

# MEDIA DISTRIBUTION 2018

IFF World Floorball Championships 2017

# EXECUTIVE SUMMARY

1. Broadreach Media Scope of Work
2. Media Distribution 2018
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

- New broadcasters in UK, Middle East and Asia

26 mins of  
Content

- 26' highlights shows of WFC 2017
- Broadcasters repeat each show up to 10 times
- Even distribution of primetime and off-peak slots

57  
countries

- Across four from five continents








220m  
Households

- Potential Audience Reach

KEY  
FIGURES

# GLOBAL BROADCAST PARTNERS

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

Territory	Broadcasters	Household Reach	No of Countries
Pan Europe	Fox Sports 	2.5m	9
Ireland	Setanta Sports 	0.1m	1
UK	Front Runner Sports* 	27..2	1
Pan Middle East	Dubai Sports Channel* 	170m	24
Pan Middle East	OSN Sports 	1.3m	27
Pan Asia	Fox Sports 	22.5m	19
Online	The Olympic Channel 	TBC	N/A

\*note: channels marked \* are free-to-air and not a subscription sports channel. Hence the large reach.

# REVIEW COMMENTS

	<b>What should we try to improve?</b>
<p>New broadcasters in UK (Front Runner), Middle East (OSN Sports) and Asia (Fox Sports)</p>	<p>Eurosport Asia Pacific did not renew for 2018 but have been reinstated for 2019</p>
<p>Malaysia and Indonesia brought online for 2019 via Astro Sports</p>	<p>Similarly, Kwese and Fox Africa did not renew for 2018 but we expect to bring at least one of them back for 2019</p>
<p>Better penetration into existing Middle East with the addition of OSN Sports.</p>	<p>More televised events a possibility?</p>
<p>Broadcasters are still top-branded channels</p>	

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