The background features a dark grey field with several large, overlapping red triangles. Inside these triangles are various sports-related images: a tennis player in a black shirt, a basketball player in a Cleveland Cavaliers jersey with the number 23, and a soccer player in a white jersey with 'Emirates' on it. The text 'Yutang Sports' is prominently displayed in white on the right side.

Yutang Sports

The Chinese sports business media

禹唐体育

微博 @禹唐体育

微信 搜索公众号yutangtiyu

网站 www.ytsports.cn

CONNECT THE WORLD AND CHINA VIA SPORTS

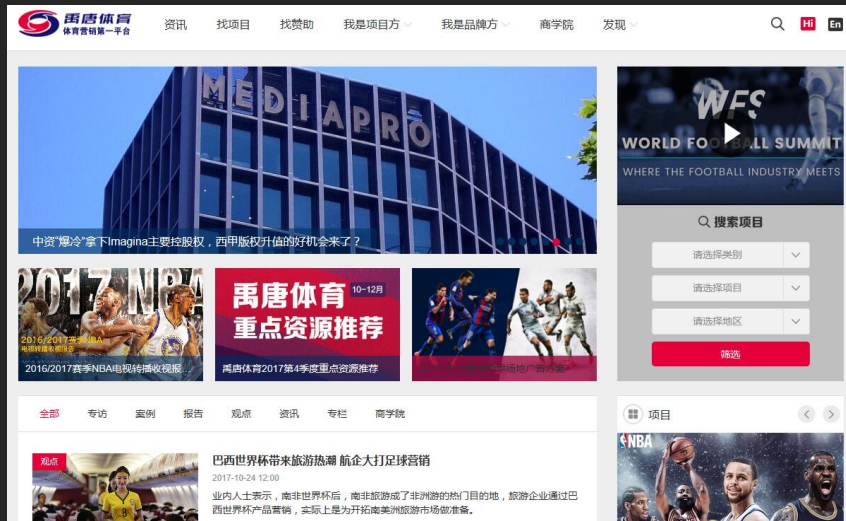


Yutang Sports is one of the top-rated Chinese media focusing on sports sponsorship and sports business. We report the latest news, interview industry experts, publish latest opinions and produce market reports and sponsorship case studies. We provide the international sports industry with most up-to-date trends in China while bringing the overseas sports business world to the frontdoor of Chinese sports professionals. We function ultimately as a communication platform bridging the Chinese and the global sports business world.

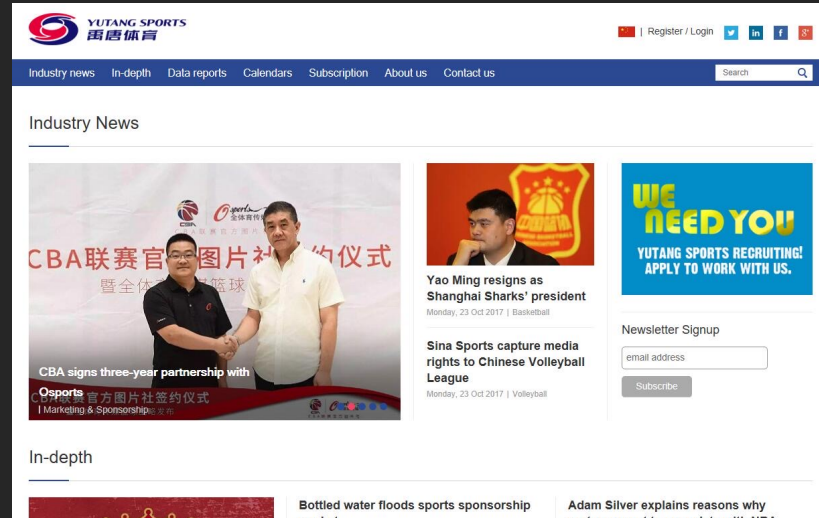
Chinese and English readership

MEDIA

The Chinese and English media outlet



www.ytsports.cn



http://en.ytsports.cn

30,000 global sports readership, 220,000 Chinese readers,
and over 1.2 billion views.



