Largest annual winter sports event worldwide



## Facts and Figures (Status July 2016, media facts from 2015 IIHF WM)

Governing Body International Ice Hockey Federation (IIHF)

Host Deutscher Eishockey Bund e. V. [German Ice Hockey Federation] and

Fédération Française de Hockey sur Glace (French lce Hockey Federation)

Organizing Committee Franz Reindl - President

Luc Tardif - Vice President Eric Ropert - General Secretary Henner Ziegfeld - General Secretary

Date May 05 - 21, 2017

Venues Cologne, LANXESS arena – capacity 18,500

Paris, AccorHotels Arena - capacity 14,500

Participants CAN, RUS, SWE, FIN, USA, CZE, SUI, SVK, LAT, NOR, FRA, GER, DEN, BLR, SLO,

ITA

Number of Games 64 (34 games including final round in Cologne, 30 games in Paris)

Expenditure Budget 24.4 million €

Arena Visitors 600,000 - 700,000

TV 327 licensed and sub-licensed TV stations in 165 countries

5,400 hours of worldwide TV transmission and 1 billion TV viewers worldwide

Online 11.6 million views on official IIHF WM-YouTube-channel and facebook

6.9 million visitors on official website

314,000 downloads of the official IIHF WM App

Media on Site > 1,000 accredited journalists, 400 work editorial and 150 photographers

Intercultural Official Mascots Asterix & Obelix

Joint application for the German-French IIHF WM to mark the 50<sup>th</sup>

anniversary of the Elysée Treaty (German-French friendship). Ministries of

the Interior and Foreign Ministries of both countries are involved.







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## Facts and Figures (Status July 2016, media facts from 2015 IIHF WM)

Groups









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## Official Game Schedule– Germany to take on the USA as first game, France to start against Norway

The table is set in Cologne, Germany and Paris, France!

#### Click here for the link to the full schedule

The tournament opens on 5th May and runs through until the 21st. The 2017 IIHF Worlds get started at the main venue in Cologne with Sweden playing against 2016 bronze medalists Russia, followed by tournament hosts Germany taking on the United States. Finland and Belarus will get the party started in Paris, ahead of an evening game featuring defending champions Canada and the Czech Republic. Team France will close out the games on Day 2 with its opening tilt against Norway. The preliminary round closes on 16th May, with the bronze and gold medal games taking place in Cologne on Sunday the 21st.

The World Championship Group A in Cologne consists of Team Russia, ranked second in the 2016 IIHF Men's World Ranking plus Team USA, Sweden, Slovakia, Germany, Latvia, Denmark and Italy. Group B, playing in Paris, has 2016 gold medalist Canada facing off against Finland, the Czech Republic, Switzerland, Belarus, Norway, France and Slovenia.

In Cologne's "LANXESS arena", the main venue of 2017 IIHF Ice Hockey World Championship, 34 games will take place, including Group A, two quarter-finals, two semi-finals, the bronze medal and the gold medal games. The "AccorHotels Arena" in Paris will host 30 games: every Group B game and two quarter-finals. The cities of Cologne and Paris are interlinked by the Thalys bullet train with a trip from downtown to downtown taking just a little more than three hours.

Important: The quarter-finalists from Group A and B will cross-over to determine the semi-finalists. However and in any case, should Germany be qualified for the quarter-finals, they will play the evening game in Cologne and should France be qualified for the quarter-finals, they will play the evening game in Paris. Therefore - and only in this one possible event – if the final standings of the preliminary round groups resulted in a direct encounter of Germany and France, the quarter-finalists would not cross-over, but would play off among the four top-ranked teams of each group.







### Championnat du Monde de Hockey sur Glace 2017 de l'IIHF

Cologne (Allemagne) - Lanxess Arena Paris (France) - AccorHotels Arena

Du 5 au 21 mai 2017



	Poule A		
	Allemagne		
	Ranking IIHF		
A 1	RUS		
A 2	USA		
А3	SWE		
A 4	SVK		
A 5	GER		
A 6	LAT		
Α7	DEN		
A 8	ITA		

	Poule B	-
	FRANCE	
	Ranking IIHF	
B 1	CAN	CANADA
B 2	FIN	FINALNDE
В3	CZE	RÉPUBLIQUE TC
B 4	SUI	SUISSE
B 5	BLR	BIELORUSSIE
B 6	NOR	NORVÈGE
В7	FRA	FRANCE
В8	SLO	SLOVÉNIE
		•

