

2008-09



# U.S. FIGURE SKATING

## F A C T S H E E T

U.S. Figure Skating Online – [www.usfigureskating.org](http://www.usfigureskating.org)

### ICENETWORK.COM SCHEDULE

IcenetWORK.com is a multi-year venture between U.S. Figure Skating and MLB Advanced Media, LP, that houses all of U.S. Figure Skating's interactive media properties. Below is a list of competitions that will appear this season on [icenetWORK.com](http://icenetWORK.com).

New England Regional	Oct. 2-5, 2008
Central Pacific Regional	Oct. 2-5, 2008
Southwest Pacific Regional	Oct. 3-7, 2008
North Atlantic Regional	Oct. 10-14, 2008
Eastern Great Lakes Regional	Oct. 10-14, 2008
Southwestern Regional	Oct. 10-14, 2008
South Atlantic Regional	Oct. 14-18, 2008
Upper Great Lakes Regional	Oct. 14-18, 2008
Northwest Pacific Regional	Oct. 14-18, 2008
Skate America	Oct. 23-26, 2008
Skate Canada	Oct. 31-Nov.2, 2008
Cup of China	Nov. 6-9, 2008
Trophée Eric Bompard	Nov. 13-16, 2008
Cup of Russia	Nov. 20-23, 2008
NHK Trophy	Nov. 27-30, 2008
U.S. Junior Championships	Dec. 8-13, 2008
Junior Grand Prix/Grand Prix Final	Dec. 10-14, 2008
European Championships	Jan. 15-25, 2009
Eastern Synchronized Skating Sectional	Jan. 29-31, 2009
Pacific Coast Synchro. Skating Sectional	Jan. 29-31, 2009
Midwestern Synchro. Skating Sectional	Jan. 29-31, 2009
Four Continents Championships	Feb. 2-8, 2009
Eastern Adult Sectional	Feb. 20-22, 2009
Midwestern Adult Sectional	Feb. 20-22, 2009
Pacific Coast Adult Sectional	Feb. 20-22, 2009
U.S. Synchro. Skating Championships	March 3-7, 2009
National Showcase	April 4-8, 2009
ISU World Team Trophy	April 16-19, 2009
U.S. Adult Championships	April 21-25, 2009
Theatre On Ice	Jan. 18, 2009

## ABOUT U.S. FIGURE SKATING

U.S. Figure Skating is the national governing body for the sport of figure skating in the United States. U.S. Figure Skating is a member of the **International Skating Union (ISU)**, the international federation for figure skating, and is a member of the **U.S. Olympic Committee (USOC)**.

U.S. Figure Skating is comprised of member clubs, collegiate clubs, school-affiliated clubs, individual members, Friends of Figure Skating and Basic Skills programs.

The charter member clubs numbered seven in 1921 when the association was formed and first became a member of the ISU. To date, U.S. Figure Skating has 763 member clubs.

**U.S. Figure Skating is one of the strongest and largest governing bodies within the winter Olympic movement with more than 178,500 members representing 1,634 clubs and Basic Skills programs.**

The U.S. Figure Skating Basic Skills program was created in 1968 to serve the needs of both the recreational and competitive skater. Since its inception the program has taught more than 1.5 million people how to skate. During the 2007-08 season, Basic Skills welcomed 66 new skating schools, bringing the number of active programs throughout the country to 871.

U.S. Figure Skating's national headquarters – located in Colorado Springs, Colo. – is also home to the **World Figure Skating Museum & Hall of Fame**, which is toured by more than 15,000 visitors annually.

More than 1,000 volunteers serve on U.S. Figure Skating's Board of Directors and numerous committees. Thousands of other volunteers dedicate their time to club activities, judging, officiating and competition management.



Member

International Skating Union



Member

United States Olympic Committee

## U.S. FIGURE SKATING BASIC SKILLS PROGRAM

Much of the success achieved by U.S. figure skaters in recent years can be attributed to U.S. Figure Skating's highly effective Basic Skills learn-to-skate program. The program consists of 11 different curriculums designed to instruct proper technique to all levels of skaters with individual programs designed for pre-school, Basic Skills, hockey, adult, free skating, dance, pairs, synchronized team skating, choreography (Artistry in Motion), speed skating and special needs. Geared for both recreational and competitive skaters, the program is taught by qualified instructors at rinks across the country.



Fresh off the success of the 2002 Olympic Winter Games in Salt Lake City, the Basic Skills program enrolled a record number of participants, topping the 100,000-member mark for the first time in the 2002-03 season. That record was shattered in 2005-06, when more than 132,000 members enrolled in more than 880 programs around the country.

