

PRESTIGIOUS PORTFOLIO

Infront Sports & Media's portfolio of prestigious sports properties is growing in range and geographic spread, as it expands into new sports and new areas of business. Today, Infront enjoys successful partnerships with 120 rights-holders and hundreds of sponsors and media companies worldwide.

Summer Sports

FIFA World Cup & other FIFA events

Along with subsidiary HBS, Infront will handle the Host Broadcast of the 2014 FIFA World Cup™ in Brazil as well as the Asian broadcast rights for all FIFA Events 2010 – 2014; through a joint-venture with Japanese advertising agency Dentsu. Year on year Infront and HBS carry forward the experience gained from the 2002, 2006 and 2010 events, always innovative they enhance standards and services that help advance the evolution of sports broadcasting.

FIFA Films

FIFA Films is serviced by Infront Archive Management, which handles the distribution of all FIFA archive footage, including film and television coverage of previous FIFA World Cups™ and other FIFA events. From 2011 onwards, FIFA Films will also be the exclusive provider of 3D HDTV footage from the 2010 FIFA World Cup™.

European football leagues

Infront has relationships with two of the top European football leagues. It provides Italy's Lega Calcio with exclusive advice on the exploitation of national and international media rights for all properties and is in charge of the TV production for most Serie A and B matches. As partner of the French Football League, HBS handles the host broadcast for Ligue 1 and selected matches of Ligue 2 until 2011/12.

European national football associations

Infront holds media and/or marketing rights for all home qualification and preparation matches of ten European national football teams, including Finland, Israel, Romania and Germany. The relationship with the DFB in Germany

(the largest single sports federation worldwide) goes back almost 30 years. Infront's role includes the advertising and marketing rights of the DFB National team, the DFB Cup and other DFB events including women's teams, U19, U20 and U21.

European club football

Infront markets the commercial rights of seven clubs in Germany, including Werder Bremen, FC Schalke 04, SC Freiburg, Energie Cottbus, VfL Bochum, Fortuna Düsseldorf and F.C. Hansa Rostock. Infront also handles the stadium advertising rights for five Serie A clubs – A.C. Milan, S.S. Lazio, U.S. Palermo, Cagliari Calcio and Genoa CFC.

EHF European Handball Championship

Infront is the exclusive commercial partner of the European Handball Federation (EHF), distributing the media and marketing rights to the EHF EURO events and the qualification matches.

FIM Superbike World Championship

Infront exclusively holds all media and marketing rights to the FIM Superbike World Championship, the world's leading production motorcycle event. The 2011 SBK series will cover more than 10 countries, visiting the most prestigious circuits worldwide.

FIVB Men's World Championship

Infront was the marketing partner of the 2010 FIVB Men's World Championship in Italy. The full-service agency handled the global distribution of most sponsorship rights.

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CEV European Championships

Infront's relationship with the Confédération Européenne de Volleyball (CEV) dates back to 1993. It is responsible for marketing all electronic media rights for the biannual CEV European Championships worldwide.

NBA Europe Live

Infront partnered with the National Basketball Association (NBA) to promote the opening game of the 2010 NBA Europe Live presented by EA SPORTS™, handling the venue preparation, sponsorship and staffing, as well as ticketing and hospitality.

International horse-racing Baden-Baden

Infront is majority-owner of Baden Racing GmbH, the new operator of Germany's premier race course – Iffezheim. It handles the management, organisation and marketing of the venue and events.

Winter Sports

IIHF World Championship

Infront's 30 year relationship with ice hockey has been extended to cover the worldwide distribution of marketing and media rights to the annual IIHF World Championship until 2017.

FIS World Cup / National skiing federations

Infront is the commercial partner to more than 90% of the national ski federations and organising committees hosting FIS World Cups, including France, Germany, Italy, Switzerland and the USA – offering the best FIS World Cup opportunities from one central source. As a partner of the Fédération Internationale de Ski (FIS), Infront also handles the marketing of the Title and Presenting sponsor packages for the FIS Nordic Combined and Ski Jumping World Cups.

Vierschanzentournee (Four Hills Tournament)

As the new marketing partner of the Vierschanzentournee in ski jumping, Infront implemented a new, consistent brand identity, optimised the venue dressing and increased the value for sponsors through an exclusive, streamlined sponsorship hierarchy.

FIS World Ski Championships

As a partner of the Fédération Internationale de Ski (FIS), Infront handles the non-European media rights for the 2011 and 2013 FIS World Ski Championships for the Alpine and Nordic disciplines. It is also a joint venture partner to FIS Marketing AG, the company

tasked with enhancing the value of FIS marketing rights; developing sponsorship projects and providing improved service to FIS partners.

International Biathlon Union (IBU)

Infront has a marketing partnership with the International Biathlon Union (IBU) in respect of the IBU Biathlon World Championships and the e.on IBU World Cup as well as all national federations staging an IBU World Cup race.

International Bobsleigh and Skeleton Federation (FIBT)

Infront's relationship with the International Bobsleigh and Skeleton Federation (FIBT) includes a representation agreement to market FIBT's most prestigious sponsorship rights. It also markets all forms of media rights worldwide.

International Luge Federation (FIL)

Infront works with the Fédération Internationale de Luge de Course (FIL), handling the major marketing rights for the Viessmann World Cup, including the Team Relay.

World Curling Federation (WCF)

Infront's partnership with the World Curling Federation (WCF) covers the exploitation of all media and marketing rights for the annual Capital One World Women's Curling Championship and Ford World Men's Curling Championship as well as the annual Le Gruyère European Curling Championships.

Asia

CBA – Team China Basketball

Infront is the exclusive global marketing partner for China's national basketball team. It markets all commercial rights and is also implementing a comprehensive technical development programme for the teams, to help increase their competitiveness on the international stage.

CBA Professional League

Infront is the exclusive commercial partner to the Chinese Basketball Association (CBA) for the CBA Professional League (the most popular league in Asia) handling the branding and marketing which includes promotional activities and sponsorship for the sell-out CBA All-Star Game. The decision to market the League and the national teams through the same agency creates a powerful, central marketing model for basketball in China.