

Inside media and sport

Transcript of Timeout Talk 4 conducted on 12th May 2020

[00:00:00] Thank you to those that have tuned in, that have already introduced yourself for the chat.

[00:00:05] It's great to see such a wide representation of cross sport in Australia and New Zealand here with us this evening. So welcome, everyone. My name is Markum. Not a big welcome until a run for the latest of our time at Two Women. Our series with you been with us previously or this is your first time listening. And tonight, I hope you are keeping well during this time. So I'm very excited about my topic tonight, which is inside media and sport and for getting the opportunity to chat with both our guests and all of you tonight. But before we get into things, I would like to introduce my trusty co-host, Levy Settlor, who is the program manager for Sport New South Wales, right through the chat room. Hello, Levy. Hey, guys.

[00:00:54] Tonight, my lungs, my chest. Hi, everyone, and welcome to the ruins.

[00:01:00] Now, the fourth time I spoke of the United Sports series as Michael Liddiard, I'll be moderating the session, which just means either keeping an eye on the questions that you guys pop into the chat with, the intent that at the end of the session we'll be able to keep up with a couple of your personal questions. So please, jumpin', if you have just throw them into the public one, that'd be great because it means everybody can see the questions that I could double up if you're not comfortable. Well, we're happy for you to send it to me privately. And if your question is directed specifically to one of our panelists, please just indicate if you'd like to hear this, the data from we'll do the best to answer all the questions.

[00:01:41] But obviously we will be done here by 7 o'clock. So if we run out of time and there's some really pertinent questions, we'll see if we might have to follow that up with tonight's speakers on that. All for itself may enjoy tonight's session. Thanks, Mike.

[00:01:55] Thank you. Levy cigars and turned to the structure for this evening. We're going to keep it pretty simple. So tonight's time that talk is broken up into two parts. Firstly, we'll be running in our Q&A discussion with our panelists, which will take around 30 to 35 minutes. And then we'll move into the second part where we'll be selecting several questions put forward by will from the chair and direct these to both David and Simon. So as Libby mentioned, hopefully we will have plenty of time to get through your questions

and talking points for the end of the session. So the topic today inside media and sport. So today's discussion aims to delve deep inside the relationship that exists between media and sport and really look at what that relationship looks like from the inner sanctum. It'll be a fairly relaxed conversation rather than a lecture or presentation. And hopefully by the end of it, we all leave with a deeper insight and understanding as to how the media world looks from the inside and how the industry will be impacted. Post Code 19. So it is my pleasure to introduce our guest this evening for our time at Talk. And I'd also like to say a big thank you to both of you for volunteering your time and coming on how women are saving. So firstly, I would like to introduce our first guest, Simon Help. Simon joins us this evening with nearly 14 years experience with Fox Sports Australia as the football commentator and presenter. Simon is the lead caller, the weekly A-League matches and has called over 100 Australian international matches with Fox Sports. Previously, Simon has held roles with the BBC. I think they as TV calling PFAEFFLE World Cup matches. English Premier League matches. And, of course, the Ashes Cricket Series. Thank you very much for joining us tonight. Simon, how are you going, Max?

[00:03:55] Very good, Michael. How are you? Of all month it has been a while. You've been well? Yes.

[00:04:01] Could do some live score come. But I guess that's what the situation we're all in at the moment. But I did have the luxury as we were just talking off beforehand of calling it Kylie Match from my front room via all this new technology, the kind like I did on Friday nights ago between John Motors and Sue on Bluing. So I got a little hit, my little fix, so they'll have to sustain me for a few more weeks, I think.

[00:04:28] Goodman We're really looking forward to sharing you tonight about the landscape that is current. So really thank you again for joining us, Simon. And secondly, I'd like to introduce David. David also joins us this evening with a vast amount of experience in sports media. David Head It has how journalism roles with Sydney FC and sports editing roles with the Australian Jewish News. And more recently, David spent nearly eight years of Fox Sports Australia as their football lead coordinating editor and senior journalist. Saying the explosion of the Fox Sport football social media footprint, David is currently the sports editor and social media played for the up to sport team. And as we've already said a couple of times tonight, I like to say a big thank you and congratulations and to you and your team for getting some love sport on our screens again in the form of the K League. I'm sure there's a lot of people that appreciated that. So thanks for joining us. David, how are you doing tonight?

[00:05:24] Absolute pleasure. Good to be here. It was a thought that we'd be all joining in for Friday night, Caylee last weekend. But that's not been a new tradition for the next few weeks.

[00:05:34] But it was a breath of fresh air and you look forward to seeing it.

[00:05:37] But tonight's chat goes good to catch up with Simon again, although a little bit different. Having a coffee, I suppose.

[00:05:44] It's a lot to get done. But we will do that soon.

[00:05:49] Well, thank you again, David, for joining us. And as you alluded to, you both know each other pretty well. So we're all looking forward to some of those stories that will come out tonight. And so let's get into our Q&A discussion, Iran. Just another quick reminder for you. Well, just to put forward any questions that you may have throughout the session in the chair. And we'll hopefully be able to get to those afterwards. So, Simon, I'll kick things off with you, if that's okay. So first question, I guess your way. So we'll see how sports being impacted by Kobe at 19 and how has the sports media industry perhaps been impacted? And what will be both the short term and long term impacts of this, would you say?