In 2000, the U.S. Figure Skating Bridge Program was created as the essential link to retaining beginning skaters in the sport of figure skating. The Bridge Program is a custom- designed program that offers skaters an opportunity to begin their training routine, become a club member and learn about all the aspects of figure skating.

**The Basic Skills program has taught more than 1.5 million skaters ages 3 to 85 since it began in 1968.**

### U.S. FIGURE SKATING MEMBERSHIP PROFILE:

Membership has undergone a steady increase over the past 15 years:

- 1991-92 marked the first year total membership topped 100,000
- 1993-94 marked the first year total membership topped 125,000
- 2000-01 marked the first year total membership topped 150,000
- 2005-06 marked the first year total membership topped 175,000\*

\*More than 763 clubs and 871 Basic Skills programs with representation from all 50 states make up the more than **178,500 current members** of U.S. Figure Skating.

#### Who are our members?

##### Females

Ages 0-12.....	62.5%
Ages 13-18.....	15.8%
Ages 19-49.....	16.9%
50 and over.....	4.8%

•Females make up 74% of the membership

##### Males

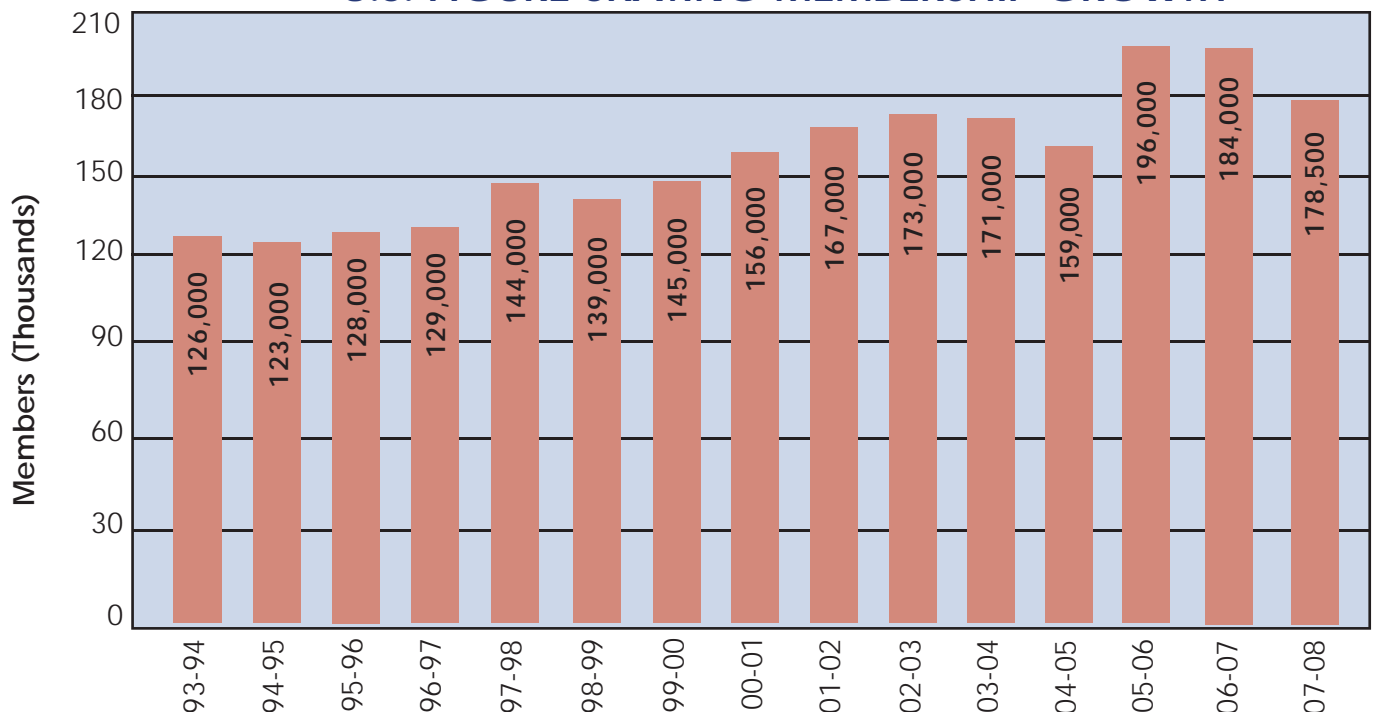
Ages 0-12.....	75.0%
Ages 13-18.....	5.2%
Ages 19-49.....	13.0%
50 and over.....	6.8%

