

Press Release

the sportsman Standardizes Signal Distribution for Volleyball Champions League

The sports rights and marketing agency is setting the stage for global marketing of the most important volleyball club competition

Munich, October 6, 2008 – Broadcasting matches of the CEV INDESIT Champions League of the European Volleyball Confederation will be much easier in the future for TV stations. After assuming rights distribution for the CEV, the sportsman media group gmbh has overcome technical hurdles and inconsistent standards for live broadcasting of Volleyball Champions League-matches. From now on, the television signals will be controlled and distributed centrally by the Munich sports rights and marketing agency. Host broadcasters will still be required to comply with specific quality requirements and production standards. A quantum leap in technology: The uniform signal available from a single source ensures that transmitting all Champions League matches to screens is professional as well as uncomplicated. Until now broadcasters have only been able to achieve this by investing enormous amounts of time and money. The CEV INDESIT Champions League 2008/09, which begins in October, will be the first test of the new regulation.

“Complicated” is arguably the best way to describe the previous signal system. In the past, there were 30 different signal paths since broadcasts of Volleyball Champions League matches were organized decentrally from the host club. TV broadcasters therefore had to spend an enormous amount of time and money gathering images from all away games. Standardizing the signal has changed this procedure altogether. According to **Alexander Roesner**, Director Television, Acquisitions & Content at the sportsman media group and responsible for the volleyball project: “Together with our partner CEV, we have established the foundation for standardized league competition in our cooperation agreement and TV rules.” From now on, the sportsman will serve as the central contact and coordinator for international TV broadcasters for broadcasting volleyball matches and signal distribution. In cooperation with the CEV, the sportsman has distributed the international media rights of European volleyball matches since the beginning of this year.

The signal distribution system has already passed muster: the sportsman, which distributes the rights to such leagues as the German Bundesliga abroad, has already succeeded in controlling the international signal distribution for the German Soccer League DFL and has developed an online booking system for this purpose in the last two years. The program, which is managed by Patrick Schmidt – Head of Production at the sportsman media group since spring 2008 – simplifies booking processes. That’s why it is now being used for distributing volleyball rights. As a consequence of the increasing number of

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distribution clients – like the European Beach Volleyball Tour, the Presidential Cycling Tour of Turkey and the Volleyball Champions League – the sportsman brought Christian Högg on board as production manager to reinforce its international production and signal coordination team.

“Not only is volleyball one of the most popular sports around the world, it has some of the highest participation rates and a huge fan base,” said **André Meyer**, President at CEV. Together with the sportsman, the CEV hopes to continue to promote the most important volleyball club competition. “We are certain that standardizing and centrally controlling the TV signal will significantly boost the Champions League’s international media presence – helping further increase the sport’s popularity.”

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 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.