

## IFF Core Country Marketing Network Group, Hotel NH Frankfurt Airport, Frankfurt, Germany, 17.11.2015

<b>Participants:</b>	Filip Suman,	CFbU President, CCMNG Chair
	Thorbjörn Ovedal,	DaFU President
	JP Lehtonen	SSBL Company CEO
	Mathias Liebing	FG Marketing
	Egils Sveils	LFS Vice President
	Ilvis Peterssons	LFS President
	Monica Bakke	NBF Floorball President
	Frank Norseth	NBF Floorball
	Magnus Nilsson	SIBF Event Manager
	Daniel Kasser	SUHV Event Manager
	John Liljelund	IFF Secretary General
	Milan Rantakari	CC Brand Manager

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### Report on present issues

#### *1. Opening and Short Recap (FS)*

Mr. Suman opened the meeting and welcomed every one and especially Mr. Thorbjörn Ovedahl and Denmark, who has not participated before. Since the last meeting the work has been on preparing the Combined Sales proposal and the TV update, after the previous meeting in 2014. The main objective of the meeting is to agree upon the Combined Sales proposal and bring the understanding forward in the Core Countries. Also Frank Norseth and Milan Rantakari made a short introduction of themselves, as they are new to the group.

#### *2. Country updates (ALL)*

##### **Germany:**

Made a big step in starting cooperation with a major TV station MDR (Eastern part (15-20 %). Good visibility from the WFC2014, in WFC2015 there will be less visibility. The visibility of the Clubs are also increasing, with the raising spectators in the League (approx. 200 in average). Facebook is the most important SocialMedia channel. The sponsors are content with Floorball Germany. The main challenges are to get a few more sponsors and to build the organisation.

##### **Finland:**

The SuperFinal is now played for the first time in April 2016. The preparations for this has taken a lot of time. A total of 3.000 tickets have been sold so far. The TV agreement has been prolonged just for one year, partly due to quite bad spectator figures in 2014. Negotiations are ongoing for the coming years. All partners have continued and Subway has signed the contract for this season. The total sum of the deals is around 800.000 euro including barters. In Social Media Salibandyliiga broke a record in weekly reach of 1,4 million. The problem is that the sales is connected to persons, not the sport. There is 150 streamed games from the Leagues, with spectators from 1.500 – 5.000.

**Report on  
present issues****2. Country updates (ALL)****Switzerland:**

The first SuperFinal was played in April 2014, with a big success for SUHV, with 4 hours of TV in the main channel. This was the first live club game in Swiss TV. There was new sponsors for the SuperFinal, a clock manufacturer and a major sport company.

An Impact Study was made to evaluate the value of the sponsorship packages and the TV visibility for all brands and calculate the average visibility by element. Floor and second line reached the highest values. Based on this a LED screen second-line will be included. The total income was just over 90.000 CHF. The clubs were to sell the tickets Men 300/team and Women 150/team, with a small commission.

There has been problems to find a venue for the SuperFinal and the solution is to have the EFT in the international week-end and the Super-Final in the next week-end. The SUHV has introduced a streaming of all NLA Men's matches for 2015-2016. The clubs are running this and this has improved the focus to Events and TV. SUHV is taking part in a project called Indoor Sports, run by Mobiliar to increase the visibility of the indoor sports. The first Super Cup was played between the League Champion and the Cup Champions, organised by Mobiliar.

**Denmark:**

There was a deal with TV streaming for 10 matches in 2013-2014, but the company went bankrupt. National and Cup finals televised on streaming 2014 – 2015. There has been a decrease of the finals in the last two years, due to the use of best of five finals. Now back to only one final, which has been approved by the clubs.

In the social media there has been a good development, with Facebook as the most important media. The web page has been reconstructed and there are a result APP included.

When it comes to partners, the work is starting. There is some cooperation starting with a bank, to familiarise Floorball. The work has started with the YouTube to promote the DaFU events. Re-branding to Floorball Denmark.

**Norway:**

The TV doesn't find Floorball attractive in Norway. The Norwegian finals have been televised for both Men and Women. This is due to numbers. There is just one barter agreement for equipment.

Quite active in the field of social media and present in most channels. The CB has changed the way they work and the target is to build the marketing committee in the next coming years. Launching a new web page in the beginning of 2016.

The Football federation has asked Floorball to join in launching a new TV channel in Norway.

**Sweden:**

To play the SuperFinal in the Tele2 Arena, due to the Eurovision Song Contest, which is a huge challenge as it is a Football field built for 30.000 spectators.

The TV-agreement with TV4 is ending after this season. Last season 40 matches (live) on swedish-TV with 1.8 million spectators.

The Web-TV platform has been changed for SSLPlay.se, with 18595 sold codes for viewing during the period Febr-April 2015 (a total of about 35 000 sold codes during 2014-2015). The number of viewers has increased in the autumn of 2015-2016.

There is a project to start streaming also Youth matches during the season in cooperation with LiveAreena.

In the SocialMedia, increased number of followers on Instagram and Facebook.

There are two new sponsors for the season Pantamera (Recycling) and Sohlberg Bus (transportation).

**Czech Republic:**

New contract with Czech TV will be signed for three years, even though that the average of spectators are staying on the same level. This season the age group 15-25 has stopped watching TV almost totally.

## Report on present issues

### 2. *Country updates (ALL)*

#### *Czech Republic (cont.)*

The Facebook has not grown anymore over 95.000 followers, but the Instagram is growing rapidly. The Czech league has changed the title partner, to a local lottery company. Negotiations ongoing with the other main sponsors.

The Men's EFT showed a big change in the structure how people bought tickets, as almost 90 per cent was bought in advance.

The branding changed from Czech Floorball Union to Czech Floorball, to be closer to the stakeholders. The launch of the mobile version of the web page is planned, as over 40 per cent of the visits are from mobile devices.

