

**IFM TV Analysis**

**European Fencing Championships  
Leipzig 2010**



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**We are pleased to further assist and service you at your convenience.**

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## Report Base

### EVENT

European Fencing Championships 2010

### MONITORING PERIOD

July 13 - July 25, 2010

### TV MARKETS / CHANNELS

Austria (ORF 1+2, ORF Sport+, ATV+)  
France (TF1, FR2, FR3, Canal+, Sport+)  
Germany (ARD, ZDF, MDR, SWR, WDR)  
Italy (RAI 1-3, Italia 1, Rete 4, C5, RaiSport 1)  
Russia (NTV Sport, NTV Sport Online, Sport Plus)

### BASE

dedicated coverage + selected secondary coverage in news- and sports magazines

### AUDIENCE RATINGS

Austria: AGTT, Individuals 3+  
France: MEDIAMETRIE, Individuals 4+  
Germany: AGF/GfK TV Scope, Individuals 14+  
Italy: AUDITEL / AGB NMR, Individuals 4+  
Russia: TNS GALLUP Media, Individuals 4+ / NTV Sport Online and Sport Plus: no ratings available

### IFM EVENT INDEX

links broadcasting time and audience rating per programme

cf. terminology

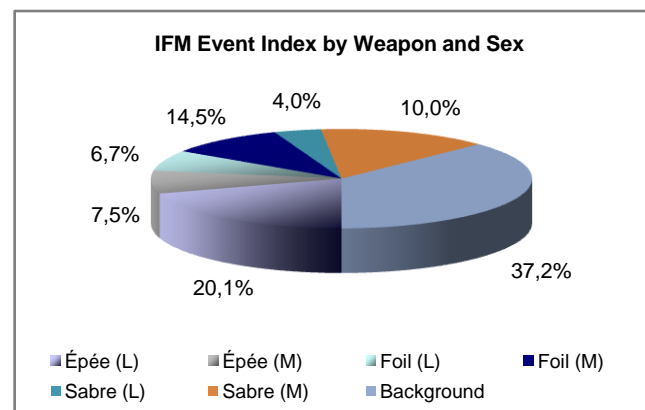
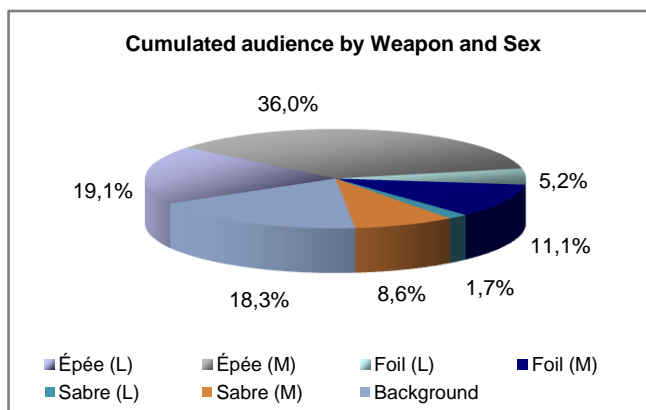
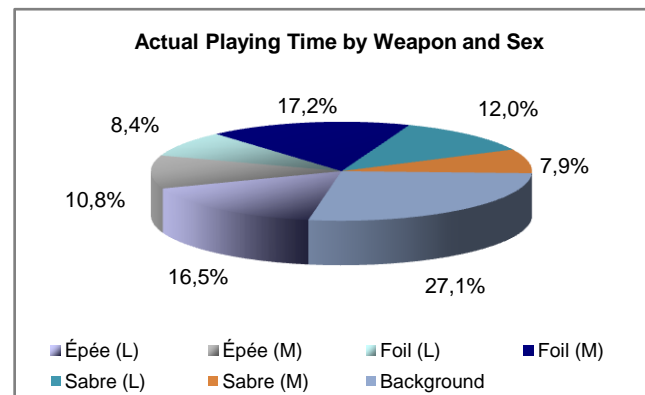
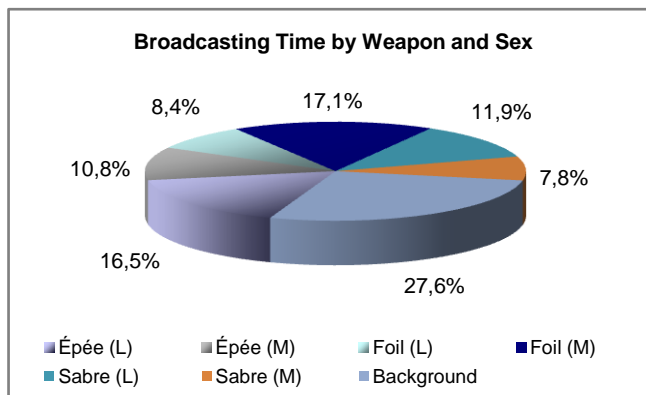
## Key Facts

- IFM analyzed the TV exposure of the European Fencing Championships 2010 to identify the specific coverage of the event (live, delayed, highlights) as well as selected secondary coverage (sports magazines, news and others) in Austria, France, Germany, Italy and Russia. However, no coverage could be verified in Austria and France.
- The European Championships took place from July 17 to July 22 in the German city of Leipzig. As the analysis is carried out retrospectively, coverage and audience data is not available in full depth.
- The total broadcasting time came to 80 hours and 12 minutes, generating 30.12 million TV viewers. The most extensive TV exposure was tracked for Rai Sport 1 with live reports of the men's team épée- and ladies' team sabre-competition and various highlights programs.
- German ZDF generated the highest number of cumulated audience (13.24 million viewers = 44% of total viewership) focused on the ladies' épée final with German fencer Imke Duplitzer winning the first German gold medal.
- To describe the media impact of an event comprised in one figure, an index value was calculated for the European Championships. This IFM Event Index relates the duration of a broadcast to its audience on a program by program basis, enabling comparisons between different properties and across markets.
- In Germany e.g., the IFM Event Index for the European Championships 2010 (5,772 points) is significantly higher than that of the World Championships 2009 (1,450 points) when German TV exposure was limited to secondary coverage.

