

**INTERNATIONAL SKI FEDERATION**

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**FOR IMMEDIATE RELEASE****FIS MEDIA INFO****EBU and FIS EXTEND SKI FLYING PARTNERSHIP TO 2020**

**25 March, 2014: OBERHOFEN, SWITZERLAND - The European Broadcasting Union (EBU) and the International Ski Federation (FIS) have finalized an agreement to extend their media rights and services partnership for the FIS Ski Flying Championships 2018 and 2020.**

In addition, the EBU will be the FIS's service partner on various aspects of distribution, implementation, coordination and production, including live web streaming of both FIS Ski Flying World Championships and close cooperation on various aspects of new media exploitation.

The new agreement ensures that international audiences can follow extensive free-to-air coverage of FIS Ski Flying World Championships on EBU Members' TV and radio channels, maximizing the events' visibility.

Ski Flying's popularity is on the rise, with more countries participating and 17 million more viewers (a 34% increase) watching the last World Championships, in Vikersund, Norway, in 2012, compared to Planica 2010.

FIS President Gian Franco Kasper said: "The Ski Flying World Championships have enjoyed enormous growth in popularity and have great potential to bring new fans to the sport. We are pleased to partner with EBU to maximize the potential growth and visibility of the Championships."

EBU Head of Sports Rights, Winter Sports, Ingolfur Hannesson said: "The extension of the EBU-FIS Ski Flying partnership is based on the multi-services approach that the EBU takes with many of its partners. This provides the FIS with maximum exposure of their spectacular Championships as well a variety of services to strengthen their position in the winter sports events market."

The FIS Ski Flying World Championships have been staged since 1972, with the 2018 and 2020 championships representing the 25th and 26th editions, respectively. Each championship awards medals and the FIS world champion title in an individual and a team event. There are just five licensed Ski Flying hills in the world today, in Harrachov (CZE), Vikersund (NOR), Planica (SLO), Kulm (AUT) and Oberstdorf (GER).

Oberstdorf, Germany, is the only candidate to host the 2018 edition, which will be formally decided at the FIS Congress in Barcelona in early June. The organizer for 2020 will be announced at a later date.

### **ABOUT FIS**

FIS, founded in 1924, is the governing body for international skiing and snowboarding. Recognised by the International Olympic Committee, FIS manages the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding and sets the international competition rules. Through its 119 nations, more than 7'000 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities, notably for the young.