



FIBT NEWS

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FIBT BOBSLEIGH & SKELETON TV SHOWS REACH 543 MILLION VIEWERS

Milan, Italy (May 2, 2007) – The International Bobsleigh and Skeleton Federation (FIBT) produced bobsleigh and skeleton television programming had an extremely successful 2006-2007 season, reaching 542.72 million viewers with over 80 hours of World Cup and 22 hours of World Championship coverage for networks across the globe.

The FIBT generated 519 hours of actual playing time for its productions. The average market share for all programming was 6.0%; with men's bobsleigh and skeleton events at the World Championships in St. Moritz, Switzerland generating the highest averages of 9.1% and 12.1%, respectively. .

The FIBT is unique among international sports federations; it owns its worldwide rights and it produces its own programs. Networks that showed extensive coverage were ARD (Germany), ZDF (Germany), Arena TV (Germany), RTR Sport (Russia), Speed Channel (USA and Canada), SRG/SSR (Switzerland), Latvian TV (Latvia), ORF (Austria), ART Networks (Middle East), Channel 4 in Great Britain, and Enjoy TV in Spain.

The Men's bobsleigh World Cup coverage provided the highest visibility, with 191 different channels showing 1672 broadcasts (including news reports), reaching a cumulative audience of 282.08 million viewers. The 2-man and 4-man World Championships coverage added an additional 90.58 million viewers. Coverage totals for men's bobsleigh was 213 hours for the 2-man and 4-man World Cup and 61 hours for the World Championships.

Women's Bobsleigh coverage attracted 97.13 million viewers for seven World Cup races (81 hours, 12 minutes) and additional 32.83 million for the 2005 World Championships in St. Moritz (24 hours, 12 minutes). Skeleton productions had 32.32 million World Cup viewers for 16 men's and women's races (111, hours, 38 minutes of actual coverage) and an additional 7.78 million for the World Championships (28 hours, 56 minutes).

Broad North American coverage continued on SPEED Channel in the USA with 24 one-hour shows. There was same day and same weekend coverage for the final two months of the season. Data for the annual FIBT television report was collected by IFM International Sportanalysen GmbH of Karlsruhe, Germany.

FIBT Television – Summary of Broadcasts for 2006-2007

	Men's Bob	Women's Bob	Skeleton	Men's Bob	Women's Bob	Skeleton	Totals
	World Cup	World Cup	World Cup	World Champ.	World Champ.	World Champ.	
Number of TV Channels	191	23	175	22	22	8	441
Number of Broadcasts	1672	445	666	440	101	179	3503
Cumulated Audience (Millions)	282.08	97.13	32.32	90.58	32.83	7.78	542.72
Average Market Share (%)	4.5%	3.3%	2.6%	9.1%	4.4%	12.1%	6.00%
Broadcasting Time (hh:mm:ss)	238:42:39	90:42:30	127:16:12	69:48:22	28:12:11	34:33:22	589:15:16
Actual Playing Time (hh:mm:ss)	212:56:56	81:12:30	111:38:12	61:01:05	24:12:11	28:56:29	519:57:23