•Males make up 26% of the membership

##### Overall membership by age

Ages 0-6.....	.18%
Ages 7-12.....	.37%
Ages 13-18.....	.13%
Ages 19-25.....	.3%
Ages 26-50.....	.11%
Ages 51-99.....	.5%
Age Unknown.....	.13%

## U.S. FIGURE SKATING MEMBERSHIP GROWTH



## COLLEGIATE FIGURE SKATING

*The U.S. Collegiate Figure Skating Championships, founded in 1985, is the longest running of all the collegiate programs.* Each August, junior- and senior-level skaters from all over the country look forward to this event. It is the only individual competition open solely to full-time college students.

The 2008 U.S. Collegiate Championships were held Aug. 7-9 in Arvada, Colo. The event attracted skaters from 20 states and 12 colleges. Previous locations include Oxford, Ohio; Anaheim, Calif.; Honolulu, Hawaii; Lake Placid, N.Y.; and Colorado Springs, Colo.

## INTERCOLLEGIATE TEAM FIGURE SKATING

*Intercollegiate team figure skating is the fastest-growing segment of collegiate figure skating.*

Intercollegiate team figure skating is a series of competitions governed by the U.S. Figure Skating Collegiate Program Committee that allows head-to-head competition in singles, dance and synchronized team skating among collegiate figure skating clubs.

The first intercollegiate competitions were held in 1997 and lasted only a few hours, now they're held over multiple days.

**Approximately 50 colleges and universities participated last season.**

### HOW IT WORKS:

Skaters represent their college, and those that place in the top five in their individual event earn "team points" for their school. At the end of the event, colleges are ranked according to the total number of points their skaters earn.

Intercollegiate team figure skating creates a way for what is typically an individual sport to be competed as a team and allows figure skaters the chance to be a part of a collegiate club sport. The ninth annual championships were held in April 2008 in Chelsea, Mich.

## SYNCHRONIZED TEAM SKATING

Synchronized team skating is a highly technical form of team skating characterized by speed, accuracy, intricate formations and breathtaking transitions performed by teams of 8-20 skaters. Currently, 522 teams are registered with U.S. Figure Skating, with about 5,000 athletes participating annually in the sectional championships.



Team skating competitions first began in 1976 in Ann Arbor, Mich. In 1984, 38 teams competed at what was then called the U.S. Precision Championships.

- In 2000, synchronized skating reached a milestone when Minneapolis, Minn., hosted the first ISU World Synchronized Skating Championships.
- In 2003, more than 100 teams competed at the U.S. Synchronized Team Skating Championships.
- In 2008, 288 teams competed in the qualifying system, with 92 teams progressing to the U.S. Synchronized Team Skating Championships.

Synchronized skating provides figure skaters who typically compete individually with the opportunity to participate in a team sport. It also gives more skaters a chance to compete at the sectional and national level. The teams compete in nonqualifying events as well as qualifying events that culminate with the **U.S. Synchronized Team Skating Championships**.

Each year U.S. Figure Skating selects 10-15 teams with 20 athletes per team to represent the United States at international competitions, the World Junior Challenge Cup and the World Synchronized Skating Championships. For the 2008-09 season, 14 teams will represent the U.S. at several international competitions.

In addition to television, coverage of the 2008 U.S. Synchronized Team Championships and all three Sectional Championships were provided online via webcast at [www.icenetwork.com](http://www.icenetwork.com).

## COLLEGIATE SYNCHRONIZED SKATING

As recently as 1998, there were only four collegiate synchronized skating teams in the country, but at the 2008 U.S. Synchronized Team Skating Championships, 12 teams entered the collegiate division.

Teams representing colleges are also eligible to compete at the senior level. In 2008, the Haydenettes became the U.S. champions at the senior level. They went on to place fifth at the 2008 World Synchronized Skating Championships. In 2007, Miami University won the silver medal at the World Synchronized Skating Championships - the highest placement and first-ever World medal for any U.S. synchronized skating team.

### THE U.S. FIGURE SKATING MEMORIAL FUND

In February 1961, a tragic plane crash in Belgium took the lives of the entire U.S. World Figure Skating Team as well as many officials, coaches, family and friends who were on their way to represent the U.S. at the World Figure Skating Championships in Prague, Czechoslovakia.



