



TELAPAGES If you're not in Telapages
you're not in business!

TELAPAGES U should be here now!

[Home](#)
[Register Now!](#)
[Update Your Business Page](#)
[About Us](#)
[Contact Us](#)
[TelapAgents Login](#)

31 May 2004

Lord Nose

Lord Nose!

Sport from the man who knows!



Lewis hammered but still standing

Mon, 31 May 2004

Meet David Lewis, a soccer fan like no other.

The CEO of an international consultant-promotion company, with a catchcry of "IT Solutions to Corporate Problems"- Lewis is a life-long, and devoted, West Ham soccer supporter.

When he found out the Hammers-Crystal Palace first division playoff final, for promotion to the England Premier League, wasn't on free-to-air, cable, or satellite television, true-to-form David Lewis found the solution.

He brought the television rights for Australia – on his pat.

For an individual to branch out like that is unheard of in the first place, but negotiations of that kind normally take months of haggling.

But not-to-be-denied David Lewis did it in just five days – and that included the game itself, played early yesterday morning AET at the Millennium Stadium in Cardiff, packed with 72, 583 non-neutrals.

As a one-off lateral-thinking classic, grabbing the television rights was an outstanding success. As an affair of the heart, it was a heart break – West Ham lost 1-nil, and stay in first division, next season.

In the wash-up, Crystal Palace return to the Premier League for the first time in six years - \$46m richer for the promotion.

That's the huge financial benefit of being among the elite, as against first division – it's big, big, big bickies.

So the Nigel Shipperley goal in the 62nd minute was effectively worth \$46m – that's some goal.

We've all seen golfers sink a crucial putt that earned an additional \$150,000, even \$300,000 – but nothing like a whopping 46 mill.

Lewis is under a confidentiality agreement not to disclose what he paid for the rights, but it would have to be in the vicinity of \$400,000.

The final figures aren't to hand, but around 3,000 West Ham, and Crystal Palace, supporters paid \$25 each to view the game at selected venues in Cairns, Brisbane, Sydney, Melbourne, Adelaide, and Perth – a logistical nightmare to organise in such a short time, but a mighty handy return for the lateral-thinker.

Except for the result – David Lewis was devastated.

He would have been quite happy to lose on the deal – had West Ham won – it's as simple as that.

Hammers aside, the Australian Soccer Association should have a chat with this bloke, especially the new chief exec – John O'Neill.

The former Australian Rugby Union managing director-chief exec switched codes last

Latest Articles

Their battles are over

Just at a time when England's cricketers are riding high, Nasser Hussain, and Ti...

[> More](#)

A big win and Gus not so disgusted?

Phil Gould, take a bow, you are a dead-set genius. The NSW State-of-Origin co...

[> More](#)

Flying Kangaroo misses some Wallabies

The quicker Gary Flowers occupies the big chair at the Australian Rugby Union – ...

[> More](#)

Leftovers take the pickings

Steve Flesch wrapped up his second USPGA tour title at the Colonial yesterday, t...

[> More](#)

[> More Articles](#)

month, after leaving the 15-man game well in the black with around \$60m stashed away – the bulk from hosting the most successful Rugby World Cup, in history.

O'Neill desperately needs lateral-thinking blokes like David Lewis – and he'd be keen to have a chat.

Lewis has made plenty of written suggestions to the ASA in the past – pre-O'Neill – but never received a reply - that's just plain rude.

From one DL to another, he should repeat the dose to O'Neill direct, who has far more sporting savvy than those around him – that's why he'll struggle in the round ball game, without switched-on support.

So step up to the plate David Lewis, and go to bat for your concepts – your code needs you.

Let's face it, anyone who is prepared to put his money where his mouth and heart are, is worth listening to – dedication is a priceless asset.

If only West Ham had won.

QUOTE OF THE DAY:

"Personally, I'm always ready to learn, although I do not always like to be taught." Sir Winston Churchill.

Have your say to Lord Nose on LordNose@telapages.com

Tune into David Lord's comprehensive sports reports on ABC NewsRadio, every Saturday and Sunday, between 6am and noon eastern.

ON THE AM DIAL: **ON THE FM DIAL:** **LISTEN WORLDWIDE:**

Brisbane 936	Darwin 102.5	www.abc.net.au/newsradio
Sydney 630	Gold Coast 95.7	
Newcastle 1458	Gosford 98.1	
Canberra 1440	Launceston 92.5	
Melbourne 1026		
Hobart 747		
Adelaide 972		
Perth 585		

Lord Nose Column is exclusive to Telapages

Content is Copyright © Tela Pages Pty Ltd 2004, ABN 96 104 663 952. [Administrator](#)
Proudly developed by [HubOnline Global](#).

[BACK TO THE TOP](#) | ^