

Press Release

Rio 2016 Olympic Games television coverage successfully delivered to 46 territories in Sub-Saharan Africa

Infront together with TV Media Sport has achieved a first time success in Africa with more than 230 hours of broadcast coverage

Zug, Switzerland, 26 September 2016 - The international sports marketing company Infront Sports & Media has secured more than 230 hours of broadcast coverage across Sub-Saharan Africa following the recent distribution of rights for the Rio 2016 Olympic Games. The distribution effort was supported operationally by TV Media Sport (TVMS) and coverage was achieved in a total of 46 territories.

The wide exposure realised was as a result of an exclusive media rights agreement between the International Olympic Committee (IOC) and Infront, covering free-to-air television and radio rights, alongside non-exclusive internet and mobile rights in Sub-Saharan Africa. The programming offered to broadcasters from 5 to 21 August included a live/delayed signal and highlights from all competitions as well as full coverage of the Opening and Closing Ceremonies of the Rio 2016 Olympic Games.

Sports fans in Africa followed the Rio 2016 story

Up to 14 hours of live feed were broadcast per day with commentary provided in English, French and Portuguese from more than 230 hours of total coverage taken across 17 days. More than 50 experienced journalists, editors and producers were in charge of the delivery, with 30% joining from main broadcast partners such as NTA (Nigeria), RTI (Ivory Coast), CRTV (Cameroon), TPA (Angola) and many more.

Thanks to the successful media rights distribution, the Rio 2016 programming was made available on 34 national TV channels across the region. In addition, the pan-regional network TV5 Monde Africa aired the programming available all across the region whereas RFI Africa aired it on its radio channel.

Broadcast sponsorships with top brands

Further to handling the broadcast and radio distribution, Infront also marketed the associated broadcast sponsorship opportunity, sealing exclusive agreements with Coca-Cola and Emirates. Managing the integration of the respective branding into the television feed, Infront ensured the brands received extensive exposure across Sub-Saharan Africa through the commercial breaks for all live, replay and highlight broadcasts of the Rio 2016 Olympic Games.

Timo Lumme, Television & Marketing Director at IOC, said: "Working in partnership with Infront, the IOC ensured Olympic Games coverage continues to reach more people across Sub-Saharan Africa. Strong viewership on the continent demonstrates the great interest for the Olympic sports, and the enthusiasm to follow the athletes and their inspirational achievements."

Stephan Herth, Executive Director Summer Sports of Infront, added: “The media rights distribution for the Rio 2016 Olympic Games were a success in Sub-Saharan Africa and raised awareness for the Olympic ideals through more than 230 hours of broadcast coverage. We have fully delivered on our promise to the IOC and all sports fans in the region, whilst also gathering more know-how on the specific needs and expectations of Sub-Saharan broadcasters.”

“The Olympic Games have been delivered to Africa as never seen before”, stated Hédi Hamel, CEO of TVMS. “Rio 2016 was a historical moment especially for the TV partners that experienced the Olympic thrill and benefitted from the most extensive technical operation – an absolute first for the region.”

About Infront Sports & Media

Infront Sports & Media is the most respected sports marketing company in the world, managing a comprehensive portfolio of top properties. Led by President & CEO Philippe Blatter, Infront covers all aspects of successful sporting events – including distribution of media rights, sponsorship, media production and event operation – and has won a reputation for its high standards of delivery. As the number one player in winter sport and with a leading role in football, summer and endurance sports, Infront enjoys long-lasting partnerships with 170 rights-holders and hundreds of sponsors and media companies. Headquartered in Zug, Switzerland, Infront has a team of more than 900 experienced staff working from over 35 offices across more than 15 countries, delivering 4,100 event days of top class sport around the world every year. In November 2015, Infront was integrated into Wanda Sports Holding, part of the Chinese conglomerate the Dalian Wanda Group.

About TV Media Sport

TV Media Sport is an international sports marketing company, dealing with media rights and event management, specialised in the African continent. TV Media Sport, through its unique network of local partners, is recognised as a major operator with strong and credible relay in all regions of the African continent. Its philosophy is to bring prestigious worldwide sporting events to Africa and to bring local events out of Africa. Amongst many sports, TV Media Sport holds the rights of the UEFA Euro 2016 as well as the IAAF World championships in Athletics 2017 for the African continent.