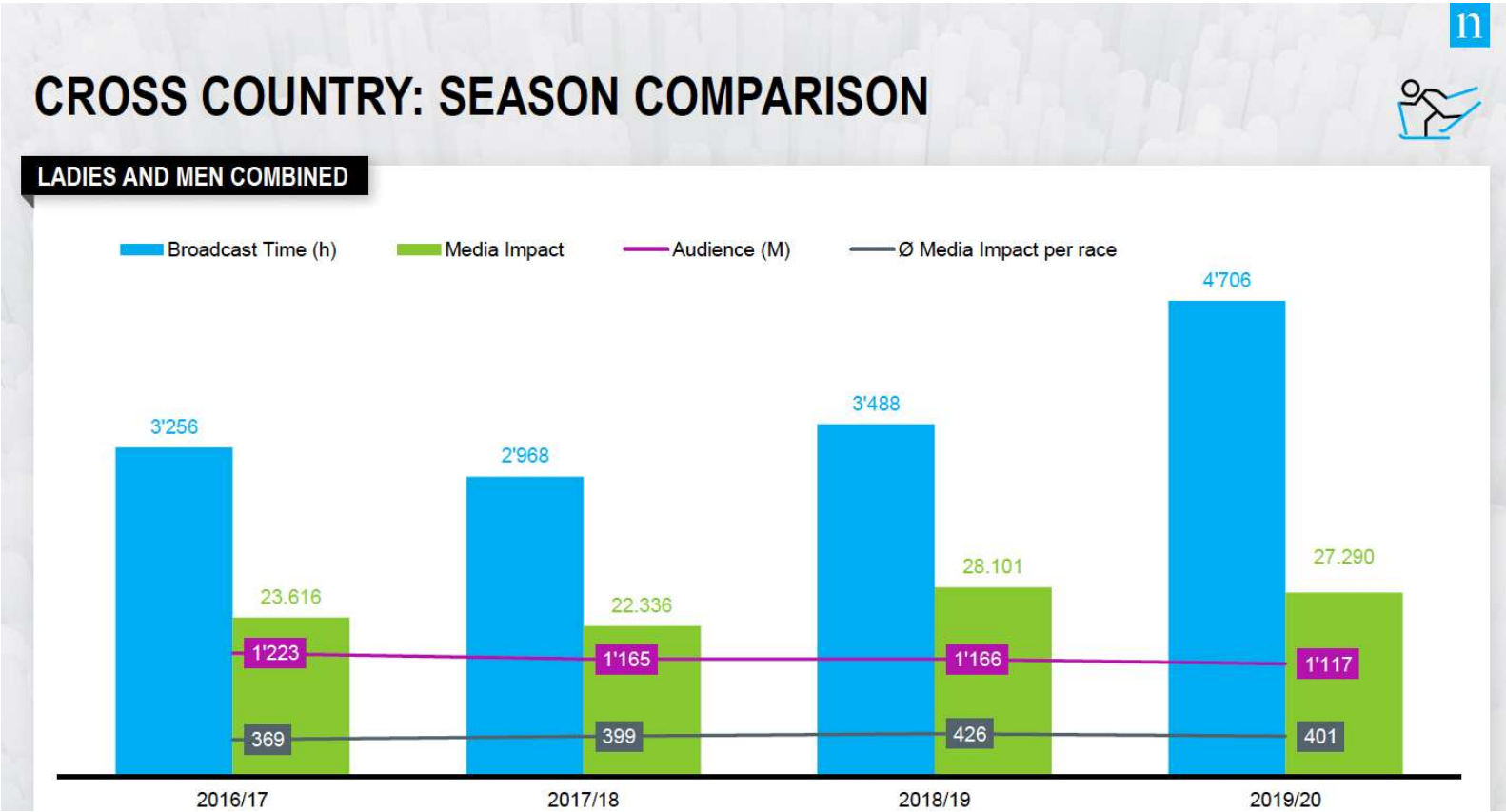


Internasjonale saker våren 2020

Vi dominerer fortsatt....

