



GLOBAL SPORTS PODCAST NETWORK

# INVESTOR PROSPECTUS

JUNE 2024

EVERY CLUB | EVERY DAY



# OUR VISION

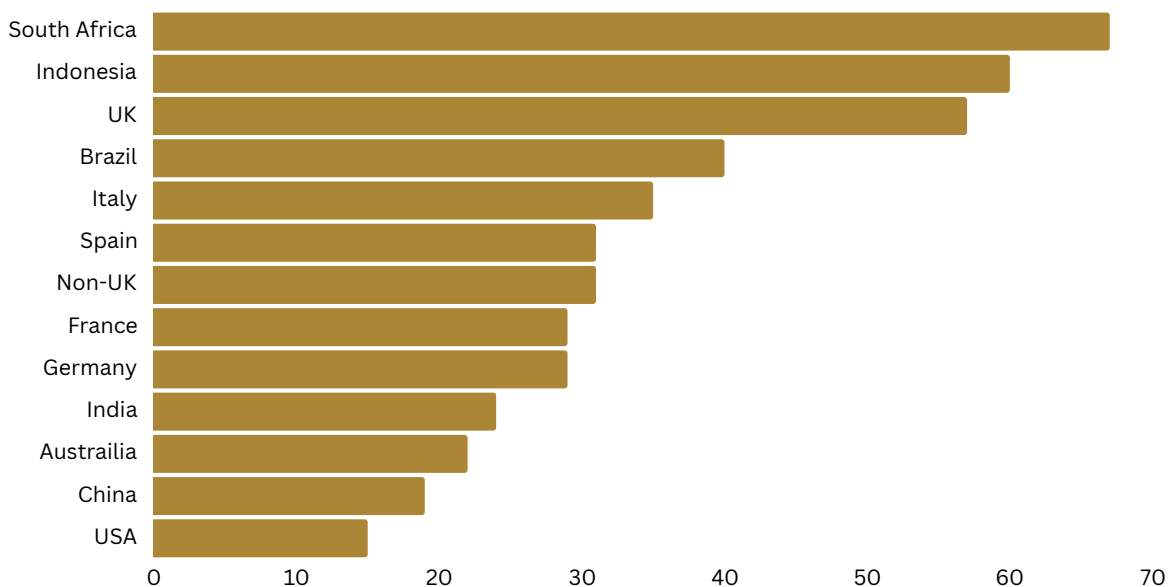
**Creating the world's first network of 30 minute daily podcasts for the world's biggest sporting export, the English Premier League.**

**Why the Premier League?** The Premier League has a global audience of more than three billion viewers across 192 countries. In China, India and the USA alone, there are more than half a billion people who watch the Premier League and is growing rapidly.

**Why Podcasts?** There are 505 million worldwide podcast listeners and growing exponentially. Podcast listening is a **“lean-in” experience** unlike any other available to marketers.

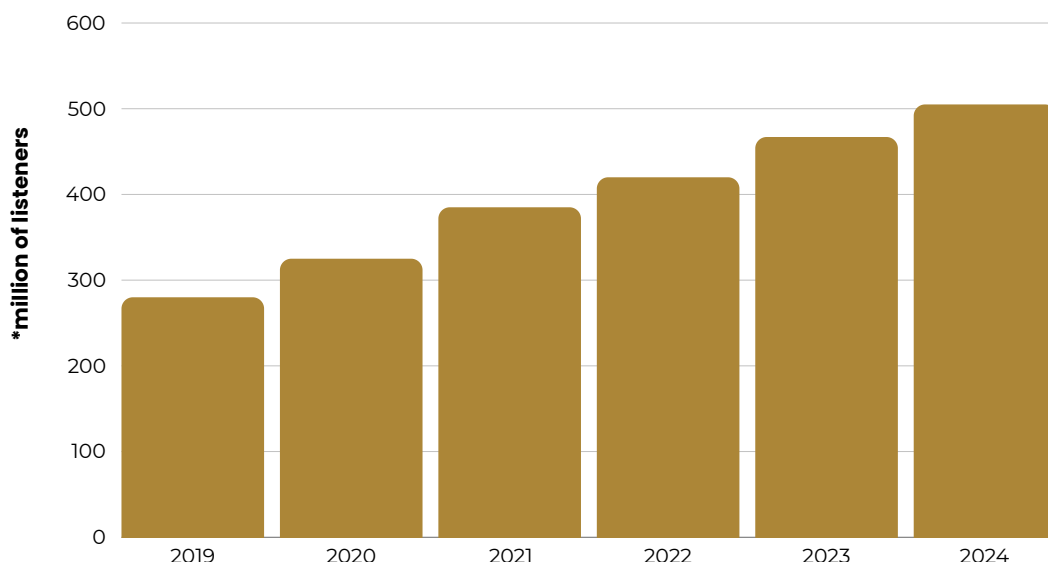
**Every weekend, the Premier League is broadcast to 800 million homes in 188 countries, with its almost one billion social media followers talking non-stop about its captivating games and off-pitch dramas.**

