

Premflix

Ad-supported tier – A cheaper or free streaming option where viewers watch adverts instead of paying a full subscription fee.

Broadcast rights – The legal permission to transmit a sporting event on television, radio, or online platforms.

Bundling – Packaging several products or services together and selling them as a single combined offering.

Churn – The rate at which subscribers cancel a service over a given period.

Direct-to-consumer (DTC) – A model in which a producer sells directly to the end user, cutting out intermediaries such as broadcasters.

Exclusive rights – A contract giving a single broadcaster sole permission to show specific content, blocking all competitors.

First-party data – Information collected directly from a company's own customers, considered more valuable than data bought from third parties.

Gatekeepers – Established companies, such as traditional broadcasters, that control access to audiences.

Geoblocking – Restricting online content to users in specific countries, commonly used to enforce territorial broadcast agreements.

Lateral competition – Rivalry between services offering different content but competing for the same consumer time and money.

Market penetration – The extent to which a product has been adopted by consumers within a given territory.

Middleman – A company acting as an intermediary between a producer and the end consumer.

Price sensitivity – The degree to which consumers change their buying behaviour in response to price changes.

Purchasing power parity – The idea that prices should reflect what consumers in different countries can realistically afford.

Revenue share – An arrangement in which income from a deal is divided between two or more parties according to an agreed formula.

Rights holder – The organisation that legally owns the rights to a competition and controls how it is distributed and sold.

Solidarity payments – Funds distributed by a league to smaller or lower-division clubs as a share of centrally negotiated broadcast income.

Streaming – Delivering video or audio content over the internet in real time, without downloading a file in advance.