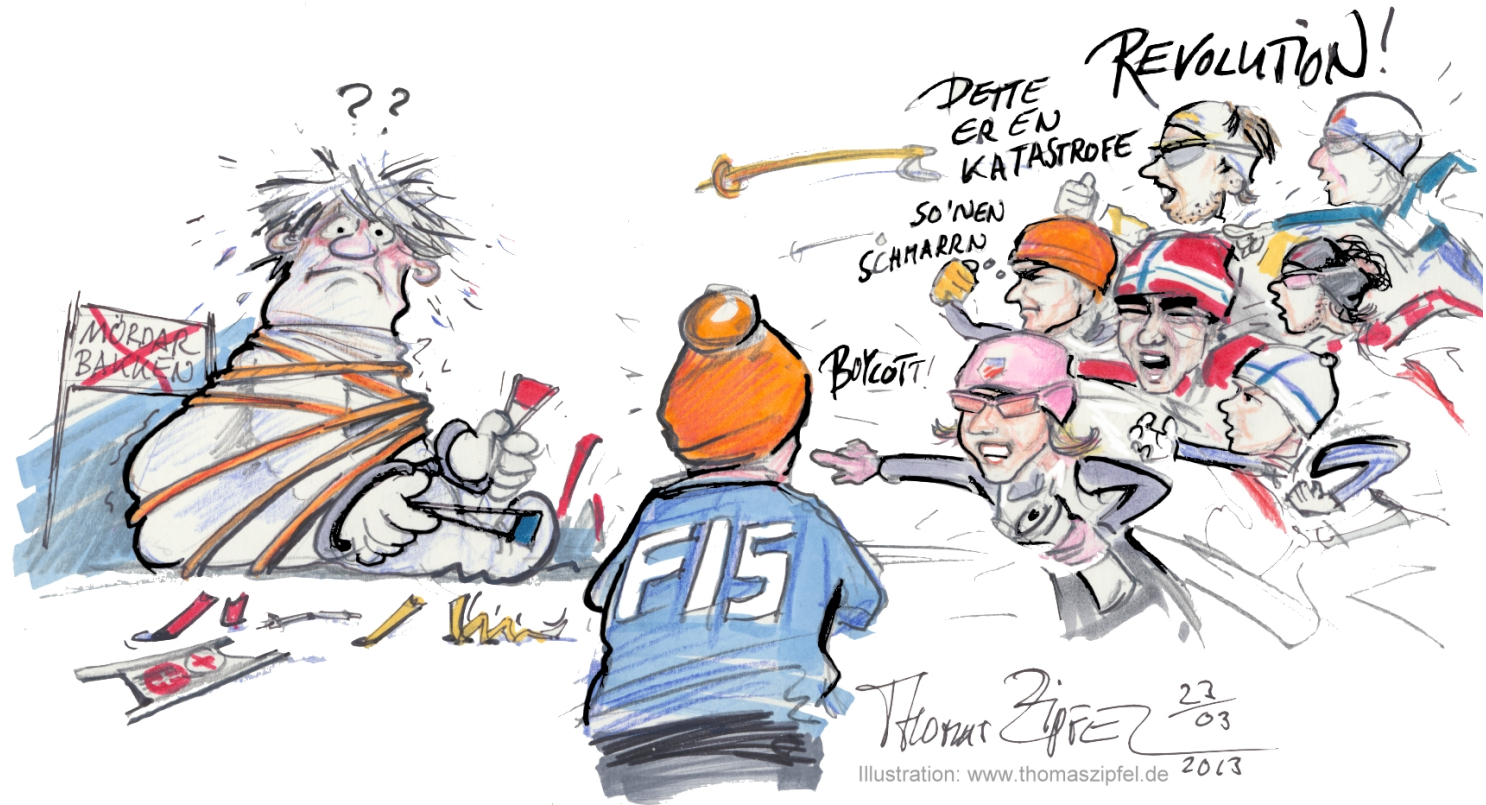


Nytt fra FIS.....