Jour & Date	Heure Locale GER/FRA	Match n°	Poule Cologne	Match n°	Poule PARIS	
Vendredi	16:15	1	SWE vs RUS	2	FIN vs BLR	
05/05/2017	20:15	3	USA vs GER	4	CZE vs CAN	
Samedi	12:15	5	LAT vs DEN	6	SUI vs SLO	
06/05/2017	16:15	5 7	SVK vs ITA	8	BLR vs CZE	
00/03/2017	20:15	9	GER vs SWE	10	NOR vs FRA	
	20.13	3	GER VS SWE	10	NOR VSTRA	
Dimanche	12:15	11	ITA vs RUS	12	SLO vs CAN	
07/05/2017	16:15	13	USA vs DEN	14	FIN vs FRA	
	20:15	15	LAT vs SVK	16	NOR vs SUI	
Lundi	16:15	17	GER vs RUS	18	BLR vs CAN	
08/05/2017	20:15	19	USA vs SWE	20	FIN vs CZE	'
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Mardi	16:15	21	ITA vs LAT	22	SLO vs NOR	$\succeq$
09/05/2017	20:15	23	SVK vs DEN	24	SUI vs FRA	
Mercredi	16:15	25	USA vs ITA	26	SUI vs BLR	Four Préliminaire
10/05/2017	20:15	27	SVK vs GER	28	FIN vs SLO	$\overline{}$
10/03/2011	20.10	LI	OVI VS OLIK	20	7 IN V3 020	<u> </u>
Jeudi	16:15	29	RUS vs DEN	30	CZE vs NOR	
11/05/2017	20:15	31	SWE vs LAT	32	CAN vs FRA	$\exists$
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Vendredi	16:15	33	SWE vs ITA	34	CZE vs SLO	$\supset$
12/05/2017	20:15	35	DEN vs GER	36	FRA vs BLR	മ
Samedi	12:15	37	LAT vs USA	38	NOR vs FIN	₹.
13/05/2017	16:15	39	RUS vs SVK	40	SLO vs BLR	O)
	20:15	41	ITA vs GER	42	CAN vs SUI	
Dimanche	16:15	43	SVK vs USA	44	FRA vs CZE	
14/05/2017	20:15	45	DEN vs SWE	46	SUI vs FIN	
Lundi	16:15	47	DEN vs ITA	48	CAN vs NOR	
15/05/2017	20:15	49	RUS vs LAT	50	FRA vs SLO	
Mardi	12:15	51 52	SWE vs SVK	52 5.4	BLR vs NOR CZE vs SUI	
16/05/2017	16:15 20:15	53 55	RUS vs USA GER vs LAT	54 56	CAN vs FIN	
	20.13		GEN VS LAT	30	CAN VS I IN	
Mercredi			REPOS			
17/05/2017			KEPUS			
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Jeudi	16:15	57	QF1	58	QF2 QF4	$\circ$
18/05/2017	20:15	59	QF3	60	QF4	
Vendredi		nép	LACEMENT & ENTRA	A ÎNEMENT		
19/05/2017		DEP	LACEMENT & ENTR	JUACINICIA I		Four Fina
Samedi	15:15	61	DEMI FINALE 1			<b>=</b> :
20/05/2017	19:15	62	DEMI FINALE 1			
20,00,2017	.5.10					$-\omega$
Dimanche	16:15		MÉDAILLE DE BRONZ	E		
21/05/2017	20:45	64	MÉDAILLE D'OR			

#### NOTES:

#### Quarts-de-finale

- Si la France est qualifiée pour les quarts de finale, elle jouera le match n° 60 à 20h15 à Paris
  Si l'Allemagne est qualifiée pour les quarts de finale, elle jouera le match n°59 à 20h15 à Cologne
  Si l'Allemagne et la France s'affrontent en quarts de finale, il n'y aura pas d'échange.
  Si ni l'Allemagne ni la France ne se qualifient pour les quarts de finale, alors les équipes en tête du classement de chaque
  Poule au Tour Préliminaire joueront le match du soir sur l'un ou les deux sites (match n° 59 et/ou n°60) à Cologne ou Paris

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# ICE HOCKEY WORLD CHAMPIONSHIP GERMANY-FRANCE Cologne - Paris

#### Day Tickets available

- > Strong demand for days with hosting teams expected
- > Up to 10% price advantage vs. single game tickets
- > Top service: Booking of hotels and venue city train shuttle directly on official homepage

Day Tickets are available for the 2017 IIHF Ice Hockey World Championship. Host Germany shall encounter Team USA in the evening of the first championship day. On further game days of the group phase, the German national ice hockey team shall face Sweden, Russia, Slovakia, Denmark, Italy and Latvia. Highly attractive and tough opponents to start with, but after a strong recent 2016 IIHF WM in Russia and a convincing qualification for the 2018 Olympics, the squad of head coach Marco Sturm will approach the home world championship with good confidence.