Rather than erecting a monument to memorialize the 1961 World Team, U.S. Figure Skating created the **Memorial Fund** as a living endowment to assist skaters in reaching their highest potential. For 46 years, the Memorial Fund has paid tribute to the fine character of that team by soliciting contributions from individuals, corporations and foundations, and has used those funds in the form of financial assistance to aspiring skaters.

The Memorial Fund supports two programs, the Competitive Skaters' Assistance Program (CSAP) and the Academic Scholarship Program (ASP). From these programs qualified skaters receive support to help defray their training and college expenses. **More than 120 skaters receive financial assistance totaling \$300,000 from the Memorial Fund each year.**

In 2008, U.S. Figure Skating again celebrated Memorial Fund Month to honor the victims of the 1961 crash. Through the sale of gold medal wishes at clubs and rinks across the country, the goal of the program is to raise money while creating awareness of the 1961 crash and how the Memorial Fund benefits today's skaters.

For more information on the Memorial Fund and how to contribute, please visit: [www.usfigureskating.org](http://www.usfigureskating.org) and click on "Donate to the Memorial Fund"

## ATHLETE FUNDING

Of U.S. Figure Skating's estimated annual budget of \$13.2 million, more than **\$8 million** was used for athlete funding and assistance in 2007-08, sending athletes to international competitions, athlete programs, synchronized skating programs and performance bonuses. This number represents more than 60 percent of the total budget, which underscores the commitment of U.S. Figure Skating to its athletes.

This \$8 million went to athletes through direct and indirect funding. Throughout the 2007-08 season, U.S. Figure Skating directly distributed more than **\$1 million** to its athletes through training grants and financial assistance. The funding, which is distributed through the Athlete Support Program (ASUPP), the U.S. Figure Skating bonus program and the U.S. Figure Skating Memorial Fund, reaches all levels of U.S. figure skaters – from juvenile-level skaters to U.S. World Team members.



**Funding from the Athlete Support Program and Synchronized Team Envelope Funding will assist more than 300 U.S. figure skaters and synchronized skaters who were selected to one of the 2008-09 Team Envelopes.**

The U.S. Figure Skating Team Envelope system has been established to identify top figure skaters throughout the United States. Athletes are selected to one of five envelopes – Team A, Team B, Team C, Reserve Team and Developmental Team – based on their competition placements throughout the season. The five-level system serves as a guideline when determining funding levels and selecting athletes for international competitions.

Of the \$8 million set aside for athletes, more than **\$1 million** is used for team travel, international housing and competition expenses. **U.S. Figure Skating sent 564 athletes to 33 international figure skating and synchronized team skating competitions during the 2007-08 season.**

U.S. Figure Skating and the Program Development Committee are in charge of the annual **Scholastic Honors Team**. The Scholastic Honors Team is a program designed to provide recognition and scholarships to high school age U.S. Figure Skating members who have distinguished themselves in figure skating and high school academics.

## FINANCE

The United States Olympic Committee also financially supports U.S. Figure Skating athletes through the High Performance funding programs and Operation Gold. U.S. Figure Skating operates on an estimated annual budget of \$13.2 million.

Additional revenue is generated from U.S. Figure Skating and Basic Skills memberships, the Memorial Fund, the U.S. Figure Skating Foundation, publications and U.S. Olympic Committee programs.

## ICENETWORK.COM

U.S. Figure Skating and MLB Advanced Media, LP (MLBAM), the interactive media and Internet company of Major League Baseball, have joined forces to create icenetwork.com. The multi-year partnership assigns all of U.S. Figure Skating's interactive media rights to icenetwork.com.

Icenetwork.com was unveiled in August 2007, with news, video, athlete bios, schedules, results, shopping and much more.

All news, athlete information and fan-oriented material previously on usfigureskating.org is now on icenetwork.com, while the organizational web site is dedicated to providing information for U.S. Figure Skating's members, athletes, coaches, judges and officials.

Subscribers to icenetwork.com receive unprecedented access to domestic and international events, including every phase of the 2009 U.S. qualifying season, Skate America and an assortment of professional skating shows. Fans have the opportunity to watch the novice, junior and senior competitions at the U.S. Championships in their entirety through icenetwork.com and coverage on NBC.



## SKATING MAGAZINE

SKATING is the official publication of U.S. Figure Skating and is considered one of the premier figure skating magazines in the world today. SKATING is a three-time recipient of the Edi Award for Skating Publication of the Year, awarded by the Professional Skaters Association (PSA).



