

CHAMPIONS HOCKEY LEAGUE FACTS & FIGURES

THE BRAND

THE VISION | To be Europe's greatest Hockey Competition.

THE MISSION | Give fans the most exciting hockey experience, give its stars the greatest platform on which to perform.

ESSENCE | Where Europe crowns its Champions.

PROPOSITION | Champions go beyond.

BRAND VALUES | European | Brave | Human | United | Unconventional

#CHAMPIONSGOBEYOND

CHL HISTORY IN A NUTSHELL

- Launched in 2014/15
- 6 successfully completed seasons
- 850 games played as per end of 6th season
- 90 clubs involved
- 13 leagues & 17 countries involved
- 3 different champions from 2 countries to date
 - 2015 Luleå Hockey (SWE)
 - 2016, 2017, 2019 & 2020 Frölunda Indians (SWE)
 - 2018 JYP Jyväskylä (FIN)
- 12 draws held

BENEFITS FOR CLUBS

- International prestige, opportunity to compete against the best and win an international trophy
- Exposure for players and coaches
- Enhanced exposure for clubs thanks to increased media coverage on a pan-European & global basis
- Opportunity to build the club brand outside of the domestic market
- Income opportunities thanks to prize money and additional home gate revenue

THE COMPETITION FORMAT

- 32 teams from 12 leagues
- Teams can only qualify on sporting merits
- No shareholder club shall automatically be granted playing rights
- A maximum of 5 teams per country
- The CHL Champions are automatically qualified for the next CHL season. However, this will not grant one extra place for the national league of the CHL winners.

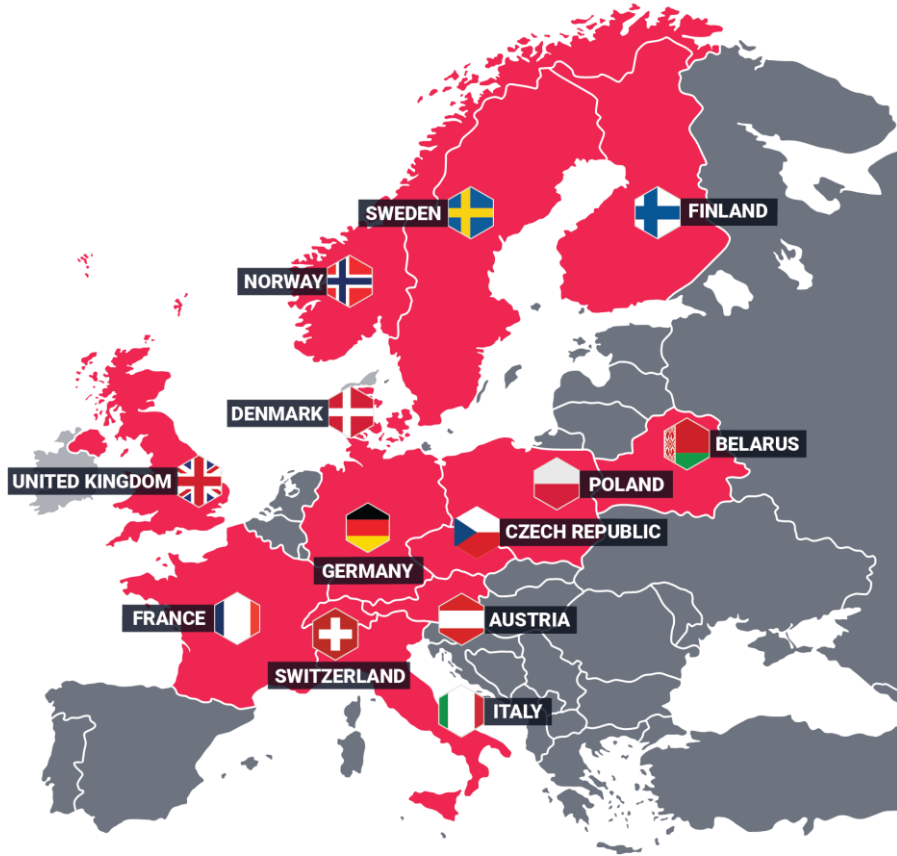
The current format is based on clear and measurable qualification criteria and was successfully launched from the 2017/18 season. Teams have to be champions or in the top places of their domestic league to earn a place in the CHL. This format makes not only the Champions Hockey League, but also national leagues, more appealing. The “race to qualify” climaxes at the end of regular seasons and in the playoffs, delivering extra excitement to the fans, media and European club ice hockey.

