televised sports is the sense of belonging to a specific group affiliation that is shared among the participants on that group.	Krohn, et al., 1998; Smith, 1998; Wann, 1995; Wann, et al., 1999, 2001

Source: Own elaboration

## **2.2 Motives for viewing televised sports and fandom**

The audience of televised sports cannot be considered homogeneous. Therefore, by experiencing televised experience, the audience can perform different behaviors according their level of fanship (Gantz, 1995).

The term fan is usually connected with sports. This term comes from “fanatic” that is usually applied in people who have a strong interest toward a program, personality and of course, sports teams or players (Gantz; Wang; Paul; F.Potter ). This kind of audience is characterized by being active and interested. This represents a wide range of complex processes, where affective involvements make the distinction between fans and non fans. Those fans tend to watch and follow their favorites frequently and consequently they have more knowledge than non fans. In addition to these facts, by being emotionally involved, the information processing about what they are watching tends to be more efficient than non fans (Gantz; Wang; Paul; F.Potter ).

Gantz and Wenner (1995) defined sport fans according to the level of knowledge reported and interest. Those with higher levels of knowledge were considered more fans than those with lower levels.

According to Cohen (2001) there are various indicators that serve as a fandom indicator, such as “liking”, “being similar to”, and “having affinity with a mediated personality”. The level of fandom can be characterized according to these three indicators. On the other hand, different authors, such Gantz and Wenner (1995) have identified several problems in different researches that approach the effects of sports. In these researches, fandom or just spectator are similarly used. Therefore, these authors identified three different levels of fandom: (1) Fans or “truly believers”, which involve those who are intensely connected with a specific team. (2) Spectators, or just observers of the sports and finally (3) non-fans, those who are not interested in sports itself, but watch it in order to stay with their friends or family. Fans usually support a specific athlete, while non-fans do not have an affiliation with any athlete.

Different levels of fandom helped to explain why viewers watch televised sports differently. According to uses and gratification studies, background characteristics influence directly the motives for mediated sports consumption. Fandom constitutes one of these characteristics. Few researchers have identified that highly committed fans have different reasons, mainly stronger, to watch sports on television than fans with lower involvement (Gantz & Wenner,

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1991; Traill & James, 2001; Wann, 1995). Thus, it is important to understand the influence that different levels of fandom toward television sports motives.

In order to study the relationship among fanship and televised sports motives, Gantz and Wenner concluded that among 15 different motivations, 12 were positively correlated (P.64). The level of fandom is more correlated with motives that in fact are connected with more interest in sports and also the involvement on it. Therefore, the highest values of correlation were verified when the sports fans watch sports in order to verify how their favorite teams performs and also due to the drama and tension involved on the game. On the other hand, negative values of correlations were verified when the viewers watch sports as a way to do something with friends or family or just because they are watching.

Fans usually invest more on television sports experience, they are more committed and that is the reason why they experience a different range of emotions. On the contrary, non-fans watch sports without any involvement and emotions. Pre and post behaviors are rarely experienced by non fans. Whilst for fans the sports experience is much more than a simple game, they usually prepare the game by knowing about the game and all the incidents that came after the game are also observed by fans (Gantz and Wenner, 1995). Non fans usually watch sports as an unplanned and less emotionally experience compared with fans, having therefore a lower involvement.

Another study, to clarify the relationship among fandom and sports viewing motives, of Adam C. Earnhardt and Paul M. Haridakis was conducted. According to these studies, there is a positive correlation among fandom and self-esteem and achievement motivation and also among entertainment motivations. As long the level of involvement with sports increases, the motives in watching sports in the parameters mentioned previously are stronger. Positive correlations were also identified in companionship and escape motivations. However, the study identified a negative correlation between fandom and apathetic motivations. In summary, the viewers with higher values of fandom tend to watch televised sports for the following motives: entertainment, escape, self-esteem, achievement, companionship, learning about sports and passing time. On the other hand, viewers with high fandom levels usually don't watch televised sports due to apathy motivations compared with non fans.

## **2.3 Emotions**

### **2.3.1 Classification of Emotion**

According to Morris (1992), emotions concern appraisals of external circumstances. Clore et al. (1994) define the word affect as a term that reaches the positive or negative valence of something; regarding this they say that all emotions are affective but not all affective things are emotions. Emotions arise from experiences with events that are appraised as having positive or negative consequences for the individual's concerns (Frijda, 1993). To complete the definition, Lazarus (1994) defined emotions as the representation of a transient reaction to specific kinds of adaptation experiences. Alike, Ortony et al. (1987) distinguished emotions from non-emotions and reached the conclusion that emotion refers to internal mental states that are focused primarily on affect where affect simply refers to the perceived goodness or badness of something. Most theories of emotion defined that positive emotions come along with the attainment of some goals or the development to reach that goal. Opposite to this, negative emotions arise from the failure to reach the goals defined or from the lack of development to achieve that goal. These theories are basically the explanation of how motivation and cognition can produce emotions in different situations (Lazarus, 1991). Several authors and researches found a correlation between cognition and emotions, where cognition comes previously from emotion. There are mainly, eight primary emotions that can arise from negative or positive affect: anger, fear, sadness, shame, contentment, happiness, love and pride (see table 2). The emotional stimuli may be an event, a scene, a face, a poster or an advertising campaign. These events, work as a first reaction that have direct impact on the organism, it is usually experienced by sudden changes such as the increase of heart rate or the acceleration of respiratory rhythm or even the rise of muscle tension. These stimuli are sent from the thalamus to the cortex, where afterwards they are processed (Aharanson, 2007). After this and according to the interpretation that varies from individual to individual, the type of response comes up.

**Table 2: Hierarchy of consumer emotions**

Positive affect	Contentment	Contented. Fulfilled. Peaceful
	Happiness	Optimistic. Encouraged. Hopeful. Happy. Pleased. Joyful. Relieved. Thrilled. Enthusiastic.
	Love	Sexy. Romantic. Passionate. Loving. Sentimental. Warm-Hearted.
	Pride	Love.
Negative affect	Anger	Angry. Frustrated. Irritated. Unfulfilled. Disconnected. Envious. Jealous.
	Fear	Scared. Afraid. Panicky. Nervous. Worried. Tense.
	Sadness	Depressed. Sad. Miserable. Helpless. Nostalgia. Guilty
	Shame	Embarrassed. Ashamed. Humiliated.

**Source:** Laros & Steenkamp (2005)

### 2.3.2 Emotions and Sports consumers

In sports marketing, the main fact that influences the feelings and the sense of belonging for certain sports organization is the emotion. Emotions play the principal role in this field of marketing. If somehow a club does not transmit any emotion to their audience, they will likely be unhappy and consequently will not buy tickets for the matches as well as their products. Sports organizations are adapting their strategies in order to reach those emotions. The main goal is establishing with the customer an emotional channel of trust and mutual collaboration (Consoli, 2010).

According to Izzard (2009), emotions play an important and crucial factor in consumer's behavior. This element influences strongly the way we think and consequently the decisions we make. Considering this, sports consumers give an exclusive chance to study how emotions influence the human being (Knobloch-Westerwick et al., 2009).

If we have a look at consumer consumption, sports followers are distinctive from the others. Sports supporters tend to give the impression in showing loyalty among their favorite sports club (Tapp 2003). Sport consumers have unique characteristics comparing with normal consumers, sports organizations are giving importance in studying their behavior, guided by emotions, in order to understand this uniqueness. Thus, emotions are a psychological factor that must be linked with sports consumption.

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Sport researches have been guided with the idea that sport consumers are rational and their decisions are logically made. Nonetheless, fans standpoint their behaviors as a consumers who are not considered logical (Kwak, 2011). These findings are essential to understand sport consumers behaviors.

Raney (2006) stated that consumers watch sports due to all emotional rewards that arise when watching it. Sport consumers, by experiencing different outcomes of favorite team's performance will consequently experience different emotional outcomes. This is to say, they will experience positive emotions in the event of winning and negative in case of losing (Hirt et al., 1992).

The decision making stages, evaluation, intention and consequently choice, are influenced by emotions, where the emotional involvement positively influences the choice (Leone, Perugini, & Bagozzi, 2005). Consumer's choices and preferences are directly induced by emotions. This explains the reasons why fans supports specific teams while hate others. (Peters, Lipkus, & Diefenbach, 2006). Damasio (1994) acknowledged that emotion operates as information. Thus, when our stimuli identify negative feelings regarding certain possible choices, it operates as information that posts that choice away. Consequently, all the stimuli can generate positive or negative feelings that are influenced by affective outcomes and such outcomes operates as information when the consumers are making their choices. Sports consumers tend to stay away from unaffiliated teams, as their information produces negative feelings (Damasio, 1994). Bagozzi et at., also studied the influence of emotions in information processing. The emotional state influences the way the information is processed, specifically on judgments and evaluation stages. In other words, positive stimuli tend to be approached while negative ones bring out avoidance behaviors (Chen & Bargh, 1999).

According to a study performed by Kwak et al., the positive or negative valence of the message produced by sports, stimulate different emotional states and consequently the emotions induced on the messages produce different behaviors. This conclusion supports others sport researches, which stated that emotions are used by sports fans as an information sources and all the feelings implicit on the emotions are considered the most relevant factor when the consumer is making the decision (Pham, 1998; Schwarz & Clore, 1983). Thus, these findings also supports that emotions play an important role in approach/avoidance behaviors as mentioned above. All of these behaviors are influenced not only by the level of team

identification but also due to other variables in sports fans, such as “involvement, commitment, trust and loyalty” (Kwak, Kim & R.Hirt, 2011).

Another point that must be pointed out in sports researches is the dynamics of the relationships among sports organizations and its fans, and this is what makes sports consumption a distinctive experience. In contrast to other businesses, the performance of the brand is not regular over time. Team performance can diverge from year to year, week to week or even in a simple game (Knobloch-Westerwick et al, 2009). As such, this dissimilarity of performance causes a fluctuation on the emotional stages on its fans (Kerr et al., 2005; Knobloch-Westerwick et al., 2009).

Affective theories have another overview regarding the approach/avoidance behaviors. These theories propose that the present emotional state influence the way they make decisions in different situations (Andrade, 2005). People with positive emotions tend to have approving considerations of the situation, which leads the consumer into an approach behavior. Alternatively, people with negative emotions tend to have less approving considerations over the situation, leading the consumer into an avoidance behavior (Kwak, Kim & R.Hirt, 2011).

### **2.3.3 Dualistic model of passion**

Sport fans spend their time watching, speaking and investing money in sustaining a passion for their favorite team. Different behaviors are performed by these fans. On one hand, they share positive occurrences with other fans. On the other, fans with different preferences tend to discuss around a certain sport topic. What are the main motives that lead these fans in performing such behaviors? Passion is the answer. By being passionate with a specific team, fans tend to perform different behaviors in order to support their team and even their personal life schedule can be organized around their team. Vallerand et al. (2003) presented two different passions, related with adaptive and maladaptive outcomes. According to the dualistic model of passion (Vallerand et al., 2003) these outcomes varies according the activities. Enjoyable activities performed are turned into a passion. According to the same author, passion can be defined as a strong connection that individuals feel about certain activity that is done with pleasure and love, and for this reason they invest their personal time and discuss about it. A person`s identity can be defined according to the different enjoyable activities preferred by different people. Fans who are passionate in supporting their favorite team do not just watch football, they are truly fans, they are “Benfica” fans, for instance. In consequence, by cheering for their favorite team, fans are also cheering for themselves (Vass, 2003).



#### **2.3.4 Obsessive passion**

The dualistic model of passion affirms that two different types of passion are performed according to the type of internalization that occurs in individuals. *Obsessive passion* results in an uncontrollable will to perform the activity. However, it takes place when a controlled internalization occurs in a person's identity (Deci & Ryan, 2000; Sheldon, 2002; Vallerand, 1997). Controlled internalization, derived from different contingencies (for example, the urge of being accepted or self-esteem), occurs when intra/interpersonal pressure to perform a specific activity is implied or just because of the uncontrolled level of excitement in engaging some activities. Thus, obsessive passions are experienced by people who are forced to perform activities due to contingency factors; there is pressure to engage in such activities. Therefore, these contingency factors may not lead the person to positive emotions and negative emotions may also be achieved. The person may feel obligated to engage in activities even when they should not. Obsessive passion creates an inflexible way of persistence that may guide the person into problems. The activities can cause divergence among other personal activities, such as relationships or problems at work.

#### **2.3.5 Harmonious passion**

The other type of passion defined in the dualistic model of passion is the *harmonious passion*. This is a consequence of an autonomous internalization in a person's identity (Deci & Ryan, 2000). In contrast to the passion mentioned previously, this passion happens when the person defines the activity as relevant, without any type of dependence on contingency factors. The uncontrolled will to perform the activity does not occur in pleasant activities. Even when the activity is pleasant for the individuals, they do not overlap it over other personal life's activities; it remains in synchronization. This direction leads the individuals to performing the activities in a more flexible way, with a better balance and allowing to get the most of each activity. The positive emotions may eventually be facilitated while individuals are performing other activities, since they avoid them from thinking in loving activities (Mageau et al., 2005; Ratelle et al., 2004; Vallerand et al., 2003, Study 1). The control over the activity provides different outcomes when comparing with obsessive passion. The permanency on the activities is fully influenced on the positive emotions that can arise from it. If the individuals experience negative outcomes, the activity should be stopped. Despite of being important, with harmonious passion, activities do not play the principal role on

individual's life. Therefore, the activities do not cause any type of divergence among other personal activities, as it happens with obsessive passion.

In summary, according to the dualistic model of passion, the individuals can experience different types of passion regarding some activities. The sources and respective consequences of these passions are different and distinctive from another. Different passions influence the way the activity is performed as well as the engagement that may arise. Since sports are a passion, the dualistic model is also applied to sports fans which obviously have different passions and motivations when supporting or watching their team.

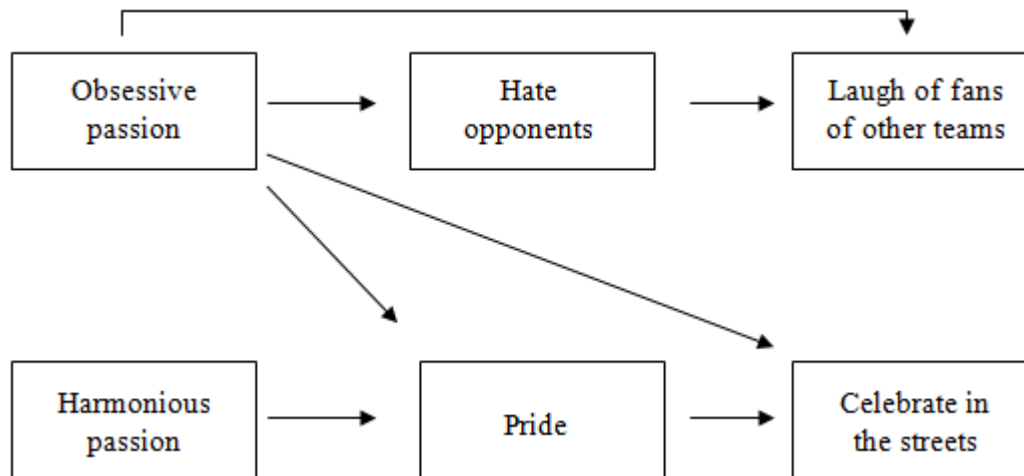
### **2.3.6 Dualistic model applied to sports fans**

The passion of sports fans have been studied by several psychologists. Sport team affiliation toward a specific team is considerably important (Wann, 2006; Wann, Haynes, McLean, & Pullen, 2003) on the sports fans perspective regarding passion. According to Wann et al. (2003), sport team identification is defined as a psychological powerful affiliation toward a specific team and as a result plays a central role on individual's identity. Consequently, regarding the dualistic model of passion, high levels of identification experienced represents that sports team is internalized on fans identity.

The sport team affiliation has created a paradox, since it forecasts positive (adaptive behaviors) and negative consequences (maladaptive behaviors) derived from this affiliation. Dualistic model of passion helped in solving this paradox. According to this model, there are two types of passion that could be experienced. This is influenced by the internalization process that leads the individuals in supporting their favorite team, which is influenced by the individuals' identity. Thus, given that both passions are connected with intense affiliation, obsessive passion leads to maladaptive situations, while adaptive behaviors arise from harmonious passion.

According to a study performed by Vallerand et al (2003), individuals with obsessive passion tend to hate their opposite team which leads the fans to laughing of fans of other teams (maladaptive behaviors). While the correlation among fans with harmonious passion and the hating of their opposite team was approximately zero. Although, pride tends to be predicted by both types of passion that leads fans to celebrate the victory in the streets (adaptive behaviors). This is shown in figure 1.

Figure 1: The role of passion in fan behavior.



**Source:** Journal of sports science (Vallerand et al., 2008)

In conclusion, both types of passion experienced by individuals becomes as a passionate activity in supporting their favorite team. This is part of individuals' identity. Both obsessive and harmonious passion leads the sport fans into different consequences, one to adaptive outcomes and other to maladaptive ones. Through the dualistic model of passion, another conclusion is that there are two ways of being a fan of a specific team. These two ways of being a fan may eventually lead sport fans into different decisions when purchasing products from its rivals and influence differently this consumption.

## 2.4 Broadcast Industry

### 2.4.1 Introduction

The broadcast of sports events is a business that involves billions of Euros and represents the principal source of profit of sports organizations, which are represented not only by leagues, or federations but also sports clubs. The main reason is the high demand that this business represents. For instance, in 2008 – the year of the European championship - FIFA received \$560 million by selling their TV rights. While UEFA by selling the TV rights of EURO 2008 generated 800 million Euros (according to UEFA). Due to the high level of spectators, sports tend to be a common content among TV programming. This leads different TV identities into a great competition in order to acquire the TV rights of sports content, which involves large amounts of money (Tsiotsou, 2011).

The broadcast industry has verified a great development over time. The number of elements present on the supply side has demonstrated a huge growth, which has contributed to

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increasing the competition under potential broadcasters. The main reason for this fact is the constant evolution and interest in sports by everyone. The high amounts of money presented on the TV rights transactions from TV rights holders to licensed broadcasters have confirmed this development.

At same time that this development has been occurring, companies have adapted their strategies in order to follow the market evolution. Thus, different ways of integration in this industry has been verified (Solberg & Helland, 2011).

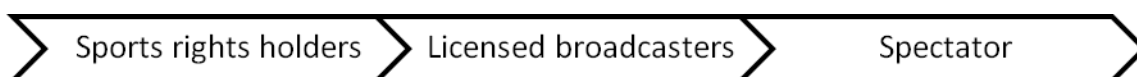
Horizontal integrations have occurred, where broadcast rivals join forces into only one broadcaster or just start to work together with each other, instead of keeping their competition up. Vertical integrations have been verified as well, on this integration, different elements over the channel start to perform multiple tasks.

### **2.4.2 The distribution process of broadcasting rights**

Broadcasting represents the live or recorded diffusion of a sports event that can be done through analog or digital methods.

There are different ways and channels used to broadcast a sports event. Basically, three parties are involved in this process: sports rights holders, licensed broadcasters and spectators, as we can verify on the following figure (figure 2).

Figure 2: Parties involved in broadcasting rights



**Source:** Rodoula Tsiotsou, 2011

### **2.4.3 Sports rights holders**

The sports rights holders are divided in: main holders and secondary holders. The main holders are represented by the organizers of sports events, for example, national federations, leagues, associations or unions. Sports clubs also represent the main holders. The secondary holders are sports or marketing agencies. These ones acquire the broadcast rights from the main holders and sell them to the broadcasters. This allows the organizers to maximize their level of revenue and avoid different negotiations with diverse broadcasters (Tsiotsou, 2011). This is suggested when the event organizer does not own enough experience and skills to negotiate their TV rights.

The main holders are represented by the event's organizers because they are the ones that hold the control to take the decisions where the event will take place and who will be the broadcaster. Therefore, those broadcasters who acquired the TV rights of that event are permitted to broadcast it. The broadcast rights is guaranteed in an exclusively basis. In other words, if BTV acquires the TV rights of English premier league, BTV constitutes the only broadcaster allowed to broadcast this event on the territory that Benfica acts (Portugal). What determines the value of this acquisition is the number of viewers and also the amount of money in advertising that this event generates.

#### **2.4.4 Licensed broadcasters**

Broadcasters acquire the TV rights from sports rights holders in order to broadcast the event to the viewer. In spite of being buyers, they can also be sellers. Broadcasters might also sell the acquired TV rights to other media or even sell the advertising time on the events that they broadcast (Tsiotsou, 2011). By broadcasting sports events, the broadcasters are taking the advantage of increasing their market share. In addition to the fact mentioned previously, by owning the TV rights, sports associations and clubs have the possibility to control the quality over the content acquired, the financial value of it can also be exploited and it is also possible get in touch with consumers worldwide.

So far, the television had been the principal source of broadcast. However, the evolution and the development of consumer needs have contributed to the emergence of different mediums. Thus, internet and mobile apps have gained a great importance on the broadcast industry.

#### **2.4.5 Integration of the broadcast industry**

As already mentioned, sports broadcast industry has suffered a great development, where new products, innovations and different ways of communications have emerged. Producers have extended their business into ones never practiced before. Activities, performed by different elements of the broadcast channel, which were previously divided, tend to approximate each other. Similarly to this evolution, companies have expanded their activities. Essentially, this expansion can have four dissimilar guidelines (Solberg & Helland, 2011).

In horizontal integration, similar producers over the broadcast channel join forces. In consequence, since they join into only one level the level of competition amongst them decrease and consequently the market share of the integrated companies increases.

