



# **The Eli and NFHS Sports Networks**

## **Presentation for District 3**

*Eli Alderson*

**Eli Alderson came into this world and was faced with the challenge of his life. His parents and family knew the battle was going to be difficult but Eli came from a family of competitors.**

**Little Eli battled to live for 14 hours and lived every second like it was his last. He lived more in 14 hours than some people do in a lifetime. Eli is the definition of a fighter and never gave up despite overwhelming challenges.**

**We are proud to carry the legacy of Eli and this has become the mission of the Eli Sports Network.**

**We have learned to keep sports in its proper perspective of what is truly important in life. We have learned that giving up is not an option. We know that no matter what we face on the field or court of competition that in the end it is about competing and giving your all.**

**The legacy of Eli is knowing that the parent who has to work while their kid is playing can now watch. The Grandparents who physically can't go to games can be there and family members in the Military can escape their reality and be with their loved ones through our work inspired by this incredible gift to not only us but to the world.**

**THIS IS THE ELI SPORTS NETWORK!**

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## **Introduction**

Even though we partner with the NFHS, the Eli Sports Network and NFHS (National Federation of High Schools) Network are two different entities with different missions. First the NFHS is a National Federation and focused on the overall issues regarding High School sports and they teamed up with a group called Play-On sports to create the National Live Streaming platform. Currently they are in more than 40 states and own the live video streaming rights of State Championships in most of those states including Washington.

The Eli Sports Network is a Washington State business focused on Washington State High School sports. We are entering our 9<sup>th</sup> year and we flipped from audio broadcasts to all video in conjunction with the NFHS 3 years ago. An analogy would be the NFHS is NBC and we are KING TV the NBC affiliate in Washington State. The only difference is we supply the content for the NFHS instead of receiving the content. The big plus is the NFHS has a huge video viewing platform that we and most, if not all, smaller companies could ever afford to build.

Eli Sports is more than a streaming service we also do our own stories, picture galleries, recorded interviews with even more specific programming planned. We just moved into our first office and studio space this past summer and over the next year we expect to launch High School related podcasts and additional programs such as highlight shows, feature based shows and basic talk shows.

Eli Sports is growing rapidly and our goal is to fill as much space as possible of the crumbling traditional media area. There are no radio stations broadcasting High School sports outside some school-based signals that are low level radio stations in King, Pierce, Thurston or Clark counties. That is a population base of just short of 4 million or 67% of the state's population has no local radio sports broadcasting anymore.

The Newspaper biz is just as bad. In some area's there are still strong publications with a focus on High School sports but District 3 is not one of them. The Seattle Times has 1 full time High School sports Editor/Reporter, Nathan Joyce. Jon Manley is the lone reporter now for not only the Gateway covering Gig Harbor and Peninsula but now he has the News Tribune and the Olympian. Just 1 for all 3 papers. Yes, there will be a few more stories where they hire stringers but look at the Bellingham Herald, they cut 100% of their High School sports coverage last year. Zero, it is all gone.

Eli Sports is aimed at filling in many of those holes being left by the traditional media. We will continue to do it against all the media rules. We not only create our own product but link stories, features and broadcasts that others are providing. We celebrate those trying to do their best in providing coverage and we will continue to look for ways for us to work with others wanting to contribute including schools and students.

## **What are the NFHS and Eli Sports**

The NFHS is a subscription based national video streaming service and website. The cost is \$9.99 per month with no contract, users can cancel at any time. The Eli Sports Network is a free website with stories and pictures like a traditional sports web page. All of our High School broadcasts are through the NFHS on the subscriber service.

## **School Affiliation**

The Eli Sports Network currently works with 35 school affiliates and 2 Districts (Dist 3 and 4). How it works is simple, ESN will work with each school to broadcast as many games as possible. In the Fall our schedule includes Football, Volleyball and Girls Soccer. In the Winter Boys and Girls Basketball and in the Spring Baseball, Fastpitch and Boys Soccer. We also try to broadcast other events when we can include as many different teams as possible such as Wrestling Tournaments, Track Meets and we have done in the past District Golf, Tennis and Cross Country.

Eli Sports is proud to say we not only cover the most girls sports in the State but we cover more girls sports than all other media companies combined and it's not even close.