[00:06:32] Yeah, it's a very good question. I think the sports media has been severely impacted by Carrie goodnights, who, you know, clearly without live sports to show that sort of hampers your business quite a bit. So, you know, I think, you know, it's a challenge for all sports major organizations. You know, the organization I work for, Fox Sports, you know, clearly exists to show live sports, believe Aussie Rules, football, cricket, rugby union, et cetera, et cetera, via its channels. And people, you know, pay subscriptions to watch that. So, you know, without it, it's you know, people are no longer watching your channel. So there's not as much to watch as you can put repeats on and, you know, various things in and around. But obviously, you want live, sport to watch. So this is a very, very challenging time for the sports media. You know, a lot of people put on furlough award or not got a lot of work to do. I think going forward, you know, it has the potential, unfortunately, to shrink the industry, at least in the short term. And, you know, the biggest problem, of course, is that we just don't know exactly when sport is going to return. And even when it does return, in what format is it going to be? I'll take my own sport, because that's obviously the sport I know best of all, which is football. We hear talk that the A-League might come back on August the 1st. That's yet to be fully confirmed. It could blow out to to even longer. And even when it does come back, what impact does

that have on the makeup of the league? Because players with clubs are out of contract, a lot of them at the end of May or the end of June. So they're contracted for the shortened period to finish the season. Are they contracted for longer? Do we run straight into next season? Do we move next season to a different part of the year? These are all very thorny issues that the administrators have to resolve and I mean old and have their job for quits at the moment because this is very, very tough. And of course, in the interim, the clubs have got to survive financially because at the moment they're without income. So, you know, there was a big debate in football as to whether players should be stood down or not. The vast majority in the A-League excuse me have stood down their players. I've got sympathy for the owners. And of course, I've got sympathy for the players as well, because, you know, they're losing their income. But the owners have to foot that bill without any income of their own. So this is hugely challenging. But I think we also have to remember that we're not the only ones suffering from this. Every business in every walk of life is suffering. And, you know, the important thing really is, is people's health. And as much as we want to be back playing desperately want life sport back, we have to remember that it's at the end of the day. I think it was Pope John Paul, the second who came up with the famous quote, Of all the unimportant things in life, sport is the most important. And football is the most important of facts is a big football fan. And whilst that's true, it is still relatively unimportant when it comes to people's health. So while people are still suffering from this and you know. In large parts of the world's dying in big numbers, I think we have to put it into context.

[00:10:06] You can look out Conacher if those last couple of sentences anymore, mate. So, um, I guess, David, do you have anything to add to that question from from your saw it beat up to school?

[00:10:17] Besides the headache that I guess Simon summed up in those conundrums that every sports administrator has to think about now, and I look I look even at the Premier League right now, where tonight is next in a series of meetings where they're talking to the players in the league managers about the viability of the competition coming back as early as one month today, June 4 is the date I've been saying yet in Europe, the the the health implications, the well-being of the public is still such a huge balancing act. Is the welfare of the public going to be boosted so much by the morale boost to having life support back versus the adverse consequences that brings it? It's really quite complicated. But I guess the other thing to add to what some say is the layer underneath, I suppose, which is not just to fight for what do we show with that love sport? It's the sports media industry looking for relevance in this time with the content that it's been. The bedrock is no longer there. And I think what it has done is challenged everyone from

traditional media through to broadcasters, through to stream platforms like like ours adopt the sport to come up with a strategy, a strategy to say, hang on. Customers have got something for you. And in this instance, stick with us or we're gonna get you through this period with with content that's going to nourish you while you're at home. Isolated for Puba. We were really isolated and so suddenly getting back to life. Now, what can we do to substitute what has been probably a core of what you've done for a long time? Or more importantly, substitute for what you've been paying for right now. And we need to or whoever is whether it's a newspaper, whether it's an online subscription, whether it's a Foxtel box, you name it, maintain relevance in the flow on. Simon touched on from furloughs in England through job security here. It's all been impacted.

[00:12:06] Yeah. OK, spot on. I mean, the scene on the screens, I'm very much looking forward to getting it back. So thanks for those insights and the debate, you said. So, I mean, I guess back over to you for this one.

[00:12:17] And we've seen some major changes in recent years. But what would you say some of the more major changes in terms of media consumption in recent years? And how do you perhaps see this developing over time?

[00:12:31] Well, I think the biggest challenge to the traditional model of broadcast and I'm talking in terms of television here, is that the audience has become much more fragmented because of the advances in technology. So where once upon a time and as you can tell by my graybeard beard, you know, I'm cracking on a little bit in years, you know, you would gather to watch a sporting event in in your millions around your television set on a Friday or Saturday night. Excuse me. People have got more choices now in terms of more channels, more content and more lots of different ways to consume media in general. A lot of people, you know, on the same I'll sit here with my phone for hours every day or your laptop. So people's viewing habits and media habits have changed. And that presents a massive challenge for sports broadcasters and for for sport in general to not only attract those eyeballs and that attention, but to keep it. I have to say, I think it's also opened up an awful lot of different opportunities. Now, for example, again, we were just talking before we came on and I called that's a Korean league game on Friday night via some new technology. I actually sat in front of this laptop that I'm using now, had the pictures beamed into my front room and called the league match between John BLOCK Motors and so on. Blue Wings, which is the first time in history I've certainly done that's called a game from my lounge. So it opens up different possibilities for broadcasters to do things in a different way. And also, I think it offers the consumer, the sports fan, a lot more choice. And with this technology getting better and better, you

know, month by month, it seems not to sport overseas is a good example of that. I remember when Optus got the Premier League, everybody said a war that, you know, that'll never work.