## The effects of different club affiliation on BTV subscription

Vertical integration occurs when a company contributes for more than one successive phase in the broadcast chain. Upward integration occurs when the integration of the company is made with suppliers, while downward integration is focused in a closer stage to the end consumer. Through this integration, the companies are able to perform activities which usually involve high transactional costs, the biggest advantage of this integration is the decrease of transactional costs (Williamson, 1979). Economies of scale is also an advantage that results due to the fact that the company can be responsible for shared activities (Solberg & Helland, 2011). This integration might also reduce the inefficiency among different elements of the chain.

On the European broadcast industry there are few examples of broadcast companies owning sports teams. The two biggest examples of this vertical integration is the possession of AC Milan by an Italian broadcast company, Mediaset. The other example is the ownership of Paris Saint Germain by other national broadcast firm, Canal Plus (Cave & Crandall, 2011). However, the association of European football has been applying rules in order to avoid that only one company controls the stake in more than one club that plays in the same league.

In 1999, British sky broadcasting (BSkyB) tried to acquire one of the biggest and most successful clubs in the story of football, Manchester United. Nevertheless, this acquisition was interrupted due to the broadcast rules over the TV rights of the English premier league. The collective sale of TV rights would avoid the BSKyB in fixing the prices over the TV rights of Manchester United. Thus, the vertical integration where one of the parties would not have control on the market leads to a minor impulse on the competition (Cave & Crandall, 2011).

Finally, unrelated integration occurs when a company goes into activities which are not related to the core business of those companies. These activities are considered completely new.

### **2.4.6 The influence of technology on broadcasting**

Over the past few years, the sports viewing experience has verified a clear revolution, or better yet, an evolution. The technologic development itself has contributed to this revolution. Currently, the subscribers want to watch their favorite sports or team, wherever and whenever they want.

## The effects of different club affiliation on BTV subscription

The sports viewer can experience multiple factors that were not possible in the past, such as, bigger and multiple screens, a range of information displayed during the sports event and also the possibility to watch a simple repetition in different cameras and angles. Despite this clear influence in how the sports viewer can experience sports, the changing in technology has also influenced the locations in which they may watch sports. Sports viewers experience has moved to a Multiscreen model, where the sports are watched through TV and internet combined that makes the sports viewing experience much more interactive and customizable. The sports viewing habits are currently changing from the standard way of watching sports in a living room to a range of different ways, namely tablets and Smartphone's. Sports broadcast is associated with tremendously use of data. This intense data is only transmitted through bandwidth, which has been a solution to the traffic, verified during the accompaniment of a sports event and may negatively influence the sports viewing experience (Kepreotes, 2007)

Online streaming has verified an extreme growth, for example, according to a study developed by Nielsen, in the year of 2011, in the US, on a monthly basis a consumer, in average, spent 146 hours watching TV and 4.5 hours watching TV via Stream. This percentage goes to 7 hours on the group in the age range of 18-35.

The evolution of technology has influenced the broadcasters and rights owners, where they have to follow this evolution, while all of these technologies have guided the sports viewing experience into different directions. With this, Mark Grinyer on a report commissioned by Level 3 communications, refers that the producers will have to be more open and should not be focused only in broadcast. The broadcasters, right owners, bandwidth, tablets and Smartphone's must be in the same line and go to the same direction. The predictable future will be made by an arrangement of broadcast and internet with a complementary relation among each other. Through a strong internet connection it will be possible for any sports viewer to watch sports where they want and in a variety of ways. The 2012 Olympic Games in London separated the Mobile TV rights, away from the traditional television right, which reveals the increasing importance of mobile TV.

Though this evolution has been clearly an upgrade for both broadcasters and end consumers, it may also bring out several threats. The internet piracy of live sports is a challenge to the broadcasters. On the one hand it is extremely hard to control and particularly accessible to the potential users with a wide range of offer. According to the estimations of NetResult, in 2008, 238 million viewers watched a simple game of English Premier League through streams. This

huge problem can be critical not only to the broadcasters, which are paying huge amounts of money to acquire the TV rights of a simple National League and consequently may lose subscribers but also to the TV right holders. The availability of such free online streaming may devalue the value of those TV rights.

### **Chapter 3: Contextualization**

Currently in Portugal, there are various sports channels that provide to the audience different sports content, given the development of licensed broadcasters and even the constant concern of TV operators in providing and including different TV content on their range of services. Nowadays, the Portuguese population has the possibility to watch a wide range of sports contents, from the sports that only reaches a specific niche to the massive sports.

Within the Portuguese market, there are mainly three principal players and others that in spite of not containing a wide range of contents as the others do may still be considered important. SportTV, BTV and Eurosport are the principal players, not only due to the all contents that they provide but also for being available on the following TV operators: NOS, MEO, Cabovisão, Vodafone and Clix. However, from these three channels, Eurosport is the only that does not require monthly subscription. On a second step, Barça TV, Abola TV, MUTV, RealMadrid TV and Chelsea TV are also available to the Portuguese audience. Nonetheless, few of them are included in specific TV operators and in a specific pack of services that require extra subscription fee.

On appendixes 1 and 2, there is a short view regarding the distribution process of broadcasting rights of BTV and Sport TV respectively. These appendixes also refer to the different TV operators involved in this process.

In Portugal, as already mentioned, Benfica has been characterized by being highly innovative within their practices. In fact, BTV was the first TV channel powered by one sports club in Portugal. This pioneer act is also verified in foreign markets. With the acquisition of the TV rights of foreign leagues as well as the broadcasting of its own games, Benfica became the first and only club worldwide in doing such practices.

Considering the other clubs in Portugal, Porto and recently Sporting are the only ones that so far also have its own TV channels “Porto Canal” and “Sporting TV” respectively. Nevertheless, Porto channel has specific characteristics and in consequence is entirely different when compared with BTV. Firstly, Porto Canal does not require any monthly



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subscription. In addition to this fact, this channel is not fully managed by Porto that is the co owner jointly with Media Luso. Porto canal is a generalist channel with a vast and different thematic programs focused on regional culture where the target audience is mainly people from the north of Portugal. Nevertheless, all the sports contents broadcasted by this channel are uniquely dedicated to Futebol Clube do Porto.

Regarding Sporting Clube de Portugal, its TV channel is the most recent one and was launched in 2014, July. Sporting TV is only directed to its supporters and do not require monthly subscription. All of the sports contents powered by this channel are connected with the Sporting world. This channel powered sports content 24 hours per day, where 18 hours corresponds to repetitions. This value drops to 16 hours during the weekends and also when Sporting Club Portugal has football matches from their principal team. The remaining hours corresponds to sports contents. However, the football games of their principal team are not live broadcasted.

In July of 2013 BTV becomes for the first time in his history a premium channel. Thus, according to the sports contents available in his programming grid, BTV fixed the monthly subscription in €9.90. When compared with the monthly fee of its main competitor (Sport TV), this price can be considered highly competitive. Although, the range of contents is significantly different as it will be verified further.

Recently, BTV innovated once again and launched the pay-per-view service. This is a paid service that allows everyone, excepted in Portugal, Brazil, Angola, Mozambique, EUA and Canada, to follow Benfica games in Portuguese League through live stream. The acquisition of this service is fixed in €4.90 for Benfica associates and €7.90 for the remaining ones.

BTV broadcasts different sports content (See appendixes 3) that is available to the audience through the payment of the monthly fee. Benfica subscribers can follow all the Benfica, Benfica B and Farense games played at home. The TV rights of English, Greek and American Leagues were also acquired and these leagues are available in BTV. The remaining contents are basically linked with Benfica. Different modalities, practices, TV news, youth academy, weekly analysis and programs related to Benfica are broadcasted in the channel.

The major assets of BTV are doubtlessly the TV rights of English Premier League as well as all the Benfica games. Without the presence of both contents on their range of services it would be improbable that BTV could require monthly subscription. BTV just started the

## The effects of different club affiliation on BTV subscription

broadcasting of English Premier League during the season 2013-2014 and the contract is also valid for the following three seasons. The broadcasting of this league had been done so far by Sport TV that in this way lost one of their principal assets.

Benfica did not acquire a normal League. English Premier League is considered the most powerful league in the world as well as the most watched all over the world. Why? According to Football-Marketing, in 2010/2011, on average each game of Premier league had the global audience of 12.3 million people. If we combined the global audience of the remaining principal leagues in Europe, all together they still would not overtake the almighty English Premier League (See table 3).

**Table 3: Global audience in 2010/2011.**

<b>La Liga</b>	2.2 million
<b>Bundesliga</b>	2 million
<b>Serie A</b>	4.5 million

**Source:** [www.bleacherreport.com](http://www.bleacherreport.com)

On 2010/2011 English Premier League was the most watched league in the world. According to PremierLeague.com, the annual TV audience was 4.7 billion of people. According to the same source of information and on the same season, Premier League was broadcasted in 212 different territories through 80 different broadcasters. The number of homes reached increased 11 per cent to 643 million when compared with the previous year.

According to bleacherreport.com, from the beginning of 2013-2014 season the English Premier League TV deals are worth €3.6 billion for the next three seasons. This value represents a €1.5 billion increase when compared with the previous deal. Through the following table (Table 4), one can conclude that the English Premier League TV deals are by far more valuable than the other main leagues.

**Table 4: Value of TV revenues in 2012/2013.**

<b>La Liga</b>	€ 618,861 million
<b>Bundesliga</b>	€ 505,504 million
<b>Serie A</b>	€ 873,188 million

**Source:** [www.ads.unibet.com](http://www.ads.unibet.com)

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Thus, in terms of TV deals as well as the number of people interested in following it through television, the English Premier League can be considered the most powerful in world and consequently a valuable asset to any licensed broadcast that has it in its own contents.

Regarding Sport TV, it is currently being broadcasted in five different TV channels (see appendix 4). In comparison with BTV, Sport TV broadcasts a wider range of contents regarding sports. Through the subscription of this channel it is possible follow the principal football leagues in the world (Spanish, Italian, French and German), games of Champions league and the Europe League, the Portuguese League games as well as other important sports in the world, such as Basketball, Boxe, Tennis and many other relevant contents (See appendix 5).

In terms of prices, Sport TV practices higher prices (See figure 3) than BTV. Considering the sports contents available through this channel it can be considered normal. In response to BTV's price, Sport TV in August of 2013 launched SPORT TV Live. This channel is a low cost service that broadcasts fewer contents regarding the others services also available through Sport TV (See appendix 6).

Figure 3: SPORT TV Prices.

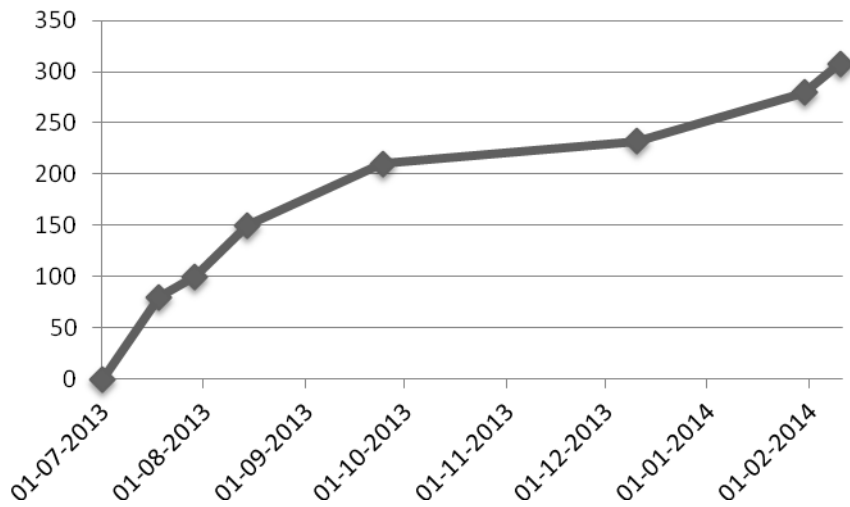


Source: [www.zon.pt](http://www.zon.pt)

Concerning the prices and contents available in BTV and having in consideration the main competitor Sport TV, so far, in terms of number of subscribers BTV has been clearly a success. As shown in the following figure (figure 4), since the day that BTV started to be (see appendix 7) a subscription channel a fast growth was observed. After 18 days of being launched, BTV reached 80 thousand subscribers. 150 thousand subscribers were reached in only 44 days. The last official number of BTV subscriptions was announced on the 10<sup>th</sup> of February, 2014 with 307.872 thousand subscriptions.

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Figure 4: Number of subscriptions of BTV (in thousands).



**Source:** Own elaboration through SLBenfica data

In addition to the fact that BTV has been a clear success in terms of subscribers, the audiences of this channel have not lagged behind either. Since BTV started to be a premium channel, this channel has gained many clashes for the audience against Sport TV and even among others cable channels. Some of these clashes are demonstrated on the following table (table 5).

**Table 5: Audiences of BTV and Sport TV.**

Date	Games	Average audience/ Share (BTV)	Average Audience/Share (Sport TV)	Notes
25-08-2013	Benfica vs Gil Vicente Porto vs Marítimo	1.8 / 5.6%	1.6 / 4%	During the game BTV was leader of audience among cable channels
12-01-2014	Benfica vs Porto	3.1 / 8.2%		On this day, BTV was the fourth most watched channel in the universe of cable channels.
19-01-2014	Benfica vs Marítimo Porto vs V. Setúbal	2.0 / 5.1%	1.1 / 2.2%	
11-02-2014	Benfica vs Sporting	3.4 / 6.9%		On this day, BTV was the third most watched channel in the universe of cable channels.

**Source:** Own elaboration through data of Zapping-tv (via CAEM/GfK)

Football is undoubtedly a great source of TV audiences all over the world. Portugal is not an exception. In 2013, the final of Europe league, Benfica against Chelsea was the most watched program on the Portuguese channels with 3.185 million, that represents 60,6% of share (according to GfK). On the same year, from the most 10 watched programs on the Portuguese TV, 8 of them are Benfica games on the Europe League. According to the data provided by Marktest Audimetria/Kantar Media, the TV audiences on the first semester of 2012 were completely dominated by football. Through appendix 8, that represents 30 most watched programs under this period, it is easy to understand that Football is the most preferred sports contents by the Portuguese audience with special consideration for National games as well as Champions and Europe League.

To sum up, the price of subscription is lower than Sport TV as the range of contents in Sport TV is much broader and extensive than BTV. Despite of this narrower range of services provided by BTV, the number of subscriptions reached more than 300 thousand subscriptions in only six months. This number should be essentially due to the power of English Premier

League as well as Benfica games that have contributed to the high audiences that BTV has registered.

In Portugal, there are three main clubs (Benfica, Porto and Sporting) with high levels of rivalry, some of them with high feelings of hate regarding the rivals. Are the supporters of rival clubs subscribing BTV?

## **Chapter 4: Methodology**

Throughout this chapter the following will be presented: the research hypothesis, the conceptual framework, details regarding the methods used in order to collect the data as well as a clarification concerning the reasons why the type of sample was collected. To end this chapter, the questionnaire design with a clear overview in relation to the variables used and the measurement scales will be demonstrated.

### **4.1 Research hypothesis**

On the initial stage of this research, the main objective was the development of a literature review oriented to the research hypothesis. Thus, now the influence of emotions on sports consumption is clear, how the dualistic model of passion is related to the sports consumer behavior and also the motives that lead people in watching televised sports.

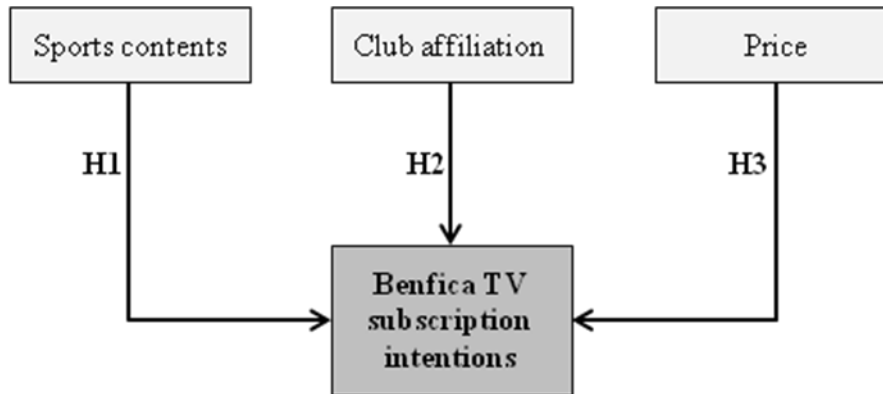
Afterwards, the overall objective is the study of the research hypothesis defined (Table 6) and the consequent analysis with balance and sustentation regarding the conclusions and results collected on the literature review.

**Table 6: Research hypothesis**

<b>H1</b>	Amplitude of program offer impact on the subscription of BTV.
<b>H2</b>	The influence of different club affiliation will have on the subscription of BTV.
<b>H3</b>	The influence of monthly subscription price on the subscription of BTV when compared with its main competitors.

Having the research hypothesis defined, on the following figure (figure 5) the conceptual framework is displayed. The three different variables of study (Price, contents and club affiliation) are flowing into the BTV subscriptions intentions.

Figure 5: Conceptual framework



## 4.2 Data collection

### Secondary data

In order to develop a dissertation on the influence of different club affiliation on the subscription of BTV the development of a literature review on the following contents was clearly relevant: emotions, motives for viewing televised sports and sports TV rights. According to Dena Taylor and Margaret Procter (2008) there are mainly two objectives in developing a literature: the demonstration of “information seeking” ability as well as the “critical appraisal”.

Secondary data corresponds to the information that was already collected by someone beyond the user, the main objective is developing different insights that will be important to reach specific conclusions regarding the research hypothesis and consequently can be classified as internal or external – according to their origin. The development of the literature review present on this dissertation was in the course of external sources. Thus, the conclusions were reached through dissertations that already studied some contents important for this research, academic journals and books. These sources were accessed on internet, through scholar Google and Vpn.

### 4.3 Description of the questionnaire

With the objective of reaching conclusions regarding the study under analysis, an online questionnaire (appendix 9) was conducted. This questionnaire was open to answers between February 6 and February 20 with two different phases. The first respondents were collected among friends and friends of friends. The second phase of respondents were collected in different channels, forums and pages of different clubs in Portugal. The Online Survey

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Software used was Qualtrics that allowed, through the partnership with ISCTE-IUL, to collect more than the trial standard 250 respondents and consequently download the SPSS file directly with the collected data.

The questionnaire was developed aiming to reach conclusions regarding the research hypothesis. Thus, some of the variables used were obtained in consequence of the literature review conducted on the chapter 2 of the current dissertation.

The questionnaire was separated on the following seven different parts, each of them regarding different variables of the study.

1. The first part of the questionnaire was “The subscription of sports channels”. The objective of this part was verifying if the respondents subscribe Sport channels and if yes, which ones.
2. The second part of the questionnaire was regarding “The sources and motivations that lead the respondents in watching televised sports”. Thus, through this part it is possible to conclude the motives that lead the respondents in watching sports through televisions as well as the reasons why the respondents subscribe or not to BTV. At the end of this part, they are questioned with the different sources used in watching televised sports.
3. The third section aims to study the influence of different sports contents on the subscription of a sports channel in general and specifically in BTV.
4. This section includes “The price influence on the subscription”; the participants are asked about BTV’s monthly subscription fees. Within this section, the study of price awareness regarding the eventual addition of different sports contents is also developed.
5. Section five regards the different club affiliations and the subscription on people that do not support Benfica. Some questions regarding English Premier League were done in order to understand the influence of English Premier League on BTV subscription by people with different club affiliation. At the end of this section, respondents were asked about six different behaviors using a 5-point likert scale.
6. Section 6 aims to identify what type of supporter the respondent is. Using eleven different behaviors one can understand what type of passion (according to dualistic model of passion) the respondents have regarding sports.



7. The last part of the questionnaire is referent to the socio demographic characterization. The respondents were asked about three different demographic variables: gender, age and educational background. The socioeconomic variables included the income and number of people on the household in order to reach specific conclusions regarding the social class to which the respondents belong. The socio demographic characterization was done as an ultimate step of the questionnaire in order not to influence the remaining answers of the others chapters.

#### **4.4. Sample design**

##### **Target population**

Target population corresponds to the set of individuals that represent the entire elements under investigation. The target population that represent the set of individuals of this research can be defined by all Portuguese people, female and male, who watch televised sports and are aged over 18 years.

##### **Sample**

Sample corresponds to a segment of a population. The population under studies is frequently too large. Thus, it is necessary to use sampling statistical techniques which contribute to find concrete results from a larger group (Proctor, 2003) and is considered one of the most important steps in a study (Saunders et al, 2007). However, the size of the sample must be according to the requirements in order to be in the terms of the confidence levels. A sample size ranged between 30 and 500 is considered appropriated for most of the researches (Sekaran, 2003) The sample under analyzes is in this way appropriate.

Considering the sample under analysis, the sample collected is composed by 410 responses. All of these respondents are above 18 years old and watch sports channels. Considering that this dissertation is mainly regarded BTV subscription, it was important to collect a homogeneous sample of BTV subscriptions. Thus, 55,4% of the sample subscribe BTV and the remaining 44,6% are not BTV subscribers.

According to Doherty, M. (1994) the choice of the sampling method can be ranged among two categories of sampling methods, which are probability and non-probability. On probability sampling methods, there is no restriction on the sampling collection and all the members of the population can be part of the sample. On the other hand, on non-probability sampling methods there are elements of the population that will not be part of the sample.

This occurs due to a single or set assumptions previously defined in order to study the population under interest. The sampling method used in this study was the non probability, in order to achieve an expedience sample.

