



# FIS WORLD SKI CHAMPIONSHIPS

The FIS World Ski Championships are the highlights of the FIS calendar of international competitions. They represent the only occasion — other than the Winter Olympic Games — when the world's best competitors meet together to establish world leading status.

#### **Highlight of the FIS calendar**

The FIS World Ski Championships are held every two years and are the highlights of the FIS calendar of international competitions. Among the FIS World Ski Championships, the Alpine and Nordic events undoubtedly stand out as the most popular, with the biggest following.

Confirming its leadership and expertise in international skiing Infront Sports & Media handles the ex-European broadcast rights to the FIS Alpine and Nordic World Ski Championships.

#### **Where the world's best competitors meet**

The FIS World Ski Championships take place in all FIS disciplines – Alpine Skiing, Nordic Skiing, Snowboarding and Freestyle. The world's best competitors in each discipline meet together to establish world leading status. While Alpine Skiing is the longest-established and best known of this family of World Championships, all of them have a major impact. Inaugurated in Mürren, Switzerland in 1931 the events are widely spread and have attracted television audiences throughout the world.

In 2009 the FIS World Ski Championships provided a continuous and exciting series of four events throughout the season. The 2009 Alpine Skiing World Championships took place in the popular resort of Val d'Isère, followed by the 2009 FIS Snowboard World Championships in the Republic of Korea, the Nordic event in the Czech Republic and the exciting Freestyle event in Japan.

#### **Worldwide attention**

All the championships involve skiers from many nations and attract audiences throughout the world. The 2009 FIS Alpine World Ski Championships in Val d'Isère, France, reached a record cumulative viewing audience of 517 million over two weeks in the major markets. The 2009 FIS Nordic World Ski Championships in Liberec, Czech Republic, did even better, with an outstanding cumulative television audience of 567 million viewers. The total broadcast hours, again just for the main markets, were 620 hours for Val d'Isère and 800 hours for Liberec.

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## Upcoming Events

The 2011 and 2013 editions of the Alpine and Nordic FIS World Ski Championships will all be held in well-known, traditional ski resorts, thus adding colourful background to the excitement of the sports performances.

### 2011 FIS Alpine World Ski Championships

7 – 20 Feb in Garmisch Partenkirchen (GER)

### 2011 FIS Nordic World Ski Championships

24 Feb – 6 Mar in Oslo (NOR)

### 2013 FIS Alpine World Ski Championships

4 – 17 Feb in Schladming (AUT)

### 2013 FIS Nordic World Ski Championships

14 – 24 Feb in Val di Fiemme (ITA)

All the World Championships are available both on satellite and/or tape, at broadcasters' request.

