



BOBSLEIGH & SKELETON EXHILARATING SPEED ON ICE

Bobsleigh and skeleton racing exemplify the speed and charisma of winter sport at its most challenging and dangerous. Combining fast paced drama with power and agility the sport continues to grow.

A truly international winter sport

Bobsleigh has grown from a "niche" sport in a small core of alpine nations to a truly international winter sport. Working closely with the Fédération Internationale de Bobsleigh et de Tobogganing (FIBT) since 2003, Infront Sports & Media has embarked on a path of expansion, with high impressive growth in the international television audiences and hours of coverage.

Infront's role includes the marketing of the key sponsorship packages for bobsleigh and skeleton's top-tier sponsorship programme as well as worldwide distribution of media rights for the men's and women's FIBT World Cup and FIBT World Championship events.

Speeding across all continents

Bob and skeleton are synonymous with speed and exhilaration. During a typical 60-second bobsleigh run, speeds of more than 140 km/h are reached and the crews are subject to more than four times the force of gravity. Bobsleigh and skeleton races are usually run on concrete based tracks with artificial ice surfaces; have a standard length of 1,500 metres and up to 14 curves, depending on the track. There are now 14 tracks in operation worldwide.

Bobsleigh's top competitions are the FIBT World Cup and the FIBT World Championships, which are staged annually except during Olympic years.

Skeleton - elite image

Skeleton is the world's first sliding sport and the only one where athletes take a face down position. It has an elite aura through its long identification with the world-famous Olympia Bob Club and its adjacent Cresta-Run in St Moritz, one of the world's most exclusive sporting clubs. The run is unique – it is natural and built from scratch every year using the natural contours of the valley and earth banks to provide a framework on which to pile the snow.

Skeleton competition returned to the Olympic Winter Games in 2002 with the men's and women's competition in Park City, Utah, ending its 54-year absence from the world's most prestigious sports competition.

Participation in skeleton has increased significantly as a result of its return to the Olympic programme. Today, skeleton is practiced on a competitive level by some 30 countries from all continents.

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BOBSLEIGH & SKELETON DOWNHILL ON ICE



Amongst the most successful winter sports

FIBT's events are amongst the most successful winter sports. Over the last five years, there has been 64% growth in the cumulative audience (across all disciplines) and the hours of coverage have grown impressively – up a huge 364% from 2004/05.

In the 2008/2009 season, FIBT World Cup competitions (bobsleigh and skeleton) were broadcast across 20 national TV stations in 60 countries reaching a cumulative viewing audience of 669.2 million and a total transmission time of more than 1,100 hours, 52% up on the previous year.

Infront handles the worldwide media rights for the men's and women's FIBT World Cup and World Championship events, including TV, radio, internet and mobile communications, offering specific, segmented packages. This includes live, delayed and highlights coverage.

Infront offers an upgraded international feed for general distribution and a post-race highlights package for rights holders.

FIBT high quality production

The in-house television production, overseen by the FIBT, guarantees the technical control to ensure quality pictures that capture the fast, dynamic drama of the sport – a cutting edge standard that the FIBT has pioneered over the past 10 years to meet the key criteria of the sponsors as well as the fans and broadcasters across all markets.

Upcoming Events

As 2010 is an Olympic year there will be no FIBT World Championships. After the Winter Olympic Games in Vancouver, the next edition of the FIBT's top competition will be the 2011 event held in Berchtesgaden/Königssee (GER).

Competitions will feature the following disciplines - women's bobsleigh, two man and four man bobsleigh, women's and men's skeleton.

The event calendar for the 2010/2011 FIBT World Cup season and the 2011 FIBT World Championships will be available mid 2010.