



IRONMAN THE ROAD TO KONA

Ironman is the No. 1 user based sports brand and the most recognised triathlon and endurance series worldwide. The broadcast material is offered in attractive packages, including news feeds and magazine programmes (14 x 26 minutes) from June 2012 onwards.

Spirit of the sport and the series

Organised by the World Triathlon Corporation (WTC), Ironman is a global, all year round triathlon series that - due to the distances involved - has become the pinnacle of endurance events. It combines swimming 2.4 miles (3.8km), biking 112 miles (180km) and running a full marathon 26.2 miles (42.2km). Alternatively, the Ironman 70.3 event provides a half-distance alternative (70.3 miles, 113km).

What began as a challenge between US Navy Seals in 1978 has grown to become one of the most recognised endurance events in the world and appeals to a wide range of participants - from the elite professional to the dedicated amateur.

Throughout the season, 28 events (23 Ironman and five Ironman 70.3) build towards the qualifying phase for the holy grail of the Ironman series - the Ironman World Championship held every October in Kona, Hawaii.

Rights opportunities

Infront advises the WTC on the distribution of its worldwide media rights for the Ironman and Ironman 70.3 series.

Programming will be packaged into attractive formats for broadcasters; including a series of 14 x 26-minute shows covering highlights from the Ironman race calendar events. The material is currently scheduled for delivery from mid June 2012 to October 2012 with a one hour highlight covering the Ford World Championship from Kona available from mid October 2012.

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Key Facts

- Ironman is the No. 1 user based sports brand and the most recognised endurance series worldwide
- 14 x 26 minute **highlight programmes**
- Programme delivery from **June to October**
- Material will be provided via satellite or on tape
- HBS will oversee media production of European and South African races

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The magazine-style content will include race footage, results and standings, athlete profiles and background information as well as behind the scenes footage. Additionally, there will be features on training, equipment and Ironman lifestyle. All programming will be available via satellite or tape format.

Media Production Prospects

One of the primary tasks for Infront is the provision of a dynamic, high-quality, consistent television product, in order to increase the quantity and quality of coverage of the Ironman events. In 2012, production of the European and South African Ironman races will be overseen by Infront's wholly-owned subsidiary Host Broadcast Services (HBS) - industry leaders in host broadcast operations for major sports events. Each highlight programme will be produced in HD format.

Infront will also provide full support for rights holders through its dedicated Broadcaster Servicing Team - coordinating operations onsite and building the link between broadcasters and the production operation

Background appeal

Ironman has been a respected name in triathlon since its inception more than 31 years ago and is regarded as the world's most challenging endurance event - continuously gaining in popularity with spectators and athletes.

In total, more than 200,000 international participants and professional triathletes compete in over 75 Ironman and Ironman 70.3 events each year, conveying a unique and attractive combination of image strengths. No other sport combines endurance, discipline, willpower and dedication in such a way - making it appealing to an estimated two million onsite spectators a year across six continents.

2012 Broadcast Calendar

14 June	Season Intro with flash back RSA
21 June	Ironman Regensburg (incl. Wimleball)*
28 June	Ironman France (Nice)*
5 July	Kärnten Ironman Austria (Klagenfurt)*
12 July	Ironman European Championship (Frankfurt)*
19 July	Ironman Switzerland (Zurich)*
26 July	Ironman United Kingdom (Bolton)*
9 August	Magazine Show**
16 August	Ironman 70.3 European Championship (Wiesbaden)*
23 August	Ironman Sweden (Kalmar)*
30 August	Ironman 70.3 Zell am See-Kaprun*
6 September	Ironman 70.3 Ireland (Galway)*
13 September	Ironman Wales (Pembrokeshire)*
tbc	Kona Highlights Programme

Further races from the Americas, Asia, Australia and New Zealand are available upon request.

* Highlights plus 2-3 features

** Highlights plus recap with 3-4 features

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