

# INFRONT SPORTS & MEDIA

Experienced, passionate and with a reputation for delivering high quality services to its clients, Infront Sports & Media has become one of the leading full-service sports marketing companies in the world.

#### **A leader in international sports marketing**

Infront Sports & Media, based in Zug, Switzerland, has grown impressively in recent years and is now one of the leading international sports marketing companies in the world. Infront is today a full-service agency offering a comprehensive menu of specialised services to sport and a diverse portfolio of top sports rights.

The company enjoys long-lasting partnerships with 120 rights holders and hundreds of sponsors and media companies worldwide. In 2010 it successfully delivered over 2,300 event-days including 13 World Championships. Over the 12 months period, the events where Infront handled the media rights reached more than 33,200 broadcast hours – an equivalent to 3.6 years of non-stop programming.

Infront now has over 500 employees in more than 20 offices across 10 countries, including Austria, China, Finland, France, Germany, Italy, Singapore, Sweden, Switzerland as well as countries hosting a major sports event. Its experienced team of passionate sports business professionals and the high standards of delivery make Infront successful in an increasingly complex and competitive sports marketing landscape. In everything it does – including distribution of media rights, host broadcast, production, event operations, brand development and sponsorship – it has helped to introduce value-added approaches and services, ensuring the success of its client partners. The three innovation awards Infront has won in 2010 together with its partners confirm industry recognition for its imaginative solutions.

#### **Number one in winter sports**

Infront is the strongest, most experienced marketing agency in the winter sports arena, representing six out of seven Olympic winter sport federations. This includes a long-term partnership with the IIHF in world ice hockey and a major role in international skiing, where it manages more than 90% of the media and/or marketing rights to FIS World Cup events, including the prestigious Vierschanzentournee. Through its close working relationship with the Fédération Internationale de Ski (FIS), Infront is also involved in the distribution of media and marketing rights for other FIS events.

Partnerships with the FIBT for bobsleigh and skeleton, FIL for luge, the IBU for biathlon and the WCF for curling complete the winter sports portfolio. As a result, Infront is able to offer the very best winter sports opportunities from one central source.

#### **A unique heritage and portfolio in football**

No other agency has the same depth of involvement supporting the game at every level – federation (international/national), league and club.

Working with FIFA, the biggest federation in the world, Infront handles the Host Broadcast of the 2014 FIFA World Cup™ and distribution of the Asian media rights (in a joint venture with Dentsu). It also works with many national associations including the DFB in Germany (a relationship

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dating back 30 years); with leagues such as Serie A in Italy and Ligue 1 in France as well as with top clubs including AC Milan, Werder Bremen and Schalke 04.

## Leading in summer sports

Infront has successful partnerships with the European Handball Federation (EHF) and the Confédération Européenne de Volleyball (CEV) for their biannual European Championships. It acted as the marketing partner of the 2010 FIVB Men's World Championship in Italy and was also responsible for the promotion of the 2010 NBA Europe Live opening game. In addition, the group is a strong player in motor sports through Infront Motor Sports, promoter of the FIM Superbike World Championship. In 2010 Infront also committed to horse racing as majority-owner of Baden Racing, the new operator of Germany's premier race course – Iffezheim.

## A key player in media production

Besides its dominant role in the field of media and marketing rights, Infront is also a key player in media production. Host Broadcast Services (HBS), Infront's wholly owned subsidiary, is a dedicated, independent host broadcast specialist. Providing the full spectrum of host broadcast services to a highly developed and technologically advanced standard, it helps sports federations, organising committees and rights holders worldwide to broadcast their events in the most exciting and effective way.

HBS works with international federations including FIFA for the 2014 FIFA World Cup Brazil™ and UEFA for the UEFA EURO™, national leagues, such as Ligue 1 and 2 in France, as well as the organisers of multi-sports games such as the Asian Winter Games 2011.

Beside the large host broadcast projects, the Infront Group is also involved in other production-led projects, managed through Infront Italy and/or local project teams. These include football (FIFA Films archive, Serie A and B matches), summer sports (FIM Superbike World Championship, EHF EURO, CEV European Championships) and winter sports events (FIS World Cup Skiing, IIHF World Championship, FIBT World Cup).

## Leading the way in Asia

Infront has become the leading sports marketing organisation in China, representing China's top sport, basketball. It has an office in Beijing with close to 50 staff, offering a combination of international expertise and local market knowledge. The agreement with the

Chinese Basketball Association (CBA) covers all key aspects of marketing and the development of the Chinese national teams and the CBA League plus the marketing of the popular CBA All-Star Game. Furthermore, Infront has established a "Gateway China" service, to encourage European-based companies and sports to access the world's largest emerging market through experienced consultancy advice and assistance with implementation.

## World-class services

The Infront Sports Services division focuses the experience and operational expertise gained on Infront's top events to help other sports. It is event-oriented and provides advice, practical help, resources and access to well-tested systems. It can offer a complete account management solution that can be more cost-effective than recruiting your own team. Services include hospitality and catering through Infront Hospitality Management; ticketing through a partnership with Ticketcorner; accreditation for sponsors and broadcast partners; venue dressing, state-of-the-art advertising and design solutions – in fact, everything that a successful sports event needs to function efficiently.

## Entertainment – transforming sport business

Infront has launched Empire of Sports (EoS) – a virtual sporting world online – in a joint venture with F4, a Paris-based video gaming company. The world's first true multi-sports gaming world offers a wide range of sports games, such as tennis, basketball, skiing, bobsleigh, fitness, track & field and football. It can accommodate millions of players, who can interact socially, challenge one another in sports competitions and even rise to star status. EoS opens up a completely new frontier for business partners, such as brands, media companies and rights holders – [www.empireofsports.com](http://www.empireofsports.com).

## New media competence

Infront's innovative services are completed by a dedicated competence centre for the distribution of new media sports rights. Infront Advanced Media Solutions (IAMS) is a one-stop-shop for producing, delivering, protecting and billing new media content, to help clients obtain additional exposure for their events. The company produces a variety of tailor-made new media services and broadcast programmes, including magazine programmes for the FIS Ski World Cup, the FIM Superbike World Championship, the Euroleague (Euroleague.tv) and Serie A. From this season onwards, it is also managing Milan Time, the web-TV of AC Milan.

[www.infrontsports.com](http://www.infrontsports.com)