

6 | Background Information

About Infront Sports & Media

Putting its clients in front, on screen, in the spotlight of attention, before the right target audience - Infront Sports & Media has a reputation for delivering what it promises and is dedicated to achieving market leadership in its chosen fields.

A leader in international sports marketing

Infront Sports & Media, based in Zug, Switzerland, is an experienced international sports marketing company with a capacity for innovation that is helping to transform the industry. These innovations have enhanced every area of sports marketing, including distribution of rights, host broadcast, production, event operations, brand development and sponsorship and have even taken the industry into the virtual world through the first true multi-sports online gaming platform.

Infront has been expanding rapidly, both organically and through strategic acquisition, to create a full service agency. It now has more than 500 employees across 23 offices in 10 countries: Austria, Finland, France, Germany, Italy, Sweden, China, Singapore, South Africa and Switzerland. The company enjoys successful partnerships with around 130 rights holders that are productive and long-lasting, based on high standards of delivery.

First in winter sports

Infront is the strongest, most experienced marketing agency in the winter sports arena, representing six out of seven Olympic winter sport federations. This includes a long-term partnership with the IIHF in world ice hockey and partnerships with the national associations of Finland, Germany and Sweden. Infront manages more than 90% of the media and/or marketing rights to FIS World Cup events. It is also the exclusive marketing partner of the FIS World Ski Championships in all Alpine and Nordic disciplines. Relationships with the FIBT for bobsleigh and skeleton, FIL for luge, the IBU for biathlon and the WCF for curling complete Infront's winter sports portfolio. As a result Infront is able to offer the very best winter sports opportunities from one central source.

Strong in summer sports

Infront has a unique heritage in football, based on its experience in handling the global media rights for the 2002 and 2006 FIFA World Cups™. It currently handles distribution of the Asian broadcast rights for the 2010/2014 FIFA World Cup™ (in a joint venture with Dentsu). It works with the German Football Federation (DFB), a relationship dating back almost 30 years, as well as with several other European football associations and clubs and it is exclusive media rights advisor to Italy's Lega Calcio. Infront has successful partnerships with the European Handball Federation (EHF) and the Confédération Européenne de Volleyball (CEV). The group is also expanding into motor sports through Infront Motor Sports (former FGSPORT Group), promoter of the FIM Superbike World Championship.

Leading the way in Asia

Infront has moved rapidly to become the leading sports marketing organisation in China, representing China's top sport, basketball. It has an office in Beijing with close to 50 staff, offering a powerful combination of international expertise and local market knowledge. The agreement with the Chinese Basketball Association (CBA) covers all key aspects of not just the marketing but also the development of the Chinese national teams and the CBA League. Infront has also established its

“Gateway China” service, designed to encourage European based companies and sports to access the Chinese market by providing experienced consultancy advice and assistance with implementation.

Entertainment - transforming sport business

In a new strategic direction for the group, Infront has launched Empire of Sports (EoS) – a virtual sporting world on line – in a joint venture with F4, a Paris-based video gaming company known for its expertise and state of the art graphics. Empire of Sports is the world’s first true multi sports gaming world and offers a wide range of exciting sports games such as tennis, basketball, skiing, bobsleigh, fitness, track & field and football. It can accommodate millions of players, who can interact socially, challenge one another in sporting competition and even rise to star status. Capitalising on the unprecedented rise in persistent gaming worlds, EoS opens up a completely new frontier for business partners, such as brands, media companies and rights holders. - www.empireofsports.com

World-class client services

The Infront Sports Services division focuses the servicing experience and operational expertise gained on Infront’s top events to help other sports. Staffed by highly experienced personnel, it is event-oriented and provides advice, practical help, resources and access to well-tested systems. It can provide a complete account management solution on a basis that can be more cost-effective than recruiting your own team. Services include first-class hospitality and catering through Infront Hospitality Management; ticketing through a partnership with Ticketcorner; accreditation for sponsors and broadcast partners; design solutions, venue dressing and advertising – in fact, everything that a successful sports event needs to function efficiently.

Host broadcasting, programming & production

Host Broadcast Services (HBS), as a dedicated, independent host broadcast specialist, helps sports federations, organisers and rights holders worldwide to broadcast their events in the most exciting way, by offering its highly developed and technologically advanced service. HBS is in charge of major host broadcast contracts for world events such as the FIFA World Cup™, the Asian Games and the America’s Cup – events which typically run for weeks or even months; involve several years of planning, the creation of an International Broadcast Centre (IBC) and the provision of tailored facilities and services. HBS is also the host broadcaster of the French Ligue 1.

The Programming & Production division of HBS focuses on production-led projects, working on shorter timescales where a smaller infrastructure is required. It works to the same high quality level as the Host Broadcast division and uses the same methodologies, systems and techniques to deliver world-class products and solutions. - www.hbs.tv

A strong new media competence

Infront’s innovative service offerings are completed by a dedicated competence centre for the distribution of new media sports rights, Infront Advanced Media Solutions, located in Milan, Italy. As a one-stop-shop for producing, delivering, protecting and billing new media content, it lets clients expose their events globally. The company produces a variety of new media services, including the official FIS Ski World Cup magazine programme, FIS fan websites for various disciplines, Euroleague.tv and Snowtime Channel (www.snowtime.com), a branded block of programmes and footage dedicated to winter sports. Soon, it will also launch the first web TV focused on F.C. Internazionale.