#### **4.5 Measurement scales**

Rubin`s (1983) defined the Television Viewing Motive Scale (TVMS) that highlighted 36 different reasons, where some of them were highly connected with sports viewing motives. Thus, on the current dissertation the following motives were included from the TVMS: Entertainment, Eustress, Escape, Learning and companionship. Nonetheless, according to previous studies regarding sport viewing motives, the following additional motives were also added: Self-esteem (Wann, 1995; Wann, et al., 1999; Wenner & Gantz, 1998), Aesthetics (Smith, 1998), Release (Gantz, 1981; Gantz & Wenner, 1991, 1995; Krohn, et al., 1998; Wenner & Gantz, 1998) and Group Affiliation (Krohn, et al., 1998; Smith, 1998; Wann, 1995; Wann, et al., 1999, 2001).

In order to identify the level of fandom towards the respondents club, the STI scale (Wann & Branscombe, 1993) was adapted to this dissertation. Thus, the respondents were proposed to define in a 5-point Likert scale (1=I am a supporter but I do not follow, 5=Fan) “How do you define yourself as a fan of your team?”

On the 6<sup>th</sup> section aiming to identify the type of passion regarding the respondents` favorite team, the passion scale was used (Vallerand *et al.*, 2003) and adapted to this study. Basically, the passion scale is divided into two different sub scales. Each one with different items that allows the identification of both passions performed on the dualistic model of passion. These items include “I have missed important familiar events to watch a game of my team” or “I hate the fans of the rival teams” that corresponds to Obsessive Passion subscale. While the Harmonious Passion subscale corresponds to people who support their team in perfect harmony with other activities on their life. Thus, all the items presented on the scale are rated on a 5-point Likert scale (1=not agree at all, 5=agree at all).

Considering that practices performed by BTV are completely innovative in sports marketing, there are specific scales that must be studied in this dissertation and after an extensive literature review it was possible to conclude that some of those were not covered in any literature review. Thus, the following items and scales were purposely created for this study.

## The effects of different club affiliation on BTV subscription

The first one arises on section 2 with specific motives that lead the respondents in subscribing or not subscribing BTV. Regarding the motives that lead the respondents in not subscribing BTV, the created items were “the price is not adjusted”; “The program offer is low”; “I already subscribe Sport TV”; “It is an unnecessary cost” or “I can access BTV on Internet through Stream” and others reasons (appendix 9 – Section 2 , question 2.3).

Using a 5-point Likert scale (1=Never, 5=always) the respondents were proposed to define the frequency that they use different sources of transmission in following sports contents.

Through the analysis of the contents available specifically in BTV and also in others sports TV channels, using a 5-point Likert Scale (1=No influence at all, 5= Influence at all) the participants in the study were asked about the influence of different sports contents on the subscription of a sports TV channel.

In order to understand in particular how different club affiliations influence different behaviors towards the subscription of BTV, using a 5-point Likert scale (1=totally disagree,2=totally agree) an independent variable was created. Different behaviors were displayed to the respondents such as “The reasons why I do not subscribe BTV are exclusively clubistics”, “ I would not accept 1 year of BTV subscription for free”, “Subscribing BTV is a treason for my team”, “Even without BTV via stream I would not subscribe BTV”, “I would not subscribe BTV even if the price was €1” and “If a supporter of my team subscribes BTV it means that he has lower affiliation towards the team than me”.

### **Chapter 5: Results**

The main objective of this dissertation is reaching conclusions regarding the influence of different club affiliations on BTV subscription.

In order to reach conclusions concerning the topic mentioned above an analysis of the data collected through the survey was necessary. Thus, the current chapter states the characterization of the sample, descriptive analysis as well as the application of different statistical techniques aiming to reach conclusions regarding the hypothesis tests.

#### **5.1 Sample characterization**

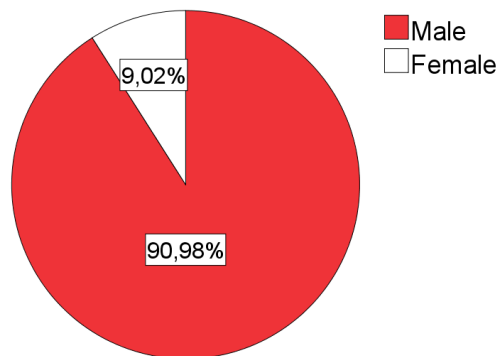
The characterization of a sample is a crucial step in order to reach accurate information on the current analysis.

## The effects of different club affiliation on BTV subscription

The sample collected is composed by 410 responses. All of these respondents are above 18 years old and watch sports channels. Considering the research hypothesis it was important to reach a considerable number of responses that are mainly divided into Benfica, Sporting and Porto fans.

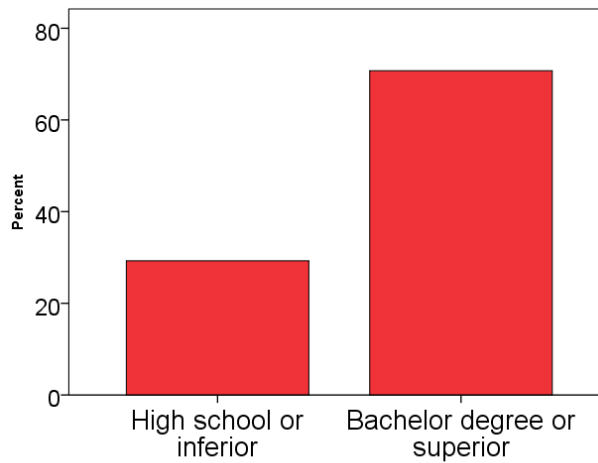
As it possible to verify through the following figure (figure 6), the gender of responses is disproportionate. In fact, 90, 98% of the respondents are male and the remaining ones correspond to the female gender. This fact can be considered normal since the contents of BTV are mainly associated with football that is preferred mostly by the male gender.

Figure 6: Gender of the responses



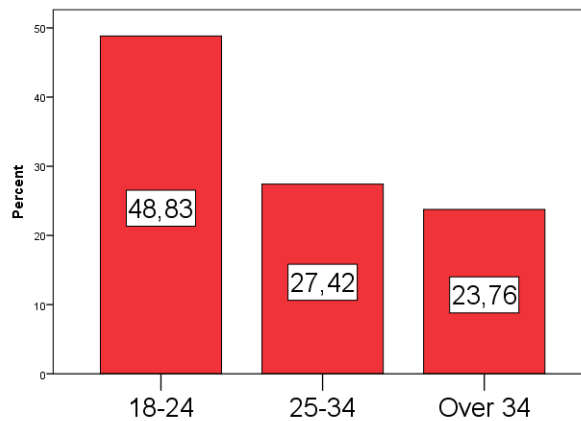
Regarding the educational background, 70, 7% of the respondents have concluded their bachelor or a superior degree and 29, 3% have just finished the high school or an inferior degree (figure 7).

Figure 7: Education background of the respondents.



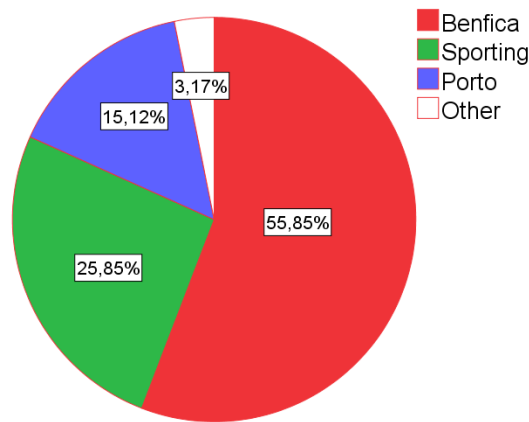
Concerning the group age of the respondents, it is clear on figure 8 that most of the respondents, approximately 49%, are aged between 18-24 years old. On the other groups, approximately 27% of the respondents are aged between 25-34 and the remaining ones (24%) more than 34 years old.

Figure 8: Group ages of the respondents.



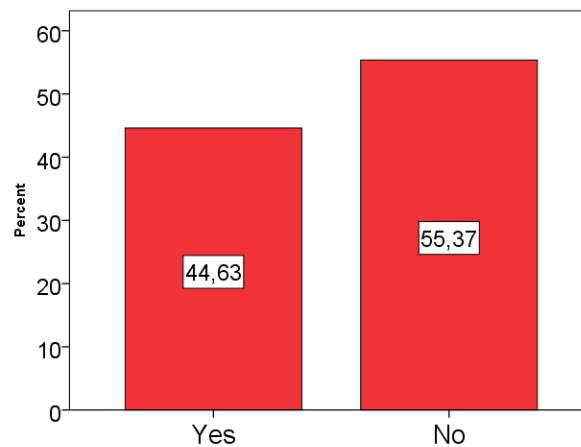
Concerning the club preferences, this variable has almost similarity among Benfica supporters and the remaining ones. The percentage of Benfica respondents is fixed in 55, 85% and the percentage of respondents that do not support Benfica is 44, 14% (figure 9). This 44, 14% is divided in Sporting supporters (25, 85%), Porto supporters (15, 12%) and supporters of others clubs (3, 17%).

Figure 9: Club preferences of the respondents.



Finally, the number of respondents that do not subscribe BTV is higher than the number of respondents that subscribe BTV, although this difference is only 10, 74% (Figure 10). The significant percentage of both BTV subscribers and non-subscribers will be important to analyze the motivations of respondents in subscribing or not subscribing to this channel.

Figure 10: BTV subscriptions.



## 5.2. Reliability of summed items – Cronbach`s Alpha

Before going to the analysis of the data collected, in order to assure validity it is important to study the Cronbach`s Alpha. It measures the reliability of the variables that comes from summated scales. This alpha is ranged between values of 0 and 1. Through the internal consistency it is possible conclude if all the items in a test are measuring the same concept and conclude if these items are intra related within the test. According to different values

## The effects of different club affiliation on BTV subscription

ranged between 0 and 1, the alpha coefficient describes the reliability implied on the variable. Thus, higher values correspond to more reliability and lower ones to less reliable. Values between 0.70 and 0.95 are considered acceptable. Low values of this coefficient may mean low number of questions and poor intra related items. On the other hand, high values of alpha may suggest the redundancy of the items (Mohsen Tavakol, Reg Dennick, 2011). On the figure 7, it is possible verify the reliability of the items used.

**Table 7: Cronbach`s Alpha of the scales present in the study.**

<b>Variable</b>	<b>Items</b>	<b>Cronbach`s Alpha</b>
Influence of contents on Sports channel subscription	17	0.908
Influence of contents on BTV subscription	18	0.950
Influence of additional contents on BTV subscription (For BTV subscribers)	19	0.810
Influence of additional contents on BTV subscription (For people who do not subscribe BTV)	19	0.607
Behaviors towards BTV subscription	6	0.874
Dualistic model of passion	11	0.892

### **5.3 Analysis**

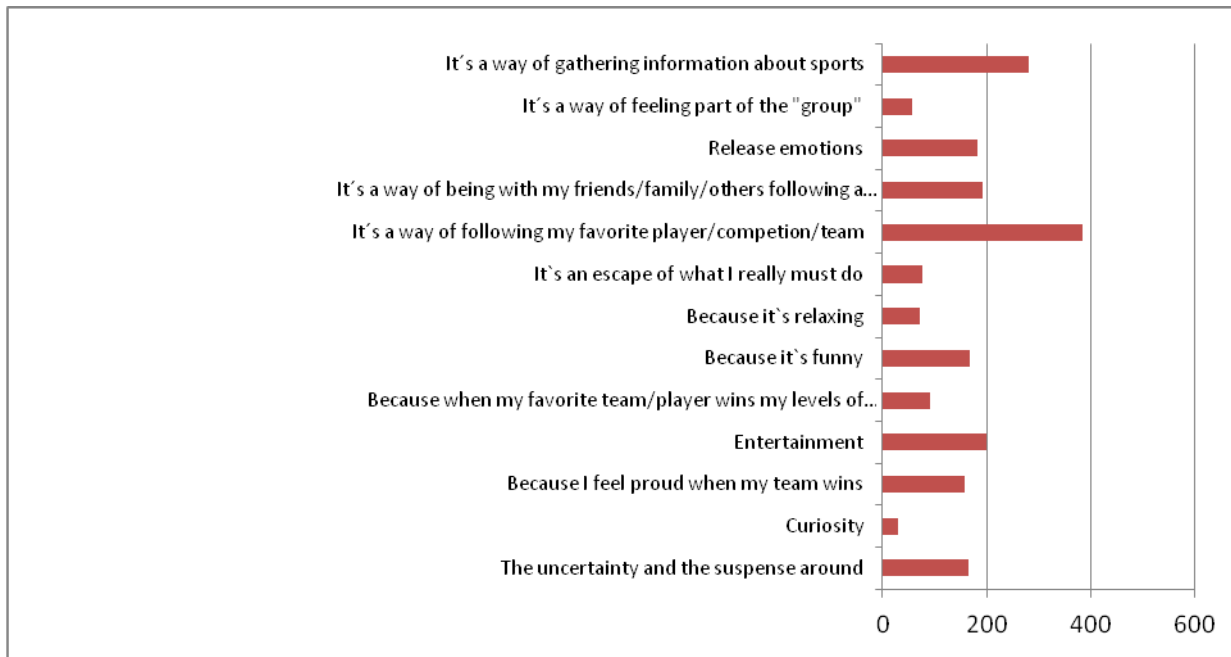
#### **5.3.1 From the motives to watch Televised Sports to the motives to watch BTV**

First of all, before analyzing the influence of different club affiliations on BTV subscription as well as the influence of price and contents on the subscription, it is crucial to understand the reasons why respondents watch televised sports, why they subscribe and do not subscribe BTV and consequently how they watch Sports.

When the respondents were asked to choose the five key reasons that lead them to watch televised Sports among thirteen different options, “Gathering information”, “Way of following my favorite player/team/competition”, “Entertainment”, “Release emotions” and “Way of being with my friends/family/others” were the five most voted. On the other side, “curiosity” and “Way of feeling part of the group” were the least chosen. The previous results can be easily visualized on the following figure (figure 11).

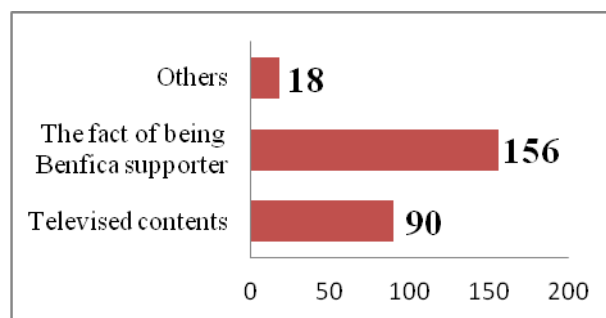
## The effects of different club affiliation on BTV subscription

Figure 11: Motives for watching televised sports.



There are several different reasons that may lead the audience in subscribing or not subscribing BTV, in particular. From the 183 respondents that subscribe BTV, 156 (figure 12) subscribe BTV due to their affiliation with Benfica, whilst 90 (figure 12) respondents have chosen televised contents as a motive to subscribe BTV.

Figure 12: Motives for subscribing BTV.

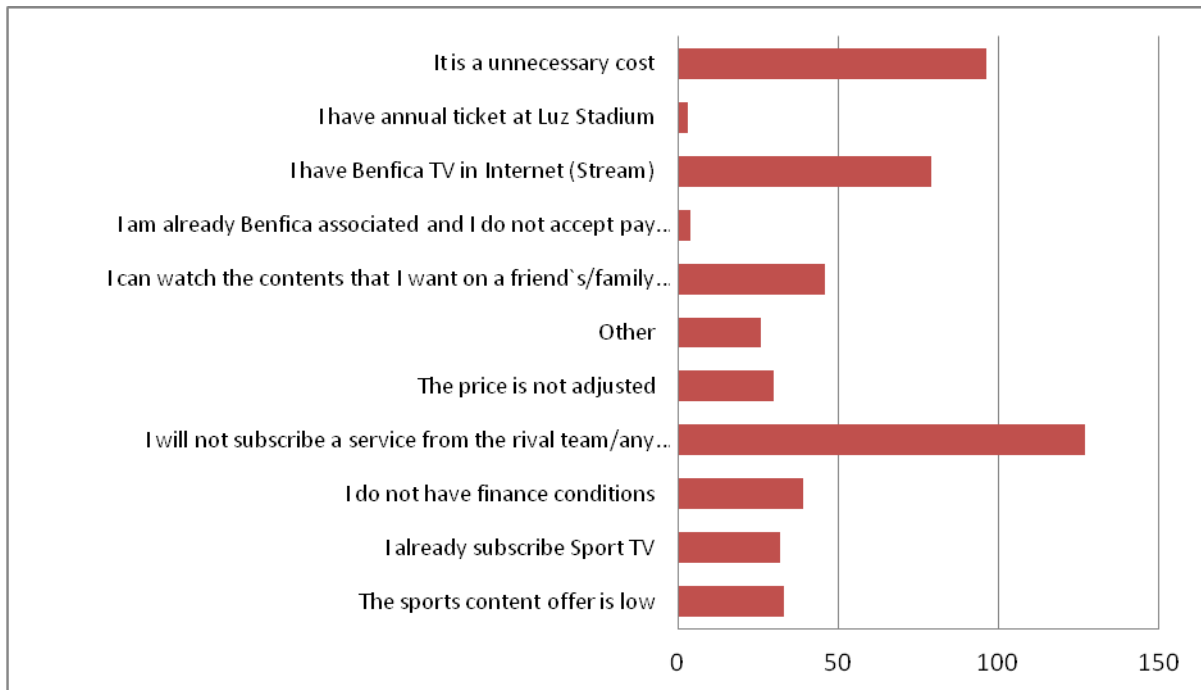


On the other side, when non BTV subscribers were asked about reasons why they do not subscribe BTV, there are three clearly different motives that led most of respondents in not subscribing this service. Figure 13 demonstrates that the principal one is the fact that BTV is a service owned by a rival team, while the two others are "It is a unnecessary cost" and the possibility to watch BTV in internet (via stream).



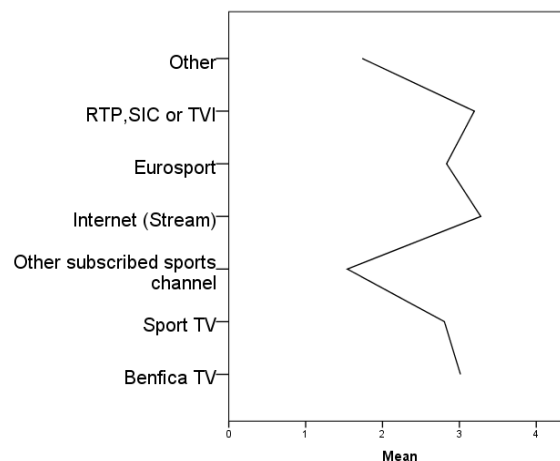
## The effects of different club affiliation on BTV subscription

Figure 13: Motives for not subscribing BTV.



So far, it is clear that BTV is not watched by everyone. Different respondents, according to their interests, sports contents, subscription price and affiliation may watch different broadcasters. How do the people watch televised sports? Through figure 14, it is clear that most of the respondents, when asked to define the frequency that they use different sports broadcasters, they select the Internet, National channels and BTV as the broadcasters with most frequency.

Figure 14: Frequency of using different sports broadcasters.

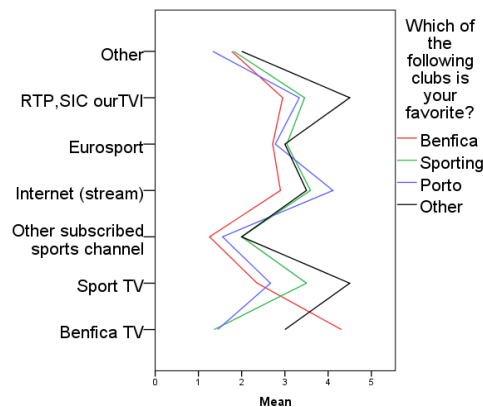


However, on the figure 15 we can visualize that the respondents with different club affiliation tend to use sports broadcasters with a different frequency. Benfica supporters, as expected,

## The effects of different club affiliation on BTV subscription

watch sports on BTV more often than Porto, Sporting and supporters of others clubs. On the other hand, Benfica supporters watch sports contents less often in all the others broadcasters when compared with fans of others teams. For Porto supporters, the Internet (stream) is the principal broadcaster used to follow sports whereas Sporting supporters choose to follow sports contents over the Internet (Stream) as well as Sport TV. Thus, we can conclude that different club affiliation influences the frequency of the use of different sports broadcasters (appendix 10).

Figure 15: Frequency of use different sports broadcasters by different club affiliation.



In conclusion, as we could verify through this introduction, BTV subscription is influenced by three different variables. These are the range of contents available on BTV, the price of the monthly subscription and probably the most important one, the club affiliation. On the following chapters, the three variables mentioned previously will be analyzed deeply.

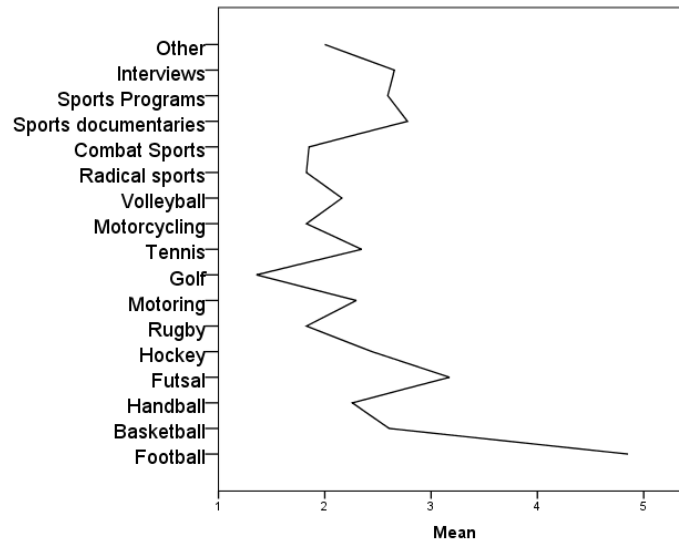
### **5.3.2. The influence of different range of contents on BTV subscription**

On figure 12, from the 183 respondents that subscribe BTV, 90 claimed the sports contents as one of the motives to subscribe this service. On the other side (figure 13) shows that the range of sports contents available on BTV does not appear as that relevant for non BTV subscribers.

