

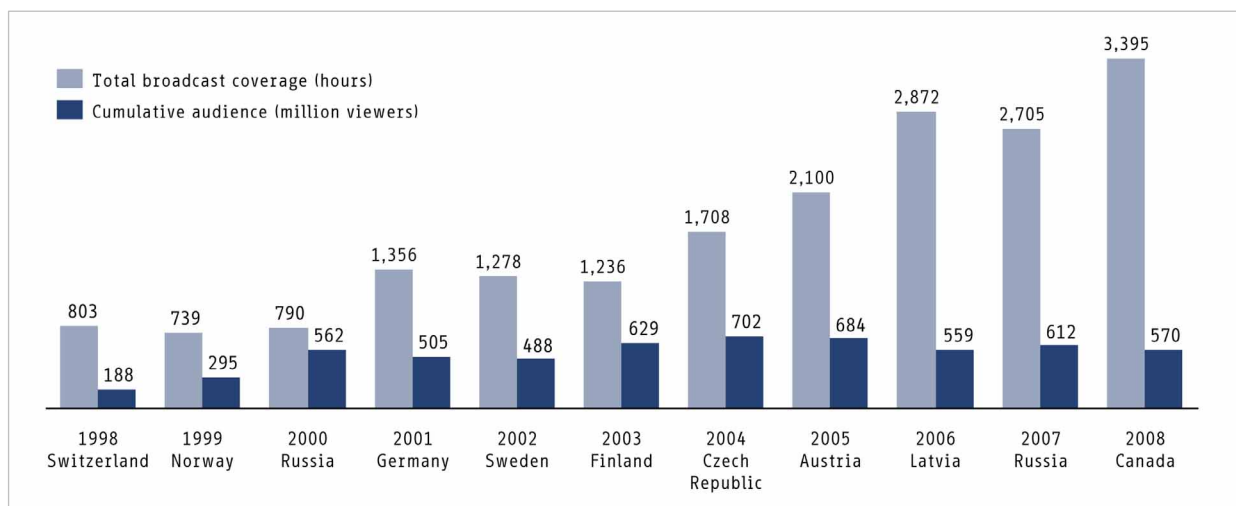
3 | Media Information

From Andorra to Zimbabwe - the IIHF World Championship can be seen around the globe

The development of television coverage for the IIHF World Championship since 1998 has been a success story.

The key feature of television growth has been excellent coverage in the key ice hockey countries, combined with more recent development into non-core ice hockey areas. As the chart below shows, the overall growth in broadcast airtime is impressive and television audiences have remained relatively stable through the last six events.

Rising broadcast coverage and a stable viewership



Source: IFM/Infront

Fans throughout the world can follow the event in Switzerland

Fans can now be sure of seeing the best ice hockey action wherever they are. Television distribution for the event currently includes agreements for over 100 territories worldwide and it will be transmitted by more than 70 broadcasters. As a result, the cumulative total viewing audience is expected to pass the 700 million mark, slightly exceeding the peak reached in 2004 and setting a new record high.

Strong coverage in Europe

Besides Switzerland, where the games can be followed live on SF, TSI, TSR and in high quality on HD Suisse, the event will be seen in more than 30 countries in Europe. Many of these will have national free-to-air coverage. For example, fans in Germany can watch games on DSF and hear reports on ARD Radio; in Sweden the games can be followed on Viasat and Sveriges Radio; Italian fans can enjoy the event on RAI and Austrian enthusiasts only have to turn on to ORF. With 14 European nations taking part, this coverage is important to the total audience viewing figure.

North America is a key ice hockey market

In the key North American markets games will be available on Universal Sports (USA), TSN (Canada) and RDS (Canada).

Warm weather fans

Through agreements with Sport + and ART, fans in 52 African countries will be able to view the 2009 IIHF World Championships and in the Middle East it is shown in 13 countries. Even exotic locations in Oceania, such as French Polynesia, Wallis and Fortuna, can pick up the event. Hot or cold, ice hockey is finding new audiences around the globe.

 A full list of broadcast partners for the 2009 IIHF World Championship is available on request

All games available online

The dedicated online broadcast service of the event has now been fully integrated into the official federation website, www.iihf.com. It will be produced by Infront Advanced Media Solutions, a subsidiary of Infront. It means that fans throughout the world can view live and on demand every game of the IIHF World Championship.

Fans can choose from two subscription models including single games at 6.95 Euro and the tournament pass option covering all 56 games of the tournament for only 39.95 Euros. The games are available as high-quality video stream. Access is only geo-blocked in a few countries where conflicting media license agreements are in place.

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