## % of sports fans who follow the Premier League



# GROWTH IN PODCAST ADVERTISING SPEND

## Podcast Growth



Reference: <https://backlinko.com/podcast-stats>

In 2024, it's estimated that podcasting ad revenue will hit the \$4 billion mark.

- The Overall Digital Ad market grew by 12% in 2022, but Podcasting Ad Revenue grew by 26%.
- More than one-third of brands and agencies (36%) spend between 10% and 19% of their budgets on podcast ads.
- 49% of marketers expect to increase advertising spend on podcasts.
- 62% of marketers who have invested in podcast advertising before expect an increased ad spend on podcasts in the coming years.
- Podcast advertising works - Podcasts rank first across brand safety, accurate targeting, reaching affluent audiences and unduplicated research. Podcasts also rank first in reaching mentally engaged consumers.
- **Ad Revenue Share By Podcast Genres:**
  - **Sports: 15%**
  - **Society & Culture: 14%**
  - **Comedy: 14%**
  - **News & Politics: 12%**



# THE GAME CHANGER

## SOLVING MARKET INEFFICIENCIES

### AUDIENCE AGGREGATION IS THE FUTURE OF PODCASTING

Podcast production is a cottage industry, populated by thousands of independent producers too small to attract the attention of large advertisers.

Advertisers find it difficult to engage with such a fragmented market.

Networks provide enhanced listener experience through consistency.

48% of UK listeners said they trust podcast hosts more than hosts of other traditional media, including radio or TV shows.

**For Listeners** - The Premier League is a constantly developing story - with action, rumour and opinion driving the news agenda. **The appetite for daily content from each club is proven.**

So is the opportunity to deliver truly **“habit-forming” consistency**. Consistent branding, style, content, duration, quality and delivery. Creating a daily listening experience far much more powerful than the sum of its parts.

Your club, and every other club, every weekday at Global Sports Podcast Network.

**For Podcasters** - An unparalleled opportunity to grow their profile, personal brand and broadcast expertise, and at last **to monetise their passion** - Connecting podcasters with a source of regular revenue previously unattainable by providing a bridge to monetisation.

**For Advertisers** - Amplification and reach to a highly sought after demographic with **far greater efficiency**. Aggregating listenership whilst providing local or global advertising options through **one contractual relationship**.



# INVESTMENT PROPOSAL

**RAISING £300K IN RETURN FOR 15% EQUITY STAKE**

**PRE-MONEY VALUATION  
OF £1.7m**

**POST-MONEY VALUATION  
OF £2.0m**

## 5 YEARS FORECAST

**ANNUAL TURNOVER OF £5.6m**

**ANNUAL EBITDA OF £2.7m**

**GROWTH ON ORIGINAL  
INVESTMENT OF 1255%**

## EXIT STRATEGY

**PROVISING A SIMPLE  
TRANSFERRABLE SET OF ASSETS  
TO PROSPECTIVE BUYER TO  
MAXIMISE ROI**

## HOW WE WILL USE THE INVESTMENT

OFFICE COSTS	12.0
SALES STAFF	40.0
POST PRODUCTION STAFF	20.0
NETWORK COSTS	10.0
SOCIAL MEDIA STAFF	7.0
MARKETING BUDGET	75.0
CAPEX	12.0
LEGAL/ACCOUNTANCY	12.0
CONTINGENCY	6.0
DESIGN	6.0
HEAD OF AUDIENCE ENGAGEMENT	20.0
<b>TOTAL</b>	<b>220.0</b>
<b>FUTURE NETWORK GROWTH</b>	<b>80.0</b>
<b>TOTAL FUNDING</b>	<b>300.0</b>