Through a 5-point Likert scale, where 1= no influence and 5= maximum influence, the respondents were asked to define the influence of different sports contents on the subscription of a sports channel. On the figure bellow (figure 16), it is evident that football has a huge influence on the subscription of a sports channel. Futsal, also a modality of football, appears as a second most important for the respondents, followed by sports documentaries and interviews.

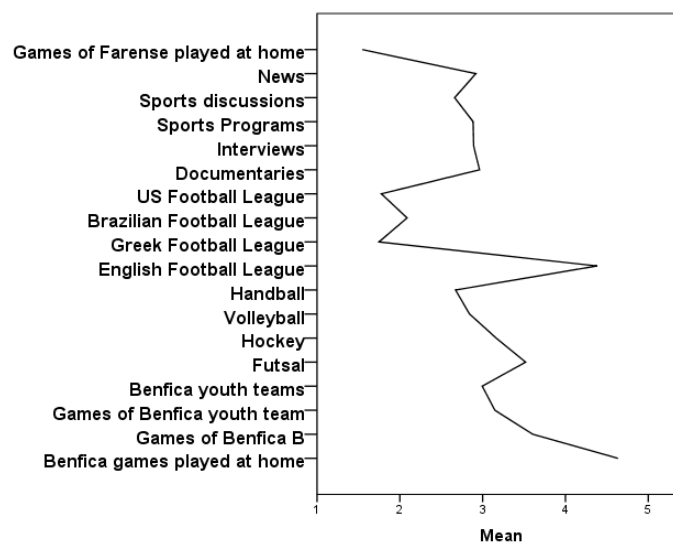
## The effects of different club affiliation on BTV subscription

Figure 16: Influence of different sports contents on the subscription of a sports channel.



The range of sports contents powered by BTV match the majority of interests in what a subscription of a sports channel concerns. However, in some of the contents available, a great part of them are Benfica contents and in addition to this fact, the sports contents provided by BTV are not as broad when compared with its competitors. When BTV subscribers were asked to define the influence of BTV contents on the subscription of this service, Benfica games played at home and the games of English Premier League were clearly the most relevant ones (figure 17). Is this program offer is enough for BTV subscribers?

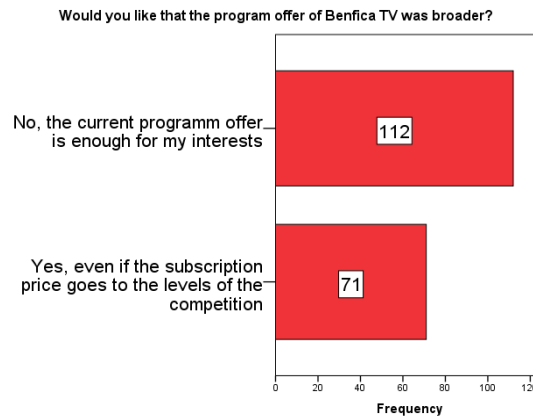
**Figure 17: Influence of BTV sports contents on their subscription.**



## The effects of different club affiliation on BTV subscription

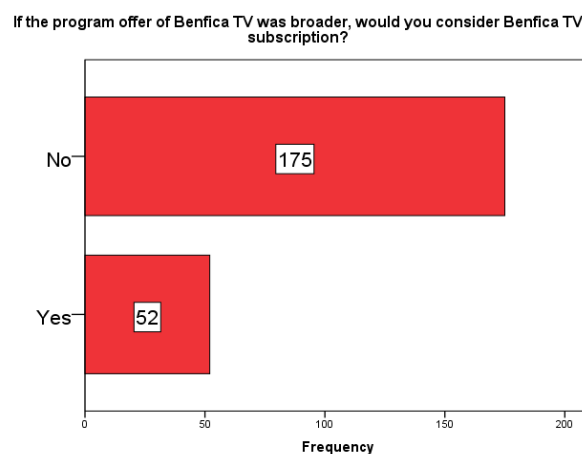
Figure 18 answers the question left above, 112 of the BTV subscribers are satisfied with current program offer provided by BTV, while 71 of the respondents wished that the program offer of BTV was broader, even if that meant the subscription price would reach the levels of the competition.

Figure 18: The influence of additional sports contents on the range of contents of BTV in BTV subscribers.



When 71 respondents were asked to define the importance that different sports contents would have on the eventual addition of contents on BTV, football contents appears, once again, as the most important contents to the respondents. Champions League, Europe League and Portuguese and Spanish League were the most preferred sports contents for which the 71 respondents would pay more (appendix 11).

Figure 19: The influence of additional sports contents on the BTV subscription.



## The effects of different club affiliation on BTV subscription

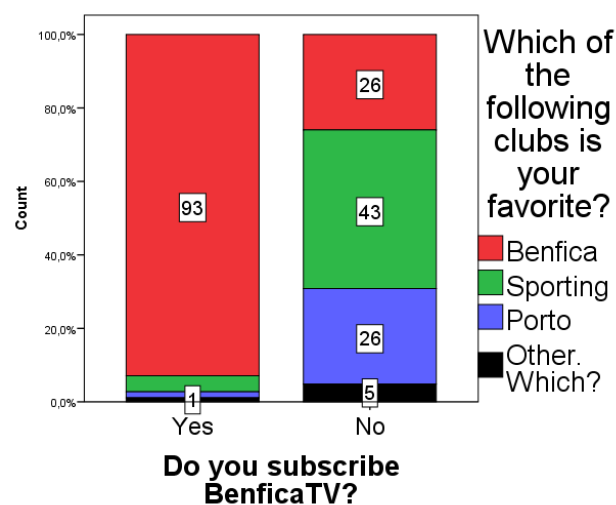
The program offer provided by BTV does not emerge as a motive for not subscribing BTV. Even if the program offer provided by BTV was broader most of the respondents would not consider the subscription of BTV (figure 19). By observing figure 19, only 52 respondents would consider the subscription of BTV. However, from these 52 respondents, 36 are Benfica supporters (appendix 12). When these 52 respondents were asked to define which contents would have high importance on the subscription of BTV, the results were very similar with the BTV subscribers that would pay more if the program offer of BTV was broader. Therefore, Champions League, Europe League and Portuguese and Spanish League were also the most preferred sports contents (appendix 13) by the respondents that would consider BTV subscription with the addition of these contents.

On this study, there are 227 respondents that do not subscribe BTV. Through this chapter it was clear that the program offer provided by BTV is not the principal reason that led most of the respondents in not subscribing BTV. In fact, what should be the real motive? The next two chapters will study different possibilities.

### **5.3.3 Effect of different club affiliation on the subscription of BTV**

In order to analyze the influence of different club affiliation on BTV subscription different questions were developed aiming to study the research question of the present study. Most of them are presented throughout section 5 of the questionnaire and will be related with different variables as verified further on, namely with the BTV subscription and the different club preference asked at the beginning of the survey.

Figure 20: BTV subscriptions according different club preferences.

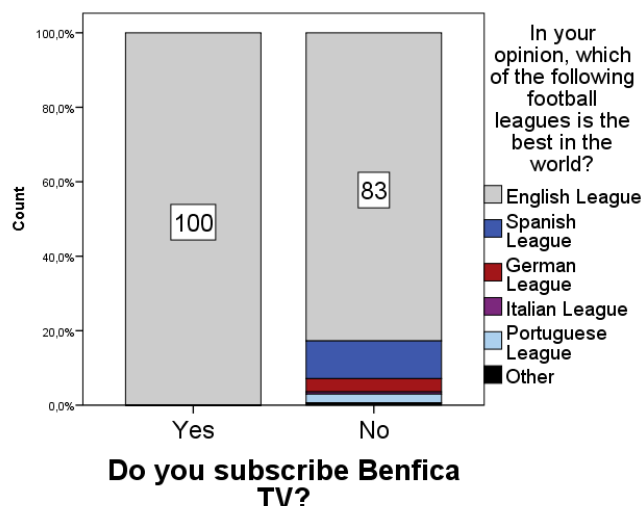


## The effects of different club affiliation on BTV subscription

Through figure 20 it is possible to conclude that most of respondents who subscribe BTV are Benfica supporters, 93%. While only 7% of BTV subscribers are supporters of Sporting, Porto or others clubs. From these 7% of BTV subscribers, most of them subscribe BTV due to the influence of the members of their households (appendix 14). Considering the number of respondents that do not support Benfica and simultaneously do not subscribe BTV, only 4% of them already considered the subscription of this channel (appendix 15). Thus, it is clear that different club preferences influence BTV subscription as was concluded through the Chi-Square test (appendix 16). Nonetheless, analyzing appendix 17 the results are completely different with Sport TV subscription. The percentages of Sport TV subscribers are much more similar between different club preferences when compared with BTV subscription. In addition to these facts, there are more Sporting and Porto respondents subscribing Sport TV than non-subscribing. On the opposite side, Benfica supporters tend to subscribe less Sport TV and subscribe more BTV.

In order to make a deeper analysis regarding BTV subscription and club preferences, the respondents were asked about different behaviors and variables that will be important to understand the real motives that lead mostly Porto, Sporting and others supporters in not subscribing BTV.

Figure 21: BTV subscriptions according to different football leagues preferences by non Benfica supporters.

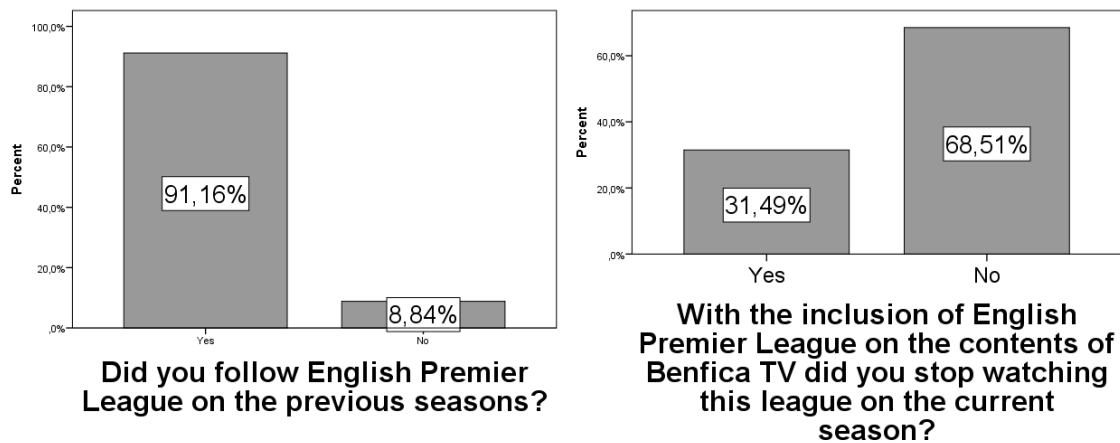


In spite of most of non Benfica supporters having a tendency to not subscribe BTV, the majority of them consider English Premier League as the best one in the world. Analyzing figure 21 it is clear that 83% of the respondents that simultaneously do not support Benfica and are not BTV subscribers, consider the English Premier League the best football league in

## The effects of different club affiliation on BTV subscription

the world. However, this fact is not enough to justify the subscription and somehow can justify the fact that the percentage of respondents that watch sports through internet (via stream) is bigger in Sporting and Porto supporters (see appendix 18).

Figure 22: Comparison of English Premier League accompaniment between the previous and the current seasons by non Benfica supporters.

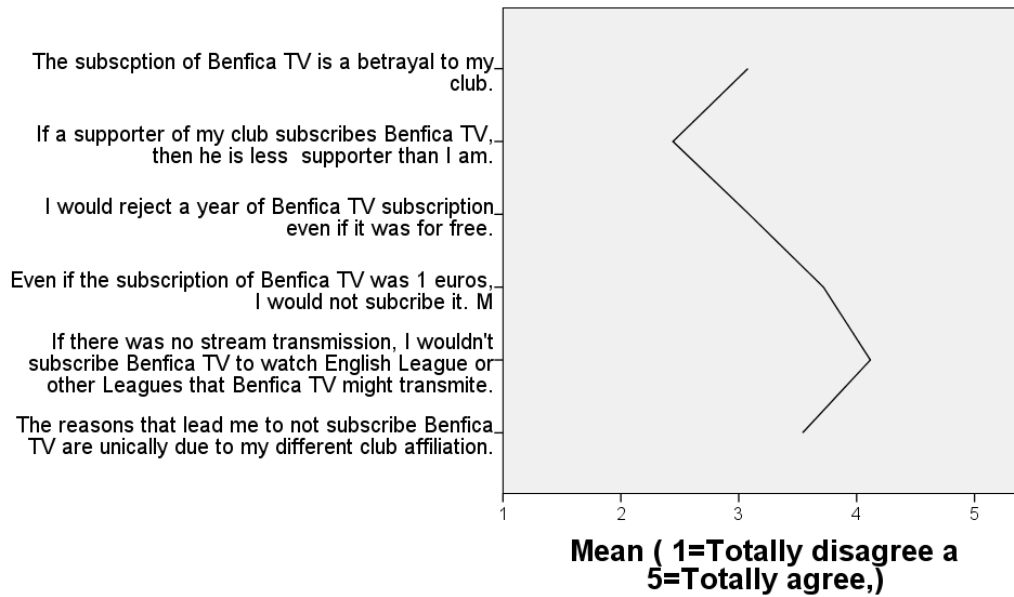


Even considering English Premier League as the best football league in the world as well as the possibility to watch this league through internet (via stream), several supporters by others teams (Porto, Sporting and others that do not support Benfica) stopped to follow English Premier League due to the changes of broadcaster. As presented in figure 22, the percentage of respondents that followed English Premier League on previous season was 91.16%. This number dropped to 68.51% with the change of broadcaster.

So far it is clear that different club preferences influence the subscription of BTV. The following analysis aims to go deeper and study different behaviors that may arise with BTV subscription as well as the level of fandom.

## The effects of different club affiliation on BTV subscription

Figure 23: Behaviors regarding BTV subscription by non Benfica fans.

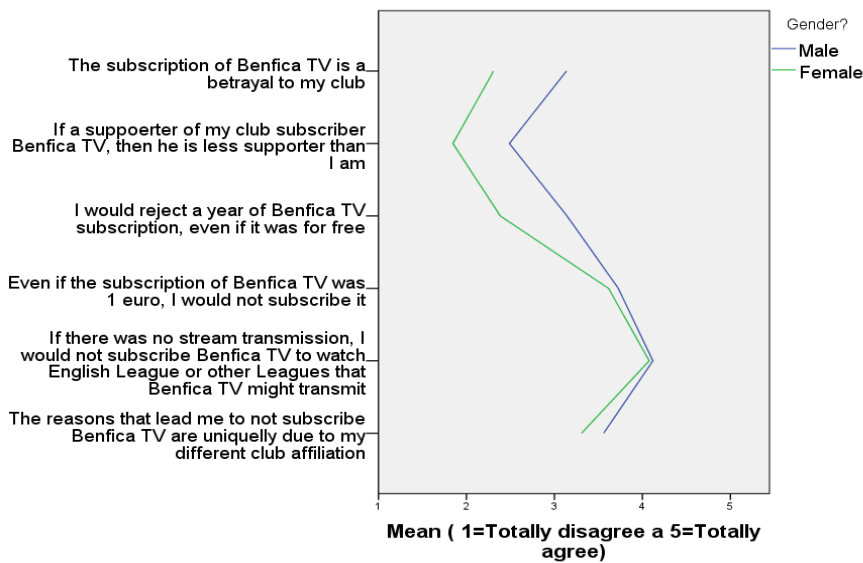


The results presented in figure 23 are quite fixed in the middle. This means that the respondents of the study do not have a trendy pattern of response in any of the items. Nonetheless, the respondents were more inclined to disagree when they were asked if a supporter of his club who subscribed BTV was considered less of a supporter than him. On the other hand, respondents tended to agree more in not subscribing BTV even if there was not a stream transmission to watch English Premier League or other Leagues broadcasted by Benfica. The influence of different club affiliation on BTV subscription is clearly presented on items above, when the respondents were asked if they would accept BTV for 1 euro or even for free, they do not tend to disagree with it at all.



## The effects of different club affiliation on BTV subscription

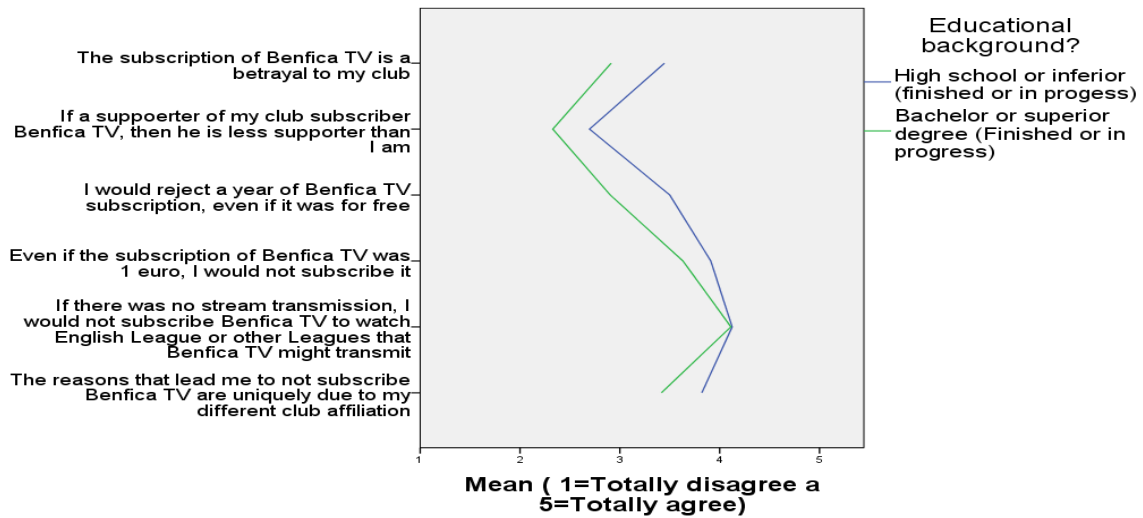
Figure 24: Behaviors regarding BTV subscription by non Benfica fans according to respondent's gender.



The figures 24 and 25 make a comparison between BTV subscription behaviors with two socio-demographic dimensions; gender and educational background respectively. In all the items presented in figure 24, the distribution of the items which mention “Behaviors regarding BTV subscription by non Benfica fans” are the same for the male and female populations. Nonetheless, the female respondents tend to slightly disagree more than male respondents. The distribution of the scores of the items represented by “Behaviors regarding BTV subscription by non Benfica fans” is the same for both educational backgrounds. However, the respondents with High School or inferior educational background agree more with the item “I would reject a year of BTV subscription even if it was for free”.

In order to confirm the facts mentioned previously, the Mann-Whitney test was performed to ratify the equality of distributions for the gender population (see appendix 19) and educational background (see appendix 20).

**Figure 25: Behaviors regarding BTV subscription by non Benfica fans according to educational background.**

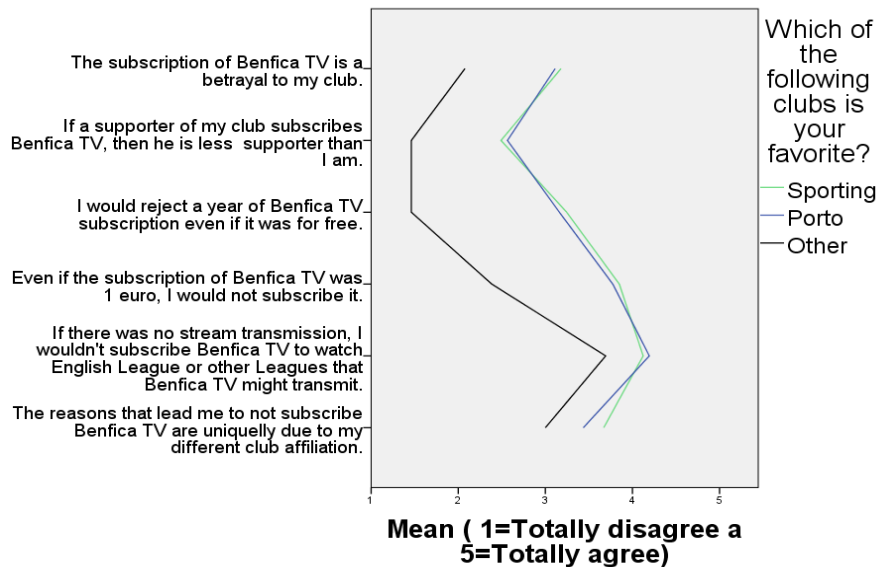


The following figure (figure 26) aims to compare different club affiliation with different behaviors performed by non Benfica fans regarding BTV subscription. By visualizing figure 26 it is possible to verify that the distribution for the respondents that support Sporting and Porto are quite homogeneous. However, the respondents that support other clubs beyond Porto and Sporting tend to disagree more mainly on the following items “Even if the subscription of BTV was 1 euro, I would not subscribe it” and “I would reject a year of BTV subscription even if it was for free”. Even on the others items, in spite of the difference not being as significant when compared with the two items mentioned previously, the respondents of the others clubs tend to disagree more with the items regarding BTV behaviors when compared with Porto and Sporting respondents.