**SKATING** boasts a subscription list of more than 45,000 and a readership of approximately 130,000.

The magazine, which is published 11 times per year, is a full-color, newsstand-quality publication available to all U.S. Figure Skating members and subscribers.

**SKATING** is in its 85<sup>th</sup> year of publication and features news and profiles on U.S. and international skaters, reports on U.S., international and Olympic events, columns on health and fitness, sponsor news, event schedules and ticket information. The magazine also covers all levels and disciplines of skating, from grassroots to adult to synchronized skating.

SKATING is also part of U.S. Figure Skating Online: [www.usfigureskating.org/magazine.asp](http://www.usfigureskating.org/magazine.asp). In addition to highlights from the current issue, past issues of SKATING magazine are available in the archive area.

Annual SKATING magazine subscriptions are available for \$27.50 within the United States. Canadian and foreign subscriptions are also available.

## U.S. FIGURE SKATING ONLINE

U.S. Figure Skating Online, located at [www.usfigureskating.org](http://www.usfigureskating.org), is the official web site of U.S. Figure Skating. Its purpose is to provide the almost 200,000 members of the organization with everything from downloadable forms to information about U.S. Figure Skating clubs and programs. Visitors can also join U.S. Figure Skating's Friends of Figure Skating, subscribe to SKATING magazine or donate to the Memorial Fund.

## FIGURE SKATING OLYMPIC TV COVERAGE

Figure skating arguably has the highest visibility of any Olympic sport, consistently receiving higher television ratings and more broadcast hours than other sports in national and Olympic television programming.

During the 2006 Olympic Winter Games in Torino, Italy, primetime coverage received a 12.2 rating, with the ladies free skate receiving a 15.8 rating/24 share.

2006 Olympic Winter Games on NBC		
EVENT	RATING	SHARE
Pairs Short Program	13.5	23
Pairs Free Skate	12.8	20
Men's Short Program	11.3	18
Men's Free Skate	11.9	19
Compulsory Dance	11.2	19
Original Dance	11.6	18
Free Dance	13.6	21
Ladies Short Program	15.5	23
Ladies Free Skate	15.8	24
Exhibition	9.7	17

1994 Olympic Winter Games figure skating broadcasts are the **highest-rated Winter Olympic television programming of all time**. The ladies short program from Lillehammer, Norway, had the sixth-highest rating in television history (**48.5**), and was the third largest of all time for a sporting event, placing behind Super Bowl XVI and Super Bowl XVII.

### FAST FACTS

- In 2006, 184 million total, unduplicated viewers (nearly two-third of all Americans) watched the Olympics on the networks of NBC Universal, despite a six-hour time difference between Torino and the East Coast of the United States.
- NBC's Universal networks of NBC, USA, MSNBC and CNBC provided more than 418 total hours of coverage, including the most live coverage of any Olympic Winter Games in history.
- NBCOlympics.com had 361 million page views, more than double the number of page views during the Salt Lake Olympic Winter Games (145 million) and 44 percent higher than the total number during the Athens Olympics (251.4 million).
- NBC's unprecedented coverage of the 2008 U.S. Figure Skating Championships on NBC attracted almost 12.5 million viewers.

## U.S. FIGURE SKATING ON NBC

U.S. Figure Skating has partnered with NBC to broadcast the U.S. Figure Skating Championships and Skate America, an Olympic-style international figure skating event that is part of the International Skating Union (ISU) Grand Prix Series.



This three-year partnership, which includes live and primetime coverage in high definition, will run through the 2010 Olympic season. The relationship is structured to allow U.S. Figure Skating to maintain control of its marketing and media rights while partnering with the Olympic network to bring 10 hours of premier programming on NBC to figure skating fans.

### NBC Universal TV Schedule\*

#### 2008 Skate America

Oct. 26, 2008.....4 - 6 p.m. ET ..... NBC (LIVE)

#### 2009 U.S. Figure Skating Championships

Jan. 24, 2009.....3 - 6 p.m. ET ..... NBC (LIVE)

Jan. 24, 2009.....9 - 11 p.m. ET ..... NBC (LIVE)

Jan. 25, 2009.....4 - 6 p.m. ET ..... NBC (LIVE)

#### 2009 U.S. Figure Skating Spectacular

Jan. 31, 2009.....2:30 - 4:30 p.m. ET .. NBC

#### 2009 World Figure Skating Championships

March 25, 2009.. ....4:30 - 6:30 p.m. ET .. Oxygen

March 25, 2009.. ....6:30 - 8:30 p.m. ET .. Oxygen (LIVE)

