



# E.H.C. Alliance Newsletter

Issue No 8 — January 2018

*The Newsletter is for member clubs of the E.H.C. Alliance. It is a selective compilation of news related to international club hockey, from within the E.H.C. and from other sources.*

## Compensation to clubs for players selected to 2018 Olympic ice hockey tournament

■ ■ As communicated by IIHF General Secretary Horst Lichtner at the E.H.C. Hockey Business Forum in Stockholm, the IIHF will compensate the clubs from which players for the 2018 Olympics (men's event) are selected, with \$10.000 per player. The total sum that the IIHF allocates to this compensation program is thus \$3 million (10.000 x 12 teams x 25 players). The sum of \$10.000 includes insurance. From a principle standpoint, this is a very important decision for the clubs as it is the first time the IIHF compensates clubs for players who are selected to an international event.

More: <http://eurohockeyclubs.com/news/iihf-to-compensate-clubs-for-players-participating-in-olympics>

## E.H.C. Alliance reaches a three-year agreement with Warrior, introduces new Award

■ ■ The E.H.C. Alliance are proud to announce a partnership with Warrior Sports Inc, one of the major manufacturers of hockey equipment, footwear and apparel. The partnership will evolve around the Warrior of the Year Award, which shall be annually awarded to the player ***who best exemplifies the qualities of sportsmanship and dedication, combined with community service and involvement and with high standard of playing ability.*** The prize will be presented at the E.H.C. European Hockey Awards Dinner in connection with the E.H.C. General Meeting in Prague on 12-13 June. E.H.C. Member clubs will contribute to selection process by submitting nominations for the Warrior of the Year Award.

## E.H.C. works closely with IIHF Governance Reform Working Group, calling on inclusion of stakeholders

■ ■ At the E.H.C. Annual Meeting in Prague (June 2017), the member clubs voted unanimously to have the E.H.C. work towards a formal inclusion of club and league representatives into the IIHF structure. E.H.C. vice-president Håkan Loob is part of the IIHF Governance Reform Working Group, whose mandate is to submit a proposal for IIHF reform to the IIHF Council and, further, to the IIHF Congress. The three main areas of the reform work is inclusion of new stakeholders - primarily leagues and clubs - modernized governance structure and increased transparency. The GRWG works hard as there are not many months left to prepare a proposal to amend the IIHF Statutes & Bylaws, in a way which would modernize the IIHF and open the federation to other stakeholders.

## EU-Commission's anti-trust ruling against ISU can have Bosman-like consequences

■ ■ A landmark decision was taken by the EU-Commission on December 8 when it ruled against the International Skating Union in a high-profiled case, which may have wide-ranging consequences on international sport, such as:

1. An international sports federation may not ban or penalize athletes that wish to take part in international competition which has not been sanctioned by the international federation.
2. Independent organizers can set up international events / tournaments without the involvement or approval of the international federation, basically a "free-marketization" of the organization of professional sports competitions.

Note: The Bosman-case from 1995 meant that professional athletes could move to a new club after that their contracts expired, without their old club receiving a transfer fee.

## XVI Sport conducting a field research on possibility to jointly sell media rights for pre-season matches

■ ■ President Marc Lüthi gave a brief information on this just prior to the start of the E.H.C. Hockey Business Forum on 11 November, so this is a short recap; The E.H.C. has been approached by a the sports marketing firm XVI Sport with a proposal to jointly commercialize media rights to the E.H.C. member clubs' pre-season matches. This would mean no change to how clubs are organizing their pre-season games, with the exception that they could potentially bring some revenue to the clubs. The E.H.C. board gave XVI Sport the mandate to do a field research on this matter, to see if there is interest in the market to media rights for pre-season games. XVI will make a report of this research at the next board meeting in Bratislava on 19 February.

## E.H.C. Board calls on CHL to eliminate participation fees for C-License clubs

■ ■ At the 10 November board meeting, the E.H.C. Board decided to unite behind a resolution to call on the CHL Board to eliminate the participation fee payments for C-License clubs (clubs from non-founding leagues). The main reason behind this request is that all participants should be treated equally now that all clubs have to sportively qualify to the CHL. A letter from the E.H.C. to the CHL was sent on 15 November.

⇒ NOTES:

■ ■ To download presentations from the E.H.C. Hockey Business Forum: [eurohockeyclubs.com/forum2017](http://eurohockeyclubs.com/forum2017)

■ ■ Next E.H.C. Board Meeting on 19 February 2018 in Bratislava. **Propose agenda items, latest 1 February.**

■ ■ Use our website [eurohockeyclubs.com](http://eurohockeyclubs.com) for scores & standings from leagues of E.H.C. member clubs

■ ■ E.H.C. General Meeting and European Hockey Awards Dinner, **June 12-13, 2018 in Prague. Save the date!**

■ ■ Congratulations to Växjö Lakers and JYP Jyväskylä for qualifying to CHL Final IV. E.H.C. clubs invited by CHL to final on 6 February, see separate information & invitation.