- Særlig blant herrene – men Bolsjunov slår oss
- FIS punkt liste menn:
 - 12 av topp 30
 - 19 av topp 50
 - 29 av topp 100
- WC Lillehammer: 14 av topp 30
- Davos: 3 av topp 30

Likelevel: Stabile TV tall

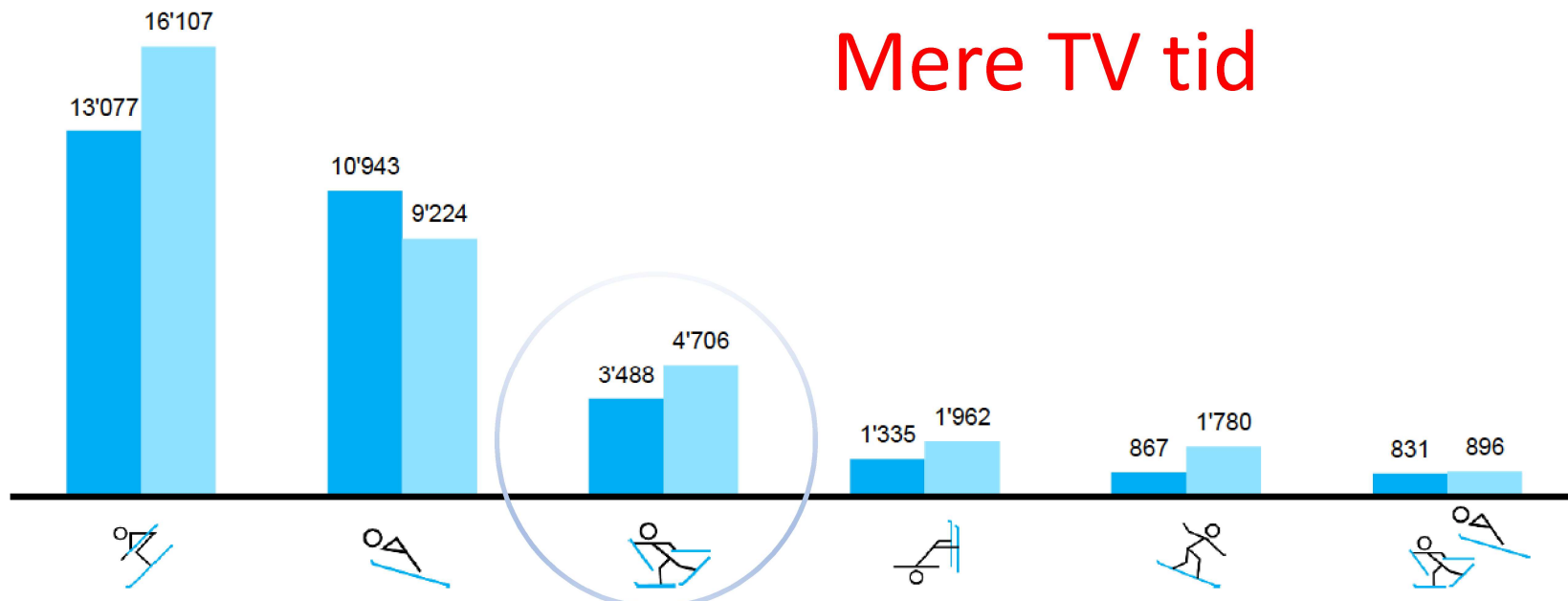


BROADCAST TIME 2018/19 VS 2019/20

LADIES AND MEN COMBINED

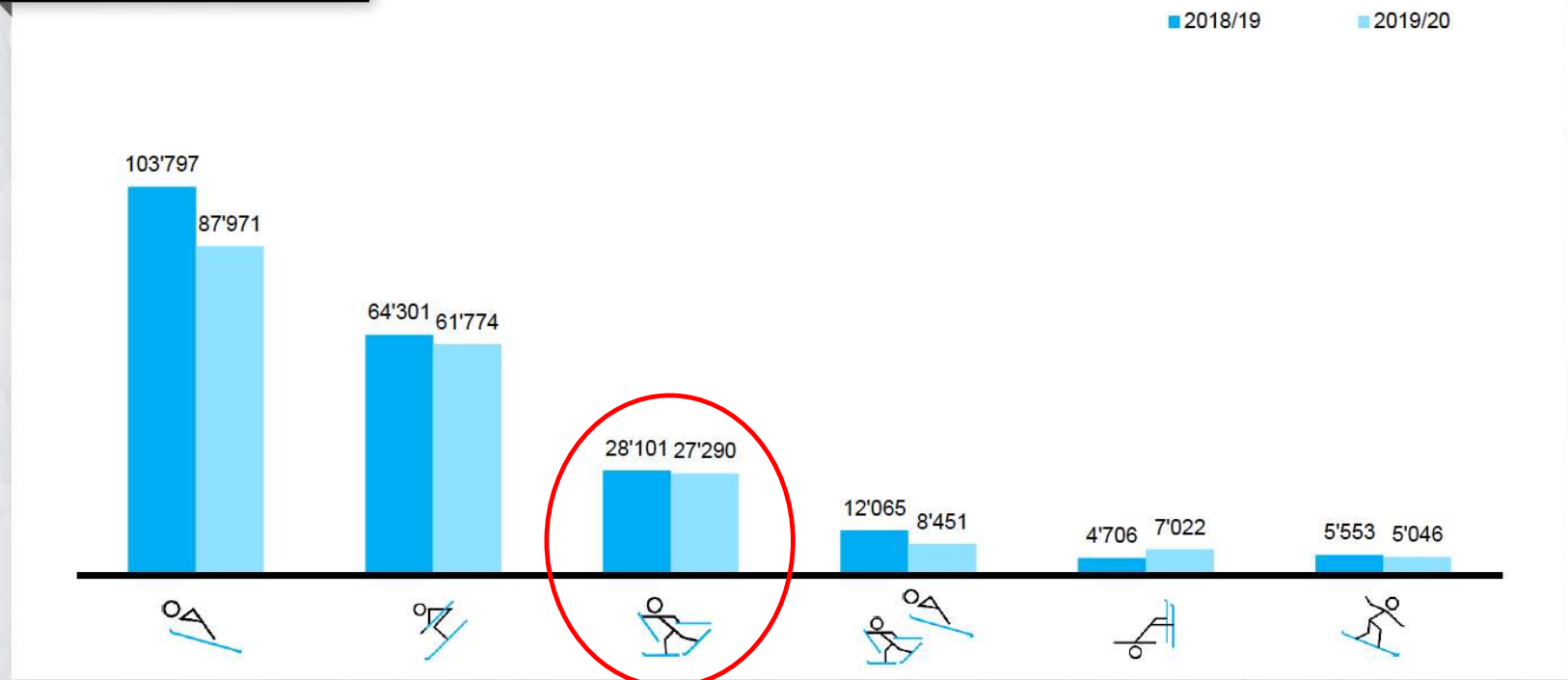
■ 2018/19 ■ 2019/20

Mere TV tid



MEDIA IMPACT 2018/19 VS 2019/20

LADIES AND MEN COMBINED





CROSS COUNTRY: SEASON COMPARISON