# LISTENERSHIP GROWTH STRATEGY

**PODCAST LISTENING WILL BECOME ENTIRELY MAINSTREAM ACCOUNTING FOR 39.6% OF ALL INTERNET USERS BY 2024**

**FORUM SPONSORSHIP**

DEVELOPING COMMERCIAL RELATIONSHIPS WITH FAN FORUMS FOR ALL CLUBS

**PRE-LAUNCH & LAUNCH EXECUTION**

LAUNCH CAMPAIGN AUGUST 2024

**PODCAST COLLABORATION**

ACTIVELY SEEKING PARTICIPATION IN OTHER PODCASTS

**DIGITAL & SOCIAL MEDIA STRATEGY**

TWITTER  
INSTAGRAM  
FACEBOOK  
YOUTUBE  
TIKTOK

**INFLUENCER MARKETING**

IDENTIFYING & COLLABORATION WITH INFLUENCERS & GUESTS

**ONLINE ADVERTISING**

GOOGLE ADS  
ADVERTISING ON KEY SOCIAL MEDIA PLATFORMS  
INFLUENCER COLLABORATION



# TARGET ADVERTISING MARKETS

CONSISTENT DAILY CONTENT PROVIDING BRANDS WITH A UNIQUE PROMOTIONAL PATHWAY

## DIY

- TOOLSTATION
- WICKES
- CHEEKATRADE
- SCREWFIX
- TRUST A TRADER
- HOMEBASE
- B&Q

## HEALTH & WELLBEING

- BULLDOG
- HARRYS
- WELLMAN
- VIRIDIAN
- CENTRUM
- HEALTHSPAN
- HIMS

## AUTOMOTIVE

- MOTORPOINT
- KWIK FIT
- HALFORDS
- ATS EUROMASTER
- RAC
- AA
- GREEN FLAG

## CAREERS

- LINKEDIN
- MICHAEL PAGE
- REED
- RANDSTAD
- INDEED
- MOINSTER
- GLASSDOOR



## FOOD DELIVERY

- CHEF ONLINE
- TASTILY
- DELIVEROO
- UBEREATS
- JUST EAT
- FOODHUB
- DOOR DASH

## GAMBLING & TRADING

- BET MGM
- PADDY POWER
- LADBROKES
- BET 365
- TRADING 212
- IG INDEX
- SPREADEX

## LEISURE & TRAVEL

- HOTELS.COM
- TRIVAGO
- McDONALDS
- TRIPADVISOR
- EXPEDIA
- BOOKING.COM
- AIRBNB

## MOBILES & INTERNET

- TESCO MOBILE
- VIRGIN MEDIA O2
- EE
- VODAFONE
- THREE
- PLUSNET
- TALKTALK

WITH A DEDICATED DAILY AUDIENCE THAT PREDICTS TO BE PREDOMINANTLY 18-45, TECH SAVVY, WITH HIGHER THAN AVERAGE DISPOSABLE INCOME AND HIGHLY ENGAGED WITH THE CONTENT, GSPN PROVIDES THE PERFECT OPPORTUNITY FOR BRANDS TO STAND OUT FROM THE CROWD



# A UNIQUE PODCASTER REMUNERATION MODEL

**40% OF ALL CASH RECEIVED GOES DIRECTLY TO THE NETWORK**

For individual podcasters, connecting with advertisers and sponsors can be an daunting challenge, requiring time away from content creation and business development skills that may not come naturally.

That results in many great content creators failing to monetise their work and eventually finding the time commitment impossible to justify.

At Global Sports Podcast Network, we have developed an innovative model that bridges that gap.

