

# A DAZZLING SCHEDULE OF WORLD CLASS SKIING



With a cumulative television audience of more than four billion a season and top television ratings in major broadcast markets, the FIS World Cup skiing events are amongst the most popular winter sports in the world today.

#### **The world's leading promoter of skiing**

Infront Sports & Media, as the commercial partner of the majority of the national skiing federations hosting FIS Alpine Ski and Nordic World Cup races, manages media and/or marketing rights of more than 90% of FIS World Cup events. This ensures effective co-ordination of television coverage, high broadcasting standards, a more exciting television showcase for the competition and a new streamlined sponsorship platform that is already proving appealing to leading brands.

#### **Premier competitions in skiing**

The FIS World Cup events are the premier competitions in skiing, leaving to one side the unique role of the quadrennial Winter Olympic Games. It is considered by many to be the most valuable title, as it requires a competitor to ski at an extremely high level in the respective disciplines throughout the season and not just in one race. The sport is seen as healthy, clean and challenging; great television action for broadcasters and a great promotional platform for sponsors.

#### **Infront's overall market role**

Infront is working with FIS, as well as 21 national skiing federations and many key organising committees to build the commercial potential of the FIS World Cup and its appeal to sponsors and broadcasters. The new, co-ordinated approach creates a winter sports series with much greater impact.

#### **Long-term media rights on offer**

The Infront group has extended its media rights contracts with several national skiing associations until 2015/2016, which is an impressive indicator of future stability. Infront has now media rights partnerships in place in 21 countries:

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

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 from national host broadcasters or Infront Italy respectively.

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## A top quality television product

This is allowing Infront to develop the FIS properties in the long term, as a coherent, top quality television entertainment product, in line with FIS's objective to raise audience interest in the races and the continuity of the competition, in particular among the younger audience. It is applying all of its specialist resources to the FIS events, with impressive results. These include its management, consulting and operational teams in Switzerland, Italy and Austria and its host broadcast experience through Infront Production and Infront Advanced Media Solutions.

A top-class world feed is produced on the base of the FIS TV Standard, which has been individually developed to suit each discipline and applies to all events.

## Weekly Magazine Programmes

Infront also produces and distributes weekly magazine programmes running throughout the winter season:

- FIS Alpine Ski World Cup Report
- Snowboard FIS World Cup Magazine
- Freestyle FIS World Cup Magazine

Each programme is made of a series of shows (16 for Alpine Skiing, 17 for Snowboarding and 14 for Freestyle). Each show lasts 25 minutes and features race action, interviews, profiles of top competitors, venue presentations, backstage shots and curiosities from the top winter sports resorts of the world. The programmes are available via satellite or tape. They include English voiceover on a separate track and are supplied with full English scripts.

Infront also offers access to an extraordinary range of archive footage, taking advantage of its relationship with the FIS Skiing events lasting more than 15 years. It can make tailored programmes for broadcasters on request.

## Continuity through upcoming events

Throughout the upcoming FIS World Cup season, Infront will offer some of the very best race venues and most famous events of the following competitions:

24 Oct 2009 – 14 Mar 2010	FIS Alpine Ski World Cup
21 Nov 2009 – 21 Mar 2010	FIS Cross Country World Cup
27 Nov 2009 – 14 Mar 2010	FIS Ski Jumping World Cup
28 Nov 2009 – 14 Mar 2010	FIS Nordic Combined World Cup
26 Aug 2009 – 21 Mar 2010	FIS Snowboard World Cup
12 Dec 2009 – 20 Mar 2010	FIS Freestyle Ski World Cup

**A detailed event schedule for the  
2009/2010 FIS season is available  
on [www.fis-ski.com](http://www.fis-ski.com).**