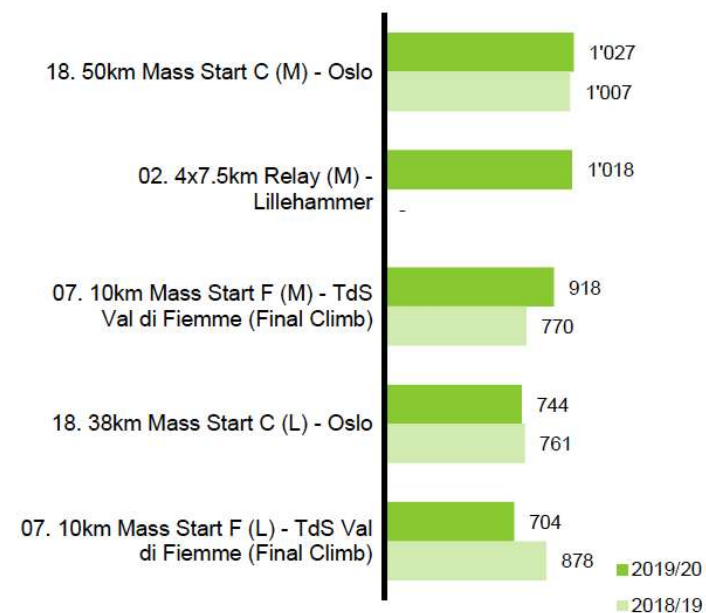
LADIES AND MEN COMBINED

KEY TAKEAWAYS

- » 2 more competitions than in 2018/19
- » Media impact declined slightly (-3%)
- » Sweden ranks top again in terms of media impact (+1%)
- » Decline mostly caused by Germany (-16%) and Finland (-15%)
- » Finland: coverage partly shifted from YLE 2 to YLE Areena
- » Broadcast time increased by 35% - mostly through relives on Eurosport

3 av de fem mest sette løp er i Norge !!!

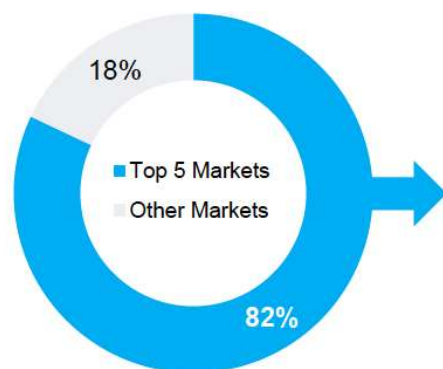
