

# GLOSSARY

We've listed below the common terms and definitions that ASN uses within our dataset:

## **Labels**

- Category - the recognised industry category for the Sponsor. Sub-category gives you break-down options within the selected Category
- Holding Company - the recognised owner of the Sponsor brand. In many cases, the Holding Company is the same as the brand
- Platform - the type of the event. And Sub-platform gives you break-down options for the selected Platform
- Property - the name of the event, team, celebrity, television show etc

Status - an indication of the contract status of each deal:

- New - a first time deal. Sometimes you will see this '-----' which means ASN has seen the deal for the first time but we suspect it might not be a first-time deal
- Lifetime - used in rare occasions where the sponsor is indelibly linked to the platform and/or probably has been for a long time e.g. Bridgestone Museum of Art in Japan
- Renewal - a renewed deal
- Reduction - the sponsor has reduced in status in the hierarchy
- Ongoing - the middle year(s) of a multi-year deal
- Settlement - a deal is cancelled prematurely
- Withdrawal - a deal that has terminated

Type - an indication of the sponsor's position in a family of sponsors for any given platform. This is not rigorous, but offers a relative scale of how sponsors rank versus each other:

- Title - the topmost sponsor position and only used when the sponsor appears in the Platform's name - e.g. *Barclays* Premier League
- Presenting - a slightly lower position, used for the most high-ranking sponsor that isn't in the name. The status is often telegraphed by the tagline 'PLATFORM presented by ABC'
- Endorsement - used for a Celebrity sponsorship
- Foundation - used as the default status for government sponsorship or for very long-term sponsors (often paired with the 'Lifetime' Status)
- Licence - sponsorships where the brand only receives basic IP rights, e.g. image rights for on-pack branding etc.
- Product Placement - a deal where we have seen product placement rights (in content), but no other rights
- Official, Supplier - lower sponsor positions
- Media - a media partner, often barter value

## **Platform definitions**

- Branded Content: TV - any *non-sport* content sponsorship on traditional television. The sponsorship of *sporting* content is categorised under the sport itself
- Branded Content: Online Content - any *non-sport* content sponsorship in the digital domain. Again, sponsorship of 'digital' sporting content is categorised under the sport itself

- Branded Content: Movies - a movie sponsorship (i.e. when the movie is in the cinemas and the brand is inside the movie). Often accompanied by a 'Product Placement' type
- Branded Content: TV/ Movies - when the movie has moved onto traditional TV and the brand appears around the movie
- Celebrities - Sporting celebrity endorsements are listed under their recognised sport (Platform). Any other celebrity endorsement is listed under 'Celebrity (Non-sport)'. Eg Sachin Tendulkar will be found under the Platform 'Cricket', but Jackie Chan will be under Celebrity (Non-sport)
- Athletics & Olympics - Any athletics platform under the IOC or a local Olympic Committee's authority is classified as Olympics; all other platforms are classified as Athletics

***Please also see our other post ["The ASN definition of Content"](#) for more on this topic***

### **Geography**

ASN only lists deals that take place in Asian markets excluding Central Asia, Middle East and Oceania (Australia, New Zealand and the Pacific Islands)

When you see a platform that is in the "Pan-Asia" territory, that means that it touches down in multiple markets not a singular Asian market. Sponsorship of a television show on a regional beam on a cable network would be a good example. Pan-Asia is not broken down further so the cluster could be SE Asia, North Asia, South Asia... or simply 2 geographically distant markets

### **Genres**

In ASN reports, we often plot the flow of money into 5 more macro 'genres' of Sponsorship. These break down the sponsorship activity into 5 different types of execution so we can see investment trends in more breadth:

- Celebrities & Teams, e.g. Jackie Chan, Sam Tsui, Chinese National Table Tennis Team, Cristiano Ronaldo (Asia-only endorsements)
- Events - short-term event-led platforms (usually under 2 weeks), e.g. the SEA Games (10 days), a Formula 1 Grand Prix (4 days), a music concert (1 day)
- Content - content-led sponsorship, across any screen. See above for examples
- Venue - venue-based sponsorship, e.g. Singapore Sports Hub, Bridgestone Art Museum
- Annual Properties - longer-term platforms that last for a 'season' and which are not any of the above, e.g. National Olympic Committees, football leagues, orchestras