



# 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



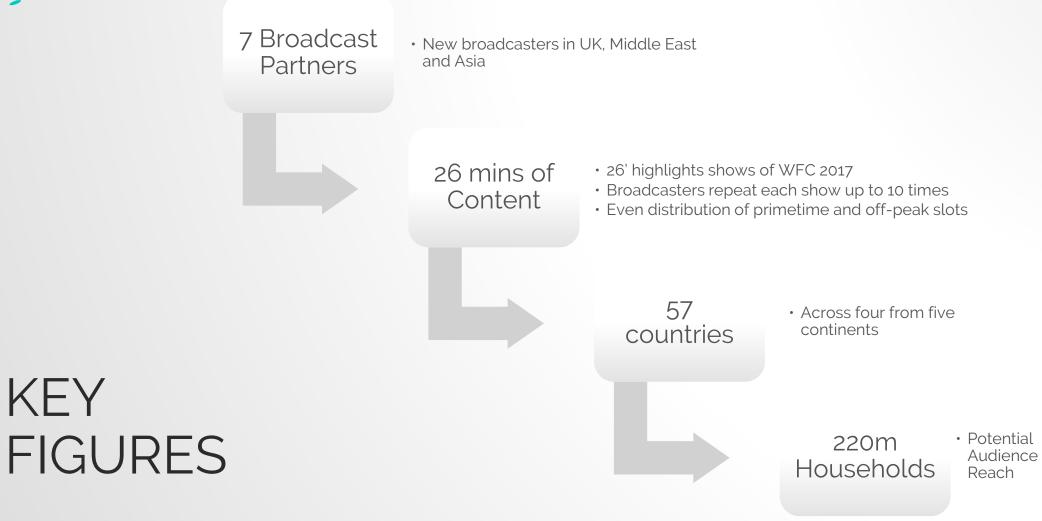
## SCOPE OF WORK

- 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



KEY

BRO/	<b>ADRE</b>	ACH	MEDIA





#### GLOBAL BROADCAST PARTNERS

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

#### **BROAD**REACHMEDIA

Territory	Broadcasters		Household Reach	No of Countries
Pan Europe	Fox Sports	(FOX)	2.5m	9
Ireland	Setanta Sports	SETANTA SPGRTS	0.1m	1
UK	Front Runner Sports*	R SPORT	272	1
Pan Middle East	Dubai Sports Channel*	DUBAI SPORTS دبـــي الرياضية	170m	24
Pan Middle East	OSN Sports	Of SPORTS HD	1.3m	27
Pan Asia	Fox Sports	(FOX)	22.5m	19
Online	The Olympic Channel	QQO OLYMPICCHANNEL	TBC	N/A



## **REVIEW COMMENTS**

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



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