

HANDBALL HITS NEW HEIGHTS



The EHF EURO has become a hit with viewers. Handball is the most popular indoor sport in most European countries and as one of the fastest sports worldwide, it continues to rapidly increase in popularity.

Fast, furious and fun

This highly physical and demanding team sport is fast and exciting to watch and more popular than ever before. The European game is growing robustly throughout all regions. Every two years in the second part of January, Europe's best men's handball teams meet to contest the EHF European Championships. The women's teams meet in December of the same year.

Infront and the EHF

The European Handball Federation (EHF) and Infront Sports & Media have extended their current long-term marketing partnership in respect of the Men's and Women's EHF EURO until 2020. The relationship is a long-running success story – Infront has been responsible for television distribution and marketing for EHF EURO events since 1993.

Qualifications and Championships under one roof

In addition to the handling of the commercial rights for the Men's and Women's European handball events, Infront is also marketing the media rights and some marketing rights of the qualification matches. This combination of rights under one roof is already bringing positive results. The 150 matches of the Men's EHF EURO 2010 qualification provided significant levels of additional coverage for European Handball – a total of over 400 hours.

Further coverage is expected from the Women's EHF EURO 2010 qualifiers, which started in October 2009, played by 28 national teams throughout Europe.

Handball keeps on growing

The big handball countries, Denmark, France, Germany, Norway, Spain, Sweden and Russia and many of the smaller countries and Eastern European nations such as Croatia and Poland are strong contenders, making the competition inclusive and adding to its democratic appeal.

Infront has increased the television coverage and audience figures over the past 17 years. The 2008 men's and women's events together achieved a cumulative television audience in excess of 1.5 billion, with a total of more than 2,000 hours of programming. The January 2008 men's event in Norway had more than 1.2 billion viewers, which also set a record for a single EHF EURO event. It was the most extensively covered and viewed tournament in the history of the competition. Overall, the men's tournament reached a total of 1,100 broadcast programme hours.

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For the 2010 EHF EURO in Austria, Infront concluded agreements with around 80 television and radio stations, covering 70 territories – in Europe, Middle East, Asia and South America. The latest broadcast statistics will be available mid 2010.

Building on long-term agreements

For the up-coming tournaments, Infront has already concluded long-term agreements with broadcast partners in the major handball markets in Europe and successfully sold the media rights for the EHF EURO up until 2015 in 13 European countries.

All forms of media rights

As marketing and media partner of the EHF, Infront has been appointed to distribute all forms of media rights for the EHF EURO and qualification events on a worldwide basis, including TV, radio and new media. It is also overseeing the production and broadcaster servicing.

A first point of contact for broadcasters

Infront supports contracted broadcasters both before and during the events, ensuring that contracts are implemented correctly, handling accreditation requests and providing a first point of contact – the link between rights holders and the production operation.

Production overseen by Infront

The host broadcasting for the EHF EURO is overseen by Infront and provides a state-of-the-art multi- and unilateral broadcast production. This includes filming and transmitting a high quality signal, as well as supporting broadcasters in their unilateral production, transmission and commentary facilities and services. All games are covered with up to 15 cameras and distributed in wide-screen 16/9 format with adapted and animated on-screen graphics. Starting from 2012 all games will be produced in high definition television (HDTV) quality.

Online Innovations

The official website (www.ehf-euro.com) of the European Championships, developed in conjunction with the EHF, has added considerable value to the fans. The platform gives extensive information about the events and the participating nations and players, as well as online video coverage of the event. In 2010 the website of the Men's tournament received 4.7 million visits.

Serviced by Infront

Behind the scenes, Infront supports the Official Sponsors. Its servicing role is on-going and includes not just the event itself, but the many years of planning and preparation that lead up to it. Infront's main responsibility is contract delivery, ensuring that sponsors receive all the rights and benefits that they have been promised in an efficient and constructive manner.

Pre-event Infront is responsible for advising and approving all print materials and the management and planning of marketing activities on behalf of sponsors. On-site, the design, construction and maintenance of all advertising and signage is controlled by Infront ensuring the correct co-ordination and display of sponsor logos in all composite situations, such as interview backdrops, posters, website and television advertising.

Upcoming Events

The EHF EURO takes place every two years:

2010 Women's European Handball Championship

7 – 19 Dec in Denmark and Norway

2012 Men's European Handball Championship

17 – 29 Jan in Serbia

2012 Women's European Handball Championship

4 – 16 Dec in the Netherlands