Following the same reasoning, in order to confirm the facts mentioned previously, this time, considering that the objective was testing the equality of three distributions, the Kruskal-Wallis test was performed to confirm the equality of distributions for the population of supporters of Porto, Sporting and others respondents (see appendix 21).

The effects of different club affiliation on BTV subscription

Figure 26: Behaviors regarding BTV subscription by non Benfica fans according different club affiliation.



Finally, on the following analysis the Pearson correlation will be used aiming to study the association of behaviors regarding BTV subscription and level of fandom as well as the dualistic model of passion. Pearson coefficient quantifies the linear association among different variables. The coefficient value is ranged between -1 and 1, where the positive perfect association is represented by 1 and -1 represents negative perfect correlation.

**Table 8: Pearson correlation between behaviors regarding BTV subscription by non Benfica fans and level of fandom.**

	Level of fandom
The reasons that lead me to not subscribe BTV are uniquely due to my different club affiliation.	,418
If there was no stream transmission, I wouldn't subscribe BTV to watch English League or other Leagues that BTV might transmit.	,089
Even if the subscription of BTV was 1 euro, I would not subscribe it.	,199
I would reject a year of BTV subscription even if it was for free.	,187
If a supporter of my club subscribes BTV, then he is less supporter than I am.	,219
The subscription of BTV is a betrayal to my club.	,298

Correlation is significant at the 0.01 level (2-tailed).\*\*

Correlation is significant at the 0.05 level (2-tailed).\*

Through table 8 it is possible to conclude that all of the different behaviors performed by non Benfica fans regarded BTV subscription are positively correlated with the level of fandom performed by the respondents. This means that as long the respondents agree more with the

## The effects of different club affiliation on BTV subscription

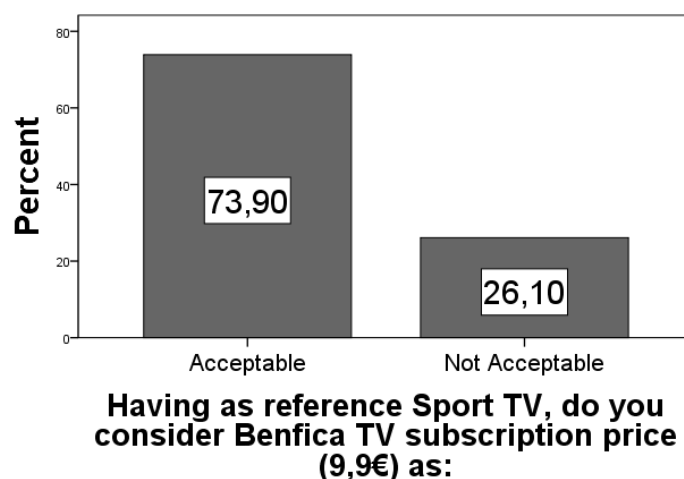
different items of the variable “behaviors regarding BTV subscription by non Benfica fans”, the level of fandom tends to increase. Nevertheless, with “The reasons that lead me to not subscribe BTV are uniquely due to my different club affiliation” item ( $\beta = 0,418$ ), the coefficient values of the remaining items are weakly correlated.

On appendix 22 there is the crosstabulation table with the Pearson correlation values among behaviors regarding BTV subscription by non Benfica fans and different obsessive behaviors towards their respective team. Through the visualization of that table, it is clear that all the coefficients values are positive. Even considering that most of the correlations are weak, the values are positive. This means that the different behaviors regarding BTV subscription by non Benfica fans are positively correlated with the obsessive behaviors. As long the respondents tend to agree with the behaviors presented in appendix 22, their obsessive behaviors towards their team also increases.

### **5.3.4 The Influence of Price on BTV Subscription**

One of the objectives of the current dissertation is to analyze the influence of the subscription price required to access BTV. Considering that the current research aims to study the influence of different club affiliations on BTV subscription, it is important to understand how the respondents with different club affiliations as well as different levels of fandom perceive BTV’s subscription price.

Figure 27: Respondents opinion regarding BTV subscription price.

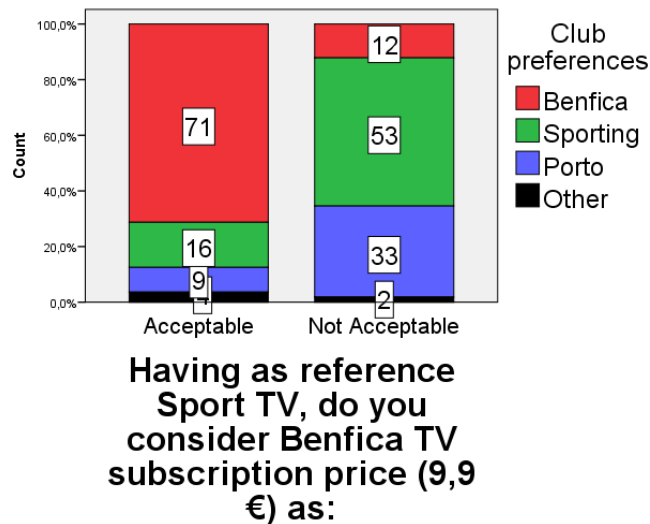


Through the figure above (figure 27) it is possible to conclude that most of the respondents consider BTV’s subscription price as acceptable, more specifically 73,90% believe this to be

## The effects of different club affiliation on BTV subscription

true. However, this high percentage can be influenced by the fact that 55,85% (see figure 10) of the respondents are Benfica supporters. Thus it is relevant to verify the opinion of different club affiliations regarding BTV subscription price.

Figure 28: Respondents opinion regarding BTV subscription price according to different club affiliation.

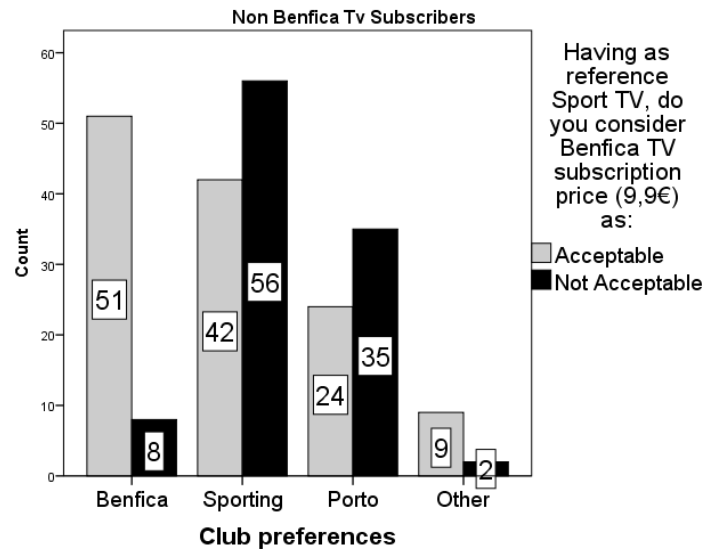


As expected, 71% of all the respondents that consider the price of BTV as acceptable are Benfica Supporters. Meanwhile, 16% and 9% of the respondents that consider BTV's prices acceptable are Sporting and Porto supporters, respectively (see figure 28).

Supported by the analysis performed on appendix 23, it is clear that different club affiliations are related with the opinion regarding BTV's subscription price. In spite of the percentage of Porto and Sporting supporters who do not consider the price of BTV's subscription acceptable being bigger than the ones who do, the percentage of the respondents that support these two teams and still consider the price of BTV acceptable is relatively significant (see crosstabulation in appendix 23).

The effects of different club affiliation on BTV subscription

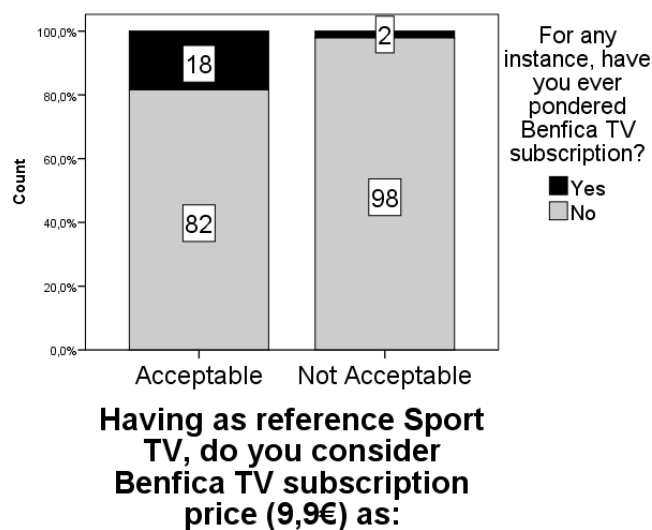
Figure 29: Respondents opinion regarding BTV subscription price according to different club affiliation by non BTV subscribers.



On the figure presented above (figure 29) it is clear that in spite of some supporters of Sporting and Porto considering the price of BTV acceptable, 42 and 24 respectively, they do not subscribe BTV.

Through the analysis of appendix 24 it is possible to conclude that for respondents that do not subscribe BTV, there is a relationship between club preferences and the opinion regarding BTV's subscription price.

Figure 30: Respondents opinion regarding BTV's subscription price according to different deliberations regarding BTV subscription intentions by non Benfica fans.



However, if we have a look on the appendix 25, it is possible verify that the income received annually by the familiar aggregate of the non Benfica supporters may be also related with the perception of the price of BTV, where smaller incomes perceive in a bigger percentage the price of BTV non acceptable. However, this conclusion could be with no exact accuracy, since that it does not take in account the number of elements of the aggregate as well as the number of independents.

Through figure 30 it is possible to verify that 82% of the respondents who consider the price of BTV acceptable have never, for any instance, considered the subscription of BTV. Thus, it is clear that most of the respondents that do not support Benfica even considering the price acceptable and the English Premier League as the best football league in world (figure 21), will not consider this as sufficient to subscribe BTV.

On appendix 26, a deeper analysis regarding the two variables studied on figure 30 and their respective relation can be found.

Through the analysis performed on appendix 27, one may conclude that except on the item “The reasons that lead me to not subscribe BTV are uniquely due to my different club affiliation.”, the distribution of the scores of the items represented by “Behaviors regarding BTV subscription by non Benfica fans” are not the same for the two populations: the ones who consider the price of BTV acceptable and the ones who do not consider it acceptable. In all these, the respondents who considered the price of BTV subscription not acceptable tend to agree more with their respective item. Thus, it is evident that the respondents with different emotional connections towards their team perceive the monthly price of BTV differently.

## **Chapter 6: Conclusion, Limitations and Future Research**

### **6.1. Summary and major conclusions**

This paper aims to study the motives that lead sports consumers in viewing televised sports and BTV in particular, where three different variables were analyzed under this section.

According to Arthur A. Raney, there are three different groups of needs, that may lead the people to watch televised sports; emotional, cognitive and behavioral. Previous studies have identified entertainment as a key reason that lead people in watching televised sports (Gantz, 1981; Wann, 1995). The sample under analysis goes into the results of the previous studies. In this study, it was not exception and Entertainment was confirmed as the key motivation to watch televised sports. However, a cognitive motivation, namely Learning appears as one of

## The effects of different club affiliation on BTV subscription

the key motivations of the sample under analysis. The importance of this cognitive motivation was already confirmed on the studies of Gantz, 1981; Gantz & Wenner, 1995; Wenner & Gantz, 1998 that claimed that this motivation is the core of the cognitive process.

Looking at the motives that lead the sample under analysis in subscribing or not to BTV, there are two different reasons that appears in opposite poles but in fact are the same. In other words, the principal reason that led the respondents in subscribing BTV was the affiliation with that respective club and the principal reason that led most of the people in not subscribing is the fact that club is owned by that “respective club” that represents a rival team. Basically, emotion is the key word here. The facts above confirm the studies previously performed (Leone, Perugini & Bagozzi, 2005) that stated that the decision making stages are influenced by emotions, where the emotional involvement positively influences the choice. Thus, without emotional involvement the choice becomes improbable.

Different club affiliations also influence the use of different broadcasters. Benfica supporters tend to watch sports on BTV more often than all the others supporters. Conversely, Sport TV is the most preferred by the Sporting supporters alongside with the Internet (stream). Porto supporters choose by far, as the main broadcaster, the internet (stream). This confirms the growth of the usage of the internet (stream) which according to the estimations of NetResult, in 2008, 238 million viewers watched a simple game of English Premier League through streams.

The range of contents powered by BTV appears as relevant for the decision in subscribing BTV but not that relevant in non BTV subscribers. Football is undoubtedly the most preferred content on the subscription of a sports channel which is confirmed by the audiences on the first semester of 2012, where football completely dominated the most watched programs on television. However, if we have a look at the sports contents available in BTV, as expected, Benfica games played at home as well as the almighty English Premier League reveal itself as the most relevant on the subscription of this service. Nonetheless, the influence of both contents cannot be considered a surprise, quite the contrary. The annual TV audience of English Premier League was 4.7 billion of people, in 2010/2011 and, on the previous year (2013) from the most 10 watched programs on the Portuguese TV, 8 of them are Benfica games. The current program offer provided by BTV is considered enough for most of the respondents interests that subscribe BTV. Nevertheless, when the respondents that would like additional sports contents were asked to define additional contents on BTV, football was once



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again the most preferred. Champions League, Europe League and Portuguese League are the most preferred contents and at same time were also the most watched sports contents on the first semester of 2012, namely in the ones that includes National teams on the European competitions.

The program offer provided by BTV does not emerge as a motive for not subscribing BTV, especially on the respondents that are not Benfica supporters. Even if the program offer provided by BTV was broader most of the respondents would not consider the subscription of BTV. This point can be explained by the fact mentioned on the previous topic. Indeed BTV is a service powered by rival team and according to Kwak (2011) sports consumers made decisions that are not considered logical and tend to stay away from unaffiliated teams, as their information produces negatives feelings.

So far, it is clear that the affiliation has a great influence on the subscription of BTV, both in a positive and negative way. This influence will be analyzed deeper from now on. Almost all the Benfica subscribers are Benfica supporters and most of percentage of Benfica subscribers that do not support Benfica justifies their subscription with the influence of the members of their households. In addition to this, almost all respondents that do not subscribe BTV and are not Benfica supporters never even consider subscribing. 83% of the respondents that simultaneously do not support Benfica and are not Benfica subscribers consider English Premier League the best football league in the world. However, this fact is not enough to justify the subscription and somehow can justify the fact that the percentage of respondents that watch sports through internet (via stream) is bigger in Sporting, Porto supporters. Even considering the English Premier League as the best football league in the world as well as the possibility to watch this league through internet (via stream), the percentage of respondents that followed this League on the previous year dropped to 68,51% ( from 91.16%) with the change of broadcaster. The influence of different club affiliation on the subscription of BTV was clearly evident when the non Benfica supporters were asked to define in a 5-point Likert scale (5=completely agree) different behaviors regarding BTV subscription. Looking into those behaviors, except on the item “If a supporter of my club subscribes BTV then he is less supporter than I am” where the average response was 2,44 , the average response in all the others items tend to be more favorable to the agreement. With particular evidence to the average response of 4,12 that represents the item “If there was no stream transmission I would not subscribe BTV to watch English Premier League or other Leagues that BTV might transmit” and even if the subscription of BTV was 1 euro the respondents do not tend to

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disagree with it at all (average response of 3,72). The respondents also tend to agree when asked if the reasons that lead them in not subscribing Benfica are uniquely due to their different club affiliation (average response of 3,54). The distribution of the previous items does not change according to different genders or educational backgrounds and are positively correlated with the level of fandom. However, the distribution of the same items are different on the supporters of others teams, while the distribution on the respondents of Sporting and Porto is quite homogeneous. The respondents that support others clubs beyond Porto and Sporting tend to disagree much more and particularly on the following items “Even if the subscription of BTV was 1 euro, I would not subscribe it” and “I would reject a year of BTV subscription even if it was for free”. Even on the others items, in spite of the difference not being as significant when compared with the two items mentioned previously, the respondents of the others clubs tend to disagree more with the items regarding BTV behaviors when compared with Porto and Sporting respondents. The different behaviors regarding BTV subscription by non Benfica fans are positively correlated with the obsessive behaviors. Throughout this section, it was clear that BTV does not gather a consensual opinion among the sample with different club affiliation. Moreover, this opinion is much sharper in Porto and Sporting fans with higher levels of fandom and on the respondents with obsessive passion regarding their favorite team. All of the facts highlighted previously are explained by emotions and fandom. Consumer’s choices and preferences are directly induced by emotions. This explains the reasons why fans support specific teams while they may hate others (Peters, Lipkus, & Diefenbach, 2006). As BTV represents an asset of Benfica, a rival team of Sporting and Porto, this generates negative feelings identified by the stimuli of the sports fans that are not Benfica supporters. Thus, when the stimuli identify these negative feelings, it operates as information that posts that choice away. All the stimuli can generate positive or negative feelings that are influenced by affective outcomes and such outcomes operate as information when the consumers are making their choices. This explains why the different club affiliations influences BTV subscription, where BTV is mainly subscribed by Benfica supporters. Sports consumers of other teams tend to stay away from unaffiliated teams, whose information produces negative feelings (Damasio, 1994). Ultimately, these negative feelings bring out avoidance behaviors (Chen & Bargh, 1999). The current study made it evident that the different behaviors regarding BTV subscription by non Benfica fans presented above are positively correlated with the obsessive behaviors. This confirms the study performed by Vallerand et al (2003) that found that individuals with obsessive passion tend to hate their

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opposite team. In consequence, this hate makes the individuals who do not support Benfica, avoid the subscription of BTV even if it was for free.

The opinion regarding BTV's subscription price is also influenced by different club affiliations. In other words, 73,9% of all the respondents perceive the price of BTV as acceptable. However, from this percentage 16% and 9% are, respectively, Sporting and Porto supporters. Although the percentage of Porto and Sporting supporters considering the price of BTV subscription not acceptable being larger than the ones who consider it acceptable, the percentage of the respondents who support these two teams and consider the price of BTV acceptable is still relatively significant. From all the respondents that do not subscribe BTV, 42,8% of the Sporting supporters consider the price of BTV acceptable and 40% of the Porto supporters also consider that price acceptable. However, 82% of the respondents that consider the price of BTV acceptable will never, for any instance, consider the subscription of BTV. On the item "The reasons that lead me to not subscribe BTV are uniquely due to my different club affiliation.", the distribution of the scores of the items represented by "Behaviors regarding BTV subscription by non Benfica fans" is not the same for the two populations: the ones who consider the price of BTV acceptable and the ones who do not consider it acceptable. In all these, the respondents who do not consider the price of BTV acceptable tend to agree more with their respective item. Thus, it is evident that the respondents with different emotional connection towards their team perceive in a different way the monthly price of BTV. Once again, the influence of different club affiliations was present under the analysis of this variable. This fact confirms what was stated in previous studies (Leone, Perugini, & Bagozzi, 2005); the decision making stages are influenced by emotions, where the emotional involvement influences positively or negatively the choice and consumer's choices and preferences are directly induced by emotions.

**Table 9: Summary of conclusions.**

<b>Sports Contents</b>	The sports contents do not reveal itself as a motive for not subscribe. Even if the program offer provided by BTV was broader, the respondents that are not Benfica Supporters would not consider the subscription.
<b>Club Affiliation</b>	The results reveal that there is a huge influence of different club affiliation on BTV subscription, particularly by Sporting and Porto supporters.
<b>Price</b>	The price perception of BTV is also influenced by different club affiliation, where Benfica supporters have different opinion regarding BTV price, when compared in particular with Sporting and Porto supporters.

## **6.2. Limitations of the study**

With no exception, most of the studies are performed under some limitations that usually appear during its development. The current study is not an exception to this and also has some limitations that must be mentioned.

The first limitation derives from the sampling method used on this study, non probabilistic, where the main weakness is the fact that the sample is not representative of the entire population and consequently the values obtained from the statistical tests in spite of being considered true within the sample under analysis, are not extrapolated to the universe.

The second limitation lies on the fact that most of the respondents claim to be highly fans of their respective team. However, considering that the sampling method used was constrained to the population who watches televised sports, this can be assumed as normal. Moreover, when the respondents who do not support Benfica were asked about different behaviors regarding BTV subscription the results are more homogenous, which allowed to reach different types of conclusions.

The third limitation arises from the lack of researches in this specific area. BTV, in keeping its TV rights for exploitation on their own channel as well as the broadcasting of worldwide football leagues, has completely innovated throughout the world. Thus, it was extremely hard to find studies with the subjects under analysis during this study, which hindered to compare the results with other studies.

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The last limitation is associated with the possible lack of understanding of the questionnaire. There are respondents that may not understand the questions, which cannot be answered by the researcher, and consequently led respondents to answer randomly or just according to the needs of the researcher. The usage of closed answers questions does not allow the respondents to express their opinion as they probably would do with open ones. However, all the issues on the questionnaire were assumed as answered honestly.

In spite of all the previous limitations, the empirical research and its limitations work as a basis for future recommendations in order to obtain better results.

### **6.3. Recommendations for future research**

Further studies on this topic should include wider fandom levels, which would allow the comparison with more precision and accuracy its relationship with BTV subscription as well as the different behaviors regarding BTV subscription. It would also be interesting to develop studies on this topic with sports consumers of different countries, namely in how far supporters would go in order to show their loyalty among their respective team with central focus on their main rivals and the respective explanation of the reasons why.