40% of cash received by the network will go directly to our podcasters. All marketing activity and contractual negotiations with advertisers are held centrally and the commercial agreements with advertisers and IP rights will be held by the network itself.

**For podcasters**, finally, an opportunity to share in being part of a large global network, attracting the quality of sponsors and advertisers unavailable to individual podcasters,

**For the business, it is a cashflow friendly model** as remuneration is based on cash received, whilst incentivising all contributors to the network to focus on the growth of the network whilst promoting the retention of talent. It also fixes our major cost as a predictable proportion of turnover for the f

**PROVIDING AN  
EQUITABLE SOURCE OF  
INCOME FOR OUR  
PODCASTER NETWORK**

**ALWAYS KEEPING  
CONTENT COSTS  
PROPORTIONATE WITH  
REVENUE**





# TOTAL ADDRESSABLE MARKET

## TAKING ADVANTAGE OF ESTABLISHED MEGATRENDS

**EPL IS  
WATCHED BY  
MORE THAN 3  
BILLION  
VIEWERS IN  
OVER 190  
COUNTRIES**

The English Premier League is watched by more than **3bn viewers globally**, three billion people who are already actively using media to engage with their favourite teams.

Podcasts are a huge growth story. As of 2023, there are 465 million podcast listeners worldwide, with the **total podcast audience expected to reach 505 million by the end of 2024**. That's growth of almost 120% since 2019. Growth particularly is focussed in the Middle East, Far East, Africa and Europe, **locations where interest in Premier League football is also growing particularly strongly**.

**TOTAL  
PODCAST  
AUDIENCE  
WILL EXCEED  
500 MILLION  
IN 2024**

**Sports represents 15% of all podcast downloads**, and with football as the most popular global sport with an estimated fan base of 3.5 billion people, we estimate a current addressable market of **6% of all podcast downloads**.

From August 2024, GSPN will broadcast weekday podcasts in English for all 20 premier league teams, Women's Super League and Fantasy Football and a weekday Premier League podcast in Mandarin, Hindi and English. **We are uniquely positioned to engage with this global fanbase**.

**TOTAL  
ADDRESSABLE  
MARKET OF  
£200 MILLION**

**We estimate our total addressable market (TAM) in 2024 at 30 million listeners** and expect the TAM to grow by approximately 12% per year as both interest in the EPL and the adoption of podcasts as a preferred regular source of news and information continues to grow.

In revenue terms, with total current podcast advertising spend of c\$4bn (£3.2bn), that's a **total addressable market of \$240m (£191m)**



# BUILDING THE NETWORK

**AGREEMENTS FOR 95% OF THE LAUNCH NETWORK IS IN PLACE, PROVIDING 25 PODCASTS DELIVERED EACH WEEKDAY FROM THE START OF THE 2024/5 PREMIER LEAGUE SEASON**

## **2024/5 SEASON LAUNCH NETWORK (Launch August 2024)**

Daily Premier League Teams (20)  
Daily Women's Football Globally (1)  
Daily Fantasy Football (1)  
Daily Premier League - Spanish (1)  
Daily Premier League - Mandarin (1)  
Daily Premier League - Hindi (1)

## **FURTHER GROWTH**

Championship and Other Large clubs (25)  
Additional Leagues (eg La Liga) (5)  
Additional European Clubs (20)  
Additional Languages (5)  
Additional Sports (Golf, Tennis, Cricket) (5)

**DELIVERING UP TO 85 DAILY PODCASTS WITHIN 5 YEARS**

**GLOBAL PODCAST LISTENERSHIP GROWTH MIRRORS THE DEMOGRAPHIC IN GROWTH IN PREMIER LEAGUE INTEREST**

**MARKET DEVELOPMENT INTO MORE TEAMS, LANGUAGES, LEAGUES AND SPORTS PROVIDES A CLEAR GOWTH PATHWAY**



## LED BY AN EXPERIENCED MANAGEMENT TEAM



### **KEN DAVIES**

VP Business & Development

A successful innovator in podcast development, event management and brand marketing. He has over 20 years' experience in selling audience-based marketing services to major brands. His clients include many of the biggest brands in the world including Mars, Nestle, British Airways, Capital.com and City Index. His podcasts have attracted nearly 1 million downloads since 2020, including a one in the top 1% of podcasts worldwide by audience size.