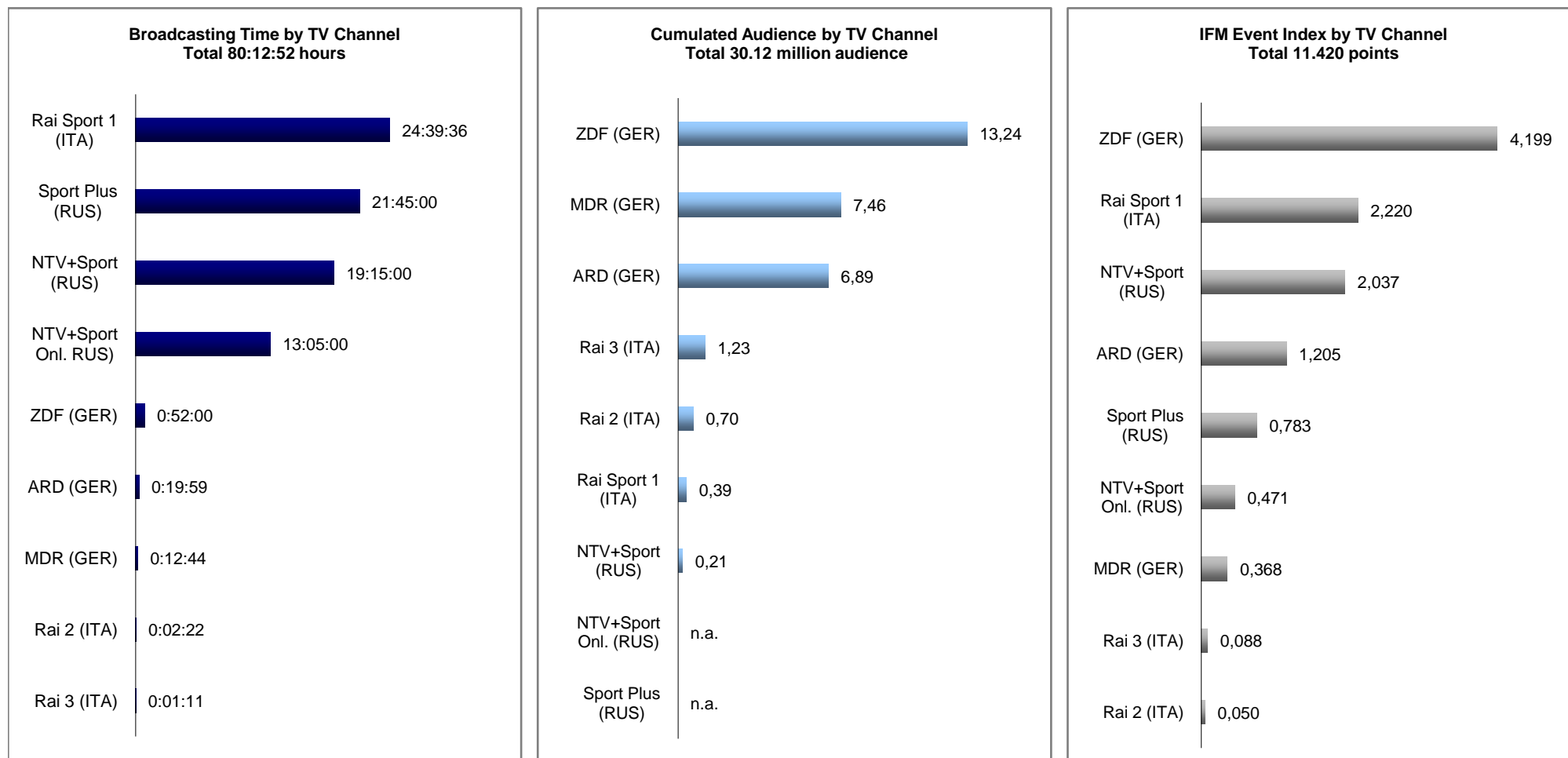


## 1. Managementreport / European Fencing Championships Leipzig 2010

TV Exposure European Fencing Championships Leipzig 2010	
TV Channels (number)	9
Programs (number)	69
Cumulated Audience (million)	30,12
Broadcasting Time (h:mm:ss)	80:12:52
Actual Playing Time (h:mm:ss)	79:26:59
Share of Actual Playing Time on Broadcasting Time	99,0%
IFM Event Index (points)	11,420



