

# Optus Sport Media Handbook

Monday 17 Jul 2023

**OPTUS**



**FIFA  
WOMEN'S  
WORLD CUP  
2023™**



OFFICIAL SUPPORTER & BROADCASTER



# We are tournament ready.

Optus Sport is the official broadcaster of the FIFA Women's World Cup 2023™ in Australia. Our premium live coverage plan will engage football fans and target growing interest in the tournament across Australia.

Since 2016 Optus Sport has been recognised as the award-winning home of the world's best football in Australia including the Premier League, LaLiga, Barclays Women's Super League plus J.League, K League, UEFA national team football, UEFA European qualifiers, UEFA Euro 2024, and Copa America 2024.



# Our live coverage line up.

**OPTUS SPORT**



OFFICIAL BROADCASTER

The Optus Sport team will be producing extensive live coverage for the FIFA Women's World Cup 2023™ featuring:

## Live studio coverage of all 64 matches

- Live rolling coverage throughout the entire tournament, providing viewers match to match entertainment.
- Optus Sport produced studio pre-match and post-match coverage.
- Broadcast talent including studio hosts and football experts in the studio.
- Five teams in the field across Australia and New Zealand who will be sharing the experience of the fans as well as telling the story on the pitch.

## Daily Kick Off – live morning show every day of the tournament

- 1 hour review and preview show from 0800 AEST.
- Review last night's action and preview the rest of the day.
- Update viewers about the rest of the football action from around the world.
- Hosted every morning by Bex Smith, Amy Harrison, and Claudio Fabiano.



# Our on-demand content of all 64 matches.

Mega Mini (45mins)



The perfect way to give even more context and colour to the game.

Hear from our experts as our 45-minute Mega wraps the mini match plus our studio coverage with pre-game, half-time and post-game analysis.

Mini Match (25mins)



A comprehensive edit cut seamlessly into a 25-minute compile.

Fans will get complete context of the game with lineups, formations and anthems while getting a longer edit of match footage.

Extended Highlights (9mins)



9 minutes of the best action from the game, giving more build up and action than the 3-minute version.

Highlights (3mins)



Our most popular format for casuals and die-hard fans.

The 3-minute highlights are all the best moments jammed into one bite-sized clip.

# Our curated content across socials.

Keep an eye on the Optus Sport social media channels for fan-first content with a daily live show on YouTube at 5pm AEST, a daily Snapchat Discover show and a TikTok live show at 7pm AEST for every Matildas group stage match and the final.

Written news and features will also be available on the Optus Sport site and app to give fans a deeper insight into everything on and off the pitch.

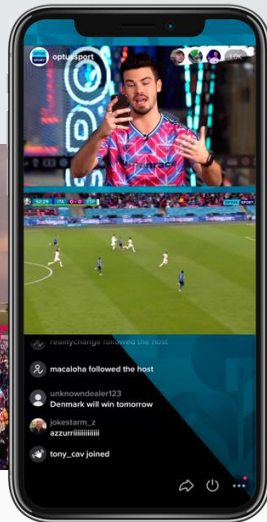
Optus Sport social media accounts will be distributing more than 3,000 pieces of content across:



## Partnership: Optus Sport x TikTok Live

A unique Optus Sport live show to be broadcast in partnership with TikTok, at four key events throughout the FIFA Women's World Cup 2023™ from FIFA Fan Festivals.

July 20: Australia v Rep. Ireland  
July 27: Australia v Nigeria  
July 31: Canada v Australia  
August 20: World Cup Final



## Partnership: Optus Sport x Snapchat Discover

An Optus Sport on-demand catch up show every morning. This will build from our daily morning show 'Daily Kick Off' for a Snapchat Discover Show throughout the FIFA Women's World Cup 2023™.



Our squad has assembled.



FIFA Women's World Cup 2023™  
Every Match. **Live on Optus Sport.**

# Our squad has assembled.

We have brought together a diverse and credible set of football experts from around the world, including a strong range of media professionals and football experts.