### **NICK BRITTEN**

VP Talent & Operations

Nick has enjoyed a career steeped in media and football. Having spent 23 years on the national press as a journalist and broadcaster and running a successful consultancy offering corporate communications support and media strategy, media training to some of the UK's most prestigious businesses. With exceptional skills in developing media talent, Nick will head up the talent operations of GSPN. Nick is a qualified referee and Chairman of Derby County Football Club Women and a regular contributor on BBC television and radio.



### **JOE FORRESTER**

Head of Audience Engagement

With a presenting career across national TV and radio encompassing Sky1, Sky Arts, 4Music, talkSPORT and the BBC, and an award-nominated football podcaster, Joe brings a wealth of knowledge of how to capture and retain audiences. An expert in creating high-quality social content that can reach big audiences. Whether it's developing major ad campaigns at New York Fashion Week or creating content for clients including Amazon, UNICEF, Adidas, National Geographic, Joe brings an expert eye to generating eye catching content and driving audience engagement.

# PODCAST NETWORK | OUR TALENT ROSTER

**ATTRACTING THE BRIGHTEST TALENT AS PODCAST HOSTS  
WE HAVE AGREEMENTS IN PLACE WITH MORE THAN 60 OUTSTANDING PODCASTERS**



**MARCUS RAMTOHUL**  
BBC'S ANDY AND THE BAND



**NAS MAJEED**  
LOVE ISLAND CONTESTANT AND  
BROADCASTER



**ESMONDE COLE**  
TALKRADIO



**PAIGE GOWANS-SMITH**  
FOOTBALL FOUNDATION, PLAYER,  
COACH, REFEREE



**JUAN ARANGO**  
SPORTSMAX, ARGENTINE LPF, COMMENTATOR  
PREMIER LEAGUE EN ESPAÑOL



**MEGAN HUMPHREY**  
THE WOMEN'S FOOTBALL PODCAST



**JOE FORRESTER**  
TALKSPORT



**JOSH VINCE**  
PREMIER LEAGUE COMMENTATOR GB VISION



# MILESTONES

## MARCH 2024

All branding complete | Social media platforms established

## APRIL 2024

Roster and Team Allocation Complete | Finance in Place | Media Training Begins

## MAY 2024

Podcast Infrastructure in place | Key positions filled

## JUNE 2024

Commercial Launch to Advertisers

## JULY 2024

Launch to Listeners – Introductory Episodes | Social Media Engagement

## AUGUST 2024

Full 5 day/week podcasts launched

## NOVEMBER 2024

Preparations for Next Stage Roster expansion begin | Podcaster talent search

## MARCH 2025

Additional Team Allocation Complete for 25/26 Season



# FINANCIAL PROJECTIONS | P & L

	Year	1	2	3	4	5
Number of Teams Units		25	40	55	70	85
Total Revenue		280125	980811	1876976	3314140	5566990
Total Costs		392050	737924	1168690	1823856	2815096
EBITDA		-111925	242887	708285	1490284	2751894
Value of GSPN (Multiple x P&L)	8	-895400	1943093	5666283	11922272	22015152
Dividend per IB	1.5%	-1679	3643	10624	22354	41278
Cumulative Dividend per IB		-1679	1964	12589	34943	76221
Total Value per IB	1.5%	-13431	29146	84994	178834	330227
IB Investment	1.5%	30000	30000	30000	30000	30000
Dividend return on investment per IB	1.5%	-144.8%	-2.8%	183.3%	496.1%	1000.8%
Total Value Created per IB		-15110	31111	97583	213777	406449
Total Value Created 15% ownership	300000	-151099	311108	975829	2137770	4064487
Growth from initial investment		-150%	4%	225%	613%	1255%

