



**CHAMPIONS  
HOCKEY LEAGUE**

# **MEDIA MEETING**

**2019/20**

**CHAMPIONS  
HOCKEY LEAGUE**

**REVIEW**

2018/19





RED BULL MUNICH

RED BULL

RED BULL MUNICH

ŠKODA

betsson

ENGELBERT STRAUSS  
WORKWEAR

EUROPE'S  
LEADING  
EYE CLINIC  
iClinic

A NIGHT TO REMEMBER

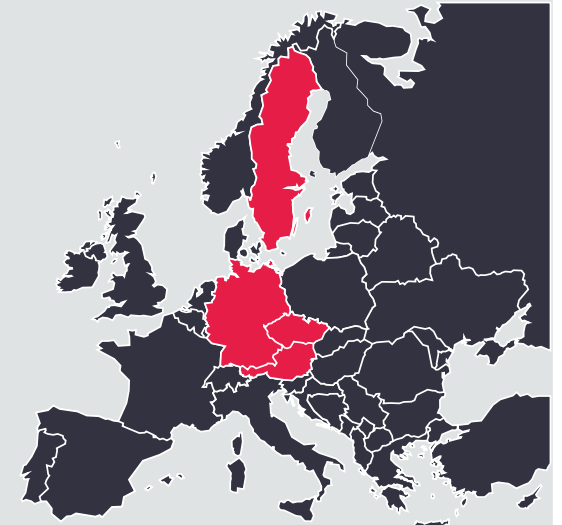


**FRÖLUNDA  
INDIANS**

1st German **Finalist**



**4** countries  
in the Semi-Finals





**1<sup>ST</sup>** Playoff  
appearance



Trevor **Parkes**



**365.000 €**

**Prize Money**  
for the Winners



Ryan  
**Lasch**





**67**

**territories  
worldwide**

**multi game  
nights per week**



**24**

**european  
broadcasters**

**5,787**

**TV hours**



**136.1M**

**cumulated  
TV viewers**





