

# CHAMPIONS HOCKEY LEAGUE FACTS & FIGURES

as per 13.6.2021

## 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 6<sup>th</sup> season
- 95 clubs involved
- 13 leagues & 18 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)
- 14 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 13 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 2021/22 season will run with the following participating leagues:

- **Shareholder Leagues:** Austria (includes Italy), Czech Republic, Finland, Germany, Sweden and Switzerland.
- **Challenger Leagues:** Denmark, France, Norway, Poland, Slovakia, Ukraine, 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 (ICEHL) who applies the following criteria due to a different playing format:

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

### Special Circumstances: Coronavirus Impact on the Qualification to the 2021/22 Season














As the coronavirus (COVID-19) pandemic affected society, economics and sports in spring 2021 still massively, there were impacts on European club ice hockey and the qualification to the 2021/22 CHL season:

- As the German DEL changed their playing format for the 2020/21 season due to the pandemic, the following CHL qualification criteria apply for Germany:
  1. National Champions
  2. Group A/B winners with higher PPG (points per game percentage)
  3. Group A/B winners with lower PPG (points per game percentage)
  4. Group A/B runners-up with higher PPG (points per game percentage)
  5. Group A/B runners-up with lower PPG (points per game percentage)
- As the EIHL was forced to cancel the 2020/21 season, the CHL Board decided to award the UK's qualification place to the Cardiff Devils (qualified for CHL via 2019/20 season)
- As the IIHF Continental Cup did not take place in 2020/21, the CHL Board decided to award its qualification place to the 2019/20 winners SønderjyskE Vojens (DEN)

## 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 2021/22, the previous four performed 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 2021/22 season:

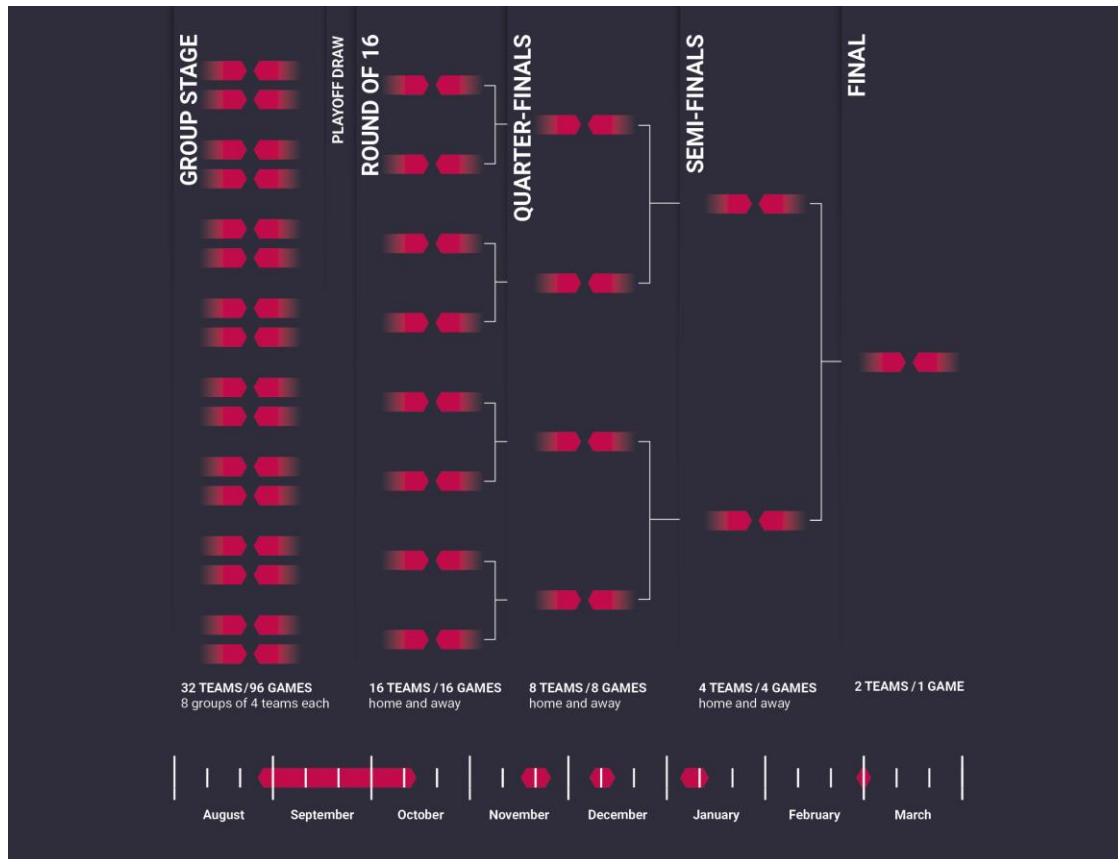
- 5 places: Sweden and Switzerland
- 4 places: Germany and Finland
- 3 places: Czech Republic and Austria (ICEHL)