Wide digital presence: over 35 Chinese and international digital channels, including image-text and video content.
The most comprehensive domestic We-Media system.



Jinri Toutiao



Tencent News



Sohu News



LinkedIn



Facebook



Instagram



Twitter



IQIYI Video



YouTube



Bilibili Video



Douyin Short Video



Kuaishou Short Video



Tencent WeSee



Watermelon Video

Articles and sports market reports are reposted and quoted by numerous media in China.



As well as by over 50 international media from various countries.

BBC

AP

THE WALL STREET JOURNAL.



SportBusiness

SportsPro

SUNTIMES

i sportconnect

PALCO23

I TRUST SPORT

FDRA
FOOTWEAR DISTRIBUTORS AND RETAILERS OF AMERICA

BSO
BLACKSPORTSONLINE

SOLE
COLLECTOR

Écofoot.fr
L'ACTU ÉCONOMIQUE DU BALLON RONDE

MAQUINA
DO ESPORTE



Яндекс

CLUTCHFANS
THE NBA

America Sport News!
Daily sport news. From america and all the world.

FUSSBALL500

HOOPSHYPE

SKYSCRAPERCITY.COM

sports.ru

Campeonato quase R\$ 5 b

Ti'ao Power, que já detém contrato por 5 anos
Por Adalberto Leister Filho - São P



Jogadores do Beijing Guoan festejam a vitória.

Pelo acordo, a Ti'ao Power pagará duas primeiras temporadas e € 280 mil por ano para a agência de marketing esportivo Yutang Sports.

La Superliga de ingresos 1.125 mill

Albert Malla → Los dirigentes de la Superliga de ingresos, cada vez más cercana al periodo 2016-2020 por el acuerdo con la liga china.

La compañía, sobre la que se ha perdido la pista, ha perdido el multimillonario chino.

La competición, en la que se han invertido 11,22 millones de euros, se jugará en las próximas tres temporadas.

2015 sports clubs o 'clock

Posted on January 10, 2015

In 2015, the sports clubs are expected to see overseas marketing and the significance of exacerbating the situation.



SportsPro



HOME NEWS FEATURES MOVERS & SHAKERS MAGAZINE DIRECT

THE BRAND CONFERENCE MOST MARKETABLE SUCCESXPPO PODCASTS SPORTSPRO LIVE

Report: Dwight Howard to swap Adidas for Peak

22 June 2015 | Posted in Personal Endorsement, Basketball, North America, Asia, | By James Emmett



National Basketball Association (NBA) star Dwight Howard is set to sign a personal endorsement deal with Chinese sportswear manufacturer Peak.

According to a report on Chinese sports marketing website Yutang Sports, Howard will sign a deal with Peak to begin from the beginning of the next NBA season.

SBD SportsBusiness DAILY | GLOBAL | JOURNAL

DAILY GLOBAL JOURNAL RESOURCE GUIDE LIVE CONFERENCES & EVENTS ADVERTISE

Daily Chatter: 135-Year-Old Cricket Club Shuttered After Boars Destroy Pitch

SBD Global / August 18, 2015 / China's PPTV Sport Partners With Ajax TV

Chinese Online Sports Streamer PPTV Sport To Air Ajax TV

Published August 18, 2015

Font Size A A A | Print | Share | Tweet | Share | 0

China's online sports streamer PPTV Sports partnered with Dutch Eredivisie side Ajax "to present Ajax TV via its various platforms," according to Pu Yang of YUTANG SPORTS. As part of the deal, the IPTV operator "will provide Chinese supporters with weekly exclusive packages of Ajax TV, including match highlights, interviews of coaching staffs and players, academy news and visual historical archives." In addition, PPTV Sports "offered Ajax a fixed link to live screen all matches of the Dutch side." PPTV Sports now "has secured multiyear exclusive broadcast deals of both Eredivisie and La Liga in China (Taiwan and Macau included)" (YUTANG SPORTS, 8/14).

