

## 5 | Facts & Figures

### Media production and distribution in numbers

The development of the event's broadcast production and media distribution can be seen very clearly by comparing key statistics.

Starting in 1999 and taking 2004 as half way point, the benefits of a consistent, long-term partnership between the IIHF and Infront as its exclusive marketing partner, which already lasts for 28 years, become evident.

|                      | 1999<br>Norway | 2004<br>Czech Republic | 2009<br>Switzerland             |
|----------------------|----------------|------------------------|---------------------------------|
| HB cameras           | 14 (SDTV)      | 16 (SDTV)              | 20 (HDTV)                       |
| Commentary positions | 60             | 70                     | 90                              |
| TV studios on-site   | 2              | 4                      | 6                               |
| TV compound          | 1,500sqm       | 2,000sqm               | 2,500sqm                        |
| OB vans              | 4              | 8                      | 15                              |
| Broadcast partners   | 28             | 53                     | over 70                         |
| Territories          | 53*            | 40                     | over 100                        |
| Cumulative audience  | 294.75 million | 701.78 million         | over 700 million<br>(estimated) |
| Broadcast coverage   | 739 hours      | 1,708 hours            | n/a                             |

\* pan European distribution