## 2. TV Exposure by Network / European Fencing Championships Leipzig 2010



### 3. IFM Broadcasting List / European Fencing Championships Leipzig 2010

Country	TV Channel	Program	Date	Time	Start Time Item	Weapon / Sex	Broadcast. Time (h:mm:ss)	Act. Playing Time (h:mm:ss)	Cum. Audience (million)	Market share (%)	IFM Event Index (points)
Germany	ZDF	heute	13.07.2010	15:00	15:10	Background	0:01:49	0:00:00	0,82	8,7	0,089
Italy	Rai Sport 1 (ITA)	Scherma	17.07.2010	16:55	16:55	unknown	0:02:34	0:02:34	0,03	n.a.	0,004
Germany	ARD	Sportschau Live	17.07.2010	17:26	19:31	Sabre (M)	0:11:29	0:11:13	1,25	9,5	0,858
Germany	ARD	Sportschau Live	17.07.2010	17:26	19:43	Foil (L)	0:00:35	0:00:35	---	---	0,044
Russia	NTV+Sport	Fencing	17.07.2010	18:55	18:55	Sabre (M)	0:35:00	0:35:00	0,08	n.a.	0,168
Russia	NTV+Sport	Fencing	17.07.2010	18:55	19:30	Foil (L)	1:00:00	1:00:00	---	---	0,288
Russia	NTV+Sport	Fencing	17.07.2010	18:55	20:30	Sabre (M)	0:30:00	0:30:00	---	---	0,144
Russia	NTV+Sport	Fencing	17.07.2010	18:55	21:00	Foil (L)	0:30:00	0:30:00	---	---	0,144
Germany	MDR	MDR aktuell	17.07.2010	19:30	19:42	unknown	0:01:00	0:01:00	0,57	3,5	0,034
Germany	MDR	MDR aktuell	17.07.2010	21:45	21:53	unknown	0:00:30	0:00:30	0,87	3,7	0,026
Germany	ZDF	Das aktuelle Sportstudio	17.07.2010	22:55	23:39	Sabre (M)	0:02:30	0:02:30	1,28	8,0	0,191
Italy	Rai Sport 1 (ITA)	Scherma	17.07.2010	23:49	23:49	unknown	0:02:34	0:02:34	0,03	n.a.	0,004
Russia	NTV+Sport Online	Fencing	18.07.2010	01:05	01:05	Sabre (M)	0:35:00	0:35:00	n.a.	n.a.	0,021
Russia	NTV+Sport Online	Fencing	18.07.2010	01:05	01:40	Foil (L)	1:00:00	1:00:00	---	---	0,036
Russia	NTV+Sport Online	Fencing	18.07.2010	01:05	02:40	Sabre (M)	0:30:00	0:30:00	---	---	0,018
Russia	NTV+Sport Online	Fencing	18.07.2010	01:05	03:10	Foil (L)	0:30:00	0:30:00	---	---	0,018
Russia	NTV+Sport	Fencing	18.07.2010	07:20	07:20	Sabre (M)	0:35:00	0:35:00	0,01	n.a.	0,021
Russia	NTV+Sport	Fencing	18.07.2010	07:20	07:55	Foil (L)	1:00:00	1:00:00	---	---	0,036
Russia	NTV+Sport	Fencing	18.07.2010	07:20	08:55	Sabre (M)	0:30:00	0:30:00	---	---	0,018
Russia	NTV+Sport	Fencing	18.07.2010	07:20	09:25	Foil (L)	0:30:00	0:30:00	---	---	0,018
Italy	Rai Sport 1 (ITA)	Scherma	18.07.2010	14:57	14:57	unknown	2:34:00	2:34:00	0,03	n.a.	0,231
Russia	NTV+Sport	Fencing	18.07.2010	16:55	16:55	Épée (L)	1:05:00	1:05:00	0,03	n.a.	0,117
Russia	NTV+Sport	Fencing	18.07.2010	16:55	18:00	Foil (M)	1:00:00	1:00:00	---	---	0,108
Russia	NTV+Sport	Fencing	18.07.2010	16:55	19:00	Épée (L)	0:30:00	0:30:00	---	---	0,054
Russia	NTV+Sport	Fencing	18.07.2010	16:55	19:30	Foil (M)	0:30:00	0:30:00	---	---	0,054
Germany	ZDF	ZDF Sport Extra	18.07.2010	17:15	17:43	Épée (L)	0:02:40	0:01:20	1,49	11,5	0,238
Germany	ZDF	ZDF Sport Extra	18.07.2010	17:15	17:46	Foil (M)	0:01:38	0:01:37	---	---	0,146