- Siste vedtak
- Konkurransereformater
- Fremtidige spørsmål



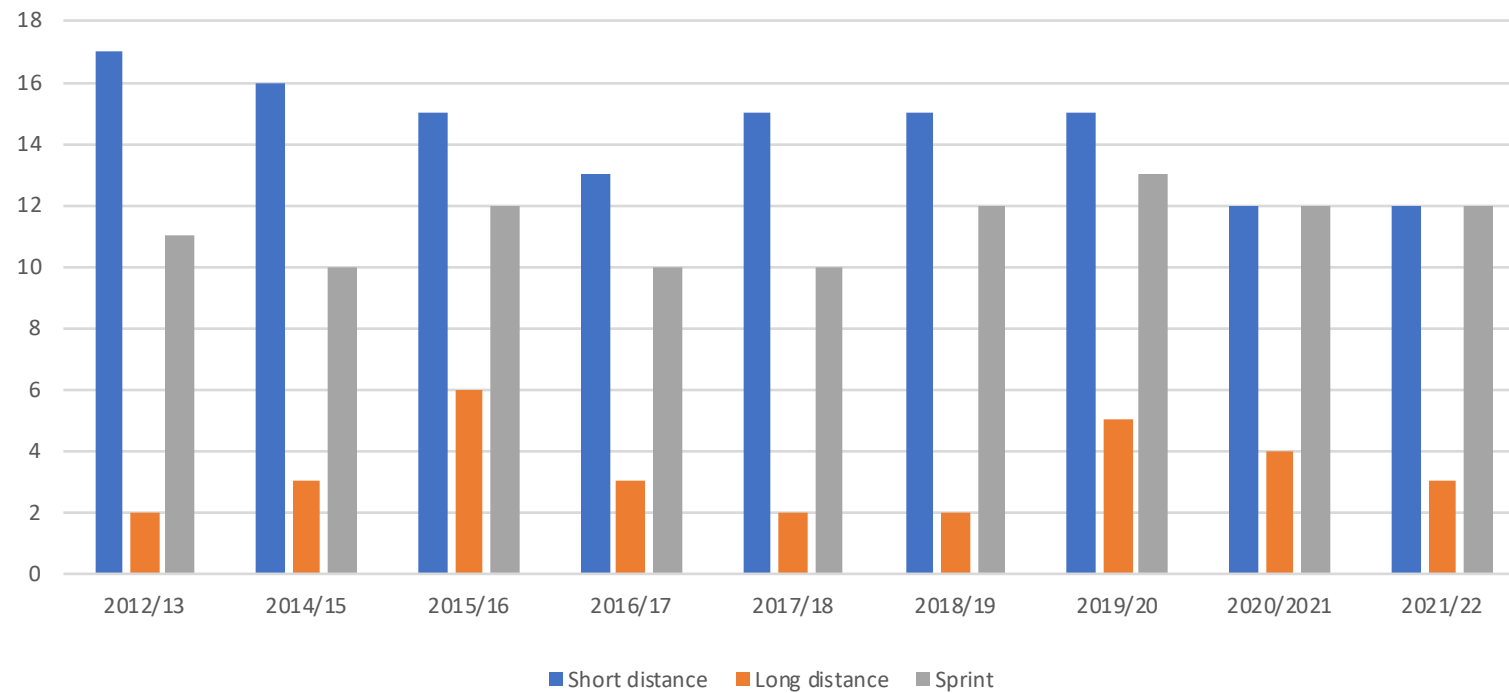
Ingen endringer i mesterskapsprogrammet

- Sprint C/ F
- 10/ 15 C/F
- Skiathlon 15/ 30
- 30/ 50 km C/F
- Stafett
- Lagsprint C/F
- Jr VM
 - Sprint C/F- 5/10 KM C/F- 15/30 km C/F fellesstart- Stafett (4x 3,3- 4x 5km)