## ATTENDANCE: TOP CLUBS



**SC Bern**  
SUI

**Yunost Minsk**  
BLR

**Storhamar Hamar**  
NOR

**Växjö Lakers**  
SWE

**IFK Helsinki**  
FIN

9,780 / Game

4,518 / Game

4,427 / Game

4,374 / Game

4,341 / Game

Round of 16

Group Stage

Round of 16

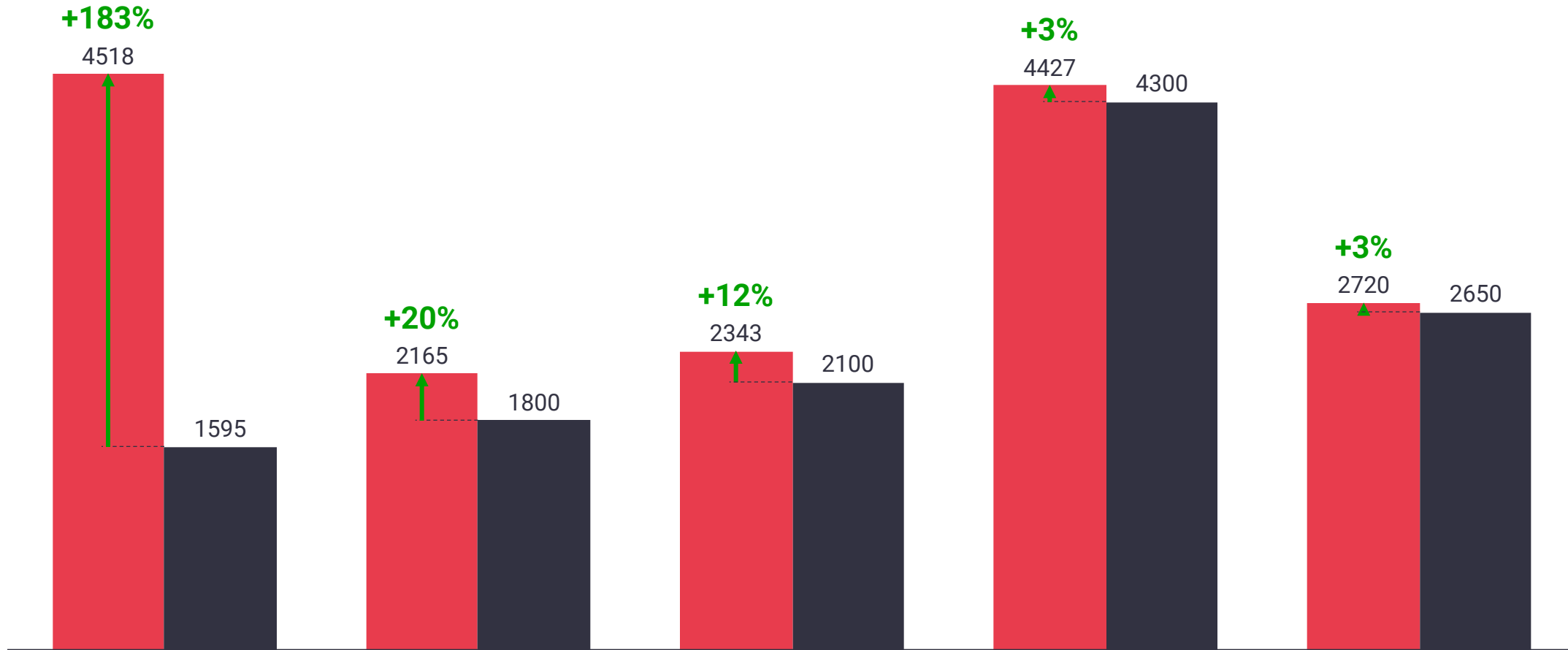
Group Stage

Group Stage



# ATTENDANCE: COMPARISON NATIONAL LEAGUE

■ CHL Avg. Attendance 2018/19  
■ Avg. League Attendance incl. Playoffs 2017/18



Yunost Minsk



GKS Tychy



Neman Grodno



Storhamar Hamar



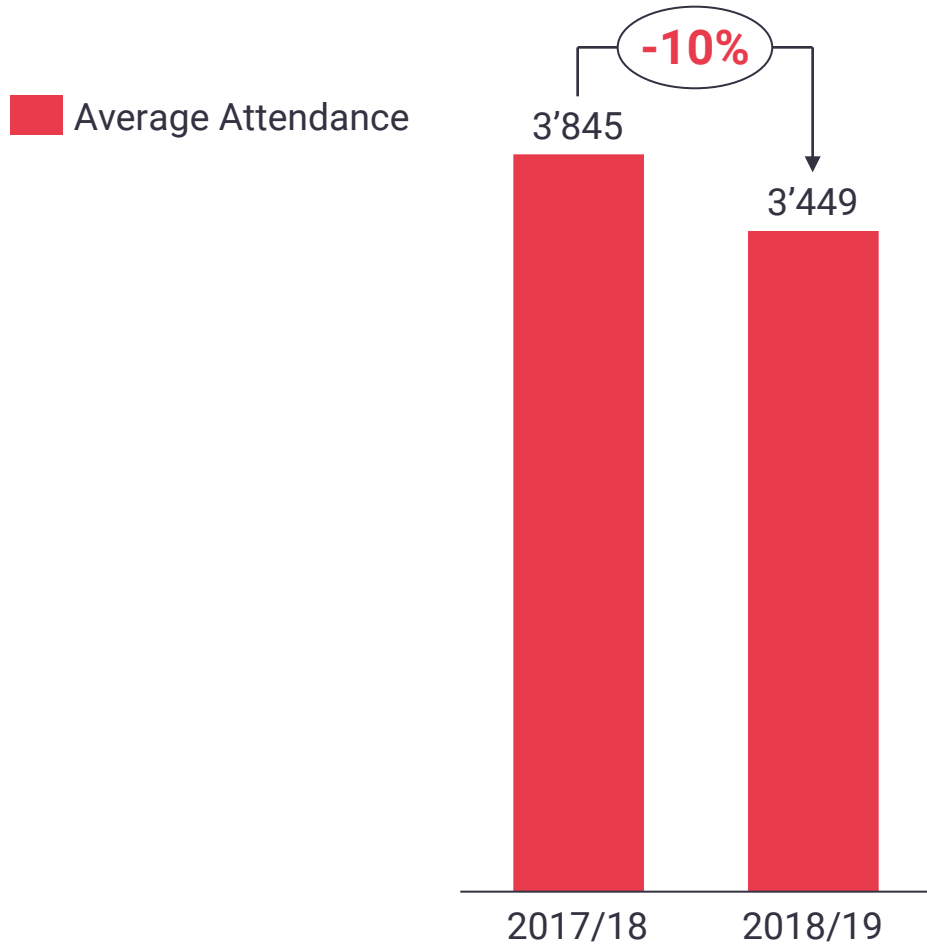
Rouen Dragons







# ATTENDANCE: CZECH REPUBLIC



4,229 spectators/game

Semi-Finals



3,395 spectators/game

Quarter-Finals



2,271 spectators/game

Group Stage



3,155 spectators/game

Group Stage