### 3. IFM Broadcasting List / European Fencing Championships Leipzig 2010

Country	TV Channel	Program	Date	Time	Start Time Item	Weapon / Sex	Broadcast. Time (h:mm:ss)	Act. Playing Time (h:mm:ss)	Cum. Audience (million)	Market share (%)	IFM Event Index (points)
Germany	ZDF	ZDF Sport Extra	18.07.2010	17:15	17:50	Foil (M)	0:00:57	0:00:31	---	---	0,085
Germany	ZDF	ZDF Sport Extra	18.07.2010	17:15	17:51	Épée (L)	0:09:29	0:08:38	---	---	0,846
Germany	MDR	MDR aktuell	18.07.2010	19:30	19:43	unknown	0:00:40	0:00:40	0,67	3,7	0,027
Germany	MDR	MDR aktuell	18.07.2010	21:49	21:58	unknown	0:00:40	0:00:40	0,65	2,4	0,026
Italy	Rai Sport 1 (ITA)	Scherma	18.07.2010	23:40	23:40	unknown	2:34:00	2:34:00	0,03	n.a.	0,231
Russia	NTV+Sport Online	Fencing	19.07.2010	01:05	01:05	Épée (L)	0:50:00	0:50:00	n.a.	n.a.	0,030
Russia	NTV+Sport Online	Fencing	19.07.2010	01:05	01:55	Foil (M)	0:45:00	0:45:00	---	---	0,027
Russia	NTV+Sport Online	Fencing	19.07.2010	01:05	02:40	Épée (L)	0:30:00	0:30:00	---	---	0,018
Russia	NTV+Sport Online	Fencing	19.07.2010	01:05	03:10	Foil (M)	0:30:00	0:30:00	---	---	0,018
Russia	Sport Plus - Russia	Fencing	19.07.2010	03:30	03:30	Épée (L)	0:35:00	0:35:00	n.a.	n.a.	0,021
Russia	Sport Plus - Russia	Fencing	19.07.2010	03:30	04:05	Foil (M)	0:35:00	0:35:00	---	---	0,021
Russia	Sport Plus - Russia	Fencing	19.07.2010	03:30	04:40	Épée (L)	0:30:00	0:30:00	---	---	0,018
Russia	Sport Plus - Russia	Fencing	19.07.2010	03:30	05:10	Foil (M)	0:30:00	0:30:00	---	---	0,018
Russia	NTV+Sport	Fencing	19.07.2010	06:55	06:55	Épée (L)	1:05:00	1:05:00	0,01	n.a.	0,039
Russia	NTV+Sport	Fencing	19.07.2010	06:55	08:00	Foil (M)	1:00:00	1:00:00	---	---	0,036
Russia	NTV+Sport	Fencing	19.07.2010	06:55	09:00	Épée (L)	0:30:00	0:30:00	---	---	0,018
Russia	NTV+Sport	Fencing	19.07.2010	06:55	09:30	Foil (M)	0:30:00	0:30:00	---	---	0,018
Russia	Sport Plus - Russia	Fencing	19.07.2010	10:25	10:25	Épée (L)	0:45:00	0:45:00	n.a.	n.a.	0,027
Russia	Sport Plus - Russia	Fencing	19.07.2010	10:25	11:10	Foil (M)	0:45:00	0:45:00	---	---	0,027
Russia	Sport Plus - Russia	Fencing	19.07.2010	10:25	11:55	Épée (L)	0:30:00	0:30:00	---	---	0,018
Russia	Sport Plus - Russia	Fencing	19.07.2010	10:25	12:25	Foil (M)	0:30:00	0:30:00	---	---	0,018
Italy	Rai Sport 1 (ITA)	Scherma	19.07.2010	18:51	18:51	unknown	2:02:00	2:02:00	0,03	n.a.	0,183
Russia	NTV+Sport Online	Fencing	19.07.2010	20:55	20:55	Sabre (L)	1:05:00	1:05:00	n.a.	n.a.	0,039
Russia	NTV+Sport Online	Fencing	19.07.2010	20:55	22:00	Épée (M)	0:30:00	0:30:00	---	---	0,018
Russia	NTV+Sport Online	Fencing	19.07.2010	20:55	22:30	Sabre (L)	0:30:00	0:30:00	---	---	0,018
Russia	NTV+Sport Online	Fencing	19.07.2010	20:55	23:00	Épée (M)	0:30:00	0:30:00	---	---	0,018
Germany	MDR	MDR aktuell	19.07.2010	21:45	21:59	unknown	0:01:00	0:01:00	0,50	2,0	0,030

### 3. IFM Broadcasting List / European Fencing Championships Leipzig 2010

Country	TV Channel	Program	Date	Time	Start Time Item	Weapon / Sex	Broadcast. Time (h:mm:ss)	Act. Playing Time (h:mm:ss)	Cum. Audience (million)	Market share (%)	IFM Event Index (points)
Russia	Sport Plus - Russia	Fencing	20.07.2010	01:10	01:10	Sabre (L)	1:00:00	1:00:00	n.a.	n.a.	0,036
Russia	Sport Plus - Russia	Fencing	20.07.2010	01:10	02:10	Épée (M)	0:30:00	0:30:00	---	---	0,018
Russia	Sport Plus - Russia	Fencing	20.07.2010	01:10	02:40	Sabre (L)	0:30:00	0:30:00	---	---	0,018
Russia	Sport Plus - Russia	Fencing	20.07.2010	01:10	03:10	Épée (M)	0:30:00	0:30:00	---	---	0,018
Germany	ARD	ARD - Morgenmagazin	20.07.2010	05:30	05:56	Sabre (L)	0:01:01	0:01:01	0,36	13,2	0,022
Germany	ZDF	ARD - Morgenmagazin	20.07.2010	05:30	05:56	Sabre (L)	0:01:01	0:01:01	0,21	7,5	0,013
Italy	Rai Sport 1 (ITA)	Scherma	20.07.2010	06:58	06:58	unknown	2:02:00	2:02:00	0,03	n.a.	0,183
Russia	Sport Plus - Russia	Fencing	20.07.2010	10:40	10:40	Sabre (L)	1:00:00	1:00:00	n.a.	n.a.	0,036
Russia	Sport Plus - Russia	Fencing	20.07.2010	10:40	11:40	Épée (M)	0:30:00	0:30:00	---	---	0,018
Russia	Sport Plus - Russia	Fencing	20.07.2010	10:40	12:10	Sabre (L)	0:30:00	0:30:00	---	---	0,018
Russia	Sport Plus - Russia	Fencing	20.07.2010	10:40	12:40	Épée (M)	0:30:00	0:30:00	---	---	0,018
Italy	Rai Sport 1 (ITA)	Scherma	20.07.2010	14:56	14:56	unknown	2:11:00	2:11:00	0,03	n.a.	0,197
Russia	NTV+Sport	Fencing	20.07.2010	16:55	16:55	Foil (L) - team	1:05:00	1:05:00	0,03	n.a.	0,117
Russia	NTV+Sport	Fencing	20.07.2010	16:55	18:00	Sabre (M) - team	1:20:00	1:20:00	---	---	0,144
Germany	MDR	MDR aktuell	20.07.2010	19:30	19:45	unknown	0:01:00	0:01:00	0,54	3,1	0,032
Russia	Sport Plus - Russia	Fencing	20.07.2010	21:25	21:25	Foil (L) - team	1:05:00	1:05:00	n.a.	n.a.	0,039
Russia	Sport Plus - Russia	Fencing	20.07.2010	21:25	22:30	Sabre (M) - team	1:25:00	1:25:00	---	---	0,051
Germany	MDR	MDR aktuell	20.07.2010	21:45	22:01	unknown	0:00:30	0:00:30	0,38	1,6	0,011
Italy	Rai Sport 1 (ITA)	Scherma	21.07.2010	00:06	00:06	unknown	2:11:00	2:11:00	0,03	n.a.	0,197
Germany	ARD	ARD - Morgenmagazin	21.07.2010	05:30	06:26	Foil (L) - team	0:00:42	0:00:42	0,37	14,0	0,016
Germany	ARD	ARD - Morgenmagazin	21.07.2010	05:30	06:26	Sabre (M) - team	0:00:42	0:00:42	---	---	0,016
Germany	ZDF	ARD - Morgenmagazin	21.07.2010	05:30	06:26	Foil (L) - team	0:00:42	0:00:42	0,25	9,5	0,011
Germany	ZDF	ARD - Morgenmagazin	21.07.2010	05:30	06:26	Sabre (M) - team	0:00:42	0:00:42	---	---	0,011
Italy	Rai Sport 1 (ITA)	Scherma	21.07.2010	14:53	14:53	unknown	2:54:00	2:54:00	0,03	n.a.	0,261
Russia	NTV+Sport	Fencing	21.07.2010	16:55	16:55	Épée (L) - team	1:20:00	1:20:00	0,03	n.a.	0,144
Russia	NTV+Sport	Fencing	21.07.2010	16:55	18:15	Foil (M) - team	1:25:00	1:25:00	---	---	0,153
Germany	MDR	MDR aktuell	21.07.2010	18:00	18:04	Épée (L) - team	0:01:00	0:01:00	0,35	2,8	0,021

