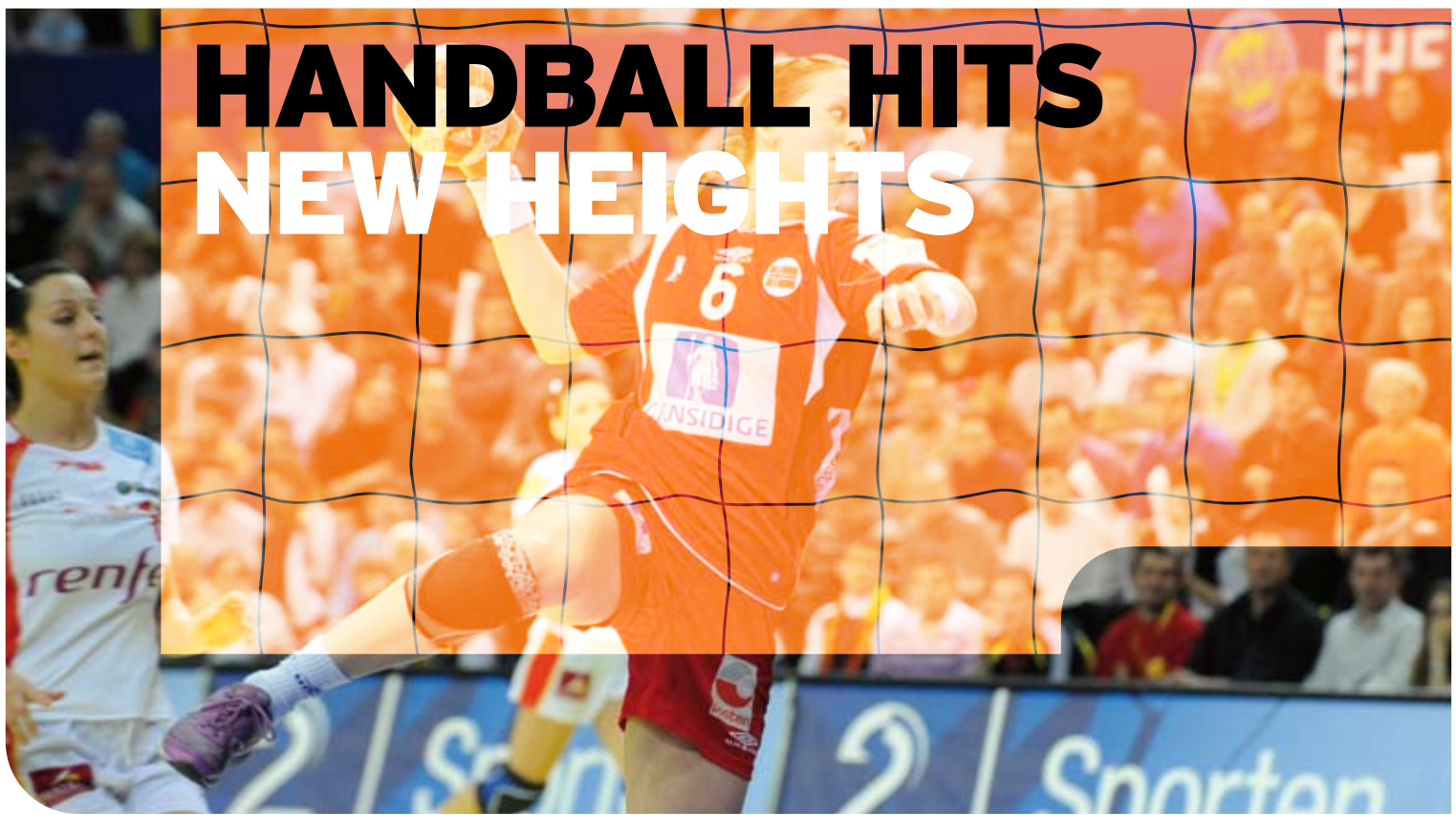


# HANDBALL HITS NEW HEIGHTS



The EHF European Handball Championships has become a hit with viewers. The latest Men's and Women's events have achieved a record total cumulative television audience in excess of 1.5 billion.

#### **TV audience continues to grow**

Every two years in the second part of January, Europe's best men's handball teams meet to contest the EHF EURO. The women's teams meet in December of the same year.

Handball just keeps on growing. The latest men's and women's events together achieved a total cumulative television audience in excess of 1.5 billion, which is an all-time record for the events.

The 2008 men's event in January 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. Infront secured broadcast agreements with more than 70 broadcasters. Overall, the tournament was broadcasted in 85 territories – particularly in Europe, the Middle East and South America – with 1,100 programme hours watched by a cumulative television viewing audience of more than 1.2 billion.

The women's event in December in Macedonia reached a cumulative viewing audience of 352 million - the third best result in the history of the event and the duration of the broadcasts increased substantially to a new record figure of 884 programme hours, an increase of over 75 % against the 503 hours for the comparable 2006 EHF EURO in Sweden.

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

Both the Men's and Women's events are well supported by a full complement of sponsors, which is also indicative of their popularity and appeal.

#### **Enhanced website**

European handball is supported by an excellent official tournament website – [www.ehf-euro.com](http://www.ehf-euro.com). This platform has been greatly enhanced in recent years, offering fans a live online video service for all matches. During the 2008 men's event, 380,000 unique users from 165 countries around the world accessed the site. It was produced by Infront Advanced Media Solutions, Infront's dedicated competence centre for the distribution of new media sports rights.

#### **Continues over the page**



# HANDBALL HITS NEW HEIGHTS



## Qualifications and Championships under one roof

In addition to the handling of the media rights for the European Handball Championships, Infront is also marketing the rights of the qualification matches. This combination of rights under one roof is already bringing positive results. The 10 rounds of the Men's EHF EURO 2010 qualification started at the end of October 2008 and the results of some 60 matches out of a total potential of 150 have contributed significantly more coverage for European handball - a total of 147 hours so far.

## Upcoming Events

The EHF EURO takes place every two years. The next events are as follows:

### 2010 Men's European Handball Championship

19 – 31 Jan in Vienna, Innsbruck, Linz, Graz and Wiener Neustadt (AUT)

### 2010 Women's European Handball Championship

7 – 19 Dec (DEN/NOR) - playing venues not yet confirmed

### 2012 Men's European Handball Championship

17 – 29 Jan (SRB) - playing venues not yet confirmed

### 2012 Women's European Handball Championship

4 – 16 Dec (NED) - playing venues not yet confirmed

**Infront Sports & Media is exclusive commercial partner of the European Handball Federation for the media and advertising rights of the European Handball Championships.**