**FIVE YEARS IN THE BOOKS**





**HAPPY 5<sup>TH</sup> ANNIVERSARY!**



**5**

seasons

**725** games



**75**

game days

**77**  
teams

**16** countries



**10** draws





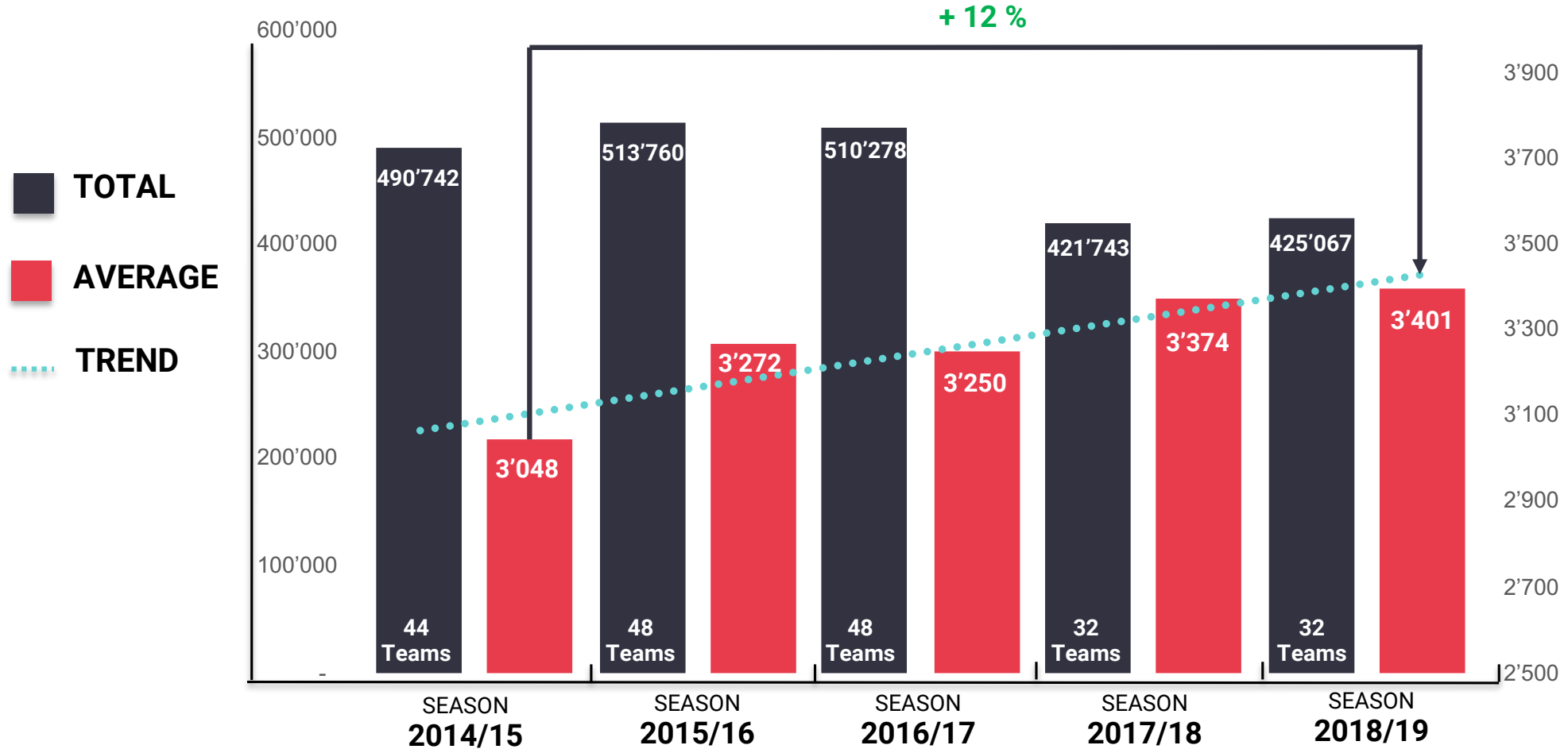
## ACHIEVEMENTS

- New format & qualification
- Top-notch sporting competition
- European club ice hockey secured until 2022/23
- Increasing prize money & creation of travel pot
- New brand concept
- Increase from 28 to 67 broadcasting territories





# Total Attendance per Season



**CHAMPIONS  
HOCKEY LEAGUE**

**OUTLOOK**

2019/20





- New CHL Board Member:  
**Petr Syrovátko Jr.**
- Vice-President of Bílí Tygři Liberec
- Elected at the General Assembly in June
- Represents the Czech founding clubs
- Took over the duties from Petr Bříza