Co-host France will close out the games on Day 2 with its opening tilt against Norway and shall challenge Finland, Switzerland, Canada, Belarus, Czech Republic and Slovenia in its further games of the group phase. Team France, a firm contender among the tournament of the top 16 ice hockey nations in the 10<sup>th</sup> consecutive year, is eagerly awaiting to finally perform for a great home crowd in the country's capital Paris.

The Day Tickets offer a price advantage of up to 10% vs. later offered single game tickets. The Day Tickets are comprising all games of a dedicated game day in one package, but are issued as single tickets per game. Day Tickets now offer the great opportunity to secure the best seats for any of the game days of Team Germany and Team France, but of course also for days with any other participating team in either Cologne or Paris.

#### Tickets are available:

- online under <u>www.iihfworlds2017.com</u> or <u>facebook.com/iihfhockey</u>.
- via ticket phone: +49 1806 2017 01 for Germany and +33 892 69 20 17 for France (phone charges will apply depending on country and network you call from).

An all new service at IIHF Ice Hockey World Championships has been provided by the organizers especially for the convenience of the travelling fans: as of immediately, not only entrance tickets, but also accommodation for Cologne and Paris as well as train tickets for the little more than three-hourslong journey with the bullet train "Thalys" can be booked directly on the official homepage <a href="https://www.iihfworlds2017.com">www.iihfworlds2017.com</a> via the menu buttons "Hotels" and "Travel".







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Giant Coup for the Game of Ice Hockey



# Asterix and Obelix are Official Mascots of the 2017 IIHF Ice Hockey World Championship, Germany - France

Asterix and Obelix, the two main characters of the world-famous Asterix comic series, will act as Official Mascots of the 2017 IIHF Ice Hockey World Championship jointly organized by Germany and France in Cologne and Paris (5<sup>th</sup> – 21<sup>st</sup> May 2017).

Franz Reindl, president of the German Ice Hockey Federation (DEB) and the Organizing Committee of the 2017 IIHF Ice Hockey World Championship: "Together with our french collegues of the IIHF WM Organizing Committee we could win Asterix and Obelix over to being our Official Mascots. This has been a giant coup for the 2017 IIHF Ice Hockey World Championship in Cologne and Paris and also for the game of ice hockey in general, because the two Gaulish heroes have gained an enormous popularity amongst the world. Especially in Germany the adventures of Asterix and Obelix have a continuing popularity and the Asterix volumes always count by millions of copies. As IIHF World Championship Mascots Asterix and Obelix will as of now help actively to make the 2017 IIHF Ice Hockey World Championship known to the public both home and abroad. During the tournament they will be a lot of fun for the fans and everybody involved."

Luc Tardif, president of the French Ice Hockey Federation (FFHG) and vice president of the Organizing Committee of the 2017 IIHF WM: "We are very proud to have *Asterix*, a global brand from France, enrich our joint German-French 2017 IIHF Ice Hockey World Championship in an extremely likeable way. The persevering battle of the small Gaulish village against the superior Roman Empire symbolizes the trial of strength between two opponents who are seemingly unequal, as is often the case in ice hockey. Also during the 2017 IIHF Ice Hockey World Championship, there will be exciting encounters, in which underdogs on paper will fight for their chance against more favorite teams and they sure will get it. For our fans and the participating teams, Asterix and Obelix symbolize role models to show: nothing is impossible."

Les Éditions Albert René from Paris is the licence partner of the 2017 IIHF WM Organizing Committee for utilizing the brand *Asterix*. France and Germany are clearly the strongest global markets for the adventures of Asterix and Obelix. The global production of all volumes amounts to more than 365 million copies. The stories about the two indomitable Gauls written by René Goscinny and drawn by Albert Uderzo evolved to become one of the most successful comic series in the world since its first publication in 1959. To the present day there are 36 volumes which are translated into more than 111 languages and dialects worldwide, inter alia even the local Cologne dialect *Kölsch*. Sport has been very present in the Asterix universe such as one of the most popular albums *Asterix at the Olympic Games*. For the first time now Asterix and Obelix are becoming involved in the sport of ice hockey.

In the run-up to the 2017 IIHF Ice Hockey World Championship, Asterix and Obelix will be used as Official Mascots in a variety of advertising and promotional measures and will appear in numerous live-performances. During the 17 days of the IIHF WM from 5<sup>th</sup> – 21<sup>st</sup> May 2017 both Gauls will act as the main characters of the entertainment programme in the *Lanxess arena* in Cologne and in the *AccorHotels Arena* in Paris as well as in the fan villages attached to each venues.