[00:14:36] And the streaming technology is not good enough. You know, people are they're slow to accept change. But once change is upon them and they sort of work it out and go, oh, okay. You know, then it becomes the norm. It was the same back in the U.K. I remember when Sky Sports got the Premier League back in 1992. It was a huge uproar about it. You know, I'm not paying for that. You know, we're used to getting it for free. But all of a sudden, it becomes the new norm. So I think the sports media and sports in general is constantly evolving to new changes in technology. And I mean, the way the industry's changed since my time and I started in nineteen ninety one at a radio station where I had an old fashioned typewriter and a landline telephone. You know, that's that's how different life was back in those days. And you know, these days it's it's totally unrecognizable. So it presents both challenges. But I think also opportunities for the future. And it's up to the sports themselves to be smart enough not only to recognize those challenges, but but also capitalize upon those opportunities and grab their audience share and and increase their audience share. Now, I'm a little bit biased in terms of football, but, you know, the one big advantage that we have as a sport is that we're a global game. So, you know, if you if you put on a football game, just imagine, for example. And I know this didn't happen, but it made you, for example, the first game back on Friday night was not in Korea, but it was actually in Australia. It was the A-League. Now, I can tell you that that game that I called on Friday night on the A-League, YouTube and Twitter social media sites got a global audience of three and a half million people. So, you know, if that it had been the A-League, what an opportunity that represents for football in this country. So, you know, maybe when we come back in our league in this country, we will grasp some of those opportunities because people are still hungry for sports. They're just tending to consume them in slightly different ways.

[00:16:48] But that can be one of the silver linings to this and that discussion around the norms and social norms. That's probably a good segue. Way into hearing your thoughts on this, David, and how oppressive and changing the ways in terms of the media consumption.

[00:17:02] Yes. It's not only how, it's also for how long. And so whilst the different platforms present and that fragmentation provides such an interesting opportunity. And it was it is going to change the rate of knots over the next five to 10 years and boards themselves are going to take the bull by the horns in terms of how they choose, where

they invest to where they broadcast rust-colored compared to traditional media. But it's also the biggest change I've seen is the how. Think about our attention spans and the way someone showed his phone before flip through his phone. And almost that's almost as powerful a way of consuming. And for me, I was other than promoting with the other broadcast and promoting the sport or whether, you know, the actual sport itself and showing off what you're doing. That's been the most dramatic change. It's all been around. So I've been around a little bit less than it's time. But even I remember when I started in this 2007-2008 asked, you've started the newspaper. Our day started with the newspaper. That's even hot when I tell people to work for me.

[00:18:04] Now, that day they look at me like I'm a dinosaur. And now things are moving at such a rate of knots where the work that you're doing is even tailored to making sure you can grab someone in that three second attention span before they've moved on to something else. And it is that specific. So what Simon talks about with the ability to to spread your wings on social media with which the Kaili did brilliantly last Friday. Great opportunities. Did we do that ourselves for them on Facebook on Friday night? We were restricted to an Australian audience, but even within that, an Australian audience. The K Lake could at 40000 views on our Facebook page, just restricted to Australia on spun up on 24 hours notice. So it shows you the ability to innovate, whether you're on the Dysport side or the broadcast the site. But it also shows that you can't keep still. You have to continue to think about ways to put your game or your product to penetrate, talk about it at the forefront in the way that people are training to digest the content. And it's as simple as whether you're broadcasting stuff that way or that way. You know, it's as simple as that.

[00:19:12] And that's how how much you're going to have to keep up with that to stay ahead of the game.

[00:19:18] It's amazing. People are consuming so much these standards and their phones, laptops, tablets. And, you know, you're competing against many other industries to keep that attention span of 2, 3 seconds, like you say.

[00:19:29] And also the choice as well. I mean, if you think about it, as with you watching a bingeing on a series or whatever, you might have Netflix, you might have started, you might have whatever else, that is how the consumption of sport is going as well. And it's going to be fascinating to see how that pie gets sliced up in the coming years. And it's as simple as one of the things that Optus has done up the sport has done during this period of no sport is almost created. That sense of, well, it might not be your movies or your

series or you'll be watching reruns of Friends and Seinfeld, but we're going to give you 90s classic formula Eagle, you know, 2000 classic euro matches. And it's there for you when you want it and it's there for you in ten minutes or fifteen minutes or half an hour of full form. And that's the variety you need to candidato different people moving at a rate of knots in lives that are so busy. You need to find a sweet spot for a sport works.

[00:20:18] And that's Premier League at 1:00 pm in the afternoon for someone delivered in 90 minutes. Replay for them to watch. That's what it's going to be as opposed to three AM one choice of game. That is a very different marketplace.