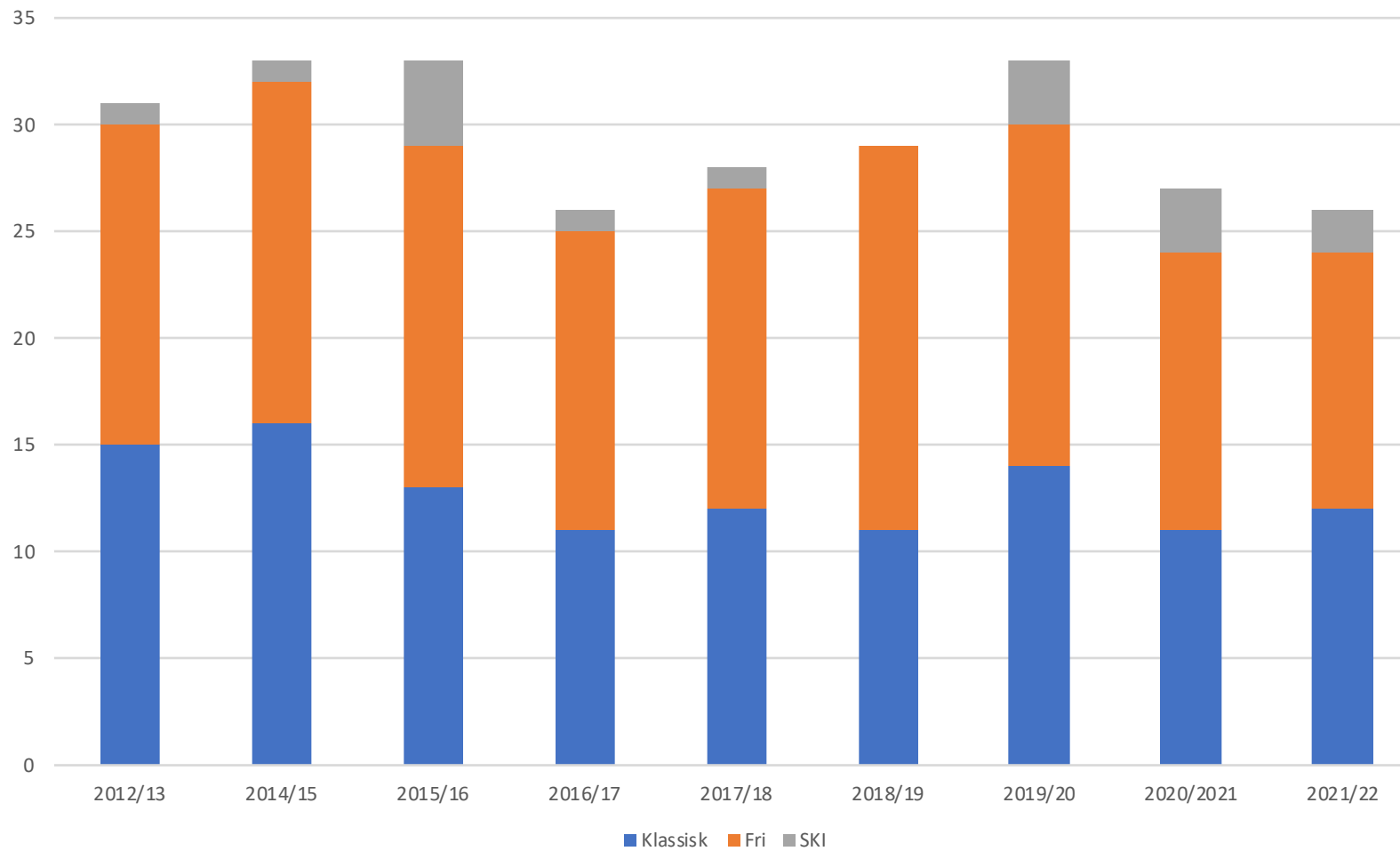
Kalenderarbeid

- Krevende puslespill og balansegang mellom arrangører, trenere, utøvere, egne nasjoners ønsker og økonomi
- NB! Krever politisk enighet
- Nasjonene eier arrangementene

