



FIBT Television 2007-2008 Annual Report

FIBT BOB & SKELETON TV SHOWS REACH OVER 600 MILLION VIEWERS

There were ten new networks broadcasting FIBT events in 2007-2008, helping push the total television audience for bobsleigh and skeleton World Cups and the FIBT World Championship over 600 million for the first time. It also marked the first season that all FIBT races were streamed live and on demand on the internet.

It was the second season that Infront Sports and Media exclusively sold the rights to International Bobsleigh and Skeleton Federation televised World Cup and World Championship events. The FIBT continued to produce its own host broadcaster signal, a process that started in 1997.

New rights holders included: RAI (Italy), Canal+ Sports (France and over 50 nations in Africa, the Caribbean, and Oceania), Polsat (Poland), Viasat Sports 1 (six Scandinavian countries), Star TV (Switzerland), Czech TV (Czech Republic), MBC (Korea), Chello Central Europe (Hungary and Romania), and Eurosport Asia. In the USA all races were shown live and on demand through NBCOlympics.com.

Continuing as long term partners of FIBT Television were ARD (Germany), ZDF (Germany), RTR Sport (Russia), SRG/SSR (Switzerland), CBC (Canada), Latvian TV (Latvia), and TVE (Spain). Additional outlets included Eurovision News, Trans World Sport (IMG), SNTV (the Associated Press video news service), and Gillette World Sport, the world's most-watched weekly sports magazine program, airing in 180 countries worldwide.

The FIBT generated over 719 hours of broadcasting time for the 40 World Cup competitions and the six World Championship events. Two-Man and Four-Man bobsleigh continued to be the main attraction with over 250 million Viessmann World Cup viewers and another 107 million for the Bauhaus FIBT World Championship from Altenberg, Germany.

The Men's Bobsleigh World Cup coverage provided the highest visibility, with 782 broadcasts (including news reports). Men's bob shows reached a cumulative audience of 253.09 million viewers. The 2-man and 4-man World Championships coverage added an additional 107.7 million viewers. Coverage totals for men's bobsleigh was 268 hours for the 2-man and 4-man World Cup and 91 hours for the World Championships.

Women's Bobsleigh coverage attracted 94.8 million viewers for eight World Cup races (114 hours) and additional 49.57 million for the 2008 World Championships in Altenberg (25 hours). Skeleton productions had 45.5 million World Cup viewers for 14 men's and women's races (178 hours of actual coverage) and an additional 36 million for the World Championships (36 hours, 49 minutes).

FIBT Television – Summary of Broadcasts for 2007-2008

	Men's Bob	Women's Bob	Skeleton	Men's Bob	Women's Bob	Skeleton	Team	Totals	
	World Cup	World Cup	World Cup	World Champ.	World Champ.	World Champ.	World Champ.		
Number of TV Channels	56	29	27	38	22	23	15	210	
Number of Broadcasts	782	276	375	464	118	193	49	2257	
Cumulated Aud. (Millions)	253.09	94.85	45.5	107.72	49.57	36.04	20.96	607.73	
Broad. Time (hh:mm:ss)	268:49:19	114:44:32	178:21:32	91:53:56	24:45:30	36:49:51	5:13:57	720:38:37	
Playing Time (hh:mm:ss)	248:49:19	106:08:48	166:43:19	81:49:45	22:43:30	33:56:21	4:26:38	664:37:40	

Data source: IFM International Sportanalysen GmbH



FIBT Television 4-Year Comparison

FIBT World Cup				
	2004-2005	2005-2006	2006-2007	2007-2008
Men's Bob World Cup - TV Channels	243	301	191	56
Men's Bob World Cup - Broadcasts	1420	2180	1672	782
Men's Bob WC - Cumulated Audience (millions)	227.31	310.05	282.08	253.09
Men's Bob WC Broadcasting Time (hh:mm:ss)	117:11:48	173:00:37	238:42:39	268:49:19
Men's Bob WC Actual Playing Time (hh:mm:ss)	102:09:55	145:13:51	212:56:56	248:49:19
Women's Bob World Cup - TV Channels	18	22	23	29
Women's Bob World Cup - Broadcasts	155	132	445	276
Women's Bob WC - Cumulated Audience (millions)	52.93	46.74	97.13	94.85
Women's Bob WC Broadcasting Time (hh:mm:ss)	20:45:57	26:32:15	90:42:30	114:44:32
Women's Bob WC Actual Playing Time (hh:mm:ss)	17:52:15	22:23:58	81:12:30	106:08:48
Skeleton World Cup - TV Channels	225	53	175	27
Skeleton World Cup - Broadcasts	458	339	666	375
Skeleton WC - Cumulated Audience (millions)	43.76	55.67	32.32	45.5
Skeleton WC Broadcasting Time (hh:mm:ss)	41:56:51	48:55:01	127:16:12	178:21:32
Skeleton WC Actual Playing Time (hh:mm:ss)	36:46:36	41:56:17	111:38:12	166:43:19
Total World Cup Audience - All Disciplines	324	412.46	411.53	393.44
Total World Cup Broadcasting Time (hh:mm:ss)	179:54:36	248:27:53	456:41:21	561:55:23
FIBT World Cchampionship				
	2004-2005	2005-2006	2006-2007	2007-2008
Men's Bob WM - TV Channels	59		22	38
Men's Bob WM - Broadcasts	231		440	464
Men's Bob WM - Audience Millions)	61.56		90.58	107.72
Men's Bob WM - Broadcasting Time (hh:mm:ss)	40:00:47		69:48:22	91:53:56
Men's Bob WM - Actual Playing Time (hh:mm:ss)	35:31:36		61:01:05	81:49:45
Women's Bob WM - TV Channels	43		22	22
Women's Bob WM - Broadcasts	54		101	118
Women's Bob WM - Audience Millions)	15.37		32.83	49.57
Women's Bob WM - Broadcasting Time (hh:mm:ss)	5:40:30		28:12:11	24:45:30
Women's Bob WM - Actual Playing Time (hh:mm:ss)	4:45:53		24:12:11	22:43:30
Skeleton WM - TV Channels	11		8	23
Skeleton WM - Broadcasts	49		179	193
Skeleton WM - Audience Millions)	5.35		7.78	36.04
SkeletonWM - Broadcasting Time (hh:mm:ss)	13:36:31		34:33:22	36:49:51
Skeleton WM - Actual Playing Time (hh:mm:ss)	11:52:09		28:56:29	33:56:21
Team WM - TV Channels			10	15
Team WM - Broadcasts			53	49
Team WM - Audience Millions)			14.88	20.96
Team WM - Broadcasting Time (hh:mm:ss)			8:14:52	5:13:57
Team WM - Actual Playing Time (hh:mm:ss)			6:06:02	4:26:38
Total WM Audience - All Disciplines	82.28		131.19	214.29
Total WM Broadcasting Time (hh:mm:ss)	59:17:48		132:33:55	158:43:14
Data source: IFM International Sportanalysen GmbH				