The use of focus groups would be really helpful in order to reach consumer beliefs and thoughts from various perspectives. Visual support and examples from different respondents would contribute to reach more conscious and clever answers. In spite of the use of quantitative approach in this study, qualitative studies would allow researchers to deepen the answers and improve the appreciation of the research questions.

A better identification of independent and dependent variables concatenated with the structure of the questionnaire would be also an important point for future investigations.

Finally, in further studies it would be interesting to include a wider range of respondents that support others teams beyond its rivals, on this study, Sporting and Porto are the principal ones. This would allow the researcher to compare different clusters, divided by clubs with different levels of rivalry, with the subscription of a TV channel powered by a rival team. This would allow the comparison of how different sports consumers behave regarding different clubs and how it is related with the level of rivalry towards that club.

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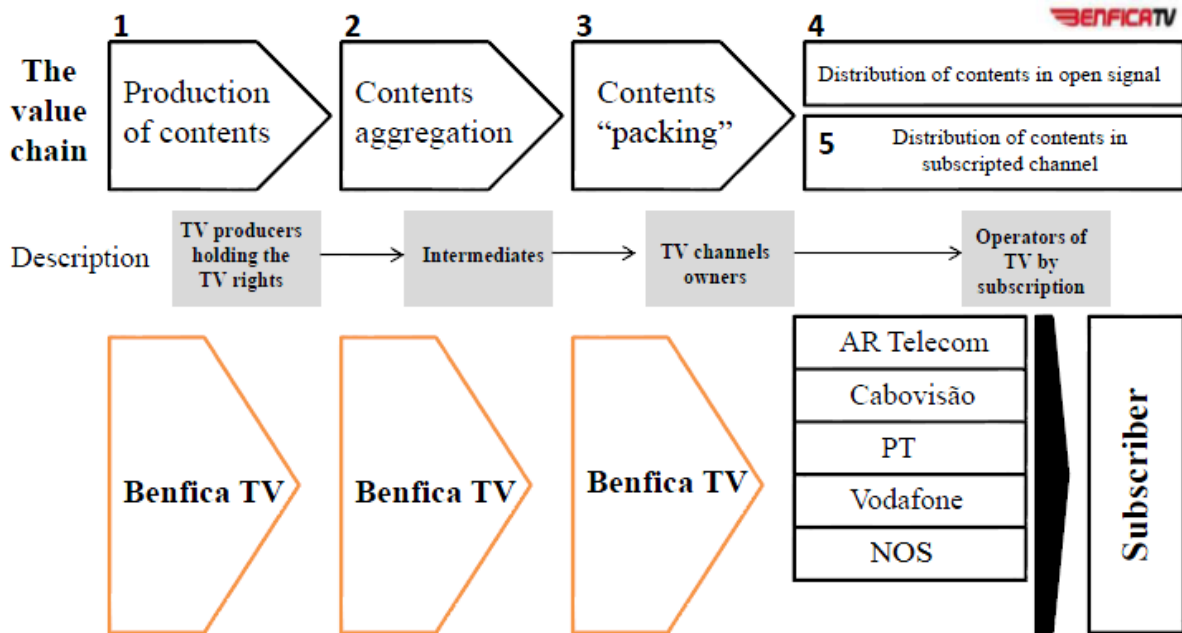
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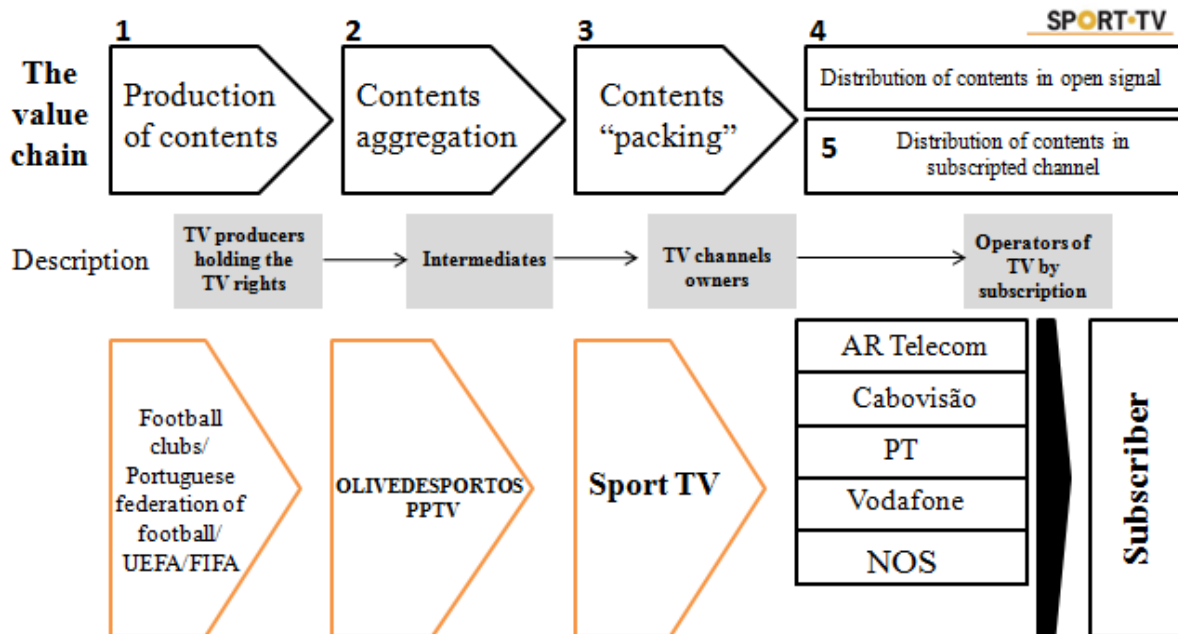
Appendixes

Appendix 1: Supply chain and distribution of contents of BTV



Source: Maken

Appendix 2: Supply chain and distribution of contents of Sport TV



Source: Maken

**Appendix 3: Programming grill of BTV.**

- Benfica games played at home in Portuguese League “Liga ZON Sagres”.
- Benfica B games as well as Farense games played at home in Second Portuguese League “Liga2 Cabovisão”.
- English Premier League.
- Major League Soccer.
- Greece Super League.
- Taça de Honra
- Ultimate Fighting Championship
- Benfica modalities (Fustal, Hockey stakes, Volley, Handball).
- Benfica youth academy.
- Adeptos como Nós
- Estúdio BTV
- Relatório e Contrás
- Outras Modalidades
- Os Grandes Dias da Benfica TV
- As Lanças Apontadas
- Fundação Benfica
- Reportagem Especial
- Off the Record
- Caixa Futebol Campus
- Futebol SLB
- Tempo Corrido
- Topo do Craque
- Canela até ao Pescoço
- Isto é Mística
- Todos Por Um
- 105x68
- Cartão de Sócio
- Jornal O Benfica
- Vitórias e Património

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- Aquecimento
- Catedral dos Sabores
- Mural dos Fundadores
- Zona de Decisão
- Jogo Limpo
- Cine BTV
- Os Grandes Adeptos SLB
- Alta Fidelidade
- Ai a Tibiotársica!
- Em Linha
- Os Momentos
- A Jornada SLB
- As Regras dos Jogos
- Estrelas SLB
- Pelas Casas do Benfica
- Debate
- Contas Feitas Dúvidas Desfeitas
- TV news (Benfica 10h, Benfica 14h, Benfica 21h and Benfica 24h).

**Source:** [ww.slbenfica.pt](http://ww.slbenfica.pt)

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**Appendix 4:** Available offers in SPORT TV.

	1 CANAL SD + HD (SPORT.TV LIVE)	4 CANAIS SD (1.2.3 LIVE)	4 CANAIS HD (1.2.3 LIVE)	MULTIROOM	MULTISCREEN
<b>SPORT•TV</b> LIVE	✓				
<b>SPORT•TV</b> PREMIUM		✓			
<b>SPORT•TV</b> PREMIUM HD		✓	✓	✓	
<b>SPORT•TV</b> PREMIUM HD (MULTISCREEN)		✓	✓	✓	✓
<b>SPORT•TV</b> <sup>(3)</sup> GOLFE		 1 CANAL SD + HD (SPORT.TV LIVE)	+	 MULTISCREEN (TAMBÉM NO SEU PC, TABLET OU SMARTPHONE)	

Source: [www.Sporttv.pt](http://www.Sporttv.pt)

## **Appendix 5: Programming grill of SPORT TV**

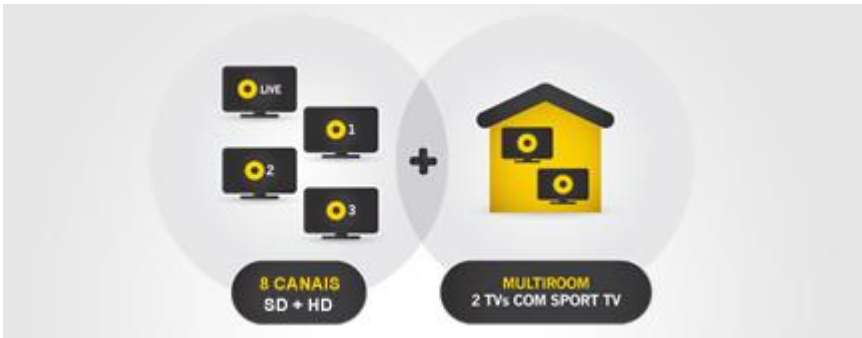
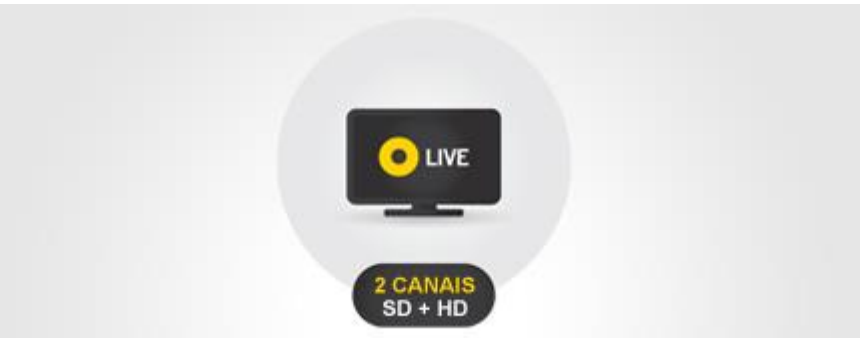
- Combat sports
- Radical Sports
- Football - Portugal
- Football - Germany
- Football - Argentina
- Football - Spain
- Football - France
- Football - Holland
- Football - Italy
- Football – Champions League
- Football – Europe League
- Football – England (English cups)
- Football – Scotland
- Football – Brazil
- Football – Friendlies (Clubs and National Teams)
- Football – Others ( Supercups, European and south America)
- American Football
- Ice Hockey
- Golf
- Motoring
- Motorcycling
- Rugby
- Tennis
- Volleyball
- Basket (Internacional, NBA and league ACB)
- Handball
- Watersports
- Winter sports
- Wrestling
- Reportv
- Reverso da medalha
- Segunda pele

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- Resultado final
- Mundo ao contrário
- Grelha de partida

**Source:** ww.sporttv.pt

**Appendix 6:** Different channels provided by SPORT TV and its channels and contents available.

<b>SPORT TV Premium HD</b>

<p><u>8 Channels available:</u> SPORT TV 1, SPORT TV 2, SPORT TV 3 and LIFE in both SD and HD.</p> <p>Available in two boxes simultaneously.</p> <p><u>Contents:</u> All the national and international coverage, live and in high definition. Principal European leagues of football, European competitions, NBA, Tennis, Formula 1 and many others Sports.</p>
<b>SPORT TV Live</b>


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2 Channels available: SPORT TV LIVE SD and HD.

Contents: One game per round in the following leagues: Portuguese, Second Portuguese league, Spanish, Italian, German and French.

**SPORT TV Golf**



2 channels available: SPORT TV Golf SD and HD

Contents: All the most important golf world tours.

**SPORT TV Premium HD Multiscreen**





8 Channels available: SPORT TV 1, SPORT TV 2, SPORT TV 3 and LIFE in both SD and HD.

Available in two boxes simultaneously.

APP SPORT TV Multiscreen available to PC, iOS and Android.

Contents: All the national and international coverage, live and in high definition. Principal European leagues of football, European competitions, NBA, Tennis, Formula 1 and many others Sports.

**Source:** [www.zon.pt](http://www.zon.pt)

#### **Appendix 7: Chronology of BTV.**

##### **2008**

*December, 10* – The first time that one Sports club in Portugal broadcasts in its own channel.

##### **2012**

*October, 25* – Benfica confirms that in the following year (2013), all the games played at Luz stadium will be broadcasted in BTV.

##### **2013**

*July, 1* – BTV requires for the first time, monthly subscription.

*February, 28* – Benfica announces the acquisition of English Premier League rights for the following seasons: 2013-2016.

*July, 18* – Benfica reaches 80.000 subscriptions in only 18 days.

*July, 29* - Benfica reaches 100.000 subscriptions in only 29 days.

*August, 14* - After 44 days, BTV reaches 150.000 subscriptions.

*August, 20* – At the beginning of the season, BTV has more audience than Sport TV.

*August, 23* – Benfica announces the launching of BTV in October, 2.

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**August, 25** – On the first Benfica official game of the season, BTV had 5.6% of share and was leader of audience in subscriptions channel. BTV overcome all the Sport TV channels.

**September, 24** – Benfica reaches 210.000 subscribers.

**December, 10** – Benfica reaches 232.000 subscribers.

### **2014**

**January, 12** – BTV is the second channel most viewed on the Portuguese television during Benfica-Porto.

**January, 30** – BTV reaches 280.000 subscribers.

**February, 10** – Benfica reaches 307.872 subscribers.

**Source:** Own elaboration through SLBenfica data

### **Appendix 8:** The 30 most watched TV contents on the 1<sup>st</sup> Semester of 2012

Posição	Canal	Data	Hora Início	Duração	Programa	rat%	shr%	
1	SIC	27-06-2012	19:35:42	02:30:54	EURO 2012: MEIAS FINAIS	PORTUGAL X ESPANHA	35.2	78.3
2	TVI	17-06-2012	19:31:21	02:00:57	EURO 2012: FASE DE GRUPOS	PORTUGAL X HOLANDA	32.5	73.5
3	RTP1	21-06-2012	19:24:25	01:58:36	EURO 2012: QUARTOS DE FINAL	REP. CHECA X PORTUGAL	32.3	74.2
4	RTP1	09-06-2012	19:26:49	01:59:00	EURO 2012: FASE DE GRUPOS	ALEMANHA X PORTUGAL	27.1	68.7
5	RTP1	21-06-2012	21:42:53	00:11:06	TELEJORNAL		27.1	56.6
6	SIC	20-03-2012	20:41:04	01:42:18	FUTEBOL - TAÇA DA LIGA	BENFICA X FC PORTO	25.8	55.8
7	SIC	26-04-2012	20:02:25	01:40:29	FUTEBOL - LIGA EUROPA	AT. BILBAO X SPORTING	24.5	54.8
8	SIC	15-03-2012	20:02:23	01:41:38	FUTEBOL - LIGA EUROPA	MANCHESTER CITY X SPORTING	24.1	51.8
9	RTP1	06-03-2012	19:36:25	01:46:39	LIGA DOS CAMPEOES	BENFICA X ZENIT	22.9	49.3
10	SIC	14-04-2012	20:42:01	01:42:15	FUTEBOL - TAÇA DA LIGA: A GRANDE FINAL	BENFICA X GIL VICENTE	22.5	53.6
11	SIC	19-04-2012	20:02:30	01:39:51	FUTEBOL - LIGA EUROPA	SPORTING X AT. BILBAO	21.8	49.4
12	SIC	27-06-2012	22:28:00	00:13:28	JORNAL DA NOITE		21.3	49.7
13	TVI	01-04-2012	21:43:06	02:44:11	A TUA CARA NAO ME E ESTRANHA	FINAL	21.1	55.2
14	RTP1	27-03-2012	19:36:02	01:42:29	LIGA DOS CAMPEOES	BENFICA X CHELSEA	20.6	49.2
15	TVI	07-04-2012	20:27:47	01:41:27	FUTEBOL - PRIMEIRA LIGA	SP. BRAGA X FC PORTO	20.6	55.3
16	SIC	13-06-2012	16:50:03	01:52:05	EURO 2012: FASE DE GRUPOS	DINAMARCA X PORTUGAL	20.1	74.9
17	RTP1	02-06-2012	19:34:52	01:56:34	A SELECÇÃO - JOGO DE PREPARAÇÃO	PORTUGAL X TURQUIA	19.9	55.5
18	RTP1	29-02-2012	19:35:48	01:50:44	A SELECÇÃO - JOGO DE PREPARAÇÃO	POLONIA X PORTUGAL	19.8	47.2
19	RTP1	04-04-2012	19:33:39	01:44:18	LIGA DOS CAMPEOES	CHELSEA X BENFICA	19.6	50
20	TVI	10-06-2012	21:40:59	02:30:14	A TUA CARA NAO ME E ESTRANHA 2	FINAL	19.4	55
21	RTP1	25-04-2012	19:36:21	02:21:08	LIGA DOS CAMPEOES	REAL MADRID X BAYERN MUNIQUE	19.3	43.4
22	TVI	08-04-2012	21:41:54	02:47:49	A TUA CARA NAO ME E ESTRANHA 2		18.9	53.5
23	TVI	08-01-2012	18:12:49	01:36:32	FUTEBOL - PRIMEIRA LIGA	U. LEIRIA X BENFICA	18.8	47.6
24	SIC	29-03-2012	20:02:11	01:41:19	FUTEBOL - LIGA EUROPA	SPORTING X METALIST	18.8	46.4
25	SIC	05-02-2012	20:27:15	01:48:21	FUTEBOL - TAÇA DA LIGA	BENFICA X MARITIMO	18.3	42.8
26	TVI	28-01-2012	20:27:05	01:41:45	FUTEBOL - PRIMEIRA LIGA	FEIRENSE X BENFICA	18.3	46.2
27	TVI	18-03-2012	21:46:18	02:31:08	A TUA CARA NAO ME E ESTRANHA		18.3	57
28	SIC	16-02-2012	20:02:16	01:41:33	FUTEBOL - LIGA EUROPA	FC PORTO X MANCHESTER CITY	17.9	41.4
29	TVI	19-03-2012	20:40:58	01:42:37	FUTEBOL - PRIMEIRA LIGA	GIL VICENTE X SPORTING	17.7	41
30	TVI	08-01-2012	20:04:11	00:08:14	FUTEBOL - PRIMEIRA LIGA: FLASH INTERVIEW		17.3	38.4

**Source:** Marktest

### **Appendix 9:** Questionnaire

Este questionário surge no âmbito da realização da tese de mestrado "Efeitos do clubismo na subscrição da BTV" que tem como objetivos: analisar os efeitos da rivalidade dos adeptos dos principais clubes portugueses de futebol profissional na subscrição dos serviços da BTV, analisar o

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impacto da amplitude da oferta de programação da BTV na sua subscrição e, por fim, a influência do preço praticado na subscrição da BTV.

O questionário destina-se a Portugueses com mais de 18 anos que vêem canais desportivos.

Toda a informação irá ser usada confidencialmente.

O questionário apenas irá ocupar 10 minutos do seu tempo.

Agradeço que responda com rigor e exatidão.

Muito obrigado!

David Roque

### **Questionário filtro**

#### **1. Tem mais de 18 anos?**

Sim  Não

(Caso a resposta seja negativa, terminar questionário)

#### **2. Costuma ver canais desportivos?**

Sim  Não

(Caso a resposta seja negativa, terminar questionário)

#### **3. É Português?**

Sim  Não

(Caso a resposta seja negativa, terminar questionário)

#### **4. Com qual dos seguintes clubes simpatiza?**

Benfica

Sporting

Porto

Outro

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(Caso a resposta seja Benfica, não responder á secção 5. Caso a resposta seja Sporting, Porto, outro responder a todas as secções).

### **Questionário principal**

#### *Secção (1/7) – Subscrição de canais desportivos*

##### **1.1. Subscrive a BTV?**

Sim  Não

##### **1.2. Subscrive a Sport TV?**

Sim  Não

##### **1.3. Subscrive algum outro canal desportivo internacional?**

Sim  Não  Qual? \_\_\_\_\_

##### **1.4. Só subscrive a BTV porque um dos elementos do seu agregado familiar assim o exige?**

Sim  Não

#### *Secção (2/7) – Meios e motivações na subscrição*

##### **2.1. Das seguintes alternativas, seleccione os 5 motivos que o levam a ver canais desportivos?**

Porque enquanto estou a ver estou entretido	
Porque é divertido	
Porque é relaxante	
É uma forma de acompanhar a minha equipa/jogador/competição preferidos	
A incerteza e o suspense à volta do desporto faz com que atinga elevados níveis de satisfação	
Porque assim eu fico orgulhoso quando a minha equipa/jogador ganha	
Porque quando a minha equipa/jogador ganham os meus níveis de autoconfiança aumentam	
É uma forma de estar com os meus amigos/família/outros a acompanhar um conteúdo televisivo (Jogo, desporto, competição, etc.)	

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É uma forma de obter informações sobre desporto	
É um escape aquilo que realmente tenho de fazer	
É uma forma de libertar emoções	
É uma forma de me sentir parte do “grupo”	
Apenas curiosidade	

### **2.2. Caso subscreva a BTV, quais dos seguintes motivos o levam a subscrever? (Pode seleccionar mais que uma opção)**

O facto de ser simpatizante do Benfica

Conteúdos televisivos

Outro. Qual?

