

MEDIA DISTRIBUTION 2017

IFF World Floorball Championships 2016

EXECUTIVE SUMMARY

1. Broadreach Media Scope of Work
2. Media Distribution 2017
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

7 Broadcast
Partners

- 2 further broadcaster to be added in Carribbean and Israel for Dec 2017

52 mins of
Content

- 26' highlights shows of WFC 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 Subsaharan Africa	Fox Sports 	0.75m	53
Pan Subsaharan Africa	Kwese Sports 	TBC (new channel launch)	53
Pan Asia	Eurosport Asia Pacific 	10.2m	47
Online	The Olympic Channel 	TBC	N/A

REVIEW COMMENTS

	What should we improve?
2 additional broadcasters added in 2017 – Olympic Channel and Kwese, with 2 further to come in December 2017	Quicker reporting and communication from BRM
Raw footage came with good quality commentary	
HL production was much better standard (host broadcaster was used)	
Broadcasters are top-branded channels	

CONTACT:

Steven Morris

Director – Broadreach Media

T: +41 22 548 1770

M: +41 78 635 5191

steven@broadreachmedia.tv

www.broadreachmedia.tv