[00:20:32] Yes, it's very interesting just here in this market. It's a really good insight. So SOLMAN Artist, back over to you with the next question.

[00:20:42] So media plays obviously a critical role in sharing the importance of sport to our communities. And obviously professional sport is relatively well covered as it should be. However, woman's disability and local sport not so much, although it covers a pretty wide spread of our community. So I guess, how do you see media working towards more even representation of sports coverage and I guess particularly during these times.

[00:21:10] Oh, yeah, that's that's a good question and it's a tough one because I guess you have to almost delineate between the mainstream media and the rest of the media landscape.

[00:21:23] I think the problem for the traditional media and David is just sort of alluded to that's a little bit if you're producing a newspaper or a television show, you're looking to get the maximum amount of exposure, the maximum amount of eyeballs reading or watching your content. And at the moment, you know that that skews towards the top in sports and mainly sports. People watch, for example, you know, the AFL and rugby league in particular in huge numbers in Australia. The rest of the world, it's it's football and it's men's football. Now, we have seen certainly over the last few years an exponential rise in in women's sports and women's football in particular in my Shondra.

[00:22:11] So I think that is changing slowly. And, you know, I watch the Women's World Cup from France last year and I've got huge audiences. And it's sort of a chicken and egg situation, isn't it? Are these sports is women's sport, for example, going to grow without the media coverage or does it have to grow to get the media coverage? I'm not sure what the answer is. And it's certainly true that the media coverage should be a lot. That's true of those sports. But I think really you're dealing with editors and mainstream

organisations that are chasing those ever decreasing audiences. And they, by and large feel rightly or wrongly that, you know, if you write a story about the men's AFL, it's going to grab more eyeballs than writing about women's MPL football in New South Wales. I'm not saying that's right, but I think at the moment it's sort of reality. So I think the good thing about the growth of social media and the fact we're all now, as we've already alluded to, consuming our media in a million different ways, is that those stories are still out there. They're still being written about. They're still having podcasts made about them. They're out there for people to find. I think we have to sort of break it down and say it's the mainstream media that doesn't cover grassroots sport, women's sport, disability, sports to a huge extent, although even that coverage is increased over the last few years. I think also you have to take into account the fact that, you know, if you're a mainstream media organization that has an awful lot of money invested in, for example, the AFL or cricket or rugby league or football, then of course you're going to cover those sports because you want to return on your investment.

[00:24:08] So, you know, this is probably a multi layered question. I think we all agree, you know, should those areas of sport be covered better? Absolutely. How to do it? I think that's a tricky question, because there are a lot of other factors that come into play. I think, you know, at the end of the day is also people like to read about great human interest stories, whether they're male or female, whether it's disability sport, grassroots sports. If it's a good story, then it sells or it should do anyway. And that's our job really is as journalists, if we can write good story. But this leads onto a slightly different tack, which now you might touch upon a bit later. Do people still value journalism? Are they prepared to pay for journalism? I'm not sure that a lot of people are these days. Now, that's tragic, obviously, for my profession and David, but I think with the proliferation of so much written content, so much broadcast content available for free, people are no longer willing or as willing to pay for decent journalism. And that that represents a problem, in my opinion.

[00:25:26] You look really interesting. So I to hear those sorts across both the question and the latter point of the conversation. So I guess that would you. Your thoughts on that question and I'm finished with their work backwards.

[00:25:40] The finished with that because I think that the paying for journalism question. I mean that that's a very hot topic. That's a step up in the questions, because that's that's a that's a tough one. That was about how the industry has changed. That's that's one very dear to my heart because people dietman of how it was with someone else in about 10 years. But just talk to the women's sport and other aspects. Just to start with, I think

what Simon said about discovering stories and how social media opens up those avenues, I think that's really key. I think is what we're seeing now is organizations being held to account because talk about these have a column inches. There was no metric accountability for what people were reading or what they weren't. It was just on a gut feel that editors and and Chuck, you know, talking that in in news conferences and things like that, what is now with highly engaged, highly motivated, highly active audiences, you can see where people want to go and you can be led down that path. And there is no more active, engaged, audism. You know the thing now, sport audience and they are creating content and craving that respect to be to have that kind of treatment that the substance is. So discuss a highly engaged content is out there. But I think so social media opens one avenue for them. I also think in terms of what touches on the future of journalism that t below the mainstream is what is so critical and so fragile right now. Those community papers, maybe the less metro outlets as well, maybe organizations that are the big ones, the Fox Sports is or your Wymore Sports is, but that next year you when people were making their start in their careers and then looking for those nuggets and their stories to talk about, which might be a little bit off the beaten track as well. So I think those two elements, the opportunity to explore on social media as well as that that level of journalism that is under threat are really critical. Simon mentions the chicken and egg kind of article,.

