

PARTNERS

WE ARE VERY PROUD OF THE NUMBER AND BREADTH OF OUR PARTNERS, AND OF THE RELATIONSHIPS THAT ENABLE US TO ACTIVATE THOSE PARTNERSHIPS IN CREATIVE WAYS THAT PROVIDE REAL VALUE FOR OUR FANS AND FOR THE PARTNERS THEMSELVES.

By way of testament to the success of these partnerships, 12 major partners renewed or increased their investment this season, including multi-club partners Nissan and Hays (who doubled their investment in the women's team), along with Tecno and UBTECH in China. The extension of the Hays relationship will take us to 2023, by which time we will have been working together for a decade.

We also welcomed a number of new partners, including YuYuan Art and JNC in China, a priority market for us, and Xylem, a leading US company in water treatment. Xylem aims to bring global awareness on water issues through the partnership with City, and are actively collaborating with City Football Foundation, most recently supporting the 2018-19 Cityzens Giving safe water project in Bangalore.

In February, in a major new long-term partnership that will run for the next decade, we were delighted to announce PUMA as new kit provider for Manchester City, plus our sister-clubs Melbourne City FC, Girona, Club Atletico Torque and our newest team in China, Sichuan Jiuniu.

We work hard to constantly innovate and provide new experiences for our partners, whether through innovative digital content, creative activations or straight media exposure. In 2018-19, we hit a new record in the provision of value through media exposure for partners, and successfully tested and implemented a new brand asset at the Etihad Stadium: branding on the steps of the East Stand, facing the TV cameras.

Branded content continues to deliver for both fans and partners – this season more than 30 million people viewed the Etihad Airways content series featuring men's and women's City players and world-renowned freestylers in eight global destinations. And the Hays Player content featuring the men's and women's teams produced some of the most successful metrics in the partnership's history.





THE GREATEST VIEW

In February 2019, the Etihad Stadium became one of the first in the UK to install Intel's True View camera technology, with 38 high-definition 5k cameras around the stadium giving fans every angle of the biggest match moments. Intel True View allows us to capture every match element from every angle, recreating the action on the pitch and presenting it from an ideal vantage point or player's perspective, using Intel's unmatched data-processing capability to deliver immersive experiences to fans. Features include multi-angle views of a play, a virtual wall giving viewers a clear picture as to where players are positioned on the pitch, and 'Be the player' capabilities, where True View freezes a moment in the match to let fans see the pitch from the eyes of a player.

In one of the first games captured by True View, one of the most memorable moments of City's season was rendered perfectly from multiple angles, as Vincent Kompany struck a famous winning goal against Leicester City, keeping the Blues on track for back-to-back titles.