### 3. IFM Broadcasting List / European Fencing Championships Leipzig 2010

Country	TV Channel	Program	Date	Time	Start Time Item	Weapon / Sex	Broadcast. Time (h:mm:ss)	Act. Playing Time (h:mm:ss)	Cum. Audience (million)	Market share (%)	IFM Event Index (points)
Germany	MDR	MDR aktuell	21.07.2010	19:30	19:43	Épée (L) - team	0:01:00	0:01:00	0,49	2,6	0,029
Germany	MDR	MDR aktuell	21.07.2010	21:45	21:58	Épée (L) - team	0:01:00	0:01:00	0,54	2,2	0,032
Russia	Sport Plus - Russia	Fencing	21.07.2010	22:10	22:10	Épée (L) - team	0:50:00	0:50:00	n.a.	n.a.	0,030
Russia	Sport Plus - Russia	Fencing	21.07.2010	22:10	23:00	Foil (M) - team	1:00:00	1:00:00	---	---	0,036
Italy	Rai Sport 1 (ITA)	Scherma	22.07.2010	00:44	00:44	Foil (M) - team	0:23:38	0:23:38	0,03	n.a.	0,035
Italy	Rai Sport 1 (ITA)	Scherma	22.07.2010	00:44	01:07	Épée (L) - team	0:53:00	0:50:37	---	---	0,080
Italy	Rai Sport 1 (ITA)	Scherma	22.07.2010	00:44	02:01	Épée (L) - team	0:00:14	0:00:14	---	---	0,000
Italy	Rai Sport 1 (ITA)	Scherma	22.07.2010	00:44	02:02	Foil (M) - team	1:13:35	1:13:35	---	---	0,110
Italy	Rai Sport 1 (ITA)	Scherma	22.07.2010	00:44	03:15	Épée (L) - team	0:14:48	0:14:48	---	---	0,022
Italy	Rai Sport 1 (ITA)	Scherma	22.07.2010	00:44	03:30	Foil (M) - team	0:07:39	0:07:39	---	---	0,011
Russia	NTV+Sport Online	Fencing	22.07.2010	03:10	03:10	Épée (L) - team	1:20:00	1:20:00	n.a.	n.a.	0,048
Russia	NTV+Sport Online	Fencing	22.07.2010	03:10	04:30	Foil (M) - team	1:25:00	1:25:00	---	---	0,051
Germany	ARD	ARD - Morgenmagazin	22.07.2010	05:30	05:54	Foil (M) - team	0:00:11	0:00:11	0,41	13,7	0,005
Germany	ARD	ARD - Morgenmagazin	22.07.2010	05:30	05:54	Épée (L) - team	0:00:13	0:00:13	---	---	0,005
Germany	ARD	ARD - Morgenmagazin	22.07.2010	05:30	06:23	Épée (L) - team	0:01:22	0:00:45	---	---	0,034
Germany	ARD	ARD - Morgenmagazin	22.07.2010	05:30	06:55	Foil (M) - team	0:00:11	0:00:11	---	---	0,005
Germany	ARD	ARD - Morgenmagazin	22.07.2010	05:30	06:55	Épée (L) - team	0:00:13	0:00:13	---	---	0,005
Germany	ARD	ARD - Morgenmagazin	22.07.2010	05:30	07:56	Épée (L) - team	0:01:22	0:00:45	---	---	0,034
Germany	ZDF	ARD - Morgenmagazin	22.07.2010	05:30	05:54	Foil (M) - team	0:00:11	0:00:11	0,25	8,6	0,003
Germany	ZDF	ARD - Morgenmagazin	22.07.2010	05:30	05:54	Épée (L) - team	0:00:13	0:00:13	---	---	0,003
Germany	ZDF	ARD - Morgenmagazin	22.07.2010	05:30	06:23	Épée (L) - team	0:01:22	0:00:45	---	---	0,020
Germany	ZDF	ARD - Morgenmagazin	22.07.2010	05:30	06:55	Foil (M) - team	0:00:11	0:00:11	---	---	0,003
Germany	ZDF	ARD - Morgenmagazin	22.07.2010	05:30	06:55	Épée (L) - team	0:00:13	0:00:13	---	---	0,003
Germany	ZDF	ARD - Morgenmagazin	22.07.2010	05:30	07:56	Épée (L) - team	0:01:22	0:00:45	---	---	0,020
Italy	Rai Sport 1 (ITA)	TG Sport	22.07.2010	09:00	09:02	Foil (M) - team	0:00:53	0:00:53	0,01	n.a.	0,001
Italy	Rai Sport 1 (ITA)	TG Sport	22.07.2010	09:00	09:03	Épée (L) - team	0:00:58	0:00:58	---	---	0,001
Italy	RAI 2	Tg2 - Telegiornale	22.07.2010	10:30	10:42	Foil (M) - team	0:00:56	0:00:56	0,18	5,3	0,010