### **2.3. Caso não subscreva a BTV, quais os motivos?**

Preço não é ajustado

Amplitude da oferta de programação é baixa

Já subscrevo a Sport TV

Tenho acesso à BTV via stream na internet

Posso assistir aos conteúdos que me interessam em casa de amigos/familiares/café  
ou restaurantes

É um custo desnecessário

Não tenho condições financeiras

Tenho bilhete de época no Estádio da Luz

Sou sócio, não aceito pagar quotas mais subscrição

Não vou adquirir um serviço do meu clube rival/de outro clube que não seja o meu

Outros

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Quais? \_\_\_\_\_

**2.4. Utilizando a seguinte escala: 1= nunca;2=raramente;3=por vezes; 4=frequentemente; 5=sempre, defina a frequência que recorre aos seguintes meios de transmissão no acompanhamento de conteúdos desportivos.**

	1	2	3	4
BTV				
Sport TV				
Outro Canal desportivo subscrito				
Internet, via stream				
Eurosport				
RTP,SIC ou TVI				
Outro. Qual? _____				

*Secção (3/7) – Influência dos conteúdos na subscrição*

**3.1. Usando uma escala de 1 = Não têm influência a 5 = Influência máxima, diga a influência que os seguintes conteúdos têm na subscrição de um canal desportivo.**

	1	2	3	4	5
Futebol					
Basquetebol					
Andebol					
Futsal					
Hóquei					
Rugby					
Automobilismo					
Golfe					
Ténis					
Motociclismo					
Voleibol					
Desportos Radicais					
Desportos de combate					
Reportagens					

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Programas					
Entrevistas					
Outro. Qual?					

**3.2. Caso subscreva a BTV, quais dos seguintes conteúdos televisivos, utilizando uma escala de 1=Não têm influência a 5=máxima influência, o levam a subscrever?**

	1	2	3	4	5
Jogos em casa do Benfica					
Jogos do Benfica B					
Jogos do Benfica Juniores					
Jogos do Farense					
Futebol de Formação					
Futsal					
Hóquei Patins					
Voleibol					
Andebol					
Liga Inglesa					
Liga Grega					
Liga Brasileira					
Liga Norte-Americana					
Documentários					
Entrevistas					
Programas					

**3.3. Caso subscreva, gostaria que a amplitude de oferta de programação fosse maior?**

Sim, mesmo que o preço de subscrição aumente para os níveis da concorrência

Não, a atual oferta de programação é suficiente para os meus interesses

**3.4. Em caso afirmativo, utilizando a uma escala de 1=Sem importância a 5=Elevada importância, qual a relevância que os seguintes conteúdos teriam na eventual adição de programas à BTV?**

	1	2	3	4	5

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Desportos de Combate					
Desportos Radicais					
Futebol - Portugal					
Futebol - Alemanha					
Futebol - Argentina					
Futebol - Espanha					
Futebol - França					
Futebol - Holanda					
Futebol - Itália					
Futebol - Liga dos Campeões					
Futebol - Liga Europa					
Futebol - Outros					
Futebol Americano					
Golfe					
Motores - Automobilismo					
Motores - Motociclismo					
Rugby					
Ténis					
Voleibol					

**3.5. Caso não subscreva a BTV, se amplitude da oferta de programação fosse maior, ponderava a subscrição?**

Sim

Não

**3.6. Em caso afirmativo, utilizando uma escala de: 1=nenhuma influência a 5= máxima influência, qual a influência que os seguintes conteúdos teriam na sua eventual subscrição?**

	1	2	3	4	5
Desportos de Combate					
Desportos Radicais					



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Futebol - Portugal					
Futebol - Alemanha					
Futebol - Argentina					
Futebol - Espanha					
Futebol - França					
Futebol - Holanda					
Futebol - Itália					
Futebol - Liga dos Campeões					
Futebol - Liga Europa					
Futebol - Outros					
Futebol Americano					
Golfe					
Motores – Automobilismo					
Motores – Motociclismo					
Rugby					
Ténis					
Voleibol					

*Secção 4/7 – Influência do preço na subscrição*

**4.1. Tendo como referência a Sport TV considera o preço da BTV (€9,90/mês):**

Aceitável

Não aceitável

**4.2. Quanto estaria disposto a pagar adicionalmente ao preço de subscrição da BTV para adquirir os seguintes conteúdos?**

	1-3€	4-6€	Mais de 6 €	Sem interesse no conteúdo
Desportos de Combate				
Desportos Radicais				
Futebol – Portugal				

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Futebol – Alemanha				
Futebol – Argentina				
Futebol – Espanha				
Futebol – França				
Futebol – Holanda				
Futebol – Itália				
Futebol - Liga dos Campeões				
Futebol - Liga Europa				
Futebol – Outros				
Futebol Americano				
Golfe				
Motores – Automobilismo				
Motores – Motociclismo				
Rugby				
Ténis				
Voleibol				
Outro. Qual? _____				

*Secção 5/7 – O clubismo e a subscrição*

*Nota: Esta secção não é para ser preenchida por simpatizantes do Benfica.*

**5.1. Na sua opinião, qual das seguintes é a melhor liga de futebol do mundo?**

- Liga Inglesa
- Liga Espanhola
- Liga Alemã
- Liga Francesa
- Liga Italiana
- Liga Portuguesa
- Outra

The effects of different club affiliation on BTV subscription

Qual? \_\_\_\_\_

**5.2. Acompanhava a Liga Inglesa em épocas anteriores a esta?**

Sim

Não

**5.3. Com a alteração da Liga Inglesa para a BTV deixou de acompanhar ?**

Sim

Não

**5.4. Por algum momento, ponderou a subscrição da BTV?**

Sim

Não

**5.5. Dos seguintes comportamentos, utilizando uma escala de 1=discordo completamente a 5=concordo completamente, quais dos seguintes comportamentos o caracterizam?**

As razões que me levam a não subscrever a BTV são unicamente clubísticas.

1	2	3	4

Se não houvesse transmissão stream, eu mesmo assim não subscreveria a BTV para ver a liga inglesa e as outras ligas que a BTV transmite.

1	2	3	4

Mesmo que a subscrição da BTV fosse 1€ eu não subscrevia.

1	2	3	4

Se me oferecessem um ano de subscrição da BTV gratuito eu rejeitava.

1	2	3	4

The effects of different club affiliation on BTV subscription

O facto de um adepto do meu clube subscrever a BTV faz com que ele seja menos adepto do que eu.

1	2	3	4

Subscrever a BTV é uma traição para o meu clube.

1	2	3	4

*Secção 6/7 – Caracterização do tipo de simpatizante*

**6.1. É sócio do clube com que simpatiza?**

Sim  Não

**6.2. Usando uma escala de 1=Sou simpatizante mas não acompanho a 5=Fanático, como se define enquanto simpatizante do seu clube?**

1	2	3	4	5

**6.3. Tem bilhete de época?**

Sim  Não

**6.4. Utilizando uma escala de 1=discordo completamente a 5=concordo completamente, assinale, dos seguintes comportamentos, aqueles com que se identifica.**

	1	2	3	4	5
Costumo celebrar as vitórias da minha equipa					
Eu costumo dizer aos outros quando a minha equipa ganha					
Tenho superstições relacionadas com a minha equipa					
A minha vida não teria o sentido que tem se não apoiasse a minha equipa					
Quando a minha equipa perde, fico emocionalmente perturbado					

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Não tenho problemas em pagar um preço superior ao real (por ex. no mercado negro) por um bilhete para apoiar a minha equipa					
Nos dias de jogo da minha equipa tenho mais dificuldade em concentrar-me nas tarefas que tenho a desempenhar					
Detesto os fans das equipas rivais					
Já faltei a compromissos familiares/amigos importantes para ver um jogo da minha equipa					
Apoiar a minha equipa faz parte da minha identidade					
Tenho dificuldades em controlar os meus impulsos quando estou a apoiar a minha equipa					

*Secção 7/7 - Caracterização sociodemográfica*

**7.1. Sexo?**

Masculino  Feminino

**7.2. Idade?** \_\_\_\_\_

**7.3. Nível de formação?**

Ensino Secundário ou inferior

Licenciatura ou grau superior

**7.4. Número de pessoas do seu agregado familiar?**

1

2

3

4

5

6

7 ou mais

**7.5. Qual o número de menores do seu agregado familiar?**

- |           |                          |
|-----------|--------------------------|
| 0         | <input type="checkbox"/> |
| 1         | <input type="checkbox"/> |
| 2         | <input type="checkbox"/> |
| 3         | <input type="checkbox"/> |
| 4 ou mais | <input type="checkbox"/> |

**7.6. Qual o rendimento anual conjunto do seu agregado familiar?**

- |                         |                          |
|-------------------------|--------------------------|
| Até €7.500              | <input type="checkbox"/> |
| Entre €7.500 e €15.000  | <input type="checkbox"/> |
| Entre €15.000 e €30.000 | <input type="checkbox"/> |
| Entre €30.000 e €50.000 | <input type="checkbox"/> |
| Mais de €50.000         | <input type="checkbox"/> |

**Appendix 10**

**Kruskal-Wallis test**

**Purpose:** Test if the distribution of the scores of the items  $i$  that are represented by the frequency that the respondents use different sports broadcasters the same for the four populations: Benfica, Porto, Sporting and others fans

**Hypothesis:**

**Ho:** The distribution of the scores of the items  $i$  that are represented by the frequency that the respondents use different sports broadcasters is the same for the four populations: Benfica, Porto, Sporting and others fans

**H1:** The distribution of the scores of the items  $i$  that are represented by the frequency that the respondents use different sports broadcasters is different for the four populations: Benfica, Porto, Sporting and others fans

The effects of different club affiliation on BTV subscription

<b>Ranks</b>			
	Which of the following club is your favorite?	N	Mean Rank
BTV	Benfica	227	279,82
	Sporting	103	101,25
	Porto	60	95,84
	Other	13	131,42
	Total	403	
Sport TV	Benfica	221	165,27
	Sporting	105	240,44
	Porto	62	254,57
	Other	13	234,35
	Total	401	
Other subscribed sports channel	Benfica	197	160,05
	Sporting	94	213,70
	Porto	56	205,30
	Other	13	143,50
	Total	360	
Internet(stream)	Benfica	224	176,80
	Sporting	103	222,76
	Porto	61	244,13
	Other	13	243,23
	Total	401	
Eurosport	Benfica	214	177,53
	Sporting	100	217,39
	Porto	61	216,48
	Other	13	194,69
	Total	388	
RTP,SIC or TVI	Benfica	225	187,00
	Sporting	103	230,85
	Porto	62	207,81
	Other	13	205,23
	Total	403	
Other	Benfica	44	40,59
	Sporting	22	38,66
	Porto	9	31,06
	Other	2	43,50
	Total	77	

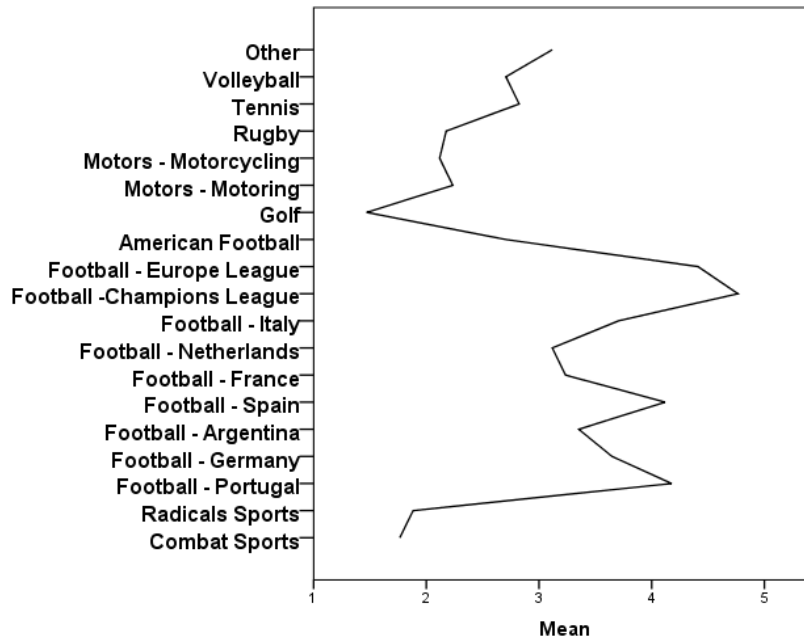
The effects of different club affiliation on BTV subscription

Test Statistics <sup>a,b</sup>							
	BTV	Sport TV	Other subscribed sports channel	Internet (stream)	Eurosport	RTP,SIC or TVI	Other
Chi-Square	246,788	49,627	29,498	25,287	12,281	11,119	2,093
df	3	3	3	3	3	3	3
Asymp. Sig.	,000	,000	,000	,000	,006	,011	,553
a. Kruskal Wallis Test							
b. Grouping Variable: Which of the following club is your favorite?							

**Decision:**

Excepting on the item “other” that represents a different sports broadcaster beyond all the broadcasters mentioned on the survey, the value of sig is smaller than 0,05. Thus, excepting on the item “other”, the hypothesis 0 should be rejected and it is possible conclude that the distribution of the scores of the items i that are represented by the frequency that the respondents use different sports broadcasters is different for the four populations: Benfica, Porto, Sporting and others fans. Thus, we can conclude that different club affiliation influences the frequency of the use of different sports broadcasters.

**Appendix 11**



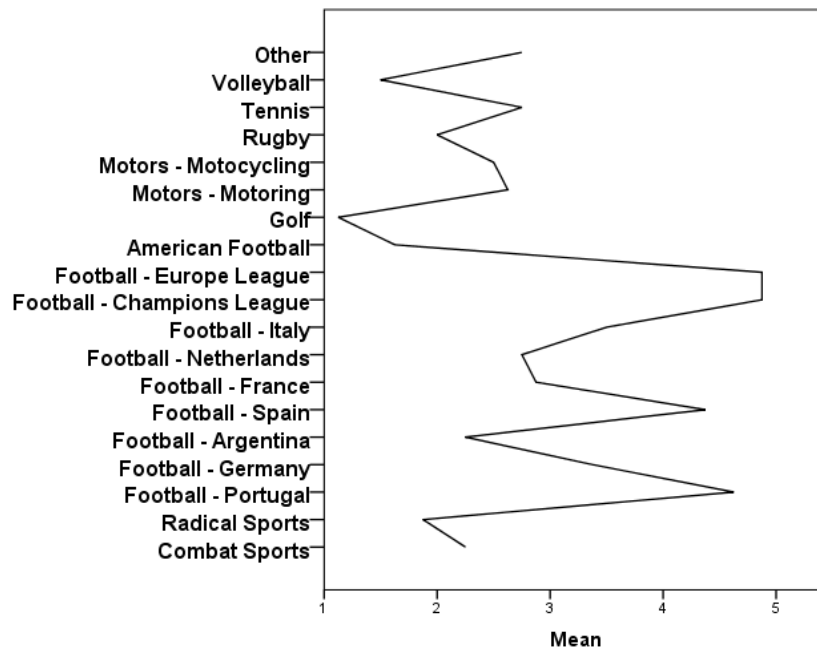


The effects of different club affiliation on BTV subscription

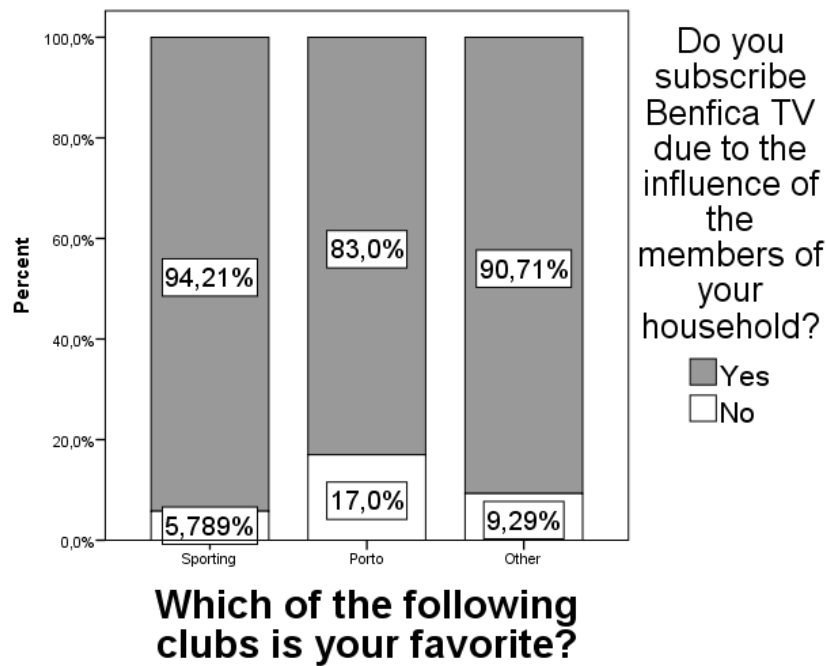
**Appendix 12**

Count		Which of the following clubs is your favorite??				Total
		Benfica	Sporting	Porto	Outro. Qual?	
If the program offer of BTV was broader, would you consider BTV subscription?	Yes	36	8	4	4	52
	No	23	90	55	7	175
Total		59	98	59	11	227

**Appendix 13**

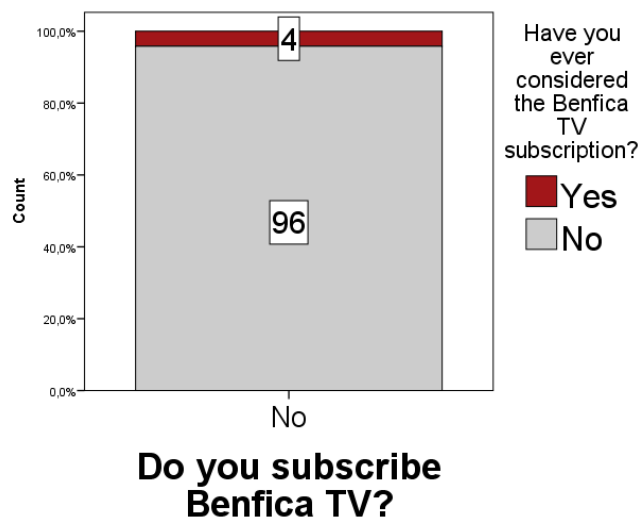


**Appendix 14**



**Appendix 15**

Consideration to subscribe BTV by non Benfica supporters that do not subscribe BTV



**Appendix 16 - Chi-Square test:**

**Purpose:** Test if there is a relationship between club preferences and BTV subscription

**Hypothesis:**

**H<sub>0</sub>:** The variables “Which of the following clubs is your favorite” and “Do you subscribe BTV?” are not related

The effects of different club affiliation on BTV subscription

**H<sub>1</sub>:** The variables “Which of the following clubs is your favorite?” and “Do you subscribe BTV?” are related

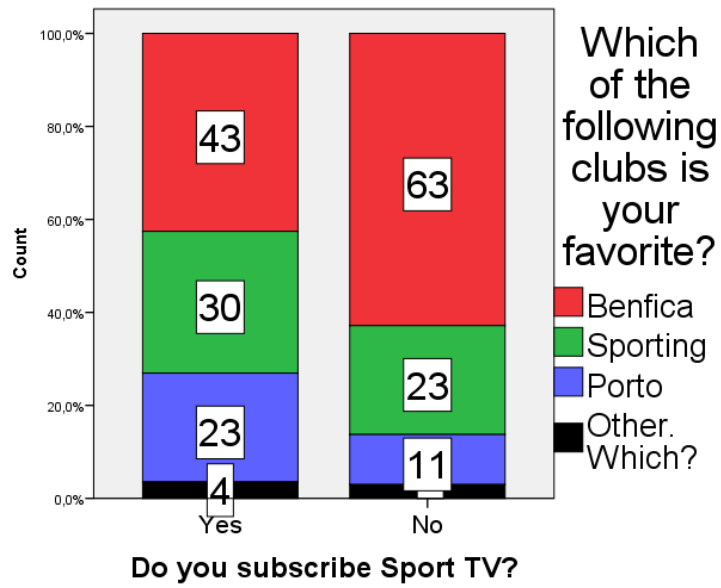
<b>Club preferences *BTV subscription Crosstabulation</b>				
Count				
		BTV subscription		Total
		Yes	No	
Club Preferences	Benfica	170	59	229
	Sporting	8	98	106
	Porto	3	59	62
	Other	2	11	13
Total		183	227	410

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	184,432 <sup>a</sup>	3	,000
Likelihood Ratio	210,415	3	,000
Linear-by-Linear Association	137,247	1	,000
N of Valid Cases	410		
a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,80.			

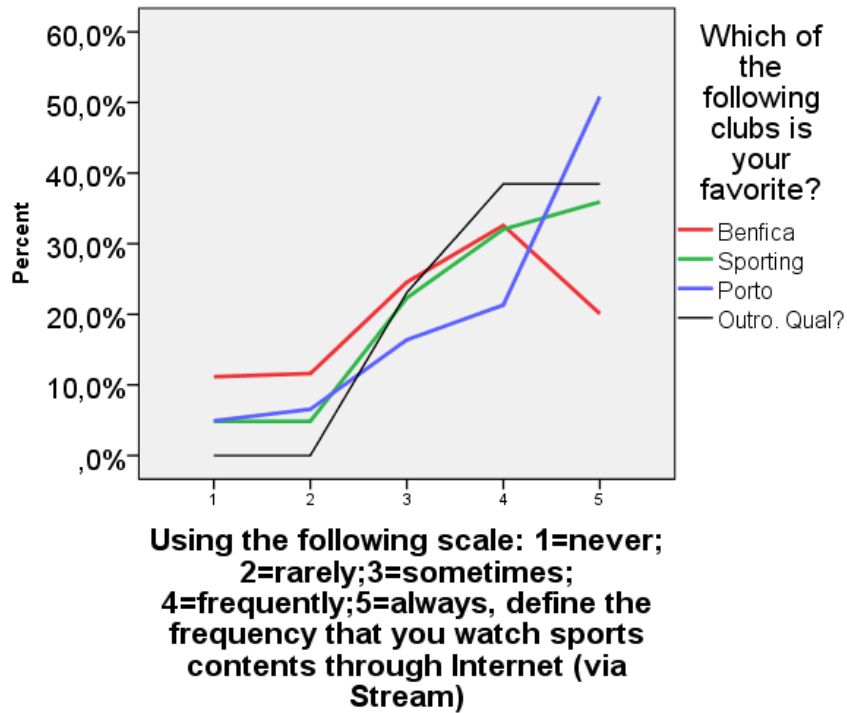
**Conditions:** Both conditions are verified to apply the Chi-square test of independence ( a maximum of 20% of the cells can have expected counts less than 5 and no expected could should be less than 1).

