

# 2013 CEV MEN'S AND WOMEN'S EUROPEAN VOLLEYBALL CHAMPIONSHIPS

Fast, exciting and increasingly popular volleyball appeals to both male and female fans — attracted to the competitive spirit of the game. The CEV European Volleyball Championships benefit from record media coverage as the competition goes from strength to strength.

#### Spirit of the sport and the competition

Volleyball is fast, exciting and ever more popular. It receives high levels of media coverage with the Confédération Européenne de Volleyball (CEV) European Championships premier events taking place biannually.

In 2011, there were 16 teams from Europe's top volleyball nations competing for the title in the Men's Championship — the matches took place in Austria and the Czech Republic. The female event followed with 16 teams competing at the CEV Women's Championship held in Italy and Serbia.

For 2013 Poland and Denmark will host the CEV Men's European Championships whilst the Women's event will be held in Switzerland and Germany.

#### Rights opportunities

Infront's relationship with volleyball started in 1993. Today, the Milan-based subsidiary Infront Italy is responsible for marketing the worldwide multimedia rights of the biannual CEV European Championships.

#### Media production prospects

Throughout its involvement with the CEV events, Infront has invested in the quality of the television coverage produced by providing a framework for a state-of-the-art host broadcast production. Supervising all aspects of the broadcast in collaboration with the chosen networks in each host country — the production specification includes more than ten cameras in each arena for each game. In addition to filming and transmitting a high-quality signal, Infront supports broadcasters in their unilateral production, transmission as well as commentary facilities and services.

#### Continues over the page

#### Key Facts

- Europe's best national volleyball teams compete in a biannual tournament (odd years)
- Infront distributes worldwide media rights for Men's and Women's tournament (with 36 games each)
- Live and delayed coverage as well as news clips provided via satellite, on tape and ftp-server
- State-of-the-art host broadcast production supervised by Infront



# 2013 CEV MEN'S AND WOMEN'S EUROPEAN VOLLEYBALL CHAMPIONSHIPS



## Background appeal

In 2011 the distribution of the media rights for both the Men's and Women's Championships were highly successful. Altogether, Infront secured agreements with more than 30 broadcasters reaching over 100 countries throughout Europe, Asia, Africa and South America.

## Upcoming Events

### 2013 CEV Men's European Championships

20 - 29 September in Szczecin and Gdansk, Poland; Herning, Odense, Aarhus and Copenhagen, Denmark

### 2013 CEV Women's European Championships

6 - 14 September in Halle/Westfalen, Dresden, Schwerin and Berlin, Germany; Zurich, Switzerland

