

INTERNATIONAL SKATING UNION

HEADQUARTERS ADDRESS: CHEMIN DE PRIMEROSE 2 - CH 1007 LAUSANNE - SWITZERLAND
TELEPHONE (+41) 21 612 66 66 TELEFAX (+41) 21 612 66 7 E-MAIL: info@isu.ch

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For immediate release

The European Broadcasting Union (EBU) and the International Skating Union (ISU) have reached an agreement on exclusive media rights from 2015 – 2019, marking 50 years of EBU-ISU partnership. The agreement covers traditional EBU territory with the EBU also becoming the media rights partner of ISU in the rest of the world (excluding China, Japan, Korea, USA and Canada, which remain with ISU).

This new deal will ensure that more than 130 events over the four seasons (2015/16; 2016/17; 2017/18; 2018/19) will enjoy maximum free-to-air exposure on EBU Members' TV, radio and online channels. The portfolio covers 52 World and European Championships in the three ISU disciplines of Figure Skating, Speed Skating and Short Track as well as the series of Grand Prix and World Cups, together with ISU World Team Trophy of Figure Skating.

This partnership for media rights will ensure maximum visibility for one of the Olympic winter sports of reference, combining the strengths of free-to-air coverage and broadcast guarantees from EBU Members with an all embracing approach to new media technologies to reach different audiences around the world.

EBU will distribute skating content through Eurovision satellite and fiber network to right holders around the world bringing more than 1.000 hours of sport to right holders, together with EBU expertise and know-how on television production to bring state-of-the-art content to the screens.

This agreement marks a new milestone on EBU winter sports rights portfolio, following recent announcement on IBU Biathlon Media Rights 2014-2018.

ISU President, Ottavio Cincinatti said: "The ISU is delighted to continue its long term partnership with the EBU by not only renewing its current contract with EBU Members but also by intrusting the EBU with the sale of TV/media rights in countries that currently do not show ISU disciplines. We are confident that through the EBU network and its new technologies the ISU will be able to offer top of the range content to the widest possible audience."

EBU Head of Sports Rights, Winter Sports, Ingolfur Hannesson added: "As the ISU's exclusive long-term media partner, we present a tailor-made strategy to keep Skating one of the strongest winter Olympic sports. We are proud to have reached this 50-year milestone, and we will continue building on our partnership with ISU to bring Ice Skating events to the widest possible audience."

Collaboration between the ISU and the EBU started in 1965 on the occasion of the European Figure Skating Championship in Moscow, Russia.

Next major ISU event will be Figure Skating World Championships in Saitama, Japan, starting on 26 March 2014.

For further information please contact

ISU Media Coordinator : Selina Vanier email: vanier@isu.ch Telephone: +41 21 612 66 66
EBU Communications Officer: Ben Steward steward@ebu.ch Telephone: +41 22 717 2213