The school's part of this partnership is simple, you sign a contract with the NFHS which guarantees 10% of the subscription revenues and locks in copyright issues for the NFHS. The contract is weighted in the school's favor as you can cancel at any time.

For ESN you have to provide us with a dry area to broadcast from and access to power. No we do not have to be in a Press Box many stadiums we do better out of the box to be honest. We also would like help with wifi if we run into an issue. Many of the gyms and stadium are now more than adequate with the guest wifi but sometimes we run into issues where ours is not strong enough and either is the guest and we look for a secure wifi stream. If we're allowed on we never surf we simply get the broadcast on.

## **Current School Affiliates**

The Eli Sports Network currently works with 34 school affiliates and 2 Districts and they are District 3 and 4, Aberdeen, Adna, Black Hills, Centralia, Colfax, Evergreen (Van), Fife, Heritage, Kentlake, Kent-Meridian, Kentridge, Kentwood, King's Way Christian, LaCenter, LaSalle, Lakes, Mark Morris, Montesano, Mountain View, Napavine, North Thurston, Prairie, Rainier, Ridgefield, River Ridge, Tenino, Timberline, Toledo, Tumwater, Union, West Valley (Yak), WF West, Woodland, Yelm.

## **Post Season**

The Eli Sports Network will provide coverage for many of the District 3 games and tournaments and we expect to add to the number of games we did last year significantly. At the State level ESN broadcasts 3 of the Football finals (TBD) all classifications of Volleyball and Girls Soccer plus the 1<sup>st</sup> Slowpitch Championship field and we will be doing some kind of coverage at Cross Country.

In the Winter we do the 1a and 2a boys and girls basketball and the 1b and 2b girls, girls bowling, Cheer, Dance and Drill. In the Spring we have all classifications of Baseball, Boys Soccer, Fastpitch and the 1A, 2B, 1B track.

We are looking into coverage for Wrestling, Gymnastics, Golf and Tennis.

## **Philosophy**

The Eli Sports Network currently has a list of 40 announcers, producers, camera people and others willing to pitch in when they can. No one is full time but 1 person. We all do it for the love of High School sports and to fill a big hole that is getting wider and wider.

The question is why this is so important to so many people? Our answer is because we know that only about 7-8% of all athletes in high school go on to play any level of college sports. That means that at least 92% of the kids on the fields and courts this weekend will never get past their final game as a High School athlete.

So regardless of when that last game is whether it be a final game of a season with neither team moving on to post season or playing for the State Championship, that particular game is the Super Bowl or World Cup or Olympics for that individual athlete. If we can help make that moment in that kids life more memorable to them and their family then that is well worth our endeavor.

We put on positive broadcasts, sometimes we have to report negative things but we train our crews to get back to the positive as quickly as possible. There are mistakes because just like a young athlete learning a new system we also have very inexperienced people getting on the air for the first time in many cases.

We also believe in working with our affiliate schools. If there is a video production class we want to work with any students that are looking to do this kind of work at another level. We also want to work with students who do not have a class but are interested and we also will work with entire classes and currently do with Selah High School and Newport High School in Eastern Washington.

Finally, we look at our job as to providing an outlet for all of our affiliates and more to spread the message of the good things happening in schools today. We want to be part of the solution to poor sportsmanship, lack of officials, coaches and teachers. This is a pro school place to be and we want to help spread your messages to as many people as possible and see if we can get back to what High School sports has always been, a unifier and man do we need a unifier now more than ever.

Last thing is we do not want to bring extra work to you or your staff. It is nice to let coaches know we are coming to broadcast and that we are an unbiased broadcast. We ask for line-ups and basic information many times through e-mail a day or so earlier so we can prepare and not intrude on them during pre-game activities. We do NOT share any information passed on to us with anyone, it is only used for our broadcast.

We do ask from the AD's kind of a one-time show us where you want us and then we stay out of your way. We need a dry spot, access to power and help with wifi maybe and if there is a problem with wifi we're happy to work with your IT people to see if we can fix it or find a solution keeping you out of it. Then follow up games we know where you want us to go and we take care of ourselves.