Related Topics:
Media, China

Return to top

Interviews



Patrick Baumann
Former President
FIBA



Thomas Victor
Former President
ITTF



Sara Luis
Secretary General
FIS



Thomas Lund
Secretary General
BWF



Walter Gagg
Business Director
FIFA



Matthieu Reeb
Secretary General
CAS



Fernando Lima
Secretary General
FIVB



Jason Ferguson
Chairman
WPBSA



Keren Earl
Chairman
European Sponsorship
Association



Adam Silver
Commissioner
NBA



Carsten Cramer
COO
BVB



Javier Tebas
President
LaLiga

Interviews



FIFA

FIFA Director Walter Gagg: China will be absolutely able to organize a World Cup



FIBA

《An Interview with Patrick Baumann, How to treat Basketball Market in China?》



LaLiga

LaLiga President Javier Tebas: China is a very unique country and our second market after Spain

《Interview with Burton Shipley: FIBA World Cup Brings Continuous Impetus》



UFC

《An In-depth Interview with the Senior Vice President of UFC® APAC, Kevin Chang: Cooperation Leads to Prosperity and Confidence in UFC's Blueprint in China》



BWF

An Exclusive Interview with Thomas Lund, Secretary General of the BWF: BWF's Continuation to Fulfill Commitments, with Fruitful Achievements in Digital Channels under the Pandemic.

Interviews (Chinese)



Rakuten

Rahul Kadavakolu, Executive Director of Rakuten Global & Group Marketing & Branding: Build International Brand through Sports Assets



Air Asia

Interview with CHEN Kailin, President of AirAsia China, AirAsia Target the UFC Sponsorship to Attract Young People



Seamaster Shipbroking

Interview with JI Wenyuan, Chairman of Seamaster Shipbroking: More Than A Sponsor, We Are the Reformer of the Table Tennis Market



Xtep

Board Chariman of Xtep, DING Shuibo:Based on the Running Clubs, Xtep Is Dedicating to Become the First Choice for Public Runners.



Li-Ning

Interview with LIAO Bin, Vice President of Li-Ning Group: Strategies to employ talents of Chinese Sporting Goods Industry



PEAK

An Exclusive Interview with XU Jingnan, Chairman of PEAK: Ambitious Mission to Establish the World-Famous Brand and Accelerated Strategy to Compete in Global Sports Industry

Report the most up-to-date industry trends

(CO)ORGANIZER AND MEDIA PARTNER OF SPORTS CONFERENCES

Official Media Partner of the Global Sports Week Since 2021



Global Sports Week Paris is an annual international forum that brings together leaders and disruptors from sport, business, culture, media, government and society. Its agenda is focused on the future of sport at the intersection of business and society.

Chinese News Column of the GSW2022 : <http://www.ytsports.cn/special/?id=108>

Principal Media Partner of SportAccord Convention Since 2016



The Chinese conference webpage: <http://www.ytsports.cn/special/?id=106>

Official Global Media Partner of Soccerex Global Convention 2015, 2016 and 2017



Yutang Sports provide an exclusive Chinese digital platform for SoccerexPro Daily.

The left photograph shows a stage during the SpoBiS Sponsors Business Summit. Two men are seated on the stage for a discussion. A large screen in the background displays a presentation slide titled "Die Zukunft von Sportmarketing" with a subtitle "Auf zu Veränderungen und neuen Wegen!" and a list of names: "Armin Hübner (Präsident, DFB)", "Thomas Hübner (Präsident, VfL Wolfsburg)", and "Armin Hübner (Präsident, VfL Wolfsburg)". The screen also features the SpoBiS logo and the word "SPONSORS". To the right of the screen, a vertical banner lists various sponsors including JAGP, SAP, Xite, ESO, EUROSPORT, Legobit, and Vodafone. The stage is lit with blue and white lights.

