

Frequently asked questions

To the FEI

What is the place of the Samsung Super League with FEI in international equestrian sport?

The Samsung Super League with FEI is the world's most prestigious series for team equestrian sport. The formula – eight teams, eight venues and a two-round competition held on the same day over the same course – is dynamic, horse and rider friendly and easy to understand and follow. It clearly is the highlight of the outdoor Jumping season.

What influence does an elite equestrian series have on the development of the sport?

The development of a project of the quality of the Samsung Super League with FEI at the elite level has a crucial impact on the visibility of equestrian sport as a whole. As we have seen over the past four years, it generates media interest and coverage, and hence awareness and is therefore a leading factor in the development of the sport at grassroots level.

The Samsung Super League with FEI has attracted broadcasters who will be taking a combination of live, delayed live, and highlights coverage *not only* of their home event, *but also* of the other seven Super League events.

For live signal, these include Equidia (France) – 7 events + Host Broadcast La Baule, RAI (Italy) – 7 events + Host Broadcaster Rome, TVE Teledporte (Spain) – 7 events + Host Broadcaster Barcelona and the World Champions Sports Network

Highlights Programmes (9 x 52 minute) will be shown on the following channels: CBC Canada, CNBC Asia, CNBC Europe, ESPN Brazil, ESPN Star (Pan Asia), Eurosport, Finnish Sport TV, Fox Middle East, M-Net (Pan Africa), Sport Expressen (Sweden), Sport Plus (France), Sport TV (Portugal), World Champions Sports Network (USA)

What kind of television coverage does the Samsung Super League with FEI generate?

The Samsung Super League with FEI series has seen considerable increases in its television coverage since its inception in 2003. Of notable interest, the total broadcasting time in 2006 was 167:20:30 compared to 131:53:21 in 2001 (Samsung Nations Cup at the time), representing an increase of 27%.

What patterns can be elucidated with regards to media coverage (written press) of the Samsung Super League with FEI?

The 2006 edition of the Samsung Super League with FEI had very positive returns, with the global value estimated at EUR 3,530,000 in terms of valorisation and a

staggering 73% increase from 2005 in the volume of articles. This is all the more satisfactory as 2006 was an eventful year as far as sporting events and competitions were concerned, notably with the Football World Cup in June and July and the FEI World Equestrian Games in August.

As far as the general volume of articles published, Aachen was the leader in 2006. The volume obtained during this event alone made up 1/3 of the total number of articles published during the eight events. On the national level, the figures confirm Germany's unique relationship with equestrian sport, which was also seen during the FEI World Equestrian Games, where the German press alone produced 6,000 articles. In relation to international impact, both Aachen and Rome stand out.

Across the board, the average national press value is EUR 318,000 and the international press value is EUR 124,000.

What are FEI's expectations for the 2007 Samsung Super League season?

The first four seasons were satisfactory indeed but, as always, there is room for improvement. In 2004, the sports schedule was very busy with the Athens Olympic Games held in August and the Super League calendar had been modified accordingly with seven events held between May and July. In 2005, the Super League calendar was more harmonious. 2006 was also an eventful year with the FEI World Equestrian Games taking place in Aachen (GER). The Samsung Super League of Germany traditionally held in August was moved to May. In 2007, events will resume on their more traditional dates. Despite the heavy calendar, the FEI is confident that the best riders and horses will be part of the Samsung Super League with FEI and make it as exciting and exceptional as it has been over the last four seasons.

To Samsung

How long has Samsung been involved with Equestrian sport?

The involvement of Samsung with the FEI started in 1988, when Samsung became the sole patron of the FEI/Samsung International Jumping and Dressage Competition (now called Challenge). Samsung supported the Nations Cup, the equestrian world's oldest and most prestigious series, from 1997 to 2006.

Why is Samsung involved in equestrian sport in particular?

Samsung believes in sport as a way of promoting cooperation among individuals, companies and nations, and is a strong supporter of the Olympic Movement since 1997. Equestrian sport has strong values that are highly regarded by Samsung. The Samsung Super League is an excellent vector through which to enhance Samsung's brand awareness and demonstrate the company's commitment to the European market.

How long is the sponsorship deal signed for?

In 2006, Samsung and the FEI signed a renewal agreement extending the support of the Samsung Super League with FEI until 2008.

What does Samsung hope to achieve by sponsoring the Super League?

The series reflects some of the key elements which are at the heart of Samsung's business philosophy: heritage, global reach, a belief in quality. Samsung sees this sponsorship as an opportunity to emphasize the company's profile as a premium brand as reflected in the image of the Super League, with this year's key message "Jumping to the Premium Brand". Furthermore, to raise awareness in key European markets and promote a strong sense of affinity with the positive values connected to equestrian sport.

How big is Samsung Electronics and what industries is it involved in?

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2006 parent company sales of US\$63.4 billion and net income of US\$8.5 billion. Employing approximately 138,000 people in over 124 offices in 56 countries, the company consists of five main business units: Digital Media Business, LCD Business, Semiconductor Business, Telecommunication Network Business and Digital Appliance Business. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com

What other sports projects does Samsung support?

Samsung believes that sports play a unique role in unifying people regardless of age, race or gender. Samsung is a passionate supporter and an active corporate sponsor of amateur and professional sporting events, training programs, teams and individual athletes in Korea and around the world. Through sports sponsorship, Samsung has built strong brand awareness, as well as a reputation for excellence in corporate citizenship.

In 1997, Samsung became one of the International Olympic Committee's Worldwide Partners. Samsung was a TOP (The Olympic Partner) sponsor of the Nagano 1998 Olympic Winter Games, the Sydney 2000 Olympic Games, the Salt Lake 2002 Olympic Winter Games, the Athens 2004 Olympic Games and Torino 2006 Olympic Winter Games. Samsung's current Olympic sponsorship includes the Beijing 2008 Olympic Games.

Also, Samsung sponsors projects on a regional level. The company was the official partner of the 1998 Bangkok and 2002 Busan Asian Games. Samsung was also the official wireless communications equipment partner of the 2004 Olympic Games, 2004 Olympic Torch Relay, and presenting partners of the 2006 Doha Asian Games.

Furthermore, Samsung supports a number of international sporting organizations and events. The company, as the official club sponsor, offers its latest state-of-the-art wireless communications equipment technology to the organisers and staff of the Chelsea Football Club. In addition, Samsung is also a global partner of the World Taekwondo Federation (WTF) since 2005, and since the fall of 2005, is the official HDTV provider of the NFL, delivering the most advanced viewing experience to millions of fans.

Additionally, Samsung is the official sponsor of Samsung World Championship, one of the highlights of the US Ladies' Professional Golf Association (LPGA) tour, and is the global partner of the Federation of International Hockey (FIH). The company has sponsored numerous running events, including the Samsung Running Festival in cities such as Prague, Moscow, Budapest, Sofia, and Beijing.

What influence does Samsung have in the selection of venues to host a Super League event?

The location of each event for the Samsung Super League was decided by an FEI screening committee according to set criteria. The selection of venues is a matter decided by the FEI and not Samsung.