Eli Sports/NFHS Annual Viewer Stats

2017-18	L-D-V	V-O-D	T-D-V	L-V	O-D	T-V
WIAA	81173	26609	109782	332218	53218	385910
ESN	723	542	1265	2892	1084	3976
Dist 3	0	0	0	0	0	0
Dist 4	623	532	1155	2492	1064	3556
Adna	0	0	0	0	0	0
Black Hills	12	30	42	48	60	108
Centralia	30	236	266	120	472	592
Evergreen	0	0	0	0	0	0
Fife	0	0	0	0	0	0
Heritage	0	0	0	0	0	0
Kent Merdn	0	0	0	0	0	0
Kentlake	0	0	0	0	0	0
Kentridge	0	0	0	0	0	0
Kentwood	0	0	0	0	0	0
La Center	0	0	0	0	0	0
Lakes	0	0	0	0	0	0
Mark Morris	0	0	0	0	0	0
Montesano	50	79	129	200	158	358
Napavine	0	0	0	0	0	0
No Thurston	0	0	0	0	0	0
Rainier	0	0	0	0	0	0
River Ridge	0	0	0	0	0	0
Tenino	0	0	0	0	0	0
Timberline	0	0	0	0	0	0
Toledo	23	94	117	92	188	280
Tumwater	36	73	109	144	146	290
Union	0	0	0	0	0	0
W Valley (Yk)	0	0	0	0	0	0
WF West	36	83	119	144	166	310
Woodland	0	25	25	0	50	50
Yelm	0	0	0	0	0	0
Total	82706	28303	113009	338350	56606	395430

2018-19	L-D-V	V-O-D	T-D-V	L-V	O-D	T-V
WIAA	295476	70128	365604	1181904	140256	1322160
ESN	4145	4174	8319	16580	8348	24928
Dist 3	3825	1779	5604	15300	3558	18858
Dist 4	7709	3971	11680	30836	7942	38778
Adna	210	142	352	840	284	1124
Black Hills	665	256	921	2660	512	3172
Centralia	219	720	939	876	1440	2316
Evergreen	0	0	0	0	0	0
Fife	217	328	545	868	656	1524
Heritage	0	0	0	0	0	0
Kent Merdn	82	117	199	328	234	562
Kentlake	0	0	0	0	0	0
Kentridge	68	114	182	272	228	500
Kentwood	86	75	161	344	150	494
La Center	39	323	362	156	646	802
Lakes	153	118	271	612	236	848
Mark Morris	68	111	179	272	222	494
Montesano	157	113	270	628	226	854
Napavine	80	85	165	320	170	490
No Thurston	1	7	8	4	14	18
Rainier	30	72	102	120	144	264
River Ridge	47	10	57	94	20	114
Tenino	110	152	262	440	304	744
Timberline	53	19	72	212	38	250
Toledo	581	662	1243	2324	1324	3648
Tumwater	978	568	1546	3912	1136	5048
Union	0	0	0	0	0	0
W Valley (Yk)	658	760	1418	2632	1520	4152
WF West	296	382	678	1184	764	1948
Woodland	45	143	188	180	286	466
Yelm	4	41	45	16	82	98
Total	316002	85370	401372	1263914	170740	1434654

WIAA

2017-18	L-D-V	V-O-D	T-D-V	L-V	O-D	T-V
WIAA	83173	26609	109782	332218	53218	385910
Fall	17390	3324	19988	69560	5196	74756
Winter	61815	20385	82200	247260	40770	288030
Spring	4940	996	4940	15776	1992	17768
Football	13221	1666	14887	52884	3332	56216
Volleyball	1666	33	1969	6664	606	7270
Soccer	1867	437	2304	7468	874	8342
Girls Swim	636	192	828	2544	384	2928
B Basketball	41500	13365	54865	166000	26730	192730
G Basketball	17769	5303	23072	71076	10606	81682
Boys Swim	145	132	277	580	264	844
Bowling	0	0	0	0	0	0
Cheer	875	756	1631	3500	1512	5012
Dance Drill	1526	829	2355	6104	1658	7762
Baseball	1405	449	1854	5620	898	6518
Fastpitch	125	51	176	500	102	602
Track/Fld	973	368	1341	3892	736	4628
Soccer	1462	737	2199	5848	1474	7322