SEASON 2019/20

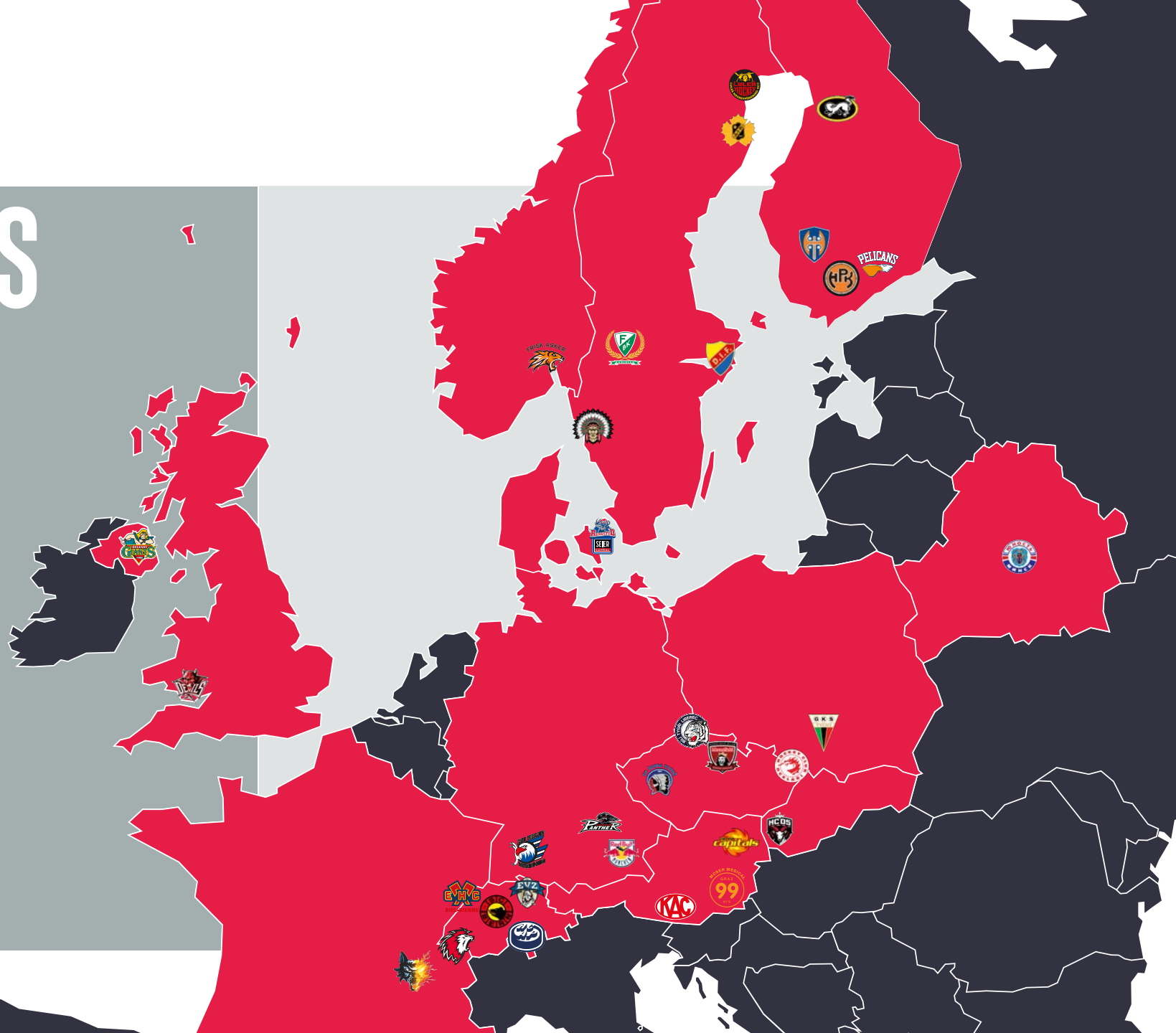
13 COUNTRIES  
13 LEAGUES





SEASON 2019/20

13 COUNTRIES  
13 LEAGUES  
32 TEAMS



# WELCOME TO THE CHL



Lausanne HC



EHC Biel-Bienne



HC Ambri-Piotta



HPK Hämeenlinna



Lahti Pelicans



Augsburger Panther



Graz 99ers



Frisk Asker



Rungsted Seier Capital



Belfast Giants





# QUALIFICATIONS 2019/20

## CHL CHAMPIONS



Frölunda Indians

## CONTINENTAL CUP



Belfast Giants

## NATIONAL CHAMPIONS



SC Bern



HPK Hämeenlinna



Oceláři Třinec



Adler Mannheim



KAC Klagenfurt



Yunost Minsk



Frisk Asker



HC05 Banská Bystrica



Grenoble



Rungsted Seier Capital



GKS Tychy

## REGULAR SEASON WINNERS



Färjestad Karlstad



Kärpät Oulu



Bílí Tygři Liberec



Graz 99ers

## REGULAR SEASON RUNNER-UPS



Luleå Hockey



EV Zug



Tappara Tampere



Red Bull Munich



Cardiff Devils

