

Press Release

LAOLA1.tv will broadcast field hockey live on the Internet

LIVE-stream coverage of the Samsung FIH Champions Trophy Women

Contact

LAOLA1 GmbH

Thomas Widhalm
head of marketing and pr

hosnedlgasse 25
1220 vienna / austria

Tel : +43 (1)256 31 41-515

mail: thomas.widhalm@laola1.at

Vienna, 12th of July 2010 – LAOLA1.tv, the international online sports portal, has extended its exclusive LIVE program offering. The Samsung FIH Champions Trophy Women will be broadcast LIVE online as a result of a flourishing partnership with the International Hockey Federation. In addition to the LIVE program fans will be able to take advantage of the exclusive on demand videos ensuring not a minute's action is missed.

The **FIH Champions Trophy** will be broadcast worldwide from July 10th – July 18th on www.laola1.tv (with the exception of the Netherlands) and the FIH is yet another international federati

on which has chosen the successful combination of sport and internet. The federation has also entrusted LAOLA1.tv with the technical realization and implementation of the project.

On top of the complete technical and journalistic responsibilities the LAOLA1-team will also be given the task of promoting and marketing the high quality content. The Swiss contract will further extend the portfolio of LAOLA1.tv services; the company already has a wide array of impressive names in its portfolio including the production of the websites and video portals of the DFB (German Football Association), the European Handball Federation (EHF), the European Volleyball Association (CEV), Red Bull Salzburg, SK Rapid Wien and much more...

The next field hockey highlights will be the **ABN AMRO Champions Trophy Men** (31.7. – 8.8.) in Mönchengladbach (GER) and the **BDO FIH World Cup Women** (29.8. – 11.9.) in Rosario (ARG) which will be broadcast LIVE on www.laola1.tv.

„This sport fits perfectly in our LIVE program, technical and tactical perfection combined with physical battles and great goals, it does not get any better. Together with the IHF we are intent on increasing the worldwide reach of this fantastic sport and it's of course pleasing that another world-renowned sports federation has given us their full confidence“, **Karl Wieseneder und Thomas Krohne managing directors of LAOLA1.tv**

Link: <http://www.laola1.tv/en/int/worldhockey/video/206--.html>

Other LAOLA1.tv service provider projects (amongst many others):

DFB: www.dfb-tv.de, <http://team.dfb.de>

HSV: www.hsv.de, www.hsv.tv

Red Bull Salzburg www.redbullsfan.tv, AREVA www.areva-club.de

Photo credit: Thomas Krohne (l.) and Karl Wieseneder (r.)

About LAOLA1.tv:

LAOLA1.tv is the sports TV on the web and mobile devices, supplying sports fans with videos from the world of sports all year round. LAOLA1.tv is in tune with the ever-increasing convergence of TV, Internet and mobile telecommunications, and offers endless exclusive video content, as well as live video streams of a variety of sporting events, such as the UEFA Europa League, UEFA Champions League, the Spanish Football Primera División, Austrian Bundesliga, Volleyball Champions League and the Handball Champions League,

LAOLA1.tv has also designed and implemented comprehensive media platform solutions for world renowned Sports clubs and Sports Federations such as the German Football Association, Hamburg SV, Werder Bremen, European Handball Federation, European Volleyball Federation, Red Bull Salzburg, SK Rapid Vienna, Austrian Ice hockey Federation, etc.).

LAOLA1.tv, LAOLA1.at – Austria's biggest sports portal, the video production company unas media productions gmbh and rights agency the sportsman media group gmbh are incorporated in "the sportsman media holding".