Lange renn/ korte renn/ sprint

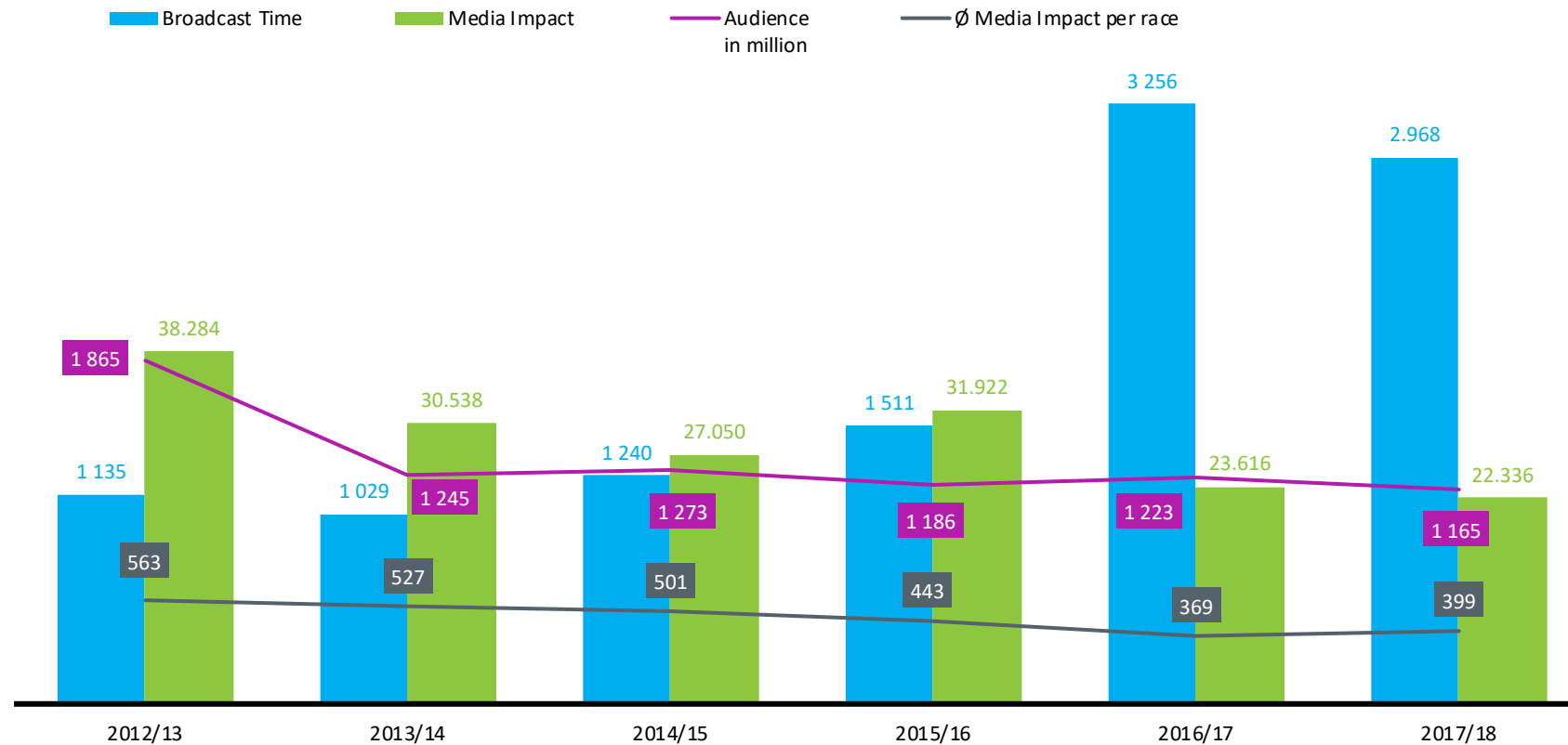


Klassisk/ Fri / Skiathlon



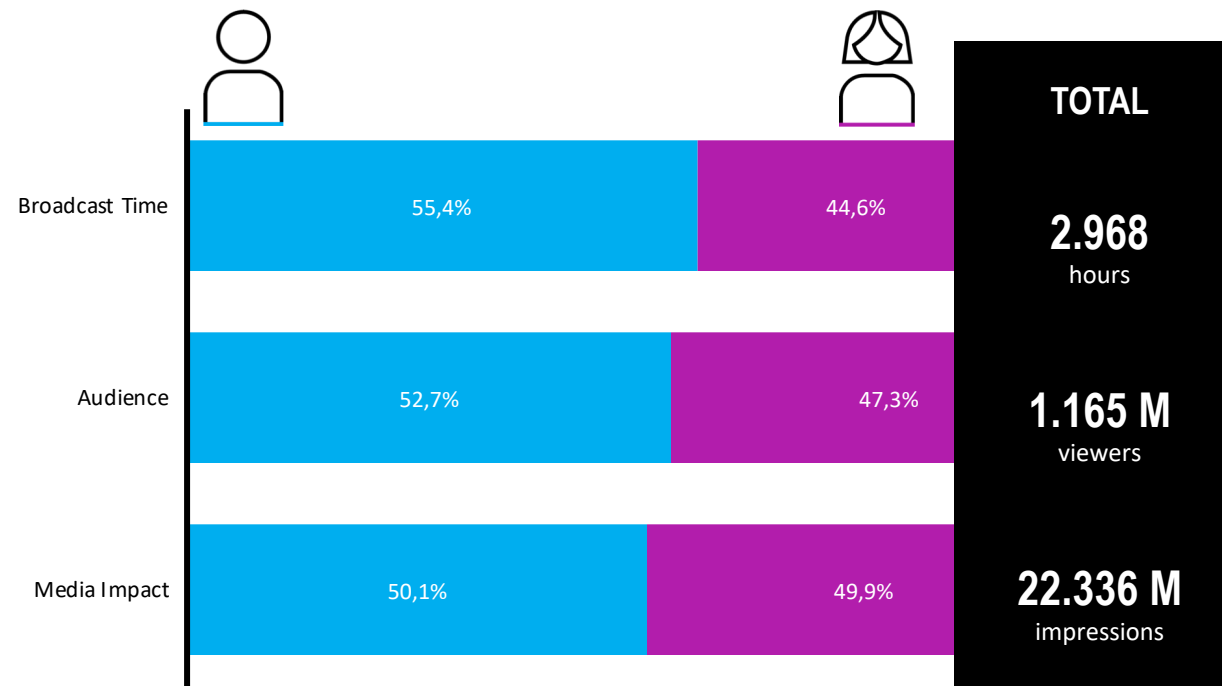
CROSS-COUNTRY: SEASON COMPARISON

While broadcast time, audience and total media impact are declining, media impact per race is inverting its negative tendency of the last years



Media Impact: Relates the broadcast time of an event to its audience ratings. This expressed as the visibility of the event multiplied by the viewing audience, then standardized into 30-second units.