## 3RD IN REGULAR SEASON



Lausanne HC



Lahti Pelicans



HC Pilsen



Augsburger Panther

## 4TH IN REGULAR SEASON



Djurgården Stockholm



EHC Biel-Bienne



Mountfield HK

## 5TH IN REGULAR SEASON



Skellefteå AIK



HC Ambri-Piotta

## PICK ROUND WINNER



Vienna Capitals

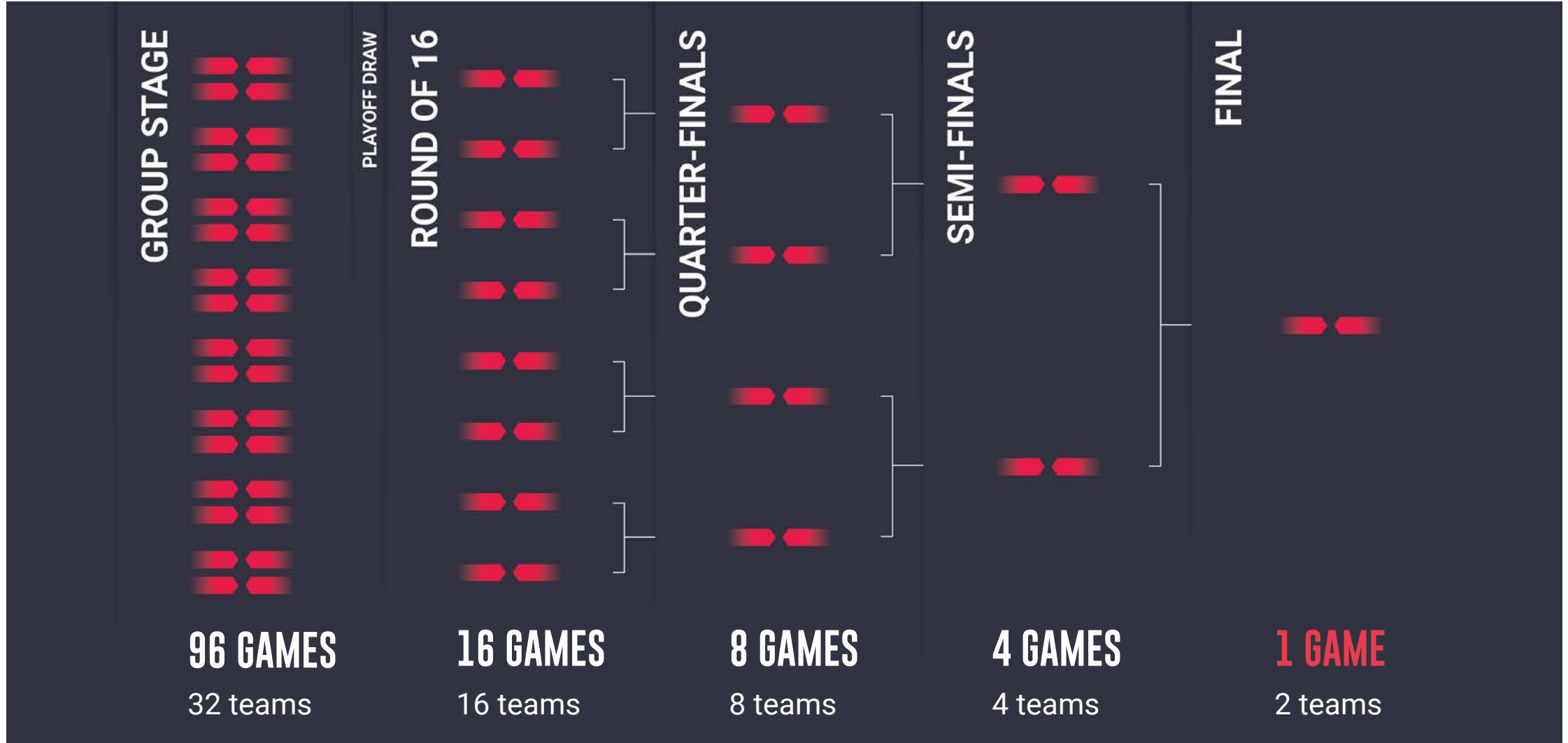


# LEAGUE RANKING

Rank	League	Founding League	Points 2018/19 100%	Points 2017/18 75%	Points 2016/17 50%	Points 2015/16 25%	Total Points
<b>1</b>	Sweden	X	100 (100)	100 (75)	95 (48)	100 (25)	248
<b>2</b>	Switzerland	X	95 (95)	80 (60)	100 (50)	80 (20)	225
<b>3</b>	Finland	X	85 (85)	90 (68)	90 (45)	90 (24)	222
<b>4</b>	Czech Republic	X	75 (75)	95 (71)	85 (43)	85 (21)	210
<b>5</b>	Germany	X	80 (80)	85 (64)	75 (38)	75 (19)	201
<b>6</b>	Austria	X	90 (90)	75 (56)	65 (33)	65 (16)	195
<b>7</b>	Belarus		60 (60)	70 (53)	80 (40)	65 (16)	169
<b>8</b>	Norway		70 (70)	55 (41)	50 (25)	90 (23)	159