The aim is to increase the number of matches on the web.

#### *Latvia*

There is an increased interest for the National League and there are some betting companies also showing their interest. The work with the WFC is getting more and more concrete and the planning for ticket sales has started.

The WFC2016 is looking to for support from the Government, the City of Riga and some sponsors additionally. The deals are on a Baltic level as well.

The ticketing is the big problem, as it is difficult to travel to Riga in winter, but they are expecting a number of visitors from Finland and Sweden.

There will be around 50 games streamed with 2-3 cameras.

### 3. *WFC 2015 update*

The preparations have been going quite well, under the leadership of the Ms.

Jeannette Good, who is normally working in the Finnish Football Association. The preparations are well in time table.

There has been really a lot of marketing made in the Social Media channels, so it is quite interesting that there are not that much tickets sold, as there are some 3.000+ spectators in the arena. The total amount of tickets sold abroad is in their low hundreds. The estimation for the final is over 5.000.

Also the sponsorship sales has been quite slow, despite a really large number of contacts taken.

The National Associations are promoting the event on their web pages, Social Media and some promotion towards the Event. Unfortunately the interest is mainly within the family and friends.

### 4. *The Combined Sales Proposal (FS/PiL)*

Mr. Suman expressed that this topic has been discussing already twice in 2014 and based on this the following proposal has been made by Mr. Rantakari, Mr. Suman and Mr. Liljelund. The two topics to discuss are "What to Sell" and How to Sell". The basis for the proposal has been an easy solution which is suitable for all. The aim to find a solution, so that the National Association CB's can approve the proposal.

The CCMNG discussed the proposal in general:

- Denmark felt that the proposal looks quite good for them and they are interested to enter into this. There was a question raised if a synthetic floor is needed, which it is not.
- Switzerland felt that the solution is fully possible, apart from not having any Floor commercials, as there are no Floor commercials in the Swiss Super Final. It is more about an Image building.
- Norway feels that the product is very good and very sellable for both Norwegian boards.
- For Finland this is more of an Image question and for IFF to have a big brand as a sponsor, but the Brand has to be a big enough, known sponsor.

### Report on present issues

#### ***4.The Combined Sales Proposal (FS/PiL)***

- Sweden is positive to the Idea – but it is problematic with the Floor commercials, as the Swedish Floorball has decided to have a limited number of commercials on the floor (too high the marketing value – just only intended for main sponsors of Swedish Floorball – more floor commercials will decrease the value for the main sponsors).
- Germany thinks this is a good thing and believe that we can open other doors.
- Latvia is positive towards this proposal, the only problem is if there is a conflict of Field of Industry with the National Events.
- Czech Republic is supporting the proposal, but there are some problems to fit all the included Floor ads in the proposal to the Czech SuperFinal set-up.

The CCMNG concluded that all the Countries were positive to the proposal presented, with the only problem was in relation to number of the Floor ads available for the project in some countries and the fact that there are some Field of Industry with a clear Conflict of presence.

The CCMNG discussed the possible Fields of Industries, which could be in a problematic situation. Out of the presented fields the following were problematic

- Soft Drink (FIN)
- Beverages (CZE),
- Beer (FIN, SUI, NOR, LAT and SWE)
- Power Supply Companies (FIN and SUI)
- Banking (CZE and FIN)
- FastFood (FIN)
- Confectionary (FIN)
- Sports Medicine (SUI)
- Mobile Phones (SWE)

#### ***5. Organisation of Sales work in the Future***

How to organise the Sales system is still open and it has to be decided if we are to sell this from the IFF/National Associations or through a Global selling company. This is depending on the decisions of the IFF and the CCMNG.

It was discussed that there needs to be a lead time of implementation of a new deal for the National Associations of for example 6 months, to give all sufficient time to adapt to the new Partner.

The Free fields of industry are to be checked together within the CCMNG every 6 months.

The sales need to be coordinated that we all have open channel where the National Associations can reserve the sales right to a specific field. All Countries need to keep IFF aware of their sales development.

There needs to be a basic time-line for the sales process, in order for the National Associations to be able to participate in the sales proves and react to the possible sales.

The Sales Presentation Issue was discussed and agreed that we will create a Sales Presentation, upon which the CCMNG will discuss.

Mr. Suman thanked for the positive approach of the National Associations. The Proposal will be sent out to the C's in beginning of next week.

#### ***6. TV situation and the WFC (PiL)***

Mr. Liljelund presented how to look upon the IFF Future Medial Channel Approach, where the task is to Increase the Visibility and Awareness of Floorball Globally, Service the Floorball Fans with matches on YouTube and also

Enhance the Marketing Revenue. All these should help to enhance the Market Value of our sport.

The CCMNG discussed how to approach the difference between the use of TV and other channels on the web/SocialMedia.

The TV situation for the WFC was discussed and the possibility of having a Pay per View service for certain Dark Markets.

### **7. Any other Issues**

The CCMNG discussed how the activity can be enhanced:

- Use of SocialMedia could be activated and better coordinated between the National Associations
- In the future to discuss what are the factors why the Spectators are coming to the Matches
- Use of Video Posts during the IFF Events in Social Media.
- Best Practises in Partner Activation, which shall be discussed in the next meeting.

### **8. Close of the meeting**

Mr. Suman thanked everyone for a good and productive meeting and urged that all National Associations should use the WFC2015 to the maximum, as it is the best promotional tool for Floorball in the whole year.

#### **Upcoming meetings and issues**

- Next CCMNG will have the meeting during the spring
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#### **Issues that need to be discussed or decided upon or taken action upon**

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#### **New ideas, etc...**

- Post 30 sec high-lights on Instagram during the WFC (Juerg Kihm)