



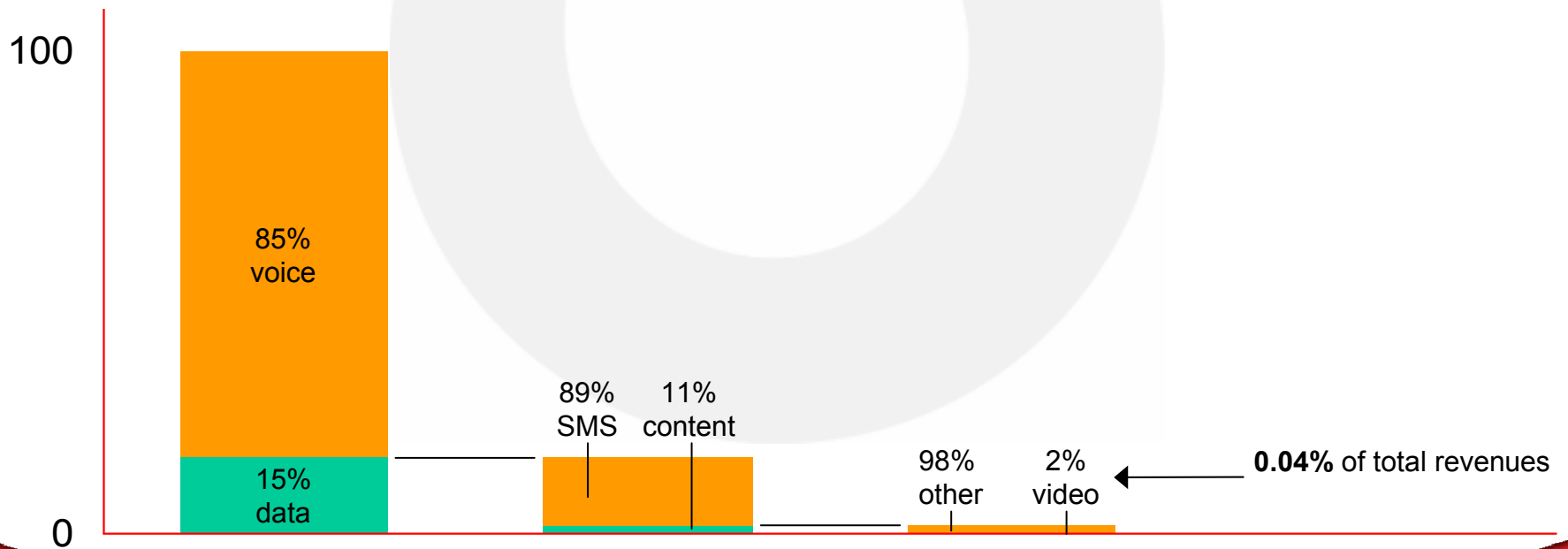
Vodafone Group

Mobile sports rights in context

Richard Feasey
Public Policy Director

27 May 2005

Analyst view of video contribution to European mobile revenues 2004

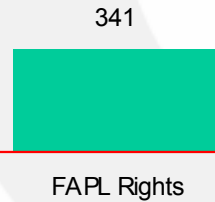
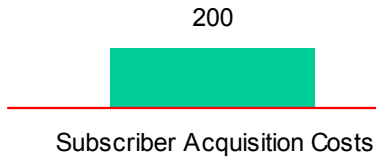