<b>9</b>	Slovakia		55 (55)	60 (45)	70 (35)	70 (18)	153
<b>10</b>	France		70 (70)	50 (38)	45 (23)	65 (16)	147
<b>11</b>	Denmark		50 (50)	50 (38)	60 (30)	65 (16)	134
<b>12</b>	United Kingdom		40 (40)	65 (49)	60 (30)	45 (11)	130
<b>13</b>	Poland		50 (50)	50 (38)	40 (20)	-	108



# COMPETITION FORMAT





## Final Venue Allocation

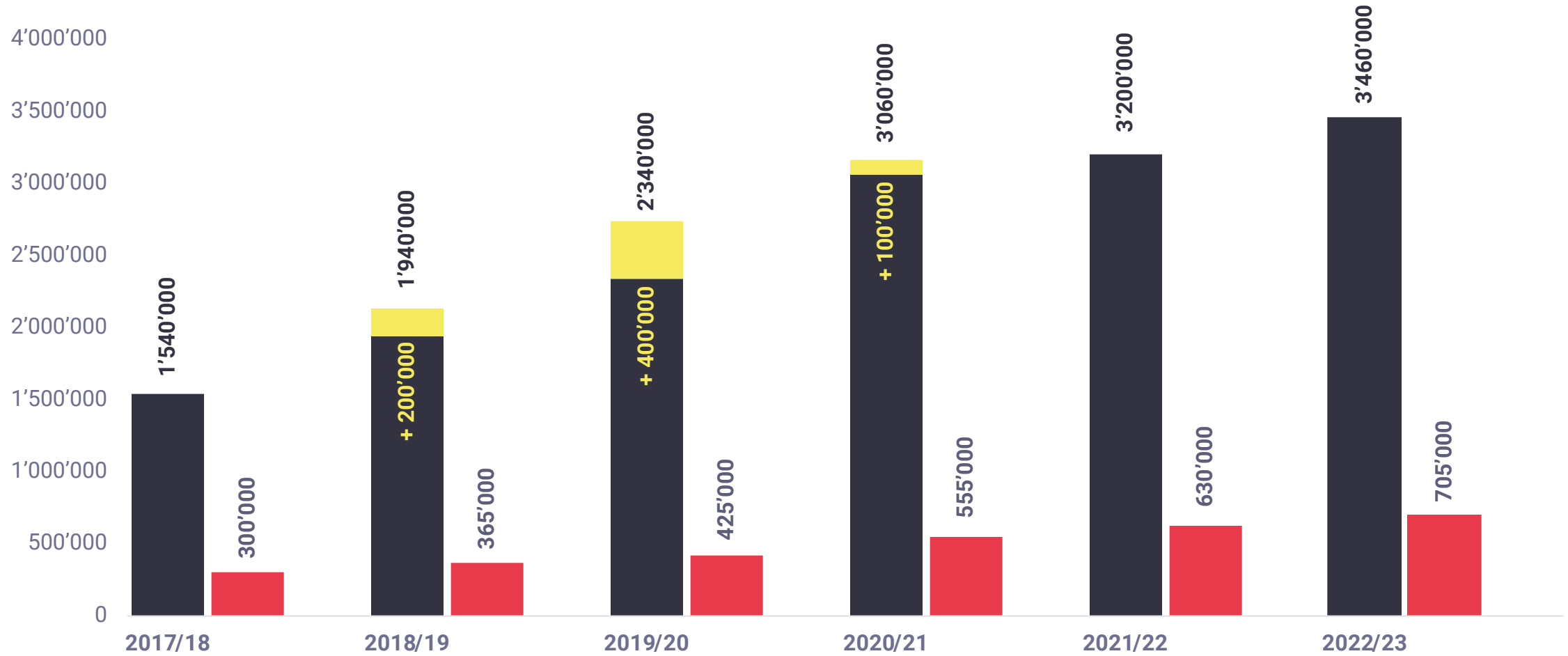
### New:

- All Semi-Finalists may apply
- The CHL Board will allocate the Final based on various criteria, e.g.
  - Sport: Accumulated record (Group Stage & Playoffs)
  - Venue: Capacity, technical & hospitality facilities, expected attendance
  - TV production of host broadcaster
  - Travel accessibility & hotel situation
  - Additional commercial opportunities





# PRIZE MONEY



■ Total ■ Travel compensation ■ Champions

Currency = Euros

Prize money is subject of approval by the CHL Board every season.