Percent Increase from 2017-18 to 2018-19

Live Device Views & Live Viewership						255%
Video on Demand & On Demand Viewership						163%
Total Device Views and Total Viewership						233%
Total Number of Games 2019		355				
Total Number of Games 2018		275				
Average Live D-Vs per game		2018		399		2019
Average Viewership per game		2018		1403		2019
						832
						3724

Viewership Decreases						
Football						22%
Fall Soccer						8%
Girls Swim						61%

2018-19	L-D-V	V-O-D	T-D-V	L-V	O-D	T-V
WIAA	295476	70128	365604	1181904	140256	1322160
Fall	17121	7676	42923	140938	15352	156340
Winter	259886	45427	311646	1040876	102854	1143730
Spring	18126	3817	21943	72504	7634	80138
Football	9930	1874	11804	39720	3748	43468
Volleyball	5387	1178	6565	21548	2356	23904
Soccer	1573	698	2271	6262	1396	7688
Girls Swim	231	109	340	924	218	1142
B Basketball	157529	23190	186719	630116	58380	688496
G Basketball	96634	18314	114948	386536	36628	423164
Boys Swim	457	256	713	1828	512	2340
Bowling	37	186	556	1480	372	1852
Cheer	2345	1712	4057	9380	3424	12804
Dance Drill	2884	1769	4653	11536	3538	15074
Baseball	9508	1947	11455	38032	3894	41926
Fastpitch	1839	344	2183	7356	688	8044
Track/Fld	3086	832	3918	12344	1664	14008
Soccer	3696	1137	4833	14784	2274	17058

Viewership Increases

Fastpitch						1236%
Baseball						543%
Girls Basketball						418%
Boys Basketball						257%
Volleyball						228%
Track and Field						202%
Cheer						155%
Spring Soccer						132%
Boys Swim						130%
Dance/Drill						94%
Most Viewed Boys Event	2019 2B Boys Basketball Kittitas vs St George's					6640 L-D-V
Most Viewed Girls Event	2019 1A Girls Basketball Cashmere vs LaSalle					3515 L-D-V



## Partner with ESN and NFHS for Live Video Streaming



The issues that seem to push schools and programs away from becoming partners with the NFHS video streaming program is the cost of the equipment to get started, cost and/or time of someone to oversee and run the program and getting enough interested students to participate.

The NFHS has recognized that and now has come up with a program for current outside NFHS affiliates like the Eli Sports Network to partner with schools or entities such as leagues and districts to handle those issues the schools don't have the money or time to do.

Now you can offer your programs a live video streaming schedule with nothing to do but collect your share of the pay-per-revenue with zero investment and zero personnel. Here is how this new program works:

**Schedule:** Each school or entity will choose up to 20 games, contests, matches or events to live video stream. This is in cooperation with Eli Sports Network to come up with a schedule that works for both the school and ESN.

**Broadcasts:** ESN will handle all the broadcasting duties with play-by-play, camera operator, producers and more. If a school or entity has some interested students, faculty or even parents ESN will work with them to include them in the broadcasts as they would like to participate.

**Equipment:** ESN will provide and own all equipment needed for each broadcast. ESN is responsible for maintaining and replacing the equipment. The school or entity shall not have any equipment costs. We may need Assistance with wifi depending on availability.

**School/Entity:** The contracted school or entity will have 4 requirements in this agreement. 1) Access to power, 2) location with table and space for at least 3 personnel, 3) current rosters and wifi assistance if necessary.

**Revenue:** Each school or entity will receive 10% of all the pay-per-view revenue which is sold on a Monthly Pass for \$10 a month.

Options and pricing can change at any time but these prices have remained consistent for NFHS.

**NFHS Webpage:** Each school will have their own webpage on the NFHS Network where users can view and game broadcasts are archived. Schools do not have to do anything in maintaining this page, the NFHS staff handles it.

This is the program it is pretty simple and meant to be very low maintenance for schools. To participate just agree to work with ESN and then sign a contract with the NFHS which includes a 24-month commitment from NFHS not you the school. The school may end this contract at any time.

If you are interested in pursuing this further please contact Paul at Eli Sports Network 360-269-4457 or [paulbelisportsnetwork@gmail.com](mailto:paulbelisportsnetwork@gmail.com)