[00:27:42] Who Dares Wins as well, because I think that there is it is inevitable that as AFL W continues to drugs, as other aspects for women's sport continue to grow, that it is a huge, huge aspirational field that a generation coming through. So I was very lucky to be part of what was a huge undertaking middle of last year when the sport did wall-to-wall coverage of the women's World Cup. Tom, I mentioned in France that it was in the middle of the night. So it was probably a bit more than the interest demanded simply because it was over overnight. But we wanted to show that women's sport deserved that wall-to-wall blanket coverage that a men's World Cup or or men's tournament of any sort would get. And we what we found was such a highly engaged audience. The Matildas, obviously, you know, has inspired the country, a band of legends and players who are incredible talent. There is so much and there is so much potential out there to work and contribute to sport going forward. But as Simon said, if it was a mainstream sort of commercial kind of undertaking, would the ratings have justified that? It would have been harder to justify. So what is that sweet spot? Do you need to build it up for to be successful or vise versa? We were fortunate that given the mandate and the opportunity to do that I think was successful. We're going to try to game. We've got the rise of the Women's Super League in England. And I think the success hopefully of that when you Chelsea Arsenal with Manchester United's what not throwing their sizeable interest behind the women's game,

I think that's a critical pivot into see what potential there is for in the future. But a really important topic that you brought up is spot on.

[00:29:34] Look, it's great to hear will couples want to save last year and hopefully over the next couple of years, you guys can both continue to, I guess, find that sweet spot. Now it looks as well. So, David, you'll be happy to hear will stay with you for this side of the question. So you get a go at answering first and so over to you now. So how important is it for media to lead the way for sports?

[00:29:57] Positively impacting our society and culture as we come through covered 19 telling positive and engaging stories you've touched on it's own that is really close to my heart because I'm obviously very heavily involved in the social media side of things in the content distribution side of things. But first and foremost, I started this cable because I wanted to write the newspaper. I wanted to tell stories, I wanted to aspire to and and talk about the good in sport and have those happy questions coming down the right hand side, which can touch on a bit later through with this topic. Is it that scandal that sells? Is it. Is it the social, the negative story? What's the risk of clickbait? And these are dangerous times. Really, really, really dangerous time. Simon talked about are people willing to pay for journalism? And I think the media industry has a monumental responsibility also to justify people claims that journalism, because there's a lot of outlets who are going down the lowest common denominator where re-writing work, sheep work, sheep headlines, witch hunts, all that kind of stuff that gives the media a bad name in general society or in sport. It is the easy way out. It does sell it is the easy way to kick off metrics and go look how well we did. But is that worth it? Is that what it's for? Is that what we are getting the interest in for? Is that what journalism the media is, therefore? So I think it's a it's almost an existential question for the media right now and the custodians of it across the industry to go, how are we going to approach what we do now and particularly those who are going behind the paywall, how we justify making you buy our content? Are we going to be doing fewer authentic material?

[00:31:43] Now, I think you asked them what responsibility we have. It's all good stories. It's imperative because if we're not told the stories, who are and yes, you have a role as a check and balance. You have a role to hold authority to account. That's a really important part of it. But I firmly believe in the aspirational side of it of showing the gold that is out there. OK, so we're all over the sport unmoral where I previously work at Fox Sports, that might have been to, you know, talk about the products that you have, but different organizations are going to have different ways of approaching it. And so for me, if I'm uncovering beautiful football stories, beating the mainstream game, nostalgic women's

football, local football, whatever, that is only hoping enhancing just the whole fabric of some of the industry and the sport. So it's absolutely crucial. We like the way, but it is a challenge. And I'm fortunate that I have the mandate to do it. And I'm also fortunate that I've sort of shown and had a track record that it can still keep the metrics with authentic, proper storytelling. Now, when I looked you up at Simon, the work he contributed was a case in point of that. But there's a lot of cynical cynicism out there and operators who probably do not hold that threshold. And I do have grave concerns, not just for the future right now, but the youngsters entering the industry and learning bad habits. I think that's the way it goes.

[00:33:16] Look, we can hear your passion and I guess thanks for taking it on a leading and guiding our society community through this at the moment. It's great. It's really great to hear the passion. Simon, you have anything to, I guess, add to that question?

[00:33:32] Well, can I just not kind of working with Dave was an absolute pleasure because he was always very supportive, sort of, you know, whatever I tried to write. Yeah. Do we have a responsibility to write positive stories? Yeah, of course we do. I'm almost probably an old traditionalist in terms of journalism as well.

[00:33:54] And I think that equally important and David mentioned this is to hold people in power to account. And you know, as a journalist, you hopefully over the years, you build your own personal brand and people trust what you write that your writing. Honestly, we don't always get things right. But you have to be honest in your opinions and the way that you write stories. Yeah. I mean, you know, positive stories for sports are fantastic. You know, it's our duty to tell great stories like Sam cur-, you know, the fact that she's become this world star, grown up and out of Perth in Western Australia, that they're fantastic stories, not just to tell Australia, but to tell the world. And, you know, stories of people that are lesser known down across routes, that might just be good stories, even if they don't have any global resonance. But as I say, I think equally as important. Is particularly in this day and age where money talks so loud that we have to hold very powerful people to account. Even in the sports world now, I'll give you one very clear example. And that is what happened with the FIFA World Cup bids of 2010 that went to Qatar and Russia and a lot of people, myself included. And David was the same. We're very skeptical, very critical of those decisions. There was a lot about the bids that smelled a bit off. And I think a lot of people knew that it's not easy to investigate those sorts of things. There's an awful lot of resistance to it. And, you know, David and I've had many discussions down the years about should we write this story? Are we allowed to even write this story? Are we going to get into legal trouble by writing this story? Is it worth going for it? And, you know, David

always backed me 100 percent of Fox Sports when he was there. But it's you know, you do come up against barriers in trying to tell the truth sometimes.