**63** territories  
worldwide

**136** million  
Viewers\*



## TERRITORY BROADCASTER

### EUROPE

Austria	<b>ORF</b>
Belarus	<b>BTRC</b>
Czech Republic	<b>AMC (Sport 1/2)</b>
Slovakia	
Hungary	
Denmark	<b>TV2 Denmark</b>
Estonia	<b>ERR</b>
Finland	<b>MTV3</b>
France	<b>L'Equipe</b>
Andorra	
Monaco	
Germany	<b>Sport1</b>
Latvia	<b>Best4Sport</b>
Lithuania	<b>LRT</b>
Norway	<b>Viasat</b>
Poland	<b>Eurosport</b>
Serbia	<b>Arenasport TV</b>
Bosnia & Herzegovina	
Croatia	
Macedonia	
Montenegro	
Kosovo	
Slovenia	<b>Sport TV</b>

\*in 2018/19



## Core Markets

Country	Broadcaster	Until
Austria	ORF	2022/23
Czech Republic	AMC (Sport 1 / 2)	2022/23
Finland	MTV3	2022/23
Germany	Sport1	2022/23
Sweden	SVT and MTG (Viasat)	2022/23
Switzerland	SRG SSR and Teleclub	2022/23

Check [www.championshockeyleague.com/en/fans/where-to-watch](http://www.championshockeyleague.com/en/fans/where-to-watch) for details.

**CHAMPIONS  
HOCKEY LEAGUE**

**INNOVATIONS**

2019/20



## CHL Fan Challenge – Season 2

The off-ice competition among CHL clubs and their fans

- Votings, Quizes, Games
- Travel Sites
- **New:** Arcade Games
- **New:** CHL Alumni Ranking
- 19 Categories in total

#CHLFANCHALLENGE





**10K FANS**

signed up within

**4 DAYS**

**#CHLFANCHALLENGE**



Nupe | Lahti Pelicans

**10,000 USERS JOINED THE  
CHL FAN CHALLENGE**

[WWW.CHL-FAN-CHALLENGE.COM](http://WWW.CHL-FAN-CHALLENGE.COM)

**#CHLFANCHALLENGE**



## Let's get personal with the fans

- Centralized activations motivate fans to engage with CHL & clubs
- Quizzes, votings, memory games & much more
- In-arena & on Social Media
- Fun, involvement & knowledge building
- Via Facebook Messenger, Twitter & Instagram DM
- **To come:** Personal Assistant on CHL Web & App



## German and Czech Website Content

- Pilot in 2019/20
  - Reduce language barriers
  - Grow fan base & knowledge
  - Primary focus on GER
  - Secondary focus on CZE
- Fans in 4 Founding league countries are reached

**FORMÁT CHL**

Jak funguje CHL  
CHAMPIONS HOCKEY LEAGUE  
Watch later  
CHL JAK FUNGUJE CHL

Co je Hokejová liga mistrů a jak funguje?

**Formát soutěže**

- 32 týmů ze 13 lig
- Týmy se mohou kvalifikovat pouze na základě sportovních výkonů
- Žádný ze zakládajících klubů nemá automaticky garantované místo v soutěži
- Maximálně 5 týmů z jedné země
- Šampion CHL se automaticky kvalifikuje do soutěže pro příští sezonu. To však jeho lize nedává další bonusové místo v CHL.

**Systém kvalifikace**

Týmy si musí vybojovat místo v CHL výkony na ledě ve své lize. Týmy musí dosáhnout na jedno z následujících kritérií pro to, aby se kvalifikovaly do CHL:

