



## Press Release

### Record broadcaster coverage for Volleyball Champions League Final Four - TV broadcasts in 107 Countries & Territories

**Munich, April 2, 2009 – Record broadcaster coverage for the Men’s Final Four of the CEV Indesit Champions League scheduled for this coming weekend in Prague, Czech Republic. the sportsman media group, exclusive distribution partner of the European Volleyball Confederation, has received bookings from 27 broadcasting partners. The Final Match of the Final Four tournament will be broadcast on television in 107 countries and territories.**

The Women’s Final Four that took place last weekend in Perugia, Italy, also enjoyed great television coverage with 19 international television partners in 103 countries and territories.

For this season the Munich-based sports rights and marketing agency has set the pace for the improved marketing and greatly increased popularity of the World’s most important club competition in volleyball through the standardisation and central control of the television signal as well as the central selling of all media rights.

**André Meyer**, President of the CEV: “Having reached another record level of TV coverage is another proof for the quality and high interest in the CEV Indesit Champions League. Together with the sportsman we were able to develop even further the existing potential of the world’s most important volleyball club competition.”

“The record television broadcasts in 107 territories for the Final Four is a tremendous success. It shows the broadcaster’s acceptance for our concept to centralise the distribution of the CEV Indesit Champions League” says **Alexander Rösner**, responsible for the volleyball project at the sportsman, “We will continue to develop the TV production standards of the Volleyball Champions League in the future.”

LAOLA1.tv, an affiliated company of the sportsman media holding, who already broadcast all group phase and play-off matches of the CEV Indesit Champions League live and as a roundup with highlights at [www.laola1.tv](http://www.laola1.tv), will cover the Final Four tournament LIVE for volleyball fans all around the world.

#### About the sportsman media group

the sportsman media group is a sports rights and sports marketing agency whose core business is the acquisition and distribution of media rights (e.g. television, internet and mobile rights). To date, the sportsman media group is engaged in numerous prestigious projects such as the marketing and

#### Media Contact

**the sportsman media group gmbh**

Stefan Debus  
new media & corporate  
communications manager

Cuvilliestraße 25  
D-81679 Munich

Telephone +49 (0)89.20 000 38 14  
Fax +49 (0)89.20 000 38 38  
stefan.debus@thesportsman.de



distribution of all media rights to the German Football Bundesliga (outside Germany), the Austrian Football Bundesliga, the European Volleyball Champions League, the European Handball Champions League and many more. Furthermore, the sportsman media group consults rights holders, such as federations, clubs, broadcasters, other entities and individuals in trading their rights to maximize their respective exposure and revenues in order to enhance the overall value of their product.

the sportsman is part of the sportsman media holding which also includes LAOLA1.tv - an online video platform offering background reports, highlight clips and live broadcasts from a wide variety of sport events - and unas media productions, expert in streaming services and video platform productions.