PARTICIPATING LEAGUES

The 2020/21 season will run with the following participating leagues:

- **Shareholder Leagues:** Austria (includes Italy), Czech Republic, Finland, Germany, Sweden and Switzerland.
- **Challenger Leagues:** Belarus, Denmark, France, Norway, Poland, United Kingdom and the IIHF Continental Cup

The awarding of wild cards for the champions of challenger leagues is subject of formal approval by the CHL board every season.



QUALIFICATION SYSTEM

As previously pointed out, teams must earn their place in the CHL on the ice. Teams must reach one of the following criteria in order to become a CHL contestant:

1. CHL champions
2. National league champions
3. Regular season winners
4. Regular season runners-up
5. Regular season third-placed team
6. Regular season fourth-placed team
7. Regular season fifth-placed team

Exceptions are the United Kingdom as the EIHL, in line with their tradition, determines their national champion following the regular season (not in the playoffs) and Austria who applies the following criteria due to a different playing format:

1. National league champions
2. Regular season winners
3. Pick-round winners
4. Pick-round runners-up














Special Circumstances: Coronavirus Impact on the Qualification to the 2020/21 Season

The coronavirus (COVID-19) pandemic affected European club ice hockey in spring 2020 massively. National leagues were forced to stop their operations and therefore couldn't crown their champions in the playoffs (exception: Belarus). The crisis and its impact on the national leagues also affected the qualification to the Champions Hockey League. However, as there are clear qualification criteria in place and regular seasons were completed almost everywhere, the issue could be solved by awarding the remaining places to the next best ranked regular season teams.

Allocation of places per national league

The number of places per national league is allocated with the help of the CHL league ranking. This tool calculates the performance of teams in every CHL season and the better the teams perform, the more spots a league can achieve. However, the six shareholder leagues remain ranked 1-6 while all challenger leagues follow in accordance. For 2020/21, the previous four CHL seasons are taken into consideration (weighted 100, 75, 50 and 25 percent – in which the newest season counts the most).

The CHL league ranking after the 2019/20 season looks as follows (online version see [here](#)):

POS	LEAGUE	TYPE	PTS 19/20 100%	PTS 18/19 75%	PTS 17/18 50%	PTS 16/17 25%	TOTAL POINTS * ↓
1	 Sweden	F	100 (100)	100 (75)	100 (50)	95 (24)	249
2	 Switzerland	F	90 (90)	95 (71)	80 (40)	100 (25)	226
3	 Germany	F	95 (95)	80 (60)	85 (43)	75 (19)	217
4	 Finland	F	80 (80)	85 (64)	90 (45)	90 (23)	212
5	 Czech Republic	F	85 (85)	75 (56)	95 (48)	85 (21)	210
6	 Austria (EBEL)	F	70 (70)	90 (68)	75 (38)	65 (16)	192
7	 Belarus		75 (75)	60 (45)	70 (35)	80 (20)	175
8	 United Kingdom		70 (70)	40 (30)	65 (33)	60 (15)	148
9	 France		55 (55)	70 (53)	50 (25)	45 (11)	144
10	 Slovakia		55 (55)	55 (41)	60 (30)	70 (18)	144
11	 Norway		40 (40)	70 (53)	55 (28)	50 (13)	134
12	 Poland		60 (60)	50 (38)	50 (25)	40 (10)	133
13	 Denmark		55 (55)	50 (38)	50 (25)	60 (15)	133

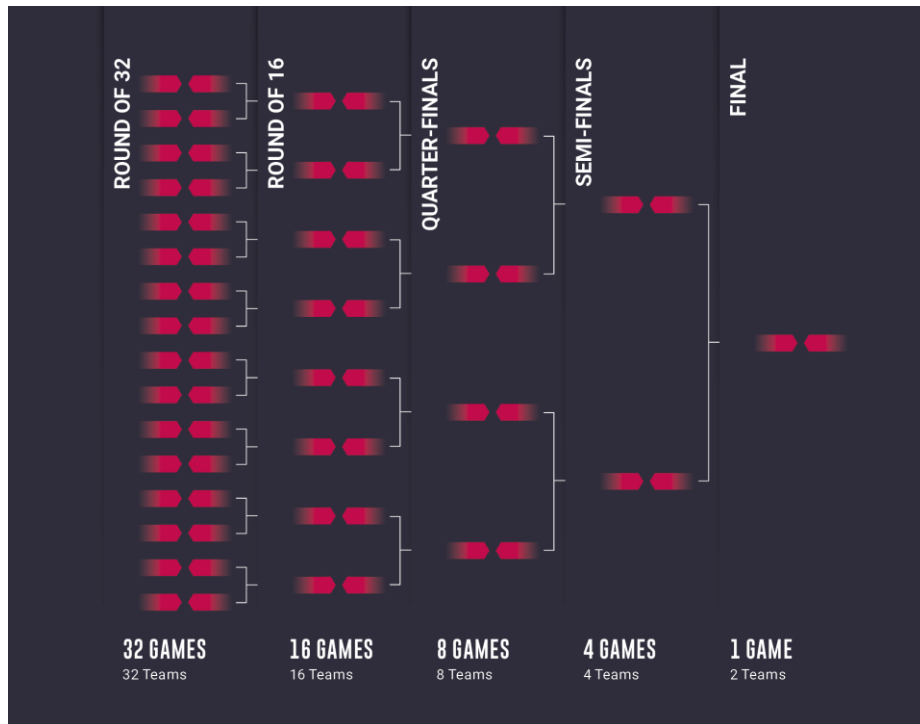
According to the CHL league ranking, the shareholder leagues obtained for the 2020/21 season:

- 5 places: Sweden and Switzerland
- 4 places: Germany and Finland
- 3 places: Czech Republic and Austria

The granted spot to the 2020 champions, Frölunda Indians, is included in the 5 spots for Sweden.

PLAYING FORMAT

A total of 61 games will be played over the course of 9 game days between October and February. The season will start with an immediate knock-out Round of 32, two-game, home-and-away, aggregate score series up to the Semi-Finals. The season culminates on 9 February 2021 with the ultimate one-game Final.



2020/21 CHL CALENDAR

- **Round of 32:** 6/7 October + 13/14 October 2020
- **Round of 16:** 17/18 November + 24/25 November 2020
- **Quarter-Finals:** 8/9 December + 15 December 2020
- **Semi-Finals:** 5/6 January + 12/13 January 2021
- **Final:** 9 February 2021

FUTURE SECURED & INCREASE OF PRIZE MONEY

The CHL has signed an extended partnership with Infront, its exclusive media and marketing partner, until 2027/28. The agreement includes media rights sales, marketing of the event and commercial packages, overall venue management, digital services and management of the TV production.

The partnership not only allows the CHL to develop the product on a stable base, it also brings a significant increase of prize money: from a total of 1,4 mio. Euro in 2014/15 to 3,5 mio. Euro in 2022/23 at the end of the current contract term (prize money for the newest contract term 2023/24 to 2027/28 which was signed in December 2019 is tba).

BROADCASTING

In 2020/21 Champions Hockey League games will be broadcasted by 25 broadcasters and digital platforms to 61 territories worldwide. Many long-term contracts are in place, however Infront will continue to negotiate with potential new media partners.

Country	Broadcaster	Until
Austria	ORF	2022/23
Bosnia, Croatia, Macedonia, Montenegro, Serbia & Kosovo non-exclusive	Arenasport	2022/23
Brazil	ESPN	2022/23
Canada	TSN	2022/23
Chinese Taipei	ELTA	2021/22
Czech Republic , Hungary & Slovakia	AMC (Sport 1/2)	2022/23
Denmark	TV2	2022/23
Estonia	ERR	2022/23
Finland	MTV3	2022/23
France and French Overseas Territories	L'Equipe	2020/21
Germany	Sport1	2022/23
Israel	Charlton (Sport 1/2)	2022/23
Latvia	Best4Sport	2022/23
Lithuania	LRT	2022/23
	Sport1	2020/21
Norway	NENT (Viasat)	2022/23
Poland	Polsat	2021/22
Slovenia	Sport TV	2022/23
Sweden	SVT	2022/23
	NENT (Viasat)	2022/23
Switzerland	SRG SSR	2022/23
	Telecub	2022/23
Turkey	Spor TV	2022/23
United States, its territories and possessions	NHL Network	2022/23
UK & Ireland	FreeSports	2022/23

(Shareholder Leagues in bold)

CHL IN THE DIGITAL WORLD

- www.championshockeyleague.com
- facebook.com/championshockeyleague
- instagram.com/championshockey
- twitter.com/championshockey
- youtube.com/championshockeyleague
- App: [iOS](#) | [Android](#)
- Hashtags: [#championsgobeyond](#) | [#CHLDraw](#) | [#CHLFinal](#) | [#CHLFanChallenge](#) | [#FansGoBeyond](#)
- Game related hashtags: e.g. [#MHKvsFHC](#)

THE STRUCTURE

The Champions Hockey League AG (CHL) is a company established in 2013 in Switzerland that holds all rights of the Champions Hockey League and organises the competition. CHL is an AG (Aktiengesellschaft = Ltd.) registered in Zug under Swiss Law. As such the CHL is owned by shareholders and governed by a board which is elected by the CHL General Meeting, the league's legislative body

The shareholding structure of the company is as follows ([link to online overview](#)):

- **26 Shareholder Clubs:** 63%
- **6 Shareholder Leagues:** 25%
- **IIHF:** 12%