

CURLING

A WINTER SPORT ON THE RISE

Curling is played throughout the world. Forty-eight Member Associations belong to the World Curling Federation (WCF) and popularity continues to grow as Asian countries adopt the sport with enthusiasm.

Spirit of the sport and the competition

The game of curling is more than 500 years old and has a rich history. The competition – between two teams of four, played with stones on ice – was featured at the first Olympic Winter Games in Chamonix, France in 1924. After a gap of 74 years, it returned as an Olympic Winter Sport at the 1998 Nagano Winter Games, with both men's and women's tournaments. The game is both tactical and strategic, it has been compared to "chess on ice" with a skilful and team-orientated ethos.

There is an annual schedule of international events at World and European level for both men and women. The World Curling Championships involve the top 12 curling countries in the world. Each Championship takes nine days and is played in a round robin format to determine the qualification for the finals. While the Women's World Curling Championship is played in March each year, the men's event takes place in April.

The men's and women's European Curling Championships take place in December and are split into A and B groups, with group A containing the top ten European national teams. The final top eight of group A qualify for the next World Curling Championship. The two lowest ranking teams in Group A are relegated to Group B for the next European Curling Championship.

Rights opportunities

As Official Media and Marketing Partner of the World Curling Federation, Infront consults the federation on the development of the sport and handles all forms of worldwide media rights (except for Canada) for the forthcoming WCF top events, including TV and new media – offering live, delayed and highlights coverage. Following the success of the initial collaboration period of three years the agreement between the WCF and Infront has been extended in 2011, taking the partnership to 2014.

Continues over the page

Key Facts

- Worldwide media rights (except for Canada) for major WCF events
- World Women's and World Men's Curling Championships take place in March and April, the European Curling Championship in December
- High standards of delivery for HD 16/9 signal
- Live, delayed and highlight programming available at venue, via satellite or on tape

CURLING

A WINTER SPORT ON THE RISE



Media production prospects

The World Curling Federation has its own dedicated in house production, using an international team of up to 40 members to cover each event. This set up ensures that expertise is constantly carried forward to guarantee the signal – provided in full HD – is of a consistently high standard. With approximately 10 cameras in the stadium covering all the action the production consists of one live sheet as well as highlights of any simultaneously played games.

Background appeal

Curling is played throughout the world and its popularity is increasing, along with the global expansion of winter sports. The sport is most firmly established in Canada, Germany, Scotland, Scandinavia and Switzerland, whilst growing fast in Eastern Europe and Asia (mainly China, Japan and South Korea). In total 48 member associations belong to the WCF and the number is rising.

Curling works extremely well on television. The competition is direct and simple, making comparison easy for the spectator, who can soon pick up the essentials of the sport. Players' voices can be heard by the viewers, making them feel very much part of the game. The tension is prolonged and the excitement builds.

Upcoming Events

2012 Ford World Women's Curling Championship
17 - 25 March in Lethbridge, Canada

2012 World Men's Curling Championship
31 - 8 April in Basel, Switzerland

2012 Le Gruyère European Curling Championships
8 - 15 December in Karlstad, Sweden

“With its unique experience and network in winter sports, Infront was and is the best choice in partner for curling as an emerging sport. The passion and dedication behind this integral media and marketing approach has been substantial and has helped to spread interest in curling around the world. The foundations are now in place for the future growth and development of our sport.”

Kate Caithness, President of the WCF