



FÉDÉRATION INTERNATIONALE DE SKI
INTERNATIONAL SKI FEDERATION
INTERNATIONALER SKI VERBAND



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TUESDAY, 14 JULY 2009

FOR IMMEDIATE RELEASE

FIS MEDIA INFO

FIS launches tender for commercial rights to 2015 & 2017 Alpine and Nordic World Ski Championships

Oberhofen, July 14th, 2009//– The International Ski Federation (FIS) is offering interested organisations the opportunity to respond to an Invitation to Tender (“ITT”) for the purchase of the worldwide commercial rights to the FIS Alpine and Nordic World Ski Championships in 2015 and 2017. The commercial rights include both marketing and media rights.

The FIS Alpine and Nordic World Ski Championships are recognised as two of the most important winter sports events on the annual sporting calendar, attracting 1.1 billion television viewers worldwide for the 2009 Championships in Val d’Isère (Alpine Skiing) and Liberec (Nordic disciplines).

Election of the venues of the Championships in 2015 will be taken by the FIS Council during the FIS Congress on 3rd June 2010. The candidate-applicants bidding to stage these Championships are Cortina d’Ampezzo (Italy), St. Moritz (Switzerland) and Beaver Creek/Vail (USA) for the Alpine Championships, and Falun (Sweden), Lahti (Finland), Oberstdorf (Germany) and Zakopane (Poland) for the Nordic Championships. The election for the 2017 venues will be taken at the FIS Congress in 2012.

FIS’s principal responsibility is to encourage the practice of snow sports and to ensure the best possible conditions for all of the events under its control. It is recognised that the widest promotion and publicity can best be achieved through the televising of the Championships in as many markets as possible. The intention of FIS is to increase the exposure in those countries where its Championships have been shown and to introduce coverage into new markets. The advances in technology and the related opportunities to exploit new means of distribution to the viewing public are to be considered and developed in the exploitation of the rights to assist in achieving the goals of FIS.

Following the receipt of replies to the ITT, which is expected to close in mid-September 2009, FIS will analyse them thoroughly and will make a shortlist of applicants who will be invited to present their proposal in more detail. Thereafter FIS will decide which applicant(s) will be selected as its contractual partner(s) for the exploitation of the rights.

The Invitation to Tender document can be obtained from FIS:

Sarah Lewis, Secretary General, by e-mail at lewis@fis-ski.com; or
Niklas Carlsson, Marketing Manager, by e-mail at carlsson@fis-ski.com

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About FIS

Founded in 1924 during the first Olympic Games in Chamonix, France, the International Ski Federation (FIS) aims to promote the sport of skiing and snowboarding and directs the development of all ski and snowboarding activities world-wide. It administers the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding, including setting the international competition rules. With the help of its 110 member nations (one currently suspended), FIS stages more than 6'000 ski and snowboard competitions annually. FIS also makes recommendations for recreational skiing and snowboarding in the interest of all and promotes play in the snow as a healthy leisure activity for children and the youth. For more information, please visit www.fis-ski.com .

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