TOP-5 COMPETITIONS BY MEDIA IMPACT (M)





TOP MARKETS 2019/20 BY MEDIA IMPACT

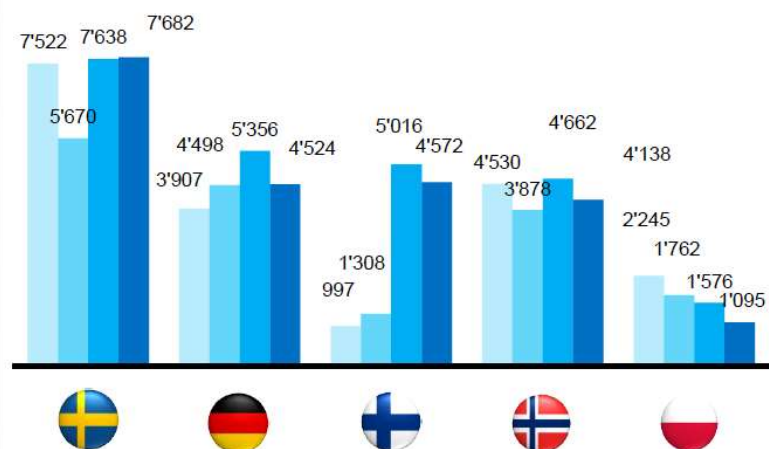
FOR ALL MARKETS



TOP 5 MARKETS

In M

2016/17 2017/18 2018/19 2019/20



Vedtak våren 2020

- Ny nasjonal kvote
 - 15 >>> 10 pluss 2 x U23
- Individuelle WC poeng for stafetter
- Covid 19 tilpasninger
 - WC Plan B med mulige blokker
 - Usikkert for alle hva situasjonen blir
 - Krever stor fleksibilitet
 - Konsekvensene av ingen renn er dramatiske