The right photograph shows a stage during the SpoBiS Sponsors Business Summit. Three men are seated on the stage for a discussion. A large screen in the background displays a presentation slide titled "Verein in Loyalität und Erfolgshunger - die Zukunft von Werber und dem HSV" with a subtitle "Herausforderung: Werber und der HSV". The screen also features the SpoBiS logo and the word "SPONSORS". To the right of the screen, a vertical banner lists various sponsors including JAGP, SAP, Xite, ESO, EUROSPORT, Legobit, and Vodafone. The stage is lit with blue and white lights.

The Chinese reports: <http://www.ytsports.cn/special/?id=70>

Media Partner of The Telegraph Business of Sport 2017



The Chinese reports: <http://www.ytsports.cn/special/?id=72>

The Official Media Partner of 2016 & 2017 World Football Forum



The Chinese reports: <http://www.ytsports.cn/special/?id=73>

World Winter Sports (Beijing) Expo Since 2017



WORLD WINTER SPORTS (BEIJING) EXPO 2022

October 11-14, 2022

CNCC Beijing China

WWSE Organizer: Beijing Olympic City Development Association & IDG

Winter Sports Marketing Forum Organizers: Yutang Sports and IDG

<http://www.ytsports.cn/special/?id=83>

China Sports Forum

@The Water Cube, Beijing, Jan. 2017

Organizer: CCTV 5

Partner: Yutang Sports

The prelude to the “2016 CCTV
Sports Personality Of the Year
Awarding Ceremony”

<http://www.ytsports.cn/special/?id=69>



Canton Tower Science & Technology Conference

@Guangzhou, Dec 2016

Organized by IDG

Yutang Sports organized Internet + Sports Forum

Awarded as the 2016 Best Internet Sports Marketing Platform.

<http://www.ytsports.cn/special/?id=68>



Sports Industry Talents Forum

@Beijing, April 2016

Organized by Yutang Sports

Aimed at directing the way for business professionals and students interested in the sports industry, also to build a communication platform to share career experience.



Other Conferences & Organizations Covered and Partnered with



In 2016, we reported a number of Chinese and international sports conferences as their media partners, to bring the upfront trends and thoughts of the global sports industry to China.

Insights into the market

MARKET RESEARCH & DATA REPORTS

Over 10 years of research into the Chinese sports market and accumulated data.

**Integral
Analyses of
the sports
market**

E.g. Report of the Sports
IP Management 2020

**Analyses based
on event
categories**

E.g. TV Broadcasting
Analysis of soccer events

**Analyses of a
single event**

E.g. The NBA TV
Broadcast Report 2017

**Analyses of
sports
advertising**

E.g. The TV
Advertising Analysis of
the Chinese sporting
goods industry

**Customized
data reports**

Report samples are available on the website and on request.

Over 1,000 data reports



Webinars, editorials, and on-ground activities

SPORTS BUSINESS INSTITUTE

The aim of sports business webinars

- We organize webinars about sports sponsorships, sports marketing, event management and other topics, enabling Chinese professionals from brands and rights holders to know more about sports sponsorship and sports business by learning from professionals & experts in the global sports industry.
-