[00:36:05] And that's a big problem for journalists. And equally problematic is the fact that because of the things David talked about, the clickbait sort of generation, people have lost faith in journalists. People don't like us in general, not talking specifics, but, you know, they don't trust us. They think we're on the make or that we're, you know, spreading falsehoods. So I think, you know, the entire profession at the moment has a reputation or an image problem. And we can only restore that by good journalism. And that's not just about telling good, positive stories and making people feel good. That's part of it. But it's it's also telling the truth because, you know, the public isn't stupid. They can read between the lines. They know what is clickbait and what is a pure advertisement for a code or for an event that they want to read something that they truly believe and that makes them think. I think as well. So it's it's a very problematic time to be in this industry. There are so many different pressures from so many different angles.

[00:37:23] And I think I would echo what David said about the next generation. And I fear for the next generation of journalism, colleges are churning out hundreds of journalists where there are all going to find work.

[00:37:35] I've got no idea. Because at the moment, there doesn't seem to be an awful lot of value placed upon journalism. So we're at a critical time. I think the advent of social media in some ways may help. And I'm as David will no doubt tell you, I'm. I'm a late coming to all of this. I started off Twitter for many years and I was addicted, wouldn't bother with Instagram. And I didn't even know how to set one up until a couple of months ago. But I've sort of come around to the way of thinking that actually it can be a force for good and it can be a different vehicle, you know, to get stories and opinions across. So I think it does have value and I think we're in this current point in time and maybe. Kove it will speed this up as well that we're about to evolve into something rather different. I'm hoping that different is going to be better than we have at the moment, but we shall see some really, really interesting insights there.

[00:38:34] And just like I said, there may be some journalists out there that people just like, but you guys don't fall into that bracket. I think that's probably a matter of opinion, Michael and fellows. I'm in hell on Instagram. I'm just wary of the time here. So we'll we'll pick up one more question before I hand over to Libby.

[00:38:54] So this is I'm looking forward to this question. Hopefully we'll get some good insights here. So, David, we'll start with you.

[00:39:00] So obviously, you've done a lot in your career when reflecting on your career today.

[00:39:06] Are you able to share any inside stories or memorable experiences that would normally only be for inside the media or more around smoke?

[00:39:17] Well, what what are some issues we stand with? One we had together. Go on, go on. So, I mean, one of the one of the more enjoyable experience I had of one of the privileges and I guess, you know, you take a responsibility and you enjoy what you can convey to the audience and any women in the hustle and bustle of your job, you sometimes, you know, you take it very seriously, you focus on your work.

[00:39:42] But it is good to sometimes pause and remember what you have to convey.

[00:39:44] And I'm real fortunate enough to be in Honduras together when the Soccerroos win the World Cup playoff before the 2018 World Cup, Suzanne, in 2017. I think and it was quite an experience because I think before we left who were signing off all sorts of legal forms where I think my folks were saying bitingy bothered by the way they were taking our side sign off. I think there all the stories with the Rands about how we were going at the highest murder rate in the world and all that kind of stuff. And I think someone will agree when we got there, it was a wonderful, generous, hospitable, hospitable place. But yes, Simon, who who's got the chance to go back to Uruguay, those games, they're there. What you see there when you see the real heartbeat of a football world there and how much it means to them and what's at stake when you're there. It's really quite moving. And. And to the point of police escort still from the stadium and that kind of thing. It's it's really, really in the in the coal face of it. And now and at the end, I think we're both very lucky to fight back on the Soccerroos charter plane. And probably I think we'll try it on the glasses to try to stay on all night. An absolute Martian's where they have these these goggles on to try and adjust for the times. I quickly but I was more in a more focused on the left over food and wine that the players couldn't drink because it's the first time I'm going to get in a first class, first class cabin for a while so that there were good memories. Simon.

[00:41:25] They were a fantastic memories. I'll share with you one story, Michael. Which sort of shows. We talked a little bit about, you know, the positivity of spores and how you

can sort of change that message. It's a great story of the 2006 World Cup. I covered the Soccerroos games all through it all the way throughout Germany. And the second game, you might remember, they lost two nil to Brazil in Munich. And at the end of the game, Harry Kewl became involved in rather an ugly verbal exchange with the referee, Gokul Marcus Murck. And it got so heated that apparently Marcus Murcutt told Kewl, you will not play in the game against Croatia. You'll be suspended. I'm going to report you to Feifer for what you've said and you're going to be dropped out of the game against Croatia. Now, we were all sort of aware of this as journalists. So as we headed down to the press conference with his Hiddink, the atmosphere was sort of quite tense. Obviously, that was clearly going to be the first question that everybody wanted to ask. Course, Hiddink. You know what happened with Harry Kewl? Is he going to be suspended? Because it was a lot of finger pointing and Jabeen and it was really quite heated anyway. So Hiddink walks into the press room and you could have cut the tension with a knife.