## Hosts

- **Amy Duggan**; former Matilda, FA Board member and Optus Sport presenter
- **Niav Owens**; Experienced presenter, Logie nominee with SBS team for men's World Cup coverage
- **Kelly Somers**; Experienced football presenter, including Premier League, WSL and men's World Cup

## Experts

- **Chloe Logarzo** (current Matilda)
- **Heather Garriock** (former Matilda)
- **Amy Chapman** (former Matilda)
- **Amy Harrison** (former Matilda)
- **Ashleigh Sykes** (former Matilda)
- **Catherine Cannuli** (former Matilda)
- **Mark Schwarzer** (former Socceroo)
- **Bex Smith** (former New Zealand Ferns captain)
- **Jess McDonald** (USA - Women's World Cup 2019 Champion)
- **Joe Montemurro** (Juventus F.C. Women's head coach)
- **Tanya Oxtoby** (Chelsea FC Women assistant coach)
- **Cote Rojas** (Chile international)
- **Tom Sorensen** (former Danish international)
- **Scott McDonald** (former Socceroo)

## Reporters

- **Matildas: Mark Schwarzer** and **Amy Chapman** will be leading the coverage for the Matildas, following the national team for rolling in-the-moment behind the scenes coverage.
- **Sydney: Breanna Holden** will be on the ground across Sydney covering the tournament and coverage of big matches.
- **Melbourne: Adriano Del Monte** returns home to cover the action on and off the field, in Melbourne, Adelaide and Perth.
- **New Zealand: Narelle Sindos** will lead our team on the ground to cover the big games and teams in New Zealand, such as USA, Italy, Philippines.
- **Community: Michelle Escobar** will be leading community coverage, focusing on grassroot communities, public live sites and FIFA Fan Festivals.

# How to watch Optus Sport.

## How to watch every match in Australia

Optus Sport is available for just \$6.99/m for eligible Optus customers via Optus SubHub. Those not with Optus can subscribe for \$24.99/m.

In addition to all 64 matches of the FIFA Women's World Cup 2023™, an Optus Sport subscription provides access to live matches and on-demand content for the Premier League, Barclays Women's Super League and more.

## Overseas Visitors - International Tournament Pass

Overseas visitors travelling to Australia to watch the FIFA Women's World Cup 2023™ will be able to create an Optus Sport account and activate a Tournament Pass to watch all 64 matches live and on demand.

The Tournament Pass is a fixed price pass for 1 July – 22 August 2023 and will allow access to all Optus Sport content, whilst in Australia and using a local internet connection.

## FIFA Officials & National Team Access

As an international first initiative, FIFA officials, support staff, players and coaching staff will receive free Optus Sport access, ensuring all live and on-demand content is accessible for all involved in the tournament.

1,500 Optus Sport vouchers have been provided across FIFA officials, support staff, players and coaching staff.



# Optus Sport and Seven Partners and Sponsors.

The Seven Network and Optus Sport are proud to announce they have joined forces with some of Australia's leading brands as partners and sponsors for their coverage of the FIFA Women's World Cup 2023™ on Channel 7, 7plus and Optus Sport.

Optus Sport and Seven's partners are adidas, Hyundai, Rexona and Qantas:



Sponsors are Cadbury, Coca-Cola, Kia, McDonald's, Visa and Xero.



Optus Sport has partnered to sub-license rights to fifteen FIFA Women's World Cup 2023™ matches to Seven, with both companies developing a range of innovative plans to ensure Australians have the best possible coverage of the entire tournament.

The extensive joint coverage across Optus Sport and Seven is expected to reach more than 10 million Australians and deliver some of the most compelling sporting moments of the year.

# Optus Inspiration Grants.

Young Aussies are being encouraged to turn their dreams into reality as Official Supporter & Broadcaster of the FIFA Women's World Cup 2023™, Optus, offers teenagers the opportunity to take part in a nation-wide Inspiration Grants initiative worth \$192,000.

To celebrate the 64 matches scheduled to be broadcast live and on demand via Optus Sport, Optus is awarding 64 inspiration grants, each valued at AUD\$3,000 to recipients located all over the country.

The grants are open for Australians aged 13 to 19 to ignite their passion across all disciplines – sports, science, arts, and beyond.

Optus believes inspiration starts with Yes; and with 64 matches to be played live on Optus Sport, there are 64 moments for everyday Aussies to find their inspiration for their grant application.

Optus Ambassadors such as Ian Thorpe, Ellie Cole, Mack Horton and Chief of Optimism, Daniel Ricciardo are getting behind the initiative, encouraging young Aussies to get inspired, dream big and apply for an Optus Inspiration Grant.

*Ricciardo said "Ever since I can remember I had dreamt of being in Formula 1. The moment my foot hit the pedal for the first time, I knew this was where I belonged. It was such an awesome feeling. Through their Inspiration Grants, Optus is giving 64 young people across Australia a kick-start to help them achieve their dreams – whatever that may be. And let me tell you, if you can take that opportunity and use it to your advantage, something like this could change your life."*

Aussie teens can apply online via [www.optus.com.au/grants](https://www.optus.com.au/grants) by answering in 100 words or less 'What future goal are you inspired to say yes to, and how would this grant help you achieve this goal?'. Applications close 20 August 2023.