Connect and look after brands and sports properties

THE SPONSORSHIP PLATFORM

With the largest trading volume in China



Wuliangye 1618
Ethnic Chinese Badminton Championships



MINI – Mark Selby



K-Boxing
World Cup Marketing Campaign



Samsung – Golf events



Mulene Sports Beverage
Spartan Race



C'est Bon
Spartan Race

With the largest trading volume in China



Porsche
Beijing Half Marathon



Ganten
ITTF China Open



Sunshine Insurance
FIBA Stanković Cup



Hi-Tiger Energy Drink
FIBA Stanković Cup



Autohome
FAN Zhendong



Upway Group
Trophée des Champions

With the largest trading volume in China



**Sand-Knit
NBA**



**Artree Floor
NBA**



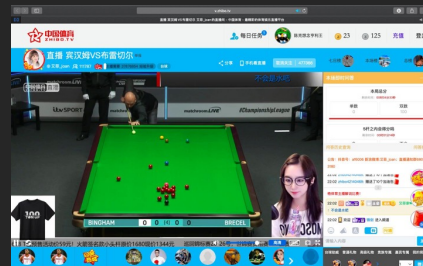
**Blairquhan
Snooker China Open**



**Kunlun Mountain Spring
Snooker marketing campaign**



**Xiwang Food
Montreux Volley Masters**



**Ganten
Online marketing on Zhibo.tv**

K-Boxing's sponsorship of Snooker Players

- K-Boxing's partnership with the World Boxing Championship left their brand very famous. As the brand became more and more well-known, it needed a more sophisticated brand image.
 - We recommended snooker as a start to high-profile sports events sponsorships. By sponsoring world top snooker players, K-Boxing successfully improved their brand reputation and values.
-



Ganten's sponsorship of the FIBA Stanković Continental Cup

2016 - 2017

- As the Official water supplier of the CBA league, the Ganten was looking for other sports events during the CBA's off-season to boost its peak season sales.
- Basketball exists as one of the most popular sports, while the Stanković Cup is one of the top events held in China, with the Chinese national team's regular participation in preparation for the international events, including the Olympic Games, FIBA World Cup, etc.
- The Ganten became the official water supplier of the event, during which the popularity and brand image were significantly improved through its brand exposure on CCTV and other streaming platforms. And the star players' drinking on scene had also demonstrated the premium quality of the product to the audience.
- The sponsorship led to Ganten's sale increase during the peak season of water-consumption, especially in the event's host cities, including Beijing and Shenzhen.
- Ganten's brand exposure on media was perfectly secured, with more than 250 million viewers watching the games on CCTV in 2016.



Samsung's sponsorship of golf events

- Samsung aimed to establish its high-end brand image through sports marketing.
 - Most of the golf fans belong to the elite group, while the golf races are considered as the high-end sports events as well, containing positive elements, such as concentration, confidence and perseverance, that can match Samsung's brand vision.
 - We recommend Samsung to occupy golf-related resources as soon as possible so as to strengthen the customers' psychological cognition towards the brand. A comprehensive and three-dimensional promotion strategy was adopted that had integrated online marketing and events held on the ground.
 - It is through golf events that the Samsung managed to build its high-end brand image and further improve its popularity and significance in Chinese market.
-



SAMSUNG

C'est Bon's Sponsorship of the Spartan Race 2020

- Spartan Race is the most popular obstacle races worldwide, with a mature and comprehensive race structure. It has become an upgraded type of traditional running events, covering sports enthusiasts from fitness, running, and kids' groups.
 - As a typical high-end mass-participation event, the Spartan Race mainly attracts the customers that are above the moderate prosperity, enthusiastic about CrossFit, willing to share daily highlights, and capable of direct consumptions.
 - As the official supplier of the Spartan Race 2020, C'est Bon provided the warriors with bottled water and Mulene Sports Beverage at the supply points, while the brand LOGO was presented on the race-related materials as well. In addition to the regular promotion, Yutang Sports had also provided value-added services, including dedicated videos and feature articles for promotion.
 - By partnering with the Spartan Race, C'est Bon was able to further spread its brand image among the consumers, especially in core cities, while achieving considerable exposure through media coverage and interactions among participants.
-



Porsche's sponsorship of Beijing Half Marathon 2018



- As a subfield of mass-participation event, the marathon races contain remarkable content of personal experience and social networking, endowing sponsors with opportunities to interact with target consumers and present products.
- The 65-year-old Beijing Half Marathon (BHM) is one of the most valuable marathon races in Chinese market. It goes through the landmarks and attracts the social elites, especially from Beijing, that have great power of consumption and enthusiastic about enjoyment.
- As an official sponsor of the BHM 2018, Porsche assigned several types of vehicles for official use and formed a Porsche Beijing Running Group, composed of consumers and staff, to join the race. On the other hand, three new models were brought to the booth locating at the Bird's Nest Stadium near the finish for presentation and interaction.
- The marketing campaign on the ground, as well as the integrated online promotion, has enabled Porsche to feature its characteristics as high-powered, technology oriented, quality-focused and customer-friendly.