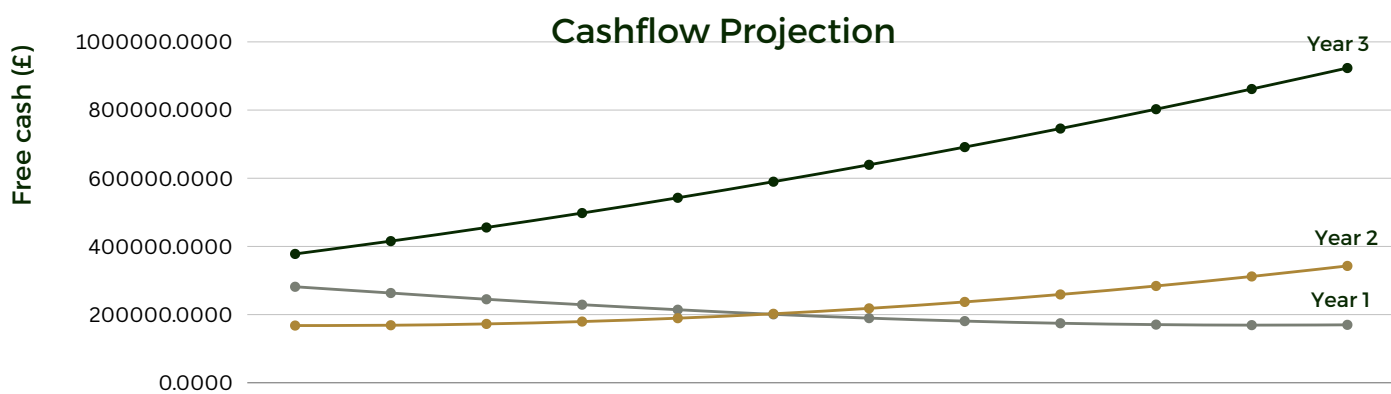




# PROJECTED CASHFLOW

Cash Generative by Month 12| Investment Funding completely recovered by Month 23

Year 1		1	2	3	4	5	6	7	8	9	10	11	12	Total
Net Revenue		0	0	0	4000	6000	8000	12000	16000	20000	24000	28000	32000	150000
Total Costs		18333	18333	18333	19933	20733	21533	23133	24733	26333	27933	29533	31133	280000
Cashflow		-18333	-18333	-18333	-15933	-14733	-13533	-11133	-8733	-6333	-3933	-1533	867	-130000
Free Cash	300000	281667	263333	245000	229067	214333	200800	189667	180933	174600	170667	169133	170000	
GSPN VALUATION	£m	2.1	2.2	2.3	2.4	2.5	2.6	2.7	2.8	2.9	3.0	3.1	3.2	
Year 2		1	2	3	4	5	6	7	8	9	10	11	12	Total
Net Revenue		32000	37000	42000	47000	52000	57000	62000	67000	72000	77000	82000	87000	714000
Total Costs		34100	36100	38100	40100	42100	44100	46100	48100	50100	52100	54100	56100	541200
Cashflow		-2100	900	3900	6900	9900	12900	15900	18900	21900	24900	27900	30900	172800
Free Cash	170000	167900	168800	172700	179600	189500	202400	218300	237200	259100	284000	311900	342800	
GSPN VALUATION	£m	3.3	3.4	3.5	3.6	3.7	3.8	3.9	4.0	4.1	4.2	4.3	4.4	
Year 3		1	2	3	4	5	6	7	8	9	10	11	12	Total
Net Revenue		100000	104000	108000	112000	116000	120000	124000	128000	132000	136000	140000	144000	1464000
Total Costs		64825	66425	68025	69625	71225	72825	74425	76025	77625	79225	80825	82425	883500
Cashflow		35175	37575	39975	42375	44775	47175	49575	51975	54375	56775	59175	61575	580500
Free Cash	342800	377975	415550	455525	497900	542675	589850	639425	691400	745775	802550	861725	923300	
GSPN VALUATION	£m	4.5	4.6	4.7	4.8	4.9	5.0	5.1	5.2	5.3	5.4	5.5	5.6	



# FOR MORE INFORMATION

## Contact Us

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**Thank You!**



## SOURCES

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