



football media services

Exclusive sales representative



Football Media Services offers the media rights to the Other FIFA Events 2009-2010.

Other FIFA Events 2009 - 2010

Football Media Services (FMS) offers the media rights to the best events in the global football calendar, the FIFA Events 2009 - 2010. Rights are available for key territories in Asia and include television, radio, broadband internet, mobile telephony and mobile broadcast rights. This offering excludes the 2010 FIFA World Cup™, rights to which may be acquired separately.

Events available through FMS are:

In 2009:

Event: **FIFA Confederations Cup 2009**
Hosts: South Africa
Dates: 14 - 28 June 2009
No. of matches: 16

Event: **FIFA U-20 World Cup 2009**
Hosts: Egypt
Dates: 24 September - 16 October 2009
No. of matches: 52

Event: **FIFA U-17 World Cup 2009**
Hosts: Nigeria
Dates: 24 October - 15 November 2009
No. of matches: 52

Event: **FIFA Beach Soccer World Cup 2009**
Hosts: Dubai, UAE
Dates: 16 - 22 November 2009
No. of matches: 32*

In 2010 (details tbc):

Event: **FIFA U-17 Women's World Cup 2010**
Hosts: Trinidad and Tobago
Dates: tbc
No. of matches: 32

Event: **FIFA U-20 Women's World Cup 2010**
Hosts: Germany
Dates: tbc
No. of matches: 32

**Beach Soccer matches = 3 periods of 12' playing time with up to 3' break after each session. Normal match duration is at least 45 minutes*

About Football Media Services

Football Media Services (FMS) is a joint venture, co-owned by the Swiss based international sports marketing agency, Infront Sports & Media, and the Japanese advertising company, Dentsu.

The joint venture has been appointed by FIFA to act as its exclusive sales representative in key Asian territories with respect to the distribution of all television, radio, broadband internet and

mobile rights to the 2010 and 2014 FIFA World Cups™ and all other FIFA Events held between 2007 and 2014.

FMS is headquartered in Singapore and is staffed by a team drawn from both Infront and Dentsu, all of whom have extensive experience in marketing the FIFA World Cups™ and related events.