

Goals:

- We need to have offering for new channels to increase the visibility of the sport
 - ⇒ Effect:
 - more players,
 - more countries and
 - it could increase interest for sponsors
 - ⇒ Target Audience:
 - General public
 - Floorball fans

Content:

- Promoting of the National Leagues
- Building Profiles & Stories
- Promotion of National and International Events

Format:

- **Length:** 15 – 20 minutes
- **Structure:** Game pictures, News, short information, player interviews, Trailers, Top lists and videos, written screen play
- **Regularity:** 3-4 times a year
 - Late September: Summer tournaments, League start and Promotion of CC
 - Late November: EFT results, Promotion WFC and Profiles
 - Late January: WFC results, Promotion of the WFCQ, Promotion League Finals
 - Early May: League Finals, EFT, U19 Season summary
- **Language:** English

Production:

- Use of existing materials/Full HD material
- Little more professional finishing: Lights and color separation
- High level graphics and music
- High level editing of the material
- Use of a professional editing team

Distribution:

- Eurovision distribution list
- IFF member federations National TV Channels
- Sport Organisation Channels – IOC, World Games, FISU,
- Commercial stations: Viasat, CMore
- Different TV Magazines, Eurosport etc.

Finances:

- Estimated cost is between 6.000 – 8.000 EUR per program
- Free to Air, based on the conditions with the takers.

Evaluation:

- **Return on Investment:** Target per program + 500.000 spectators

Next Actions:

- Seeking statements from TV professionals: L.Granqvist, J.Laaksonen, J.Henriksson, CTV.
- Provide proposal to the CCMNG