More Cases of the Beijing Half Marathon



C'est Bon - BHM 2017



Rarone Clock - BHM 2017



C'est Bon - BHM 2018



Uin Chat - BHM 2018

Xi Wang Food's sponsorship of Montreux Volley Masters 2017

- The China Women's National Volleyball Team has been gaining great popularity and attention in Chinese market, leaving its endorsement cost too high for most domestic brands.
- The Montreux Volley Masters was considered as the Mini World Cup in volleyball industry, with considerable market value while keeping the sponsorship cost at an acceptable level.
- The Xi Wang Cooking Oil found it hard to directly compete with the market giants. The differentiation strategy needs to be adopted to strengthen its status and promote the brand.
- We recommend Xi Wang Food to utilize its limited budget and maximize the effect of the volleyball's hot trend in China. The Montreux Volley Masters became the best option.
- The double-endorsement from both the event and the China Women's National Team has greatly strengthened the consumers' trust in the product. The media value added to the brand has exceeded 20 million RMB in total, with more than 40 million viewers watching the live on CCTV.



The Upway Group's sponsorship of the Trophée des Champions 2019

- The Upway Group focuses its core business on the precious-metal trade, which requires the company to emphasize the honesty and integrity in its brand image.
 - Like the precious-metal investment, the football game also calls for positive spirit and fair competition. And the Trophée des Champions 2019, being held in China, shared the similar vision and target audience to the Upway Group.
 - As the event's official supplier, the Upway Group fully integrated the IP benefits into its brand image by designing remarkable posters, creating scenes on the ground for fans' interaction, as well as elaborating advertisements shown on all channels.
 - The Upway Group's cooperation with the Trophée des Champions has helped to shape its international brand image, with special emphasis on honesty and fair trade.
-



Hisense's Sports Marketing Strategy Research Project and PR Promotions

- Since 2008, Hisense has been following a unique sports marketing strategy with brand characteristics. In recent years, Hisense has consecutively sponsored two World Cups and two Euro Cups. It is employing sports marketing to enhance its brand construction and globalization strategy.
- The China's sports marketing community has long been calling for the power of speech at the global stage, while representative sports marketing cases are yet to be extracted and spread. It is the Hisense's sports marketing strategy that created the best opportunity.
- On October 2022, Hisense and Yutang Sports Business School jointly set up China 's first ' Sports Marketing Innovation Laboratory ', with academic support from the sports marketing expert team of the China Association for Science and Technology (CAST), the expert team of the New Form of Marketing Textbook Series, and the research team of the Sports Business School of Beijing Sport University (BSU) . In the meantime, Yutang Sports cooperated with Hisense on its PR and research output.
- As a sports marketing case research co-initiated under the Industry-University-Research cooperation, the Research of the Hisense Sports Marketing Strategy aims to build the brand as a benchmark of sports marketing in China, on academic and industry levels. During the 2022 Yutang Sports Marketing Conference, the Hisense Sports Marketing Strategy was selected as the Best Integrated Marketing prize. Yutang Sports has now achieved considerable share of voice for Hisense's World Cup marketing.

Hisense



**CONNECT THE WORLD AND
CHINA VIA SPORTS.**



Thank you!

4th floor, Block 16, Xinqiwang Office Building, 1 Dongdadi Street,
Dongcheng District, Beijing, 100062, China.

Tel. +86 10 6715 0501

Email. info@ytsports.cn

Website. <http://www.ytsports.cn/> <http://en.ytsports.cn>