### 3. IFM Broadcasting List / European Fencing Championships Leipzig 2010

Country	TV Channel	Program	Date	Time	Start Time Item	Weapon / Sex	Broadcast. Time (h:mm:ss)	Act. Playing Time (h:mm:ss)	Cum. Audience (million)	Market share (%)	IFM Event Index (points)
Italy	RAI 2	Tg2 - Telegiornale	22.07.2010	10:30	10:43	Épée (L) - team	0:00:15	0:00:15	---	---	0,003
Russia	Sport Plus - Russia	Fencing	22.07.2010	10:40	10:40	Épée (L) - team	1:20:00	1:20:00	n.a.	n.a.	0,048
Russia	Sport Plus - Russia	Fencing	22.07.2010	10:40	12:00	Foil (M) - team	1:25:00	1:25:00	---	---	0,051
Germany	MDR	MDR um zwölf	22.07.2010	11:45	12:13	Épée (L) - team	0:00:20	0:00:20	0,11	1,8	0,002
Germany	MDR	MDR um zwölf	22.07.2010	11:45	12:14	Background	0:01:52	0:00:00	---	---	0,012
Italy	RAI 3	Tg3 - Telegiornale	22.07.2010	12:00	12:12	Foil (M) - team	0:00:57	0:00:57	1,23	16,5	0,070
Italy	RAI 3	Tg3 - Telegiornale	22.07.2010	12:00	12:13	Épée (L) - team	0:00:14	0:00:14	---	---	0,017
Italy	Rai Sport 1 (ITA)	TG Sport	22.07.2010	14:31	14:41	Foil (M) - team	0:00:53	0:00:53	0,04	n.a.	0,002
Italy	Rai Sport 1 (ITA)	TG Sport	22.07.2010	14:31	14:41	Épée (L) - team	0:00:12	0:00:12	---	---	0,000
Italy	Rai Sport 1 (ITA)	Scherma	22.07.2010	14:52	14:52	Épée (M) - team	0:25:47	0:25:47	0,03	n.a.	0,039
Italy	Rai Sport 1 (ITA)	Scherma	22.07.2010	14:52	15:18	unknown	0:11:31	0:10:56	---	---	0,017
Italy	Rai Sport 1 (ITA)	Scherma	22.07.2010	14:52	15:29	Sabre (L) - team	0:33:20	0:33:20	---	---	0,050
Italy	Rai Sport 1 (ITA)	Scherma	22.07.2010	14:52	16:02	Épée (M) - team	0:58:52	0:54:48	---	---	0,088
Italy	Rai Sport 1 (ITA)	Scherma	22.07.2010	14:52	17:01	unknown	0:05:05	0:04:50	---	---	0,008
Italy	Rai Sport 1 (ITA)	Scherma	22.07.2010	14:52	17:06	Sabre (L) - team	0:09:38	0:09:38	---	---	0,014
Italy	Rai Sport 1 (ITA)	Scherma	22.07.2010	14:52	17:16	Épée (M) - team	0:10:23	0:10:23	---	---	0,016
Russia	NTV+Sport	Fencing	22.07.2010	16:55	16:55	Sabre (L) - team	1:05:00	1:05:00	0,02	n.a.	0,078
Russia	NTV+Sport	Fencing	22.07.2010	16:55	18:00	Épée (M) - team	1:00:00	1:00:00	---	---	0,072
Russia	NTV+Sport	Fencing	22.07.2010	16:55	19:00	unknown	0:40:00	0:38:00	---	---	0,048
Germany	MDR	MDR aktuell	22.07.2010	18:00	18:05	Épée (M) - team	0:00:30	0:00:30	0,39	2,8	0,012
Italy	RAI 2	Sportsera	22.07.2010	18:10	18:16	Épée (L) - team	0:00:18	0:00:18	0,52	8,3	0,009
Italy	RAI 2	Sportsera	22.07.2010	18:10	18:16	Foil (M) - team	0:00:22	0:00:22	---	---	0,011
Italy	RAI 2	Sportsera	22.07.2010	18:10	18:16	Épée (L) - team	0:00:16	0:00:14	---	---	0,008
Italy	RAI 2	Sportsera	22.07.2010	18:10	18:16	Foil (M) - team	0:00:15	0:00:08	---	---	0,008
Germany	ZDF	heute	22.07.2010	19:00	19:19	Épée (M) - team	0:00:29	0:00:29	3,64	19,3	0,106
Germany	MDR	MDR aktuell	22.07.2010	19:30	19:44	Épée (M) - team	0:01:02	0:00:39	0,76	3,6	0,047
Germany	ARD	Tagesschau	22.07.2010	20:00	20:13	Épée (M) - team	0:00:30	0:00:30	4,02	17,0	0,121

