

FIS WORLD CUPS



The FIS Ski World Cups are the most exciting winter sports series worldwide. The events achieve a cumulative television audience of more than four billion viewers per season and top television ratings in major international broadcast markets.

Spirit of the sport and the competition

The FIS Ski World Cup events are the ultimate in ski competition, aside from the unique role of the Winter Olympic Games. Considered by many to be the most valuable title in winter sports, the FIS World Cup demands an extremely high level of performance in the respective disciplines throughout the season - not just in one single competition.

The 2012/13 FIS Alpine and Nordic Ski World Cup races will be held between October and March, across 18 countries: Austria, Canada, Czech Republic, Croatia, Estonia, Finland, France, Germany, Italy, Japan, Norway, Poland, Russia, Slovenia, Sweden, Switzerland, Turkey and the USA.

Rights opportunities

Infront Sports & Media is the commercial partner of most national skiing federations that host the FIS Alpine, Cross Country, Ski Jumping, Nordic Combined, Snowboard and Freestyle Skiing World Cup events. Since the 2011/2012 season, the Women's FIS Ski Jumping World Cup is also part of the portfolio.

Managing the media and/or marketing rights of more than 90% of the FIS World Cup events on a collective basis, Infront ensures the effective co-ordination of television coverage, high broadcast standards and an exciting television showcase for the competition. It has extended its international media rights contracts with most national skiing associations until 2015/2016, which is an impressive indicator of future stability.

Infront also offers access to an extraordinary range of archive footage, taking advantage of its close to 20 year relationship with the FIS Skiing events. It can produce tailored programmes for broadcasters on request.

Media production prospects

Taking a long term perspective, Infront is developing the FIS properties as a coherent, high-level television entertainment product. A top quality world feed is produced to FIS TV Standards – developed to suit each discipline individually. This is also in line with the FIS objective of raising audience interest in the races and the continuity of the competition – in particular among a younger audience.

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Key Facts

- Serial character of FIS World Cups guarantees continuous audience suspense from October to March
- Infront gives broadcasters access to the majority of FIS World Cup events in Alpine, Nordic, Snowboard and Freestyle disciplines around the world
- Live, delayed and magazine programming as well as news clips available via satellite, on tape or ftp-server
- HD/SD 16/9 feed produced according to FIS TV standard



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Additional specialist resources applied by Infront also include management, consulting and operational teams based in Austria, Finland, Italy and Switzerland as well as comprehensive host broadcast experience.

All races are offered live and/or delayed and increasingly in full HD production quality. In addition, Infront produces and distributes weekly TV magazine programmes throughout the winter season including the FIS Alpine Ski World Cup Report, the Snowboard FIS World Cup Magazine and the Freestyle FIS World Cup Magazine.

Each magazine series is made up of a number of shows (for the current season Infront is delivering 18 episodes for Alpine Skiing, 17 for Snowboarding and 15 for Freestyle Skiing) with each 25 minute show featuring race action, interviews, profiles of top competitors, venue presentations, backstage shots and items of interest from the world's top winter sports resorts. The programmes are available via satellite, tape or ftp download and include English voiceover on a separate track - full English scripts are also supplied.

Upcoming Events

FIS Alpine Ski World Cup

October 2012 - March 2013

FIS Cross Country World Cup

November 2012 - March 2013

FIS Ski Jumping World Cup

November 2012 - March 2013

FIS Nordic Combined World Cup

November 2012 - March 2013

FIS Snowboard World Cup

August 2012 - March 2013

FIS Freestyle Ski World Cup

December 2012 - March 2013

