

A DAZZLING SCHEDULE OF WORLD CLASS SKIING



The FIS Alpine Ski World Cup is the fastest and most exciting winter sports series worldwide. Achieving a cumulative television audience of more than four billion a season and top television ratings in major broadcast markets, the FIS World Cup ski events are among the most popular in the world today.

The world's leading promoter of skiing

Infront Sports & Media, is the commercial partner of most national skiing federations that host FIS Alpine Ski, Nordic, Snowboard and Freestyle World Cup races. Managing the media and/or marketing rights of more than 90% of the FIS World Cup events Infront ensures effective co-ordination of television coverage, high broadcasting standards and an exciting television showcase for the competition. A new innovative, streamlined sponsorship platform created by Infront and introduced in the 2009/2010 season has already proved appealing to leading brands.

World-class premier skiing

The FIS World Cup events are the ultimate in ski competition, aside from the unique role of the Winter Olympic Games. Considered by many to be the most valuable title in winter sport the FIS World Cup demands an extremely high level of performance in the respective disciplines throughout the season, not just in one race. The sport is perceived as healthy, clean and challenging; great television action for broadcasters and a great promotional platform for sponsors.

The 2010/2011 FIS Alpine Ski World Cup races will be held between October and March, covering 31 ski resorts across 14 countries: Austria – Bulgaria – Canada – Czech Republic – Croatia – Finland – France – Germany – Italy – Norway – Slovenia – Sweden – Switzerland and USA.

With five disciplines in total – Downhill, Super G, Giant Slalom, Slalom and Super Combined – the FIS Alpine Ski World Cup events deliver a fantastic level of competition.

Extensive Broadcast Coverage

In the 2008/2009 FIS Alpine Ski World Cup season, 40 of the most prestigious and important races were handled by Infront. These races generated over 1,100 hours of broadcast time, 800 hours of which were live. They were broadcast across 62 television stations, with a cumulative television audience of 1.3 billion. The majority of the FIS skiing events television audience is aged between 40 and 45 years old.

Long-term media rights on offer

The Infront group has extended its media rights contracts with many national skiing associations until 2015/2016, which is an impressive indicator of future stability. Infront now has media rights partnerships in place in 22 countries:

Andorra – Bulgaria – Canada – China – Croatia – Czech Republic – Estonia – Finland – France – Germany – Italy – Japan – Korea – Norway – Poland – Russia – Slovakia – Slovenia – Spain – Sweden – Switzerland – USA

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The media rights on offer are international, including the majority of Men's and Women's FIS Alpine and Nordic World Cup competitions, together with all FIS Snowboard and Freestyle World Cup events. Domestic rights are also available for Canada, France, Italy, Slovenia and Sweden. All events are offered live and/or delayed, with high quality production overseen by Infront.

A top quality television product

Taking a long term perspective, Infront is developing the FIS properties as a coherent, top quality television entertainment product. As a result a top quality world feed is produced on the base of the FIS TV Standard – which has been developed to suit each discipline individually and applies to all events. This is in line with the FIS objective of raising audience interest in the races and the continuity of the competition - in particular among a younger audience.

Infront is applying all of its specialist resources to the FIS events with impressive results, these include: management, consulting and operational teams based in Austria, Finland, Italy and Switzerland as well as its host broadcast experience through Infront Production and Infront Advanced Media Solutions – Infront's dedicated New Media Competence Centre.

Weekly Magazine Programmes

Infront also produces and distributes weekly TV magazine programmes running throughout the winter season including the FIS Alpine Ski World Cup Report, the Snowboard FIS World Cup Magazine and the Freestyle FIS World Cup Magazine.

Each magazine series is made of a number of shows (16 for Alpine Skiing, 17 for Snowboarding and 14 for Freestyle) with each 25 minute show featuring race action, interviews, profiles of top competitors, venue presentations, backstage shots and items of interest from the world's top winter sports resorts. The programmes are available via satellite or tape and include English voiceover on a separate track - full English scripts are also supplied.

18 years of skiing history

Infront also offers access to an extraordinary range of archive footage, taking advantage of its 18 year relationship with the FIS Skiing events. It can produce tailored programmes for broadcasters on request.

Continuity through upcoming events

Throughout the 2010/2011 FIS World Cup season, Infront will deliver top quality ski events and competitions at the very best winter sport venues:

23 Oct 2009 – 20 Mar 2010	FIS Alpine Ski World Cup
20 Nov 2009 – 20 Mar 2010	FIS Cross Country World Cup
26 Nov 2009 – 20 Mar 2010	FIS Ski Jumping World Cup
27 Nov 2009 – 12 Mar 2010	FIS Nordic Combined World Cup
10 Aug 2009 – 27 Mar 2010	FIS Snowboard World Cup
16 Dec 2009 – 20 Mar 2010	FIS Freestyle Ski World Cup

“FIS welcomes Infront's more exclusive approach to providing value to a limited number of sponsors. This is an important and carefully-considered move forward, which will further strengthen the image of the FIS Alpine World Cup. We have also been working with Infront on a separate 'optimisation' project, designed to fine-tune the series' promotional activities and further increase the standard of event organisation for the benefit of the National Ski Associations, athletes, fans, and media amongst others.”

Gian Franco Kasper, President of the FIS