Source: Citigroup

Spend on premium sports content rights in perspective

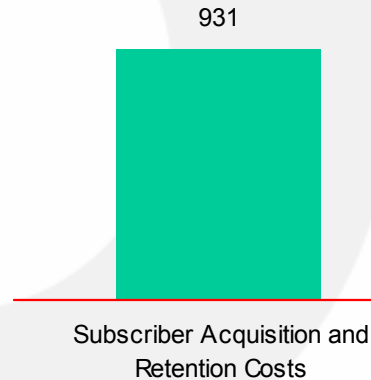
Sky ⁽¹⁾

£m



3 and Vodafone ⁽¹⁾

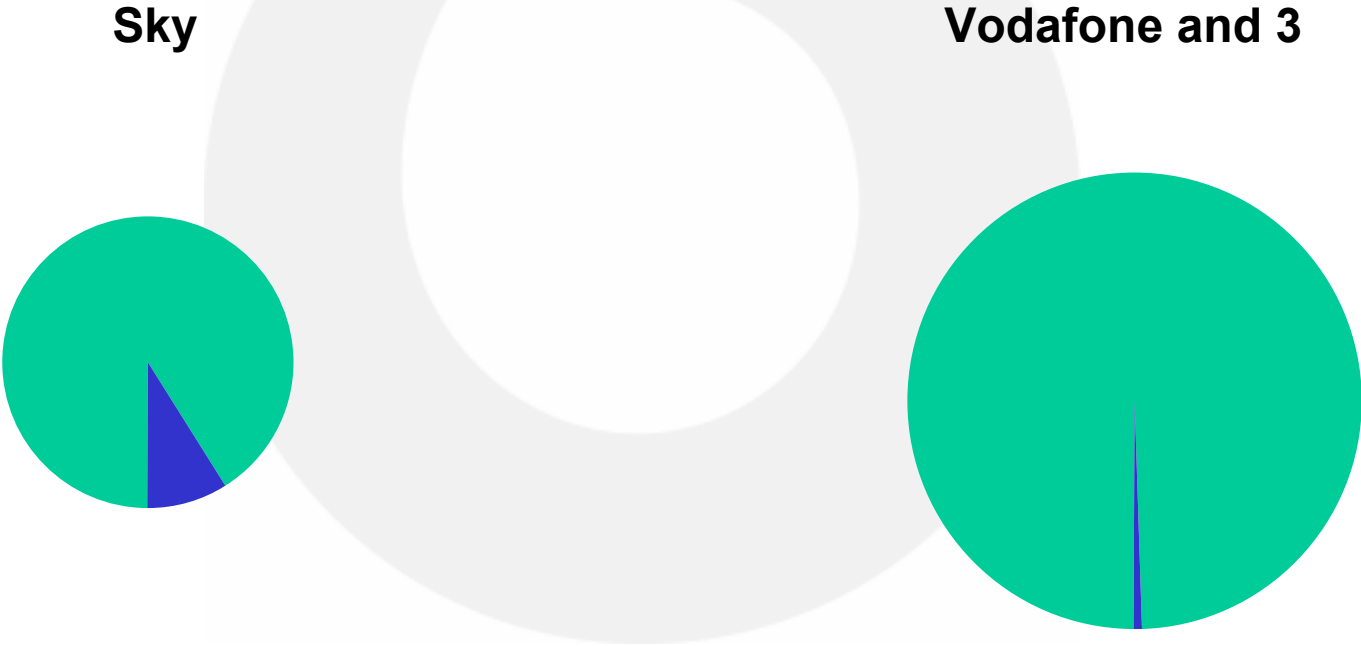
£m



Note: Revenues for the periods ending Jun '04 (Sky), Mar 04 (Vodafone), and Dec 04 (3)

Source: (1) Annual Reports, Bear Stearns, BBC, information available from the public domain (2) TV Sports Markets

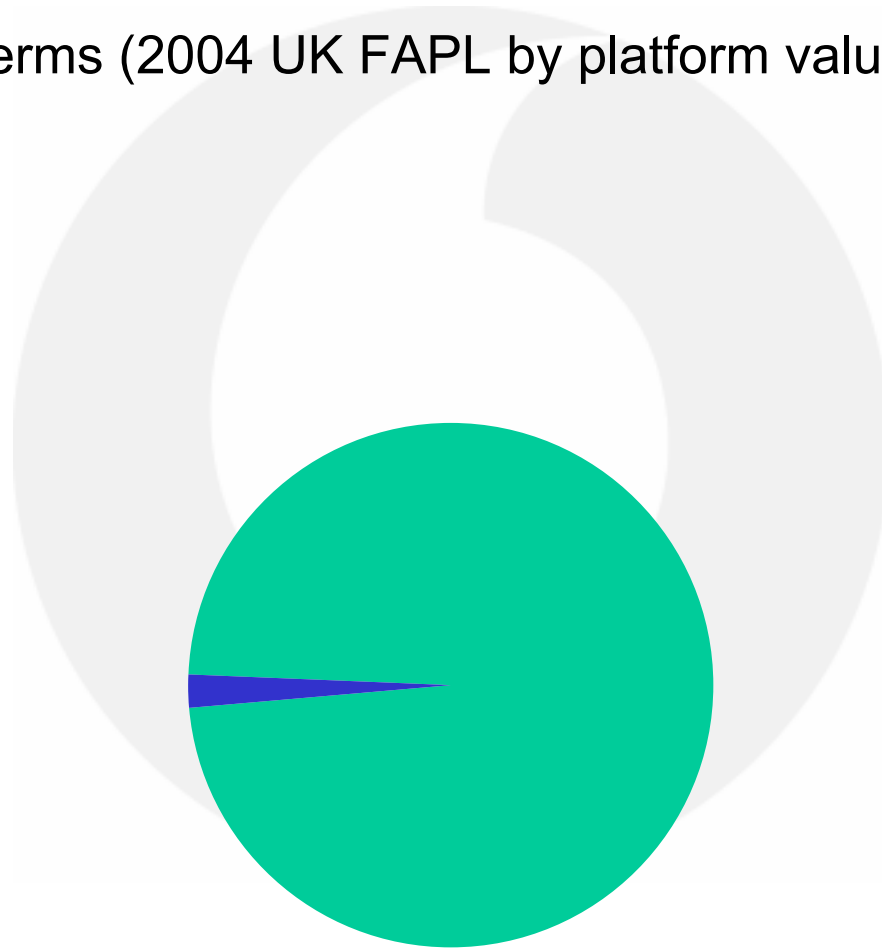
Spend on premium content rights not comparable to pay TV in either relative terms (UK 2004 FAPL costs as % turnover)..



Note: (1) Revenues for the periods ending Jun '04 (Sky), Mar 04 (Vodafone), and Dec 04 (3)

Source: BBC, annual reports, information available from the public domain

....or absolute terms (2004 UK FAPL by platform value)



Source: Information available from the public domain