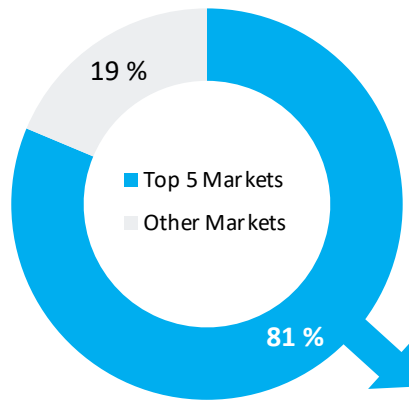
CROSS-COUNTRY: COMPARISON OF GENDERS



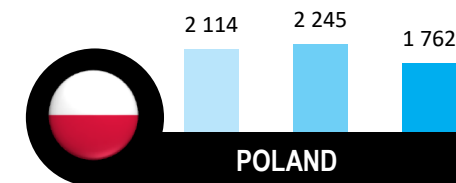
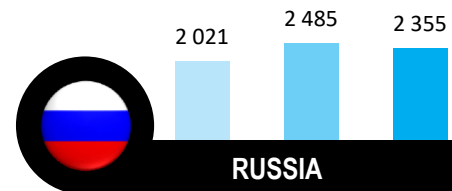
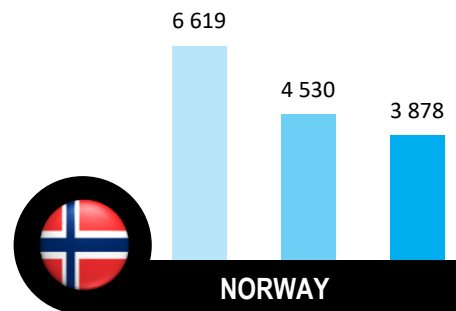
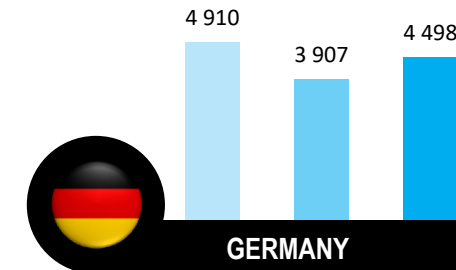
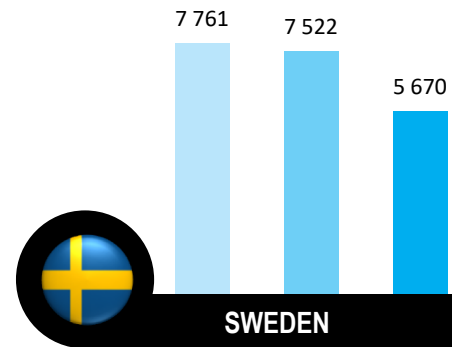
Media Impact: Relates the broadcast time of an event to its audience ratings. This expressed as the visibility of the event multiplied by the viewing audience, then standardized into 30-second units.