The granted place to the 2020 champions, Frölunda Indians, is included in the 5 qualification places for Sweden.

## PLAYING FORMAT

The 32 teams will be divided into eight groups of four and each team will play six games in the Group Stage – one home and one away against the three opposition teams in their group. The first- and second-placed teams in each group will directly advance to the Playoff Stage.

With the exception of the Final, all match-ups in the playoff stage will be two-game, home-and-away aggregate scoring series. A total of 125 games will be played over the course of 13 game days between August and March.



### Special Circumstances: Final Olympic Qualification Tournament Impact

To accommodate the needs of the national teams involved in the FOQ (Final Olympic Qualification) tournament, the CHL Board has decided to slightly adapt the draw procedure for the Group Stage Draw:

Eight teams from countries participating in the FOQ were allocated into their own pot (pot no. 5) and drawn into two separate groups of four which will not play their CHL games during the FOQ tournament on the weekend of 26-29 August. The other 24 teams were allocated into four pots and drawn by the standard procedure into six groups of four.

The change of draw procedure due to the FOQ as described above applied for the 2021/22 season only.

## 2021/22 CHL CALENDAR

- **Group Stage:** 26-29 August\*, 2-5 September, 10-12 September\*\*, 5/6 October +12/13 October 2021
- **Round of 16:** 16/17 November + 23/24 November 2021
- **Quarter-Finals:** 7/8 December + 14 December 2021
- **Semi-Finals:** 4/5 January + 11/12 January 2022
- **Final:** 1 March 2022

\* Game Day 1&2 for teams from pot 1-4 / \*\* Game Day 1&2 for teams from pot 5

## 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 is tba).

## BROADCASTING

In 2021/22 Champions Hockey League games will be broadcasted by 25 broadcasters and digital platforms to 37 territories worldwide. Many long-term contracts are in place, however, the list is not final and can be extended at any time as Infront will continue to negotiate with potential media partners.

Country	Broadcaster	Until
<b>Austria</b>	<b>ORF</b>	<b>2022/23</b>
Bosnia and Herzegovina, Croatia, Macedonia, Montenegro, Serbia & Kosovo non-exclusive	Arenasport	2022/23
Brazil	ESPN	2022/23
Canada	TSN	2022/23
Chinese Taipei	ELTA	2021/22
<b>Czech Republic</b> , Hungary & Slovakia	<b>Sport 1/2 (AMC)</b>	<b>2022/23</b>
Denmark	TV2	2022/23
Estonia	ERR	2022/23
<b>Finland</b>	<b>MTV3</b>	<b>2022/23</b>
France	Fanseat	2021/22
<b>Germany</b>	<b>Sport1</b>	<b>2022/23</b>
Israel	Sport 1/2 (Charlton)	2022/23
Latvia	Best4Sport	2022/23
Lithuania	LRT (Free)	2022/23
Norway	Sport 1 (Pay)	2021/22
Poland	NENT (Viasat)	2022/23
Poland	Polsat	2022/23
Slovenia	Sport TV	2022/23
<b>Sweden</b>	<b>SVT</b>	<b>2022/23</b>
	NENT	2021/22
<b>Switzerland</b>	<b>SRG</b>	<b>2022/23</b>
	<b>Blue (former Teleclub)</b>	<b>2022/23</b>
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](http://www.championshockeyleague.com)
- [facebook.com/championshockeyleague](https://facebook.com/championshockeyleague)
- [instagram.com/championshockey](https://instagram.com/championshockey)
- [twitter.com/championshockey](https://twitter.com/championshockey)
- [youtube.com/championshockeyleague](https://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%