**Decision:**  $\text{Sig} < 0,001 < \alpha = 0, 05$ . Thus we should reject  $H_0$  and conclude that there is a relationship between club preferences and BTV subscription. Through the crosstabulation it is possible conclude that most of Benfica supporters tend to subscribe BTV. On the other side, most of the respondents that do not support Benfica aren't BTV subscribers.

Appendix 17



Appendix 18



## Appendix 19

### Mann-Whitney test

**Purpose:** Test if the distribution of the scores of the items  $i$  that are represented by “Behaviors regarding BTV subscription by non Benfica fans” is the same for the two populations: groups of males and females.

### Hypothesis:

Ho: The distribution of the scores of the items  $i$  represented by “Behaviors regarding BTV subscription by non Benfica fans” is the same for the two populations: groups of males and females

H1: The distribution of the scores of the items  $i$  represented by “Behaviors regarding BTV subscription by non Benfica fans” is different for the two populations: groups of males and females

<b>Ranks</b>				
	Gender?	N	Mean Rank	Sum of Ranks
The reasons that lead me to not subscribe BTV are uniquely due to my different club affiliation.	Male	168	91,94	15446,50
	Female	13	78,81	1024,50
	Total	181		
If there was no stream transmission, I wouldn't subscribe BTV to watch English League or other Leagues that BTV might transmit.	Male	168	91,52	15375,00
	Female	13	84,31	1096,00
	Total	181		
Even if the subscription of BTV was 1 euro, I would not subscribe it.	Male	168	91,40	15356,00
	Female	13	85,77	1115,00
	Total	181		
I would reject a year of BTV subscription even if it was for free.	Male	168	92,29	15505,00
	Female	13	74,31	966,00
	Total	181		
If a supporter of my club subscribes BTV, then he is less supporter than I am.	Male	168	91,83	15427,50
	Female	13	80,27	1043,50
	Total	181		
The subscription of BTV is a betrayal to my club.	Male	168	92,79	15589,50
	Female	13	67,81	881,50
	Total	181		

The effects of different club affiliation on BTV subscription

<b>Test Statistics<sup>a</sup></b>						
	The reasons that lead me to not subscribe BTV are uniquely due to my different club affiliation.	If there was no stream transmission, I wouldn't subscribe BTV to watch English League or other Leagues that BTV might transmit.	Even if the subscription of BTV was 1 euro, I would not subscribe it.	I would reject a year of BTV subscription even if it was for free.	If a supporter of my club subscribes BTV, then he is less supporter than I am.	The subscription of BTV is a betrayal to my club.
Mann-Whitney U	933,500	1005,000	1024,000	875,000	952,500	790,500
Wilcoxon W	1024,500	1096,000	1115,000	966,000	1043,500	881,500
Z	-,917	-,558	-,428	-1,292	-,840	-1,748
Asymp. Sig. (2-tailed)	,359	,577	,669	,196	,401	,080
a. Grouping Variable: Gender?						

**Decision:**

In all the items the value of sig is bigger than 0,05. Thus the hypothesis 0 should not be rejected and it is possible conclude that the distribution of the scores of the items i represented by “Behaviors regarding BTV subscription by non Benfica fans” is the same for the two populations: groups of males and females

**Appendix 20**

**Mann-Whitney test**

**Purpose:** Test if the distribution of the scores of the items i that are represented by “Behaviors regarding BTV subscription by non Benfica fans” is the same for the two populations: High school or inferior and Bachelor or superior.

**Hypothesis:**

Ho: The distribution of the scores of the items i represented by “Behaviors regarding BTV subscription by non Benfica fans” is the same for the two populations: High school or inferior and Bachelor or superior.

The effects of different club affiliation on BTV subscription

H1: The distribution of the scores of the items i represented by “Behaviors regarding BTV subscription by non Benfica fans” is different for the two populations: High school or inferior and Bachelor or superior.

<b>Ranks</b>				
	Educational background?	N	Mean Rank	Sum of Ranks
The reasons that lead me to not subscribe BTV are uniquely due to my different club affiliation.	High School or inferior*	56	99,79	5588,50
	Bachelor or superior*	125	87,06	10882,50
	Total	181		
If there was no stream transmission, I wouldn't subscribe BTV to watch English League or other Leagues that BTV might transmit.	High School or inferior*	56	93,17	5217,50
	Bachelor or superior*	125	90,03	11253,50
	Total	181		
Even if the subscription of BTV was 1 euro, I would not subscribe it.	High School or inferior*	56	97,23	5445,00
	Bachelor or superior*	125	88,21	11026,00
	Total	181		
I would reject a year of BTV subscription even if it was for free.	High School or inferior*	56	102,50	5740,00
	Bachelor or superior	125	85,85	10731,00
	Total	181		
If a supporter of my club subscribes BTV, then he is less supporter than I am.	High School or inferior*	56	97,57	5464,00
	Bachelor or superior*	125	88,06	11007,00
	Total	181		
The subscription of BTV is a betrayal to my club.	High School or inferior*	56	101,55	5687,00
	Bachelor or superior*	125	86,27	10784,00
	Total	181		

\* finished or in progress

The effects of different club affiliation on BTV subscription

Test Statistics <sup>a</sup>						
	The reasons that lead me to not subscribe BTV are uniquely due to my different club affiliation.	If there was no stream transmission, I wouldn't subscribe BTV to watch English League or other Leagues that BTV might transmit.	Even if the subscription of BTV was 1 euro, I would not subscribe it.	I would reject a year of BTV subscription even if it was for free.	If a supporter of my club subscribes BTV, then he is less supporter than I am.	The subscription of BTV is a betrayal to my club.
Mann-Whitney U	3007,500	3378,500	3151,000	2856,000	3132,000	2909,000
Wilcoxon W	10882,500	11253,500	11026,000	10731,000	11007,000	10784,000
Z	-1,591	-,436	-1,227	-2,141	-1,238	-1,914
Asymp. Sig. (2-tailed)	,112	,663	,220	,032	,216	,056

a. Grouping Variable: Educational Background?

**Decision:**

Excepting the item that states “I would reject a year of BTV subscription even if it was for free”, in all the remaining ones the value of sig is bigger than 0,05. Thus the hypothesis 0 should not be rejected and it is possible conclude that the distribution of the scores of the items i represented by “Behaviors regarding BTV subscription by non Benfica fans” is the same for the two populations: High school or inferior and Bachelor or superior. However, on the item “I would reject a year of BTV subscription even if it was for free” the respondents with High school or inferior educational background do agree more than the respondents with bachelor or superior.



**Appendix 21**

**Purpose:** Test if the distribution of the scores of the items  $i$  that are represented by “Behaviors regarding BTV subscription by non Benfica fans” is the same for the three populations: Porto, Sporting and others fans

**Hypothesis:**

Ho: The distribution of the scores of the items  $i$  that are represented by “Behaviors regarding BTV subscription by non Benfica fans” is the same for the three populations: Porto, Sporting and others fans

H1: The distribution of the scores of the items  $i$  that are represented by “Behaviors regarding BTV subscription by non Benfica fans” is different for the three populations: Porto, Sporting

<b>Test Statistics<sup>a,b</sup></b>
--------------------------------------

and others fans

The effects of different club affiliation on BTV subscription

	The reasons that lead me to not subscribe BTV are uniquely due to my different club affiliation.	If there was no stream transmission, I wouldn't subscribe BTV to watch English League or other Leagues that BTV might transmit.	Even if the subscription of BTV was 1 euro, I would not subscribe it.	I would reject a year of BTV subscription even if it was for free.	If a supporter of my club subscribes BTV, then he is less supporter than I am.	The subscription of BTV is a betrayal to my club.
Chi-Square	4,003	2,895	8,551	11,406	4,005	4,464
df	2	2	2	2	2	2
Asymp. Sig.	,135	,235	,014	,003	,135	,107
a. Kruskal Wallis Test						
b. Grouping Variable: Which of the following clubs is your favorite?						

<b>Ranks</b>			
	Which of the following club is your favorite?	N	Mean Rank
The reasons that lead me to not subscribe BTV are uniquely due to my different club affiliation.	Sporting	106	96,53
	Porto	62	85,60
	Other	13	71,65
	Total	181	
If there was no stream transmission, I wouldn't subscribe BTV to watch English League or other Leagues that BTV might transmit.	Sporting	106	92,16
	Porto	62	93,27
	Other	13	70,69
	Total	181	
Even if the subscription of BTV was 1 euro, I would not subscribe it.	Sporting	106	95,17
	Porto	62	91,23
	Other	13	55,88
	Total	181	
I would reject a year of BTV subscription even if it was for free.	Sporting	106	95,54
	Porto	62	92,31
	Other	13	47,69

The effects of different club affiliation on BTV subscription

	Total	181	
If a supporter of my club subscribes BTV, then he is less supporter than I am.	Sporting	106	92,75
	Porto	62	93,37
	Other	13	65,46
	Total	181	
The subscription of BTV is a betrayal to my club.	Sporting	106	93,60
	Porto	62	92,41
	Other	13	63,04
	Total	181	

**Decision:**

Excepting on the items that states “Even if the subscription of BTV was 1 euro, I would not subscribe it” and “I would reject a year of BTV subscription even if it was for free”, in all the remaining ones the value of sig is bigger than 0,05. Thus the hypothesis 0 should not be rejected and it is possible conclude that the distribution of the scores of the items i represented by “Behaviors regarding BTV subscription by non Benfica fans” is the same for the three populations: Porto, Sporting and others. However, on the items “Even if the subscription of BTV was 1 euro, I would not subscribe it” and “I would reject a year of BTV subscription even if it was for free” the respondents that support Porto and Sporting do agree more than the respondents that support others clubs.

## Appendix 22

Correlations												
Variables		I usually celebrate the victories of my team	I let the others know when my team wins	I have superstitions regarding my team	My life did not have the same sense if I do not support my team	When my team loses I stay emotionally disturbed	I don't have any problem in paying one price above the odds to support my team	On the day games I have problems of concentration on the tasks that I have to perform	I hate the fans of the rival teams	I already missed important events of my family/friends to watch a game of my team	Support my team is part of my identity	I have difficulties in controlling my urge when I am supporting my team
The reasons that lead me to not subscribe BTV are uniquely due to my different club affiliation.	Pearson Correlation	,292	,135	,223	,329	,292	,232	,211	,348	,281	,352	,286
If there was no stream transmission, I wouldn't subscribe BTV to watch English League or other Leagues that BTV might transmit.	Pearson Correlation	,247	,035	,060	,162	,064	,045	,032	,187	,212	,156	,067
Even if the subscription of BTV was 1 euro, I would not subscribe it.	Pearson Correlation	,312	,079	,122	,269	,171	,114	,156	,269	,282	,267	,189
I would reject a year of BTV subscription even if it was for free.	Pearson Correlation	,257	,051	,105	,267	,181	,142	,194	,240	,235	,239	,183
If a supporter of my club subscribes BTV, then he is less supporter than I am.	Pearson Correlation	,224	,055	,163	,308	,261	,246	,165	,286	,269	,258	,247
The subscription of BTV is a betrayal to my club.	Pearson Correlation	,294	,129	,232	,335	,280	,256	,215	,301	,274	,329	,324

## Appendix 23

### Chi-Square test:

**Purpose:** Test if there is a relationship between club preferences and the opinion regarding BTV subscription price.

### Hypothesis:

**H<sub>0</sub>:** The variables “Which of the following clubs is your favorite” and “Having as reference Sport TV, do you consider BTV subscription price (9,9€) as “ are not related.

**H<sub>1</sub>:** The variables “Which of the following clubs is your favorite?” and “Having as reference Sport TV, do you consider BTV subscription price (9,9€) as” are related.

Club preferences * Having as reference Sport TV, do you consider BTV subscription price (9,9€) as:					
Crosstabulation					
			Having as reference Sport TV, do you consider BTV subscription price (9,9€) as:		Total
			Acceptable	Not Acceptable	
Club preferences	Benfica	Count	216	13	229
		% within Club Preferences	94,3%	5,7%	100,0%
	Sporting	Count	49	57	106
		% within Club Preferences	46,2%	53,8%	100,0%
	Porto	Count	27	35	62
		% within Club Preferences	43,5%	56,5%	100,0%
	Outro. Qual?	Count	11	2	13
		% within Club Preferences	84,6%	15,4%	100,0%
Total	Count	303	107	410	
	% within Club Preferences	73,9%	26,1%	100,0%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	122,003 <sup>a</sup>	3	,000
Likelihood Ratio	128,485	3	,000
Linear-by-Linear Association	69,257	1	,000
N of Valid Cases	410		

a. 1 cells (12,5%) have expected count less than 5. The minimum expected count is 3,39.

## The effects of different club affiliation on BTV subscription

**Conditions:** Both conditions are verified to apply the Chi-square test of independence ( a maximum of 20% of the cells can have expected counts less than 5 and no expected could should be less than 1).

**Decision:**  $\text{Sig} < 0,001 < \alpha = 0,05$ . Thus we should reject  $H_0$  and conclude that there is a relationship between club preferences and the opinion regarding BTV subscription price. Through the crosstabulation it is possible conclude that most of Benfica and others supporters ( not including Porto and Sporting supporters) tend to consider the price of BTV subscription acceptable. On the other side, there are more Porto and Sporting supporters considering the price of BTV subscription not acceptable than acceptable.

### Appendix 24

#### Chi-Square test:

**Purpose:** Test if there is a relationship between club preferences and the opinion regarding BTV subscription price on the respondents that do not subscribe BTV.

#### Hypothesis:

**H<sub>0</sub>:** There is a relationship between club preferences and the opinion regarding BTV subscription price on the respondents that do not subscribe BTV.

**H<sub>1</sub>:** There is not a relationship between club preferences and the opinion regarding BTV subscription price on the respondents that do not subscribe BTV.

Chi-Square Tests				
Subscreve a BTV?		Value	df	Asymp. Sig. (2-sided)
Não	Pearson Chi-Square	37,546 <sup>c</sup>	3	,000
	Likelihood Ratio	41,088	3	,000
	Linear-by-Linear Association	11,345	1	,001
	N of Valid Cases	227		
c. 1 cells (12,5%) have expected count less than 5. The minimum expected count is 4,89.				

**Conditions:** Both conditions are verified to apply the Chi-square test of independence ( a maximum of 20% of the cells can have expected counts less than 5 and no expected could should be less than 1).

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**Decision:**  $\text{Sig} < 0,001 < \alpha = 0,05$ . Thus we should reject  $H_0$  and conclude that there is a relationship between club preferences and the opinion regarding BTV subscription price by the respondents that do not subscribe BTV.

**Appendix 25**

**Having as reference the price of Sport TV, do you consider the price of BTV (9,9€): \* Which is the annual income of the joint familiar aggregate? Crosstabulation**

Count

		Which is the annual income of the joint familiar aggregate?					Total
		Up to 7.500€	Between 7.500€ e 15.000€	Between 15.000€ e 30.000€	Between 30.000€ e 50.000€	More than 50.000€	
Having as reference the price of Sport TV, do you consider the price of BTV (9,9€):	Acceptable	16	23	24	14	10	87
	Non Acceptable	29	22	21	10	12	94
Total		45	45	45	24	22	181

**Appendix 26**

**Chi-Square test:**

**Purpose:** Test if there is a relationship between considerations in subscribing BTV and the opinion regarding BTV subscription price by non Benfica supporters.

**Hypothesis:**

**H<sub>0</sub>:** The variables “For any instance, have you ever pondered BTV subscription?” and “Having as reference Sport TV, do you consider BTV subscription price (9,9€) as” are related.

**H<sub>1</sub>:** The variables “For any instance, have you ever pondered BTV subscription?” and “Having as reference Sport TV, do you consider BTV subscription price (9,9€) as” are related.

The effects of different club affiliation on BTV subscription

For any instance, have you ever pondered BTV subscription? * Having as reference Sport TV, do you consider BTV subscription price (9,9€) as: Crosstabulation				
Count				
		Having as reference Sport TV, do you consider BTV subscription price (9,9€) as:		Total
		Aceitável	Não aceitável	
For any instance, have you ever pondered BTV subscription?	Sim	16	2	18
	Não	71	92	163
Total		87	94	181

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	13,344 <sup>a</sup>	1	,000		
Continuity Correction <sup>b</sup>	11,589	1	,001		
Likelihood Ratio	14,838	1	,000		
Fisher's Exact Test				,000	,000
Linear-by-Linear Association	13,270	1	,000		
N of Valid Cases	181				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 8,65.

**Conditions:** Both conditions are verified to apply the Chi-square test of independence ( a maximum of 20% of the cells can have expected counts less than 5 and no expected could should be less than 1).

**Decision:**  $\text{Sig} < 0,001 < \alpha = 0,05$ . Thus we should reject  $H_0$  and conclude that there is a relationship between considerations in subscribing BTV and the opinion regarding BTV subscription price. Through the crosstabulation it is possible conclude that most of the respondents that consider the price of BTV acceptable already pondered BTV subscription. On the other hand, in spite of the number of respondents that consider BTV price acceptable and do not subscribe BTV be relatively significant, most of the respondents that for any instance never considered BTV subscription consider the price of BTV not acceptable.



## Appendix 27

### Mann-Whitney test

**Purpose:** Test if the distribution of the scores of the items  $i$  that are represented by “Behaviors regarding BTV subscription by non Benfica fans” is the same for the two populations: the ones who consider the price of BTV acceptable and the ones who consider not acceptable.

### Hypothesis:

Ho: The distribution of the scores of the items  $i$  represented by “Behaviors regarding BTV subscription by non Benfica fans” is the same for the two populations: the ones who consider the price of BTV acceptable and the ones who consider not acceptable.

H1: The distribution of the scores of the items  $i$  represented by “Behaviors regarding BTV subscription by non Benfica fans” is different for the two populations: the ones who consider the price of BTV acceptable and the ones who consider not acceptable.

<b>Ranks</b>				
	Having as reference Sport TV, do you consider BTV subscription price (9,9â,-) as:	N	Mean Rank	Sum of Ranks
The reasons that lead me to not subscribe BTV are uniquely due to my different club affiliation.	Acceptable	87	84,28	7332,50
	Not Acceptable	94	97,22	9138,50
	Total	181		
If there was no stream transmission, I wouldn't subscribe BTV to watch English League or other Leagues that BTV might transmit.	Acceptable	87	76,89	6689,00
	Not Acceptable	94	104,06	9782,00
	Total	181		
Even if the subscription of BTV was 1 euro, I would not subscribe it.	Acceptable	87	74,97	6522,50
	Not Acceptable	94	105,84	9948,50
	Total	181		
I would reject a year of BTV subscription even if it was for free.	Acceptable	87	76,34	6642,00
	Not Acceptable	94	104,56	9829,00
	Total	181		
If a supporter of my club subscribes BTV, then he is less supporter than I am.	Acceptable	87	80,22	6979,50
	Not Acceptable	94	100,97	9491,50
	Total	181		
The subscription of BTV is a betrayal to my club.	Acceptable	87	78,19	6802,50
	Not Acceptable	94	102,86	9668,50
	Total	181		

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Test Statistics <sup>a</sup>						
	The reasons that lead me to not subscribe BTV are uniquely due to my different club affiliation.	If there was no stream transmission, I wouldn't subscribe BTV to watch English League or other Leagues that BTV might transmit.	Even if the subscription of BTV was 1 euro, I would not subscribe it.	I would reject a year of BTV subscription even if it was for free.	If a supporter of my club subscribes BTV, then he is less supporter than I am.	The subscription of BTV is a betrayal to my club.
Mann-Whitney U	3504,500	2861,000	2694,500	2814,000	3151,500	2974,500
Wilcoxon W	7332,500	6689,000	6522,500	6642,000	6979,500	6802,500
Z	-1,747	-4,073	-4,537	-3,922	-2,918	-3,339
Asymp. Sig. (2-tailed)	,081	,000	,000	,000	,004	,001
a. Grouping Variable: Having as reference Sport TV, do you consider BTV subscription price (9,9€) as:						

**Decision:**

Assuming a significance level of 5%, it is possible conclude that excepting on the item that states “The reasons that lead me to not subscribe BTV are uniquely due to my different club affiliation.”, in all the remaining ones the value of sig is smaller than 0,05. Thus, on these ones, the hypothesis 0 should be rejected and it is possible conclude that the distribution of the scores of the items i represented by “Behaviors regarding BTV subscription by non Benfica fans” is not the same for the two populations: the ones who consider the price of BTV acceptable and the ones who consider not acceptable. In all of them, the respondents who considered the price of BTV subscription not acceptable tend to agree more with their respective item.

However, on the item “The reasons that lead me to not subscribe BTV are uniquely due to my different club affiliation.” there is not a significant differences among the two populations: the ones who consider the price of BTV acceptable and the ones who consider not acceptable.