

COMMERCIAL & BROADCAST PANEL

Terms of Reference

Commercial & Broadcast Panel

March 2019

1. AIMS AND OBJECTIVES

The overall aims and objectives of the Commercial & Broadcast Panel (CBP) are to assist the FIH in the following ways:

- 1.1 Support the delivery of FIHs commercial and broadcast strategy
- 1.2 Provide external expertise, challenge thinking and help foster new ideas
- 1.3 To actively support FIH hit targets for 2019 Home and Away league
- 1.4 Build FIH's commercial and broadcasts business contacts/networks

2. AUTHORITY, STRUCTURE AND MEMBERSHIP

- 2.1 The CBP derives its authority from the FIH Executive Board and agrees to be bound by and complies with the FIH Integrity Code, the Committee and Panel protocol established by the Executive Board, and any other applicable FIH Regulations.
- 2.2 The membership of the CBP shall be as directed by the FIH Executive Board, currently being: -

Panel	Executive	By Invitation (external)
<ul style="list-style-type: none"> - 1 x Chair - FIH TV & Broadcast Director - FIH Global Head of Sales - 1 x Secretary 	<ul style="list-style-type: none"> -FIH CEO is an ex-officio member, does not have voting rights. -FIH President is an ex-officio member of the Panel, does not have voting rights 	Other experts as required

- 2.3 Gender Balance
The CBP shall aspire to 50/50 gender representation aligned to the FIH Gender Equality Policy.

Competencies / Attributes

Members of the panel will be expected to:

- Believe in the Hockey Revolution and the future commercial value and broadcast value of hockey
- Have at least 15 years' relevant experience
- Hold, or have recently held, senior executive level positions in relevant businesses
- Be strategic and innovative thinkers, able to create new opportunities for FIH and hockey
- Be able to make positive and meaningful contribution to hockey's commercial value and broadcast reach & value
- Have strong personal and professional networks which can benefit FIH (external members)

3. RESPONSIBILITY

- 3.1 Advisory support for FIH Executive Board, FIH CEO and FIH Executive team with regards commercial & broadcast strategy and key medium to long term deals
- 3.2 Expand FIH's commercial and broadcast network
- 3.3 Able to commit approved budget

4. STRATEGIC PRIORITIES

The Commercial & Broadcast Panel has identified the below areas with which to support the Hockey Revolution strategy, namely:

- 4.1 Help establish territory investment from broadcasters to grow hockey
- 4.2 Keep finger on pulse of changing broadcast landscape
- 4.3 Identify new sponsorship and broadcast revenue opportunities
- 4.4 Ensure FIH (and hockey) is a market leader in technology innovation and commercial/broadcast thinking

5. WORKING METHOD

Upon request to the FIH, meet physically once a year or at the request of CEO or Chair.

Conference calls to be held as required.

6. TERM OF PANEL

The Panel will be appointed on a biennial basis.