### 3. IFM Broadcasting List / European Fencing Championships Leipzig 2010

Country	TV Channel	Program	Date	Time	Start Time Item	Weapon / Sex	Broadcast. Time (h:mm:ss)	Act. Playing Time (h:mm:ss)	Cum. Audience (million)	Market share (%)	IFM Event Index (points)
Germany	ZDF	heute-journal	22.07.2010	21:44	22:07	Épée (M) - team	0:00:14	0:00:14	3,51	13,5	0,049
Germany	MDR	MDR aktuell	22.07.2010	21:45	22:00	Épée (M) - team	0:00:40	0:00:30	0,63	2,3	0,025
Russia	Sport Plus - Russia	Fencing	22.07.2010	22:10	00:10	unknown	0:30:00	0:28:30	n.a.	n.a.	0,018
Russia	Sport Plus - Russia	Fencing	22.07.2010	22:10	22:10	Sabre (L) - team	1:00:00	1:00:00	---	---	0,036
Russia	Sport Plus - Russia	Fencing	22.07.2010	22:10	23:10	Épée (M) - team	1:00:00	1:00:00	---	---	0,036
Italy	Rai Sport 1 (ITA)	TG Sport	22.07.2010	23:33	23:42	Sabre (L) - team	0:01:02	0:01:02	0,04	n.a.	0,002
Russia	NTV+Sport Online	Fencing	23.07.2010	01:30	01:30	Sabre (L) - team	1:05:00	1:05:00	n.a.	n.a.	0,039
Russia	NTV+Sport Online	Fencing	23.07.2010	01:30	02:35	Épée (M) - team	1:00:00	1:00:00	---	---	0,036
Russia	NTV+Sport Online	Fencing	23.07.2010	01:30	03:35	unknown	0:30:00	0:28:30	---	---	0,018
Italy	Rai Sport 1 (ITA)	Scherma	23.07.2010	03:11	03:11	unknown	2:35:00	2:35:00	0,03	n.a.	0,233
Germany	ARD	ARD - Morgenmagazin	23.07.2010	05:30	07:25	Épée (M) - team	0:01:28	0:01:28	0,47	16,8	0,042
Germany	ZDF	ARD - Morgenmagazin	23.07.2010	05:30	07:25	Épée (M) - team	0:01:28	0:01:28	0,24	8,4	0,021
Russia	Sport Plus - Russia	Fencing	23.07.2010	13:50	13:50	Sabre (L) - team	1:00:00	1:00:00	n.a.	n.a.	0,036
Russia	Sport Plus - Russia	Fencing	23.07.2010	13:50	14:50	Épée (M) - team	1:00:00	1:00:00	---	---	0,036
Russia	Sport Plus - Russia	Fencing	23.07.2010	13:50	15:50	unknown	0:30:00	0:28:30	---	---	0,018
Germany	ZDF	Das aktuelle Sportstudio	24.07.2010	23:00	23:18	Épée (L)	0:02:28	0:02:28	1,57	9,2	0,233
Germany	ZDF	Das aktuelle Sportstudio	24.07.2010	23:00	23:21	Background	0:07:58	0:00:00	---	---	0,752
Germany	ZDF	Das aktuelle Sportstudio	24.07.2010	23:00	23:40	Background	0:09:20	0:00:00	---	---	0,881
Germany	ZDF	Das aktuelle Sportstudio	24.07.2010	23:00	23:57	Background	0:05:03	0:00:00	---	---	0,477
<b>Total</b>							<b>80:12:52</b>	<b>79:26:59</b>	<b>30,12</b>		<b>11,420</b>

Database: cf. page 3 / Monitoring Period: July 13 - July 25, 2010

## **IFM Terminology and Analysing Methods**

## IFM Terminology and Analyzing Methods / TV Media Analysis

### Audience Analysis

From the sponsor's point of view, an event's relevance is greatly influenced by the size of its TV audience. The corresponding audience figures complement the information provided by IFM's media research, and are crucial for evaluation of sponsorships.

As a licensee of ratings agencies around the world (Germany: GfK Gesellschaft für Konsumforschung), IFM receives data on all programs aired by TV stations around the globe. In some cases information is provided by the broadcasters themselves. IFM cannot be held liable for the accuracy of the figures provided.

The most commonly used audience figures are:

- **Audience:** adults or all individuals in millions
- **Market share:** percentage of the total TV audience in a particular timeslot within a country.

As an additional service/option, these audience figures are also available for various other demographics such as age-groups, gender, level of income, level of education etc. This information makes it possible to identify certain target groups related to a sponsoring involvement.

### Brand Analysis

IFM brand analysis is the process of quantifying the brand visibility within TV programs.

IFM documents the **duration** of brand visibility as well as the exposure **sequence**. In order to chronometer exactly how long a brand is visible on screen, measurements are usually taken by means of IFM's digital recording process.

In quantitative terms, the visibility of a sponsor message is measured by:

- total duration of brand visibility
- number of sequences
- average duration of a sequence
- total duration of brand visibility as a percentage of the broadcasting time

IFM distinguishes two 'levels' of brand visibility:

- **Clear brand visibility** is defined as visibility of a logo in its entire height and total width, i.e.100%.
- **Partial brand visibility** is defined as visibility of at least three-fourths (75%) of a brand logo, whereby the sponsor can still be recognised.