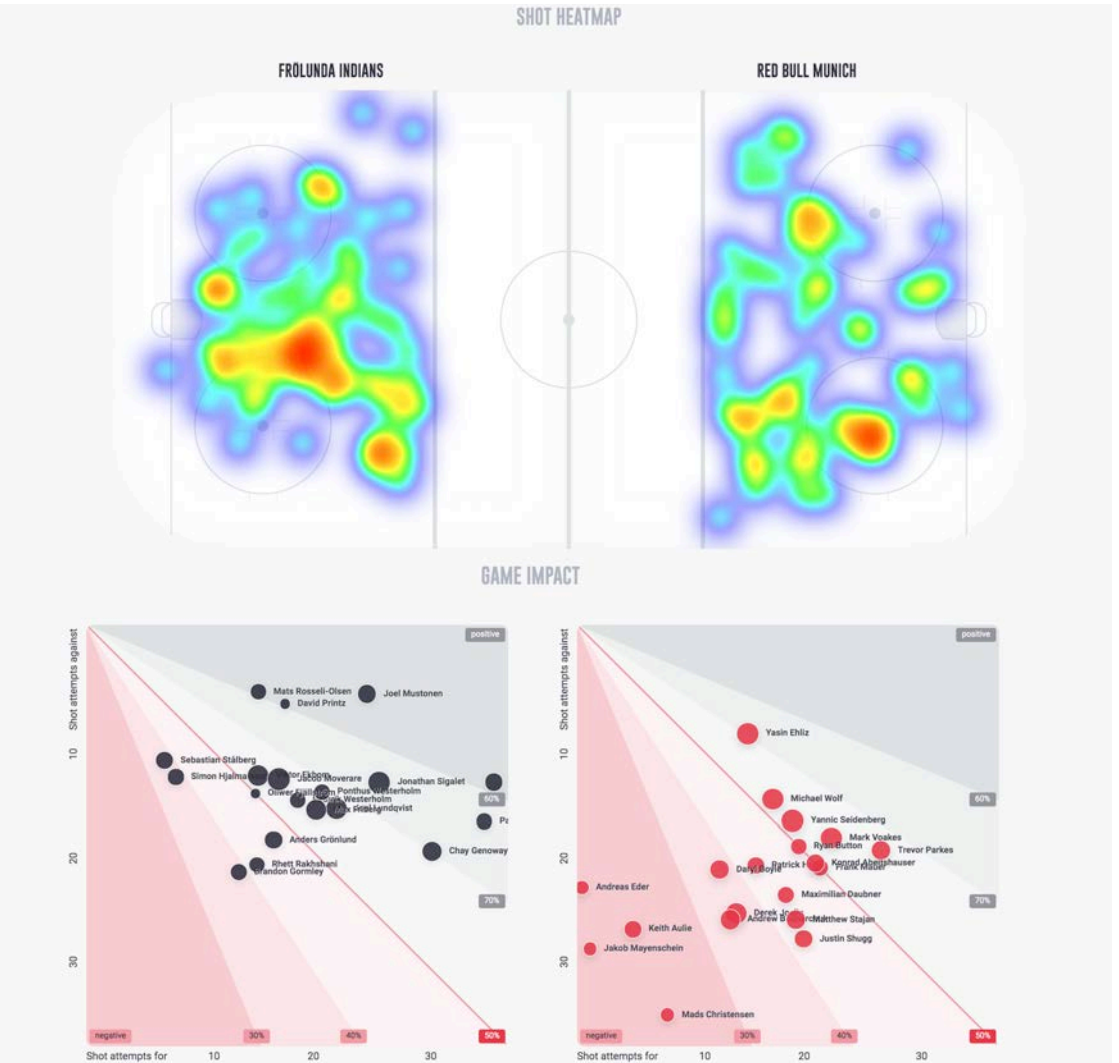
1. Vítěz CHL
2. Vítěz národní ligy
3. Vítěz základní části ligy
4. Druhý tým základní části ligy
5. Třetí tým základní části ligy
6. Čtvrtý tým základní části ligy
7. Pátý tým základní části ligy

Velká Británie tvoří jedinou výjimku vzhledem k tomu, že se vítěz EIHL dle tradice určuje po

## Live statistics visualisations on Web & App

- **New:** Shot Heatmap
- Existing widgets reworked
  - Game Impact
  - Game Flow
  - Shot Map
  - Faceoffs comparison

Benefit for fans, clubs & journalists



## Marketing Award – Season 2

- Clubs help clubs approach
- Best Practice sharing via CHL Marketing Workshops
- Incentive for most creative and active club
- Decided by a jury





**CHAMPIONS  
HOCKEY LEAGUE**

**WATCH OUT!**

2019/20

## Kärpät Oulu



**Facing: 30 Wins**  
Currently at: 29

## Leonardo Genoni



**Facing: 5 Shutouts**  
Currently at: 4

## Ladislav Čihák



**Facing: 10 Wins**  
Currently at: 9

## Ryan Lasch



**Facing: 70 Points**  
Currently at: 69





**ANY QUESTIONS?**

OFFICIAL PRESENTING SPONSOR



OFFICIAL SPONSORS



OFFICIAL PARTNERS





**CHAMPIONS  
HOCKEY LEAGUE**

**THANK YOU**

Champions Hockey League AG  
Gubelstrasse 24  
6300 Zug  
Switzerland  
[championshockeyleague.com](http://championshockeyleague.com)