CROSS-COUNTRY: TOP MARKETS 2017/18 BY MEDIA IMPACT

Germany is overtaking Norway for 2nd place measured by media impact. It is also the only top 5 market with increasing figures.



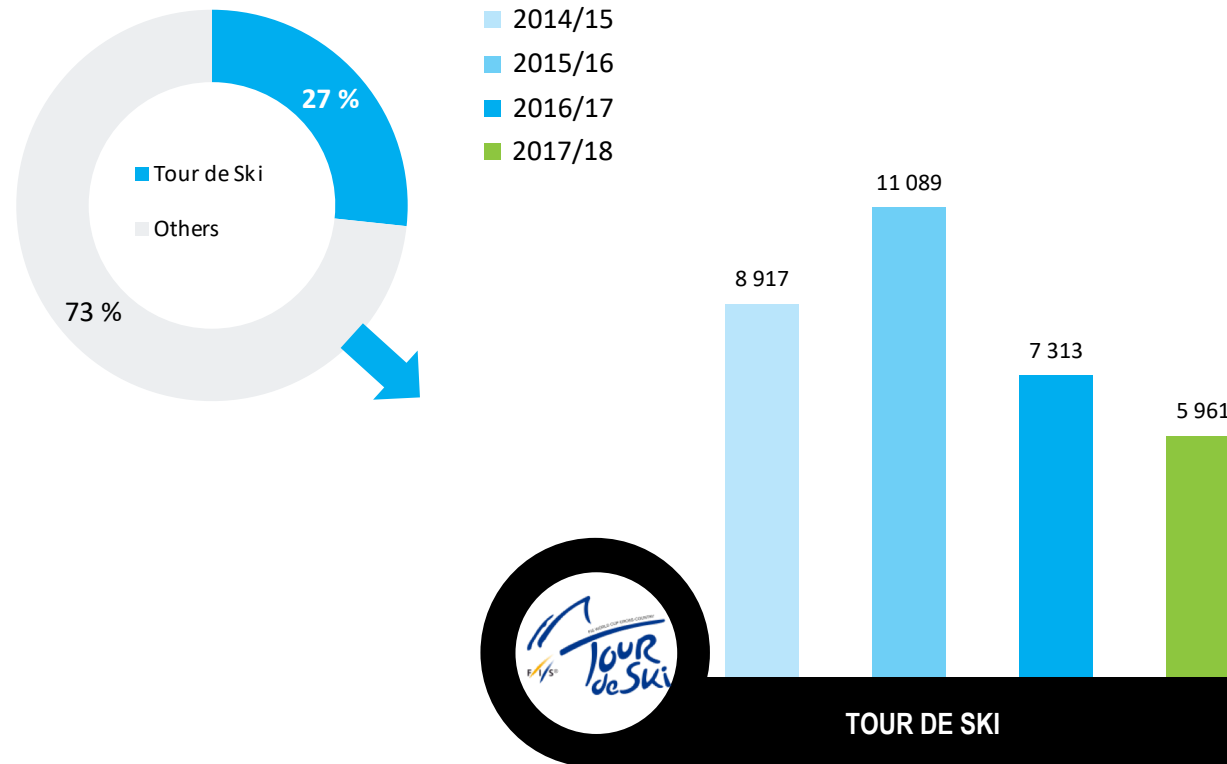
2015/16
2016/17
2017/18



Media Impact: Relates the broadcast time of an event to its audience ratings. This expressed as the visibility of the event multiplied by the viewing audience, then standardized into 30-second units.

CROSS-COUNTRY: FOCUS TOUR DE SKI

With two less events compared to last season, Media Impact for Tour de Ski is declining by 18%.



Media Impact: Relates the broadcast time of an event to its audience ratings. This expressed as the visibility of the event multiplied by the viewing audience, then standardized into 30-second units.

Fremtidige utfordringer

- Avhengig av land med interesse og økonomi til å arrangere verdenscup
- Live TV rettigheter holder seg i pris - foreløpig
- Vår suksess har vært synlighet på riksdekkende kanal
 - T dski på to forskjellige kanaler er ikke heldig
- Vi trenger gode skiløpere i mange land
- Vi trenger profiler og dueller
- Vi trenger ikke flere dopingsaker
- Vi trenger snø...



Fremtidige utfordringer

Kostnadsnivå

Fluor

