

INFRONT SPORTS & MEDIA

Experienced, passionate and with a reputation for delivering high quality services to its clients, Infront Sports & Media has become one of the leading full-service sports marketing companies in the world.

A leader in international sports marketing

Infront Sports & Media based in Zug, Switzerland has grown impressively in recent years and is now one of the leading international sports marketing companies in the world. As a full-service agency, it is offering a comprehensive menu of specialised services to sport and a diverse portfolio of top sports rights.

Infront enjoys long-lasting partnerships with 120 rights holders and hundreds of sponsors and media companies worldwide. In 2010 it successfully delivered over 2,300 event-days including 13 World Championships. Over the 12-month period, the events where Infront handled the media rights reached more than 33,200 broadcast hours – an equivalent to 3.6 years of non-stop programming.

Infront now has over 500 employees in more than 20 offices across 10 countries, including Austria, China, Finland, France, Germany, Italy, Singapore, Sweden and Switzerland as well as other countries that host a major sports event. Its experienced team of passionate sports business professionals and the high standards of delivery make Infront successful in an increasingly complex and competitive sports marketing landscape.

In everything it does – including distribution of media rights, host broadcast, production, event operations, brand development and sponsorship – it has helped to introduce value-added approaches and services, ensuring the success of its client partners. In 2010 Infront together with its partners won three innovation awards confirming industry recognition for its imaginative solutions.

Number one in winter sports

Infront is the strongest, most experienced marketing agency in the winter sports arena, representing six out of seven Olympic winter sport federations. As a result, Infront is able to offer the very best winter sports opportunities from one central source.

Infront has a long-term partnership with the IIHF in world ice hockey and a major role in international skiing, where it manages more than 90% of the media and/or marketing rights to FIS World Cup events, including the prestigious Vierschanzentournee. Through its close working relationship with the Fédération Internationale de Ski (FIS), Infront is also involved in the distribution of media and marketing rights for other FIS events.

Furthermore, Infront enjoys successful partnerships with the FIBT for bobsleigh and skeleton, FIL for luge, the IBU for biathlon and the WCF for curling. It also has an exclusive mandate from Swiss Olympic for the evaluation and examination of a potential Swiss bid for the Olympic Winter Games 2022.

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A unique heritage and portfolio in football

No other agency has the same depth of involvement supporting the game at every level – federation (international/national), league and club.

Working with FIFA, the biggest federation in the world, Infront handles the Host Broadcast of the 2014 FIFA World Cup™ and distribution of the Asian media rights (in a joint venture with Dentsu). For UEFA, it markets the UEFA EURO 2012™ Corporate Hospitality packages in Italy, Switzerland and Liechtenstein. Infront also works with many national associations including the DFB in Germany (a relationship dating back 30 years), with leagues – such as Lega Serie A and B in Italy, Ligue 1 and 2 in France or the Swiss Football League – as well as with top clubs including AC Milan, Werder Bremen and Schalke 04.

In total, Infront represents more than 25 major football properties, including 10 national associations and 11 football clubs.

Leading in summer sports

Infront has successful partnerships with the European Handball Federation (EHF) and the Confédération Européenne de Volleyball (CEV) for their biannual European Championships. Through the subsidiary Infront Motor Sports, it is promoter of the FIM Superbike World Championship. In cycling, Infront has agreements in place to manage the commercial activities of Swiss Cycling – the national umbrella organisation of the sport in Switzerland, as well as handling the marketing and sponsorship for the international Team Leopard Trek from Luxembourg. Infront is also involved in equestrian sport – as majority-owner of Baden Racing, the operator of Germany's premier race course Iffezheim, and as marketing partner of the prestigious show jumping event Piazza di Siena.

Through its subsidiary in China, Infront represents the country's top sport, basketball. The agreement with the Chinese Basketball Association (CBA) covers all key aspects of not just the marketing but also the development of the Chinese national teams and the CBA League. Furthermore, Infront has established a "Gateway China" service, to encourage European-based companies and sports to access the world's largest emerging market through experienced consultancy advice and assistance with implementation.

A key player in media production

Infront is also one of the world's leading producers of the highest quality sports content, covering the entire spectrum of media production and management.

Host Broadcast Services (HBS) is a world-recognised resource for the host broadcast of major events, which require highly sophisticated broadcast industry facilities and services. HBS works with International Federations (e.g. FIFA) with National Leagues (e.g. Ligue 1 and 2 in France) and with the organisers of Multi-Sports Games (e.g. Olympic Committee of Asia for the 2010 Asian Games). Infront also handles a significant number of production-led projects, with shorter lead times for implementation and lighter broadcast infrastructure (e.g. for all Lega Serie A and B matches, flagship FIS World Cup events and the FIM Superbike World Championship).

Another important area of activity is the distribution of new media sports rights through the provision of services to major web, mobile and IPTV players and telecoms. Infront Advanced Media Solutions (IAMS) in Milan is a one-stop-shop for producing, delivering, protecting and billing new media content. The company produces a variety of tailor-made new media services and broadcast programmes (e.g. for the FIS Ski World Cup, the FIM Superbike World Championship and AC Milan).

It is also Infront's responsibility to manage two key archives. FIFA Films and the Serie A Archive offer a comprehensive selection of historic football footage to service the specific needs of producers, television networks and all other media operators worldwide.

World-class services

The Infront Sports Services division focuses the experience and operational expertise gained on Infront's top events to help other sports. It is event-oriented and provides advice, practical help, resources and access to well-tested systems. It can offer a complete account management solution that can be more cost-effective than recruiting your own team. Services include hospitality and catering through Infront Hospitality Management; ticketing through a partnership with Ticketcorner; accreditation for sponsors and broadcast partners; venue dressing, state-of-the-art advertising and design solutions – in fact, everything that a successful sports event needs to function efficiently.

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