In addition, IFM distinguishes brand visibility by the **advertisement media** used, e.g. perimeter boards, score boards, shirts, logo insert, etc.

IFM focuses on quantitative research. However, these tools allow drawing conclusions about some important qualitative aspects such as logo positioning on perimeter boards, camera work or positioning, logo design, etc. Please note that this is an optional service.

### IFM Event Index

The IFM Event Index relates to the broadcasting time of an event to its audiences. This is done on a program by program basis to obtain a more objective assessment tool, as the two key elements of the media impact are combined on the most detailed possible level. If only one of these elements is analyzed the figures are not comprehensive enough.

Example: By looking just at coverage figures, many events that get good coverage on Pay-TV score well, but due to limited audiences the impact of that coverage is limited. On the other if the coverage is limited only to news with good audiences, the impact might be limited as the depth of coverage is missing. Therefore it is often advantageous to have less visibility but on free-to-air TV thus reaching broader audiences.

### TV Coverage

IFM analyzes the TV coverage for an event and in the first step looks at the following basic parameters:

- number of relevant channels;
- number of broadcasts covering the event; and
- length of the coverage.

IFM's Standard Panel includes all crucial broadcasting stations in core markets. In addition, optional TV channels such as small **local networks** and broadcasters in urban agglomeration areas or **Pay-TV** channels can be monitored. With its order-related documentation, IFM registers the considerable TV coverage with reference to sports.

In order to detail the information regarding what is aired on TV, IFM categorizes TV coverage of broadcasts about the event into the following classifications: the *duration* of a broadcast, and the *broadcast time*:

- **Duration** represents the duration (length) of the entire program.
- **Broadcasting Time** covers the duration of an item or particular event. Broadcasting time will include a match as well as background stories, interviews, TV camera shots of the audience, etc. However, broadcasting time excludes commercials, news interruptions, etc.

## IFM Terminology and Analyzing Methods / TV Media Analysis

In addition, IFM distinguishes four genres:

- **Sports**  
This genre includes all sports items airing regularly or irregularly. As a rule, 'sports' programs usually focus on a certain game or event (e.g. any broadcasts of game action, or special programs featuring certain competitions).
- **Live**  
is a special genre which includes programmes that contain live game action of an event or game.
- **Sports magazine**  
Sports magazines broadcast summaries of different sports, events or games. They are mostly shown regularly (daily, weekly) and generally feature no live game action.
- **News**  
This genre includes all sports items broadcast within programs covering news.
- **Other**

Finally, the airings are divided into various **broadcast types**:

- **Sports**: delayed broadcasts including pictures of an event/s, video clips of an event/s, etc.
- **Live**: live broadcasts.
- **Background item**: broadcasts with in-depth information on sportsmen/women, coaches, other important figures, and events. This broadcast type also includes interviews as long as they are related to a certain event.

## Valuation

In order to be able to classify the quality of an event and the value of a sponsoring engagement, etc. IFM developed different approaches:

IFM Sponsor Index

Cost-Per-Thousand (CPT)

Sponsorship Value based on advertising spot ratings

Sponsorship Value (based on CPT)

With the IFM Sponsor Index it is possible to compare

- **the quality of the on-screen presence** of different events, types of sport, leagues, teams, etc.
- **the quality of the advertising space** of a sponsoring-investment at different events, types of sport, leagues, teams, etc..

## Calculation of the IFM Sponsor Index

The IFM Sponsor Index relates to the visibility of a sponsor to its audiences. This is done on a program by program basis to obtain a more objective assessment tool, as the two key elements of the media impact are combined on the most detailed possible level. If only one of these elements is analyzed the figures are not comprehensive enough.

Example: By looking just at coverage figures, many events that get good coverage on Pay-TV score well, but due to limited audiences the impact of that coverage is limited. On the other if the coverage is limited only to news with good audiences, the impact might be limited as the depth of coverage is missing. Therefore it is often advantageous to have less visibility but on free-to-air TV thus reaching broader audiences.

## Calculation of the CPT based on a Sponsorship Fee

This approach values the involvement by stating the following question: "I (the sponsor) have invested an amount of 'x' for my sponsorship activities. How effective was this money spent, i.e. how much did it cost me to reach 1.000 viewers and how does that compare to my classic advertising CPT?"

## Calculation of Sponsorship Value

This calculation enables to put a monetary value onto a sponsoring involvement.

## Calculation of the Sponsorship Value based on advertising rate cards of TV broadcasters (also referred to as Ad Equivalent Value)

In other words, the Sponsorship Value indicates how much it would cost for a sponsor to buy advertising time in the equivalent timeslot and for the same duration of brand visibility.

The following parameters are used for the calculation of the Sponsorship Value:

### Visibility of the sponsor's logo or brand name

Measured by the IFM Brand Analysis

### Cost of advertising

Compared to equivalent cost of classic advertising

Since the effectiveness of a sponsorship is not equivalent to that of classical advertising (e.g. there is no audio), the net Sponsorship Value needs to be calculated. Usually, the effectiveness of sponsoring is assessed as 10-20% of classic advertising. IFM always uses 10%, unless stated otherwise.

Another approach is the **calculation of a Sponsorship Value based on a notional CPT**, the sponsor's visibility and the actual audience for every individual sponsor's appearance. This evaluation method represents an internationally established market standard.

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### Copyright and Ancillary Copyright

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Karlsruhe, October 2010

### Warranty and Liability

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