



## **PRESS RELEASE**

### **DOSB President Thomas Bach at the SpoBiS 2012: Cautious response to 2022 Olympics in Munich**

#### **Comeback plans for the *Sportschau* news shorts**

**Düsseldorf, February 13 2012** – At SpoBiS 2012, DOSB President and IOC Vice President Thomas Bach emphasised that a cautious approach would be taken to a renewed bid by the German Olympic Sports Confederation (DOSB) for Munich to host the 2022 Winter Games. “If we had to decide today, it would be with a lack of basic information. Hence we cannot reach a decision on this today,” the DOSB President stated at the sports business conference in Düsseldorf. Anything else would be “idle speculation”.

At the DOSB general assembly in December, the decision was reached for Munich to abstain from applying for the 2022 Winter Games after the failed 2018 bid. A renewed attempt is not conceivable until 2026. “As far as the DOSB is concerned, without the answers to questions such as how the chances weigh up internationally, support among the general population and politics, and who will pay for the event, it would not be a responsible policy,” Bach said. “We cannot provide a satisfactory assessment of Munich’s chances for the 2022 Olympics,” he added.

#### **Comeback for the *Sportschau* news shorts?**

In Düsseldorf, Thomas Bach also spoke of plans being made with the public service broadcasters to provide the full range of sporting disciplines with a wider media platform: “We recently enjoyed some extremely positive discussions with the ARD and ZDF. We potentially want to revive the *Sportschau* news shorts format. There’s the decision by the ARD committee chair, and following the discussions with the ARD sports bosses, we assume that this will also be realised.”

According to information obtained by SPONSORs, other sporting disciplines could receive greater coverage in the ARD’s *Sportschau* sports programme in the future during the Bundesliga break. Airtime was recently cut during the Bundesliga-free period.



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### **Accreditation for journalists**

Accreditation for journalists is once again possible at SpoBiS 2012. To express an interest, please contact Sabine Klüner at SPONSOR<sup>S</sup>: Tel.: +49 40/ 41 33 008-57, email: [kluener@sponsors.de](mailto:kluener@sponsors.de).

### **Event organisers**

#### **SpoBiS GmbH**

Theodorstraße 42-90 (Haus 11)  
22761 Hamburg, Germany

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#### **SPONSOR<sup>S</sup> Verlags GmbH**

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#### **ESB European Sponsoring Exchange**

The ESB European Sponsoring Exchange runs the leading network in the sport and events business. The ESB network brings together companies, agencies and service providers in the sport, sponsoring and events market. The ESB has been hosting conventions such as the SpoBiS, [sport.forum.schweiz](http://sport.forum.schweiz) and other industry gatherings since 1994.

The two companies have been jointly hosting the SpoBiS Sports Business Summit (previously known as the ISPO Sport Sponsoring Congress) at the start of each year since 2004.

Sabine Klüner  
SPONSOR<sup>S</sup>  
PR and Communications



## **PRESS RELEASE**

Tel.: +49 (40) 41 33 00 8-57

Email: [kluener@sponsors.de](mailto:kluener@sponsors.de)

Christiane Alenfeld

hsksports

Tel.: +49 (89) 99 24 96 26

Email: [ca@hsksports.com](mailto:ca@hsksports.com)