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UFA Sports new media partner of the IHF Interview with Robert Müller von Vultejus (UFA Sports)

Finally in China the moment arrived. On the first match day of the Women's World Championship the IHF President Dr Hassan Moustafa and Robert Müller von Vultejus as delegate of UFA Sports signed the new contract regarding the marketing of the TV and broadcasting rights of the handball federation. The WHM takes the opportunity to interview the Managing Director of the new IHF partner in Changzhou.

The company UFA Sports is relatively young. Please tell us something about you.

Müller von Vultejus: The company UFA Sports exists only since 2008 but we can claim that it has convened concentrated professional competence. One reason is that UFA Sports is an established brand in the world of sports marketing. Another reason is that most of the staff knows each other from the time at Sportfive and collected a lot of experience. In a short time we succeeded to conclude big marketing contracts, amongst others with the Slovak and the Albanian football federation. We also established a cooperation with the German football association regarding its U-national teams. Furthermore UFA Sports merchandises the German cult-club FC Sankt Pauli as well as some international basketball teams. Merchandising the IHF handball world championships will be our focal point in the next four years and we are very proud about the IHF's trust in us.

Which rights does the contract comprehend?

Müller von Vultejus: We will merchandise all medial exploitation rights for the IHF including the TV and broadcasting rights. The corresponding advertising rights remain at the IHF. That means for us that we will move on the typical handball markets Germany, Scandinavia, France, Spain, Croatia and Russia but we will also show our presence in the handball developing countries. In countries such as Great Britain, the USA, but also in the African and Asian area it is our main interest to realize transmission time in order to create interest and a request for handball world championships in the medium term. In these countries a commercial value creation is only possible in the long term.

(...)

What does the contract provide for?

Müller von Vultejus: The contract lasts four years and comprehends all medial merchandising rights for the next four world championships in 2011 and 2013. Furthermore UFA Sports took the responsibility to produce the world championships and to implement them technically.

(...)

Please find the complete article in the new World Handball Magazine edition and after its publication online under www.ihf.info. Print for free.

Awarding Gala of World Handball Players in France

In close cooperation with the French Handball Federation the IHF will organize a Gala in order to award the two World Handball Players of the year 2008, Thierry Omeyer (FRA) and Linn Kristin Riegelhuth (NOR). The IHF Awarding Gala will take place during the 23rd edition of the Bercy Tournament in Paris, Ile de France, starting with the ceremony on 17 January right before the beginning of the final match at 15.30. After the final there will be a reception at the VIP Lounge for players and invited guests. The whole ceremony will be broadcasted by Canal+ and transmitted during the halftime of the final match of this tournament.

Long agenda for IHF Council –Meeting in Nanjing (China)

The Council of the International Handball Federation held their second meeting in 2009 at the final weekend of the women's World Championship in Nanjing (China). The most important topics:

- The four years plan of the IHF is now ready for implementation.
- The Council approved with majority to sustain the current qualification system for the Olympics Games 2012 in London.
- Several applications from different nations have been submitted to host the World Championships 2012 to 2014. Denmark, Spain, Korea and Norway sent a letter of interest for hosting the Men's World Championship 2013.
- The Council discussed more than five hours the motions presented by a working group concerning the IHF Bylaws and Regulations in view of the extraordinary Congress 2010 in Rome.
- The IHF will install a working group including representatives of the continental federations, top nations and top clubs to discuss the general calendar.

Partnership IHF - Gerflor

After a one year partnership between the International Handball Federation and the company Gerflor, this fruitful cooperation will further deepen. Both parties signed on the fringes of the closing conference of the Women's WCh in China on 20 December a new four years contract so that Gerflor will be the official floor supplier of the IHF until 2013. "We are very proud to remain the partner of the IHF for another four years", says Lionel Arlin in Nanjing (China) after signing the contract.

TV coverage of the Women's WCh 2009 in China

The XIX Women's Handball World Championship in China was a sport event of global interest already after the preliminary round. This was confirmed by Sportfive, holder of the TV rights during the Women's World Championship in China. The company, that has its headquarters in Hamburg (Germany), confirmed that 36 broadcast stations transmitted the tournament in China to 52 countries. In most of the cases the WCh was also broadcasted live. Mainly in the Scandinavian countries and in Denmark, where women's handball is very popular, the viewing figures were extremely high. Senior Director TV-Production Wolfgang Jauer praised the working conditions on site at the venues and the collaboration with the Chinese national television CCTV.

World Handball Magazine appears mid of January

The next edition of the World Handball Magazine will probably be published in January 2010. Besides interesting stories and interviews the main issues will be the reports about the Women's World Championship in China and the preview on the Men's European Championship in Austria. Who is interested in the acquisition of the magazine can take out a subscription at the Head Office of the International Handball Federation. Contact: www.ihf.info.

IHF calendar of events

15 to 17 January: EHF qualification for the Men's World Championship 2011

18 to 24 January: Challenge Trophy on Mauritius

28 January: Meeting of the Working Group for the calendar of events in Austria

19 to 31 February: Men's European Championship in Austria / qualification for the Men's World Championship 2011

13 to 19 March: Challenge Trophy in Kazakhstan

05 to 11 April: Challenge Trophy in Bangladesh

22 to 27 June: Men's and Women's Beach World Championship in Turkey