[00:42:45] And he sat down and said, first question, please, gentlemen, and his Dutch accent. And just as the first journalist was about to ask the question, Hiddink's phone rang, mobile phone rang in his pockets, and he said, Excuse me, gentlemen. And he picked up the phone and said, Hi, mom. Yeah, I'm a bit busy at the moment. Can I call you back in 10 minutes? And he totally broke the tension with that one moment. And I think he did it deliberately. I think he said to his press guy, a guy called Pedro Sallies eyes suddenly no longer with us. Wait until I sit in the chair and ring my mobile phone. I'm convinced he did that because he knew that question was coming. And that's, you know, that was hitting the master at playing the media and turning things around to his own advantage. And the whole tension evaporated as everybody giggled. And, you know, Klaus was back to holding court in his own inimitable way. So, yeah, one of the little stories from behind the scenes that people might not have heard of.

[00:43:50] That's awesome. Thank you very much, gentlemen, for sharing both of those stories. You know, this really gets it inside and it does make me laugh. It could have been planned. I guess we'll never know. So I've seen the chat going off. It's been a lot of questions coming in. So we've probably got just ran just over 10 minutes. So hand over to you to put forward some of the questions to Simon and David.

[00:44:17] Thanks, Mike. Thanks, Don Davidson. Some great conversation as Mike, as you said, there's been some some good questions coming through. I'm going to start with a couple of questions that get addressed in the conversations that we've had so far.

[00:44:33] There's a couple who have crossed over some of that stuff that you've talked about around the integrity of journalism. You know, when the quality of stories and stuff and it's really refreshing or wonderful, the passion and integrity that you both have as journalists. And I'm going to start this first one is going to take a tangency.

[00:44:55] It's from Daniel, who works in the stadium. When we go back to school, most likely behind closed doors with no friends and then potentially some fans as I chuckled through. What message do you think will now be required of venues to keep journalists in that media room? Because you're obviously a in the media room, in a stadium before you're all packed in ice and closing the main media room. What do you think it will look like moving forward? It may be a personnel.

[00:45:24] Also this one, David Futons. All right. Well, we've we've already had a sort of a bit of a taste of that because we had four games in the A-League played behind closed doors before the inevitable happened. And once the state borders shot, obviously that was the end of the islike for the time being. So the last game I did was the Sydney Derby, actually BankWest Stadium in Parramatta, the Wanderers against Sydney FC, and the numbers were limited. We had to do interviews from a distance there to be a two, three minute distance between journalist and player for interviews on the pitch. We were allowed, I think, no more than two or three people inside the same room. The reporters in the press box had to sets, you know, two, three seats apart. There were hand sanitizing stations at virtually every part of the stadium. So, you know, I think those sorts of measures are probably going to be in place for some time, even when live sports does come back in this country, whatever code is being played, because really without them, I'm not sure how they can put the events on.

[00:46:40] I mean, you know, every sporting event, I imagine has to be ensured to some extent without those measures in place. How did they get insurance for the people that are going into the venues? So, you know, let alone the players? The tricky bit still remains the players because they can't socially distance on the pitch. Interestingly, on Friday nights in Korea, they did away with the pre-game handshake, which they normally do. They stood three or four mates apart and they bowed to each other instead of shaking hands. There was supposed to be. I'm sure I read there was supposed to be no, no talking between the players, at least at close quarters. I don't quite know how they police that, to be honest. So I think there's there's gonna be a whole raft of measures, but they have to do it. Otherwise, you know, if you're the venue where there's an outbreak to three people get Corona virus, then you know that venue is going to be shot for four months and the clubs are going to be held liable. Ditto the federation, the league, etc.. So I think it's going

to look very different even when we return in the short term. But, you know, hopefully we can we can put state enough measures in place to keep everybody safe.

[00:48:01] True. I guess if you don't have fans in the stadium, I could always slow you guys off in aroundin.

[00:48:07] You could happen by age. Netflix can come and say goodbye over my past. Well, I'm with you, Simon. Another quick one for you. This is from Riley.

[00:48:17] Do you believe in individual sport will eventually livestream and produce their own telecasts of sport?

[00:48:24] The question really. Yes, I do. To be honest, I think long term that is probably the future. You know, we've we've seen this around the world in some sports already. And I think, you know, this going back to what I did on Friday night with the K League, I don't know whether that's a forerunner of what they plan to do long term.

[00:48:50] But, you know, you look at sports within Australia that the rugby league already has. NRL dot com sets up. There has been talk about them, you know, and some of their own content. I think eventually it's probably inevitable. I mean, I think that the codes would pullly want to go direct to their consumers and create packages that, you know, their supporters want. My fear for this in a football sense is that it's all very well talking about. Well, a certain league will will provide their own content in football terms. You have global monoliths like Manchester United, Real Madrid, Barcelona by in Munich, dare I say my team, Manchester City, you know, very rich, wealthy clubs who could quite easily. And a lot of them already have their own TV channels. They could quite easily go it alone and stream their own games to their own supporter base, because that's their fan base globally is big enough to be able to sustain it and to be quite profitable. Now, if you go down that routes and do away with the collective, then you're going to get a very lop sided sport. We're already seeing that in football in Europe. But if you have a Real Madrid, for example, or a buy in Munich that are saying, right, we're going to do our own TV, we're just going to broadcast to our own fans. And if you want to if you want to watch our games, you know, you'll have to pay no \$10 per game or whatever it is, then that's great for them.

