



BROADREACHMEDIA

MEDIA DISTRIBUTION 2016

IFF World Floorball Championships 2015
IFF World Floorball Championships 2016



EXECUTIVE SUMMARY

1. Broadreach Media Scope of Work
2. Media Distribution 2016
3. Broadreach Media Review Comments



SCOPE OF WORK

1. Maximise new broadcast partnerships, particularly outside the sport's core territories
 - In supplement to IFF's existing activity
2. Produce 26' highlight programme
3. Set up broadcast partnerships and draft contracts
4. Manage content delivery to clients
5. Advise IFF on overall media strategy, where necessary



5 Broadcast
Partners

- 2 further broadcaster to be added in India and Africa, Dec 2016

52 mins of
Content

- 26' highlights shows of WFC 2015 and 2016
- Broadcasters repeat each show up to 10 times
- Even distribution of primetime and off-peak slots

134
countries

- Across four from five continents

Nearly
190m
Households

- Potential Audience Reach

KEY FIGURES



GLOBAL BROADCAST PARTNERS

- Top-branded channels
- High number of countries
- Increasing exposure outside of floorball's core markets

*note: Dubai Sports Channel is free-to-air and not a subscription sports channel. Hence the large reach.

Territory	Broadcasters		Household Reach	No of Countries
Pan Europe	Fox Sports		2.5m	9
Ireland	Setanta Sports		0.1m	1
Pan Middle East	Dubai Sports Channel*		170m	24
Pan Africa	Fox Sports		0.75m	53
Pan Asia	Eurosport Asia Pacific		10.2m	47



REVIEW COMMENTS

 What should we improve?	
High quality production, on-time delivery	Commentary delivered from site with footage, on a separate audio channel
Sport is televisual – easy to understand, fast-moving, capacity crowds	Clearer organization of footage in folders
Reasonable number of broadcast partners, set to increase.	Inclusion of clean material for opening shots (views of host country, venue etc.)
Broadcasters are top-branded channels	Score graphic on all footage, otherwise footage should be clean of logos/ads/bugs



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