

# HANDBALL HITS NEW HEIGHTS



The EHF European Handball Championships have 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.

#### **Infront and the EHF**

The European Handball Federation (EHF) and Infront have extended their current long-term marketing partnership in respect of the Men's and Women's European Handball Championships (EHF EURO) from 2016 until 2020. It's a relationship that is a long-running success story – Infront has been responsible for the television distribution and marketing for the EHF EURO events since 1993.

#### **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, France, Germany, Norway, Spain, Sweden 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.

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.

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

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. 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.

**Continues over the page**



# HANDBALL HITS NEW HEIGHTS



## Popular with sponsors

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

The commercial hierarchy for the EHF European Championships has three categories of involvement: Official Sponsor, Official Supplier and EHF Partner. This hierarchy has been developed to provide a variety of entry levels with tailor-made marketing opportunities for the companies taking part. Since the inception of the tournament, Infront has marketed the Official Sponsorship packages with complete success.

## 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 an 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.

## Qualifications and Championships under one roof

In addition to the handling of the media rights for the Men's and Women's Handball EURO, Infront is also marketing the media rights and parts of marketing rights of the qualification matches. This combination of rights under one roof is already bringing positive results. The Men's EHF EURO 2010 qualification has been finished and the results of the 150 matches contributed significantly more coverage for European Handball – a total of over 400 hours. Additional coverage will follow with the Women's EHF EURO 2010 qualifications which will start in October 2009, played by 28 national teams throughout Europe.

## 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 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

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