[00:50:23] But what about the SC fried books and the FC Kaiser Slatkin's who don't have that global fan base and don't have, you know, millions and millions of supporters, you're then going to get very, very rich clubs and clubs that are not necessarily able to compete.

And I think we've already got that sort of lopsided nature to a large degree with with the Champions League in Europe already. So I think sport has to be a bit careful about it. But longer term, yeah, I think that's probably the way that most of the sports are going to go, because this is the new technology. It's the future. And all sports will be looking to exploit it the best they can, I think.

[00:51:05] I think you're quite right. They do everything to add to that one statement.

[00:51:11] Well, no. I think Simon's right. I think that this next passage of rights deals is going to be like at the end of an era. And I think any school or any administrators that aren't looking ahead and looking through the crystal ball to make sure that they're ahead of the curve and not just waiting for the next paycheck to come through from traditional media, they're going to be rewarded for that. And the way they can sell on how far that goes globally.

[00:51:38] Who knows? But I think particularly as as almost becomes that kind of consumer buys all the different things they want. I can definitely, definitely see that happening and where it ends up being broadcast, you know. Are we talking Facebook? Are we talking YouTube? Are we talking wherever else pops up in the next five years? I think that's another part of the conversation as well.

[00:52:02] Last question. So I'm conscious of time, Markin. You might have just clips this, David, if you responding to that one could call this a good question.

[00:52:10] That's just come into the chat here from from Peter, which I think is really valid at the moment and is top of mind of a lot of sports.

[00:52:19] I'll kick this one off with you, David, and then Simon, if you're anything else to add as we wrap up. Do you think the sports administrators at all levels are aware of just how difficult it is now for you to continue to rely on funding from a broadcast model, particularly in Australia? And do you think we're at a tipping point with their broadcast funding model of major sports?

[00:52:43] I think there's no doubt about that. I think the climate is changing. I think you only have to look at the situation, the delicate situation the rugby and football find themselves in right now. I mean, from what you read, it looks like rugby league will get an extension and a surprisingly lucrative extension over the next few years. But I think the reliance on AFL and NRL for the future of pay television might squeeze that out for a little

bit longer than what Peter refers to. But I think it's an inevitable it is unsustainable. And I think sports have to look at a. If the juice starts to drop a little bit, how are they going to restructure more pragmatically? But they also start to look at innovate innovations and different ways to make up that gap or to make that money in the coming years. I think they've been generously line the last decade, probably. And I think we I cannot see how we're not at a tipping point in the broadcast. Model, whether it extends overseas, the NBA is in the premier leagues. In the short, short term, I'm not sure, but I think this current climate is a favorite to sort out too, once we get at the other end of it.

[00:53:54] Yeah. I'd agree with that. I think, you know, the Premier League is as proven almost to be bullet proof for many years and it is written out two or three later recessions both globally and the UK and its rights, but it just keeps going up and up and up. But that's an outlier. I think most sports, most leagues are going to have to look at alternative revenue streams. There is no doubt about that. The traditional media obviously is not just hurting through Calvet, but hurting through this fragmentation of the audience, which means that the advertising revenues are not as big or consistent as they once were. So, you know, some of the sports and maybe football is one. Certainly rugby and other are looking at a haircut in terms of the value of their rights. So they're going to have to be creative. And as David says, innovative to try and fill the black hole. It's going to be left by the void in in finance from the TV broadcast. So that that is a major challenge for them. But also, as we've outlined over the last half an hour. There's also a big opportunity there, I think, to be innovative and and try and create different revenue streams from from different models. And nobody's yet done that, really not 100 percent in this country. So, you know, maybe football or rugby or one of the other codes can be the first and and almost be a trailblazer in finding a different way to to sustain the sports.

[00:55:35] Thank you. Perfect.

[00:55:39] Awesome. Thank you for putting those questions and everyone and to those that we didn't get to those questions, we will be doing our best to have these answered on our time at Talks Resource Library, which can be shared via sport new set of files.

[00:55:57] Let me just try and share my.

[00:56:02] All right. Also, never fully before the safety and say our thanks. I'd just like to obviously share. We have another time at Twitter. Coming up on Thursday, this is an important conversation around mental health.

[00:56:15] And Debbie and Dan will be joining us and discussing the signs and symptoms of poor mental health, providing an understanding of your emotions and importantly, suggest strategies to help maintain good mental and physical health. This will be an hour long session, which will hopefully grow the listeners understanding of mental health and allow you to leave with some suggested strategies. So that's on this Thursday and you can register by the sport New South Wales Web site. So I guess another big thank you for myself and the team and all the listeners to Dave and some for taking the time and joining us for this evening. We really appreciate it. And I hope you will go to get the insight into media. And thanks again. Again.

[00:57:01] Thanks very much for having us, guys. Yeah. Pleasure. No dramas.

[00:57:05] OK. Thank you, everyone. You take care and keep safe. And we will see you on the next time at.