

International Handball Federation

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International Handball Federation assigns the TV rights until 2013 to UFA Sports – signing of the contract before the official beginning of the Women's WCh in China

On the fringes of the opening press conference of the Women's Handball World Championship on Saturday the world handball federation IHF and the internationally active sports rights agency UFA Sports (headquarters in Hamburg, Germany) signed the new TV rights contract. IHF President Dr. Hassan Moustafa and Robert Müller von Vultejus, CEO of UFA Sports, concluded in Changzhou the contract that will be effective until 31 December 2012. The contract comprises the TV rights for the Men's World Championship 2011 in Sweden and the Women's World Championship 2011 in Brazil as well as the Men's and Women's World Championships in 2013 which have not been assigned yet.

IHF President Dr. Hassan Moustafa says about the new contract: „This contract is very advantageous for handball. We have to further promote the presence of handball on TV all over the world and the contract will help us very much in this regard. We are very satisfied with its conclusion. I am also glad that in Changzhou I concluded the contract with partners whom we already collaborated with in the past. I have known the heads of UFA Sports from the time they worked for Sportfive. The responsible are very experienced in the handball sector and that was very important for us.”

Dr. Moustafa already announced after the IHF Congress in Cairo in June and after having the approval of the Council that the IHF started the negotiating stage with UFA Sports, as the company from Hamburg had handed in the best offer on the public tender compared to the other competitors. The last TV rights contract was concluded with the company Sportfive where Robert Müller von Vultejus and his board colleague Philip Cordes worked before they changed to UFA Sports.

„The Men's World Championship in Croatia this year in spring strongly underlined the outstanding position of handball world championships in the international sports calendar“ says Robert Müller von Vultejus. “We are very glad to continue this development together with the IHF.”

Information about UFA Sports: UFA Sports is an independent sports marketing agency. In 1988 an agency with the same name was founded and merged with two French marketing agencies in 2001 forming Sportfive. Since 2006 Sportfive belongs completely to a French concern. In 2008 UFA Sports was newly formed under the umbrella of the RTL Group. The agency commands a worldwide network and cooperates with numerous clubs and federations such as football, handball, basketball and others. The main business is the distribution of TV and marketing rights in the sports sector. The Board consists of Philip Cordes, Robert Müller von Vultejus and Stefan Felsing – a trio with a long year experience in all matters of sports rights. The RTL Group owns 75,1 per cent of the shares of UFA Sports, the remaining 24,9 per cent are owned by the UFA Sports management.

