

# Learning from the Success of Major League Soccer: Innovation, Strategy, and Global Impact

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Room 420, Geffen Hall, Columbia Business School



*Featuring:*

**Takehiko Nakamura**, CEO, BLUE UNITED CORPORATION

*Organizer:* Japan Business Association, Columbia Business School

*Cosponsor:* CJEB

Mr. Nakamura covered the business model of Major League Soccer (MLS) and its success factors, exploring MLS's revenue structure, sponsorship, and broadcasting innovations compared to Japan. He explained the business strategies that were behind the acquisitions of David Beckham and Lionel Messi. He also discussed the utilization of data analysis in MLS, particularly how data analysis has impacted MLS and how Japan can strengthen its sports business competitiveness. Mr. Nakamura also spoke about global sports marketing, providing insights into methods to promote Japanese sports brands and athletes globally. He also shared his vision for Japan's sports business, including how Japan's sports business could evolve by learning from MLS.