March 26, 2009.. ....12 - 2 a.m. ET ..... Oxygen (LIVE)

March 26, 2009.. ....11 p.m. - 1 a.m. ET .. Oxygen (LIVE)

March 27, 2009.. ....4:30 - 6:30 p.m. ET .. Oxygen

March 27, 2009.. ....6:30 - 8:30 p.m. ET .. Oxygen (LIVE)

March 28, 2009.. ....12 - 2 a.m. ET ..... Oxygen (LIVE)

March 28, 2009.. ....9 - 11 p.m. ET ..... NBC (LIVE)

\*SCHEDULE SUBJECT TO CHANGE

## FIGURE SKATING FAN AUDIENCE PROFILE

- As a sport, figure skating has the largest fan base of females 12 and older. These fans prefer to watch skating over the NFL, MLB, NBA and college football.
- Figure skating has the sixth-largest fan base of people (male and female) 12 and older. (Only the NFL, MLB, NCAA football and NCAA basketball rank higher.)
- Figure skating ranked third in the Fan Intensity Index (percentage of fans who consider themselves avid).
- 65% of females over 12 consider themselves figure skating fans.
- 75% of women over 55 consider themselves figure skating fans.
- 68% of figure skating fans have college degrees.
- 52% of figure skating fans own a personal computer.
- Median household income of figure skating fans is approximately \$90,000.
- 34% have household incomes of more than \$100,000.
- 42% have household incomes of more than \$75,000.

*Based on the research done by Turnkey Sports at the 2007 State Farm U.S. Figure Skating Championships and a 2003 ESPN Sports Poll and performance research at the 2004 State Farm U.S. Figure Skating Championships*

## U.S. FIGURE SKATING RECORDS

### OLYMPIC RECORDS

- U.S. figure skaters have won more **Olympic medals (44)** than any other country in history.
- The U.S. has won at least one figure skating medal in **16 consecutive Olympic Winter Games**, dating back to 1948 when Dick Button won his first Olympic gold medal.

### INTERNATIONAL RECORDS

- Figure skaters representing the United States have won **178 World Championship medals and 50 World titles**.

### SINGLES RECORDS

- **Michelle Kwan**, the most decorated U.S. figure skater in the history of the sport, has claimed nine World medals (5 gold, 3 silver, 1 bronze), nine U.S. titles and two Olympic medals (1 silver, 1 bronze).
- **Timothy Goebel** became the first man in history to complete **three quadruple jumps** in one program at 1999 Skate America in Colorado Springs, Colo.
- **Kimmie Meissner**, who took first place at the 2006 World Championships at age 16, is also the second U.S. woman ever to land a triple Axel in competition.

## U.S. FIGURE SKATING EVENTS

More than 1,300 events, which include performances, exhibitions and competitions, are sanctioned by U.S. Figure Skating each year.

The nine **regional** competitions, followed by three **sectional** competitions, begin the pipeline of U.S. Figure Skating's qualifying competitions, which lead top athletes to U.S., World and Olympic levels. For the past six years, approximately 20,000 figure skaters have competed at the regional level.

In addition to the many club, regional and sectional competitions, U.S. Figure Skating conducts the **U.S. Figure Skating Championships** and **Skate America**. Skate America is one of the six prestigious events included in the ISU Grand Prix of Figure Skating Series.



The **U.S. Championships** is the premier event conducted each year by U.S. Figure Skating. The competition features more than 250 skaters competing for national titles in three divisions (senior, junior and novice).

The U.S. Championships are typically held for 10 days in January. Bidding to become a host city of the U.S. Championships takes place three years in advance of the event, and bidding for other U.S. Figure Skating qualifying competitions takes place two years in advance. Clubs vying for any event must meet event requirements and venue specifications to be eligible.

The 2007 State Farm U.S. Figure Skating Championships held at Spokane Arena in Spokane, Wash., produced a record-setting attendance of almost 155,000 spectators throughout the week. The sellout crowd beat the previous record set in Los Angeles in 2002 by 30,000 tickets sold. Ticket sales for the 2010 U.S. Championships, which return to Spokane, Wash. are on pace to break the record, with 45,098 tickets sold as of June 2008.

Adult figure skating has shown tremendous growth in the past several years. The U.S. Adult Championships debuted in 1995 with 421 entries competing in 626 starts. By 2001, 943 entries represented nearly 1,100 starts, and those numbers continue to grow. The 2008 U.S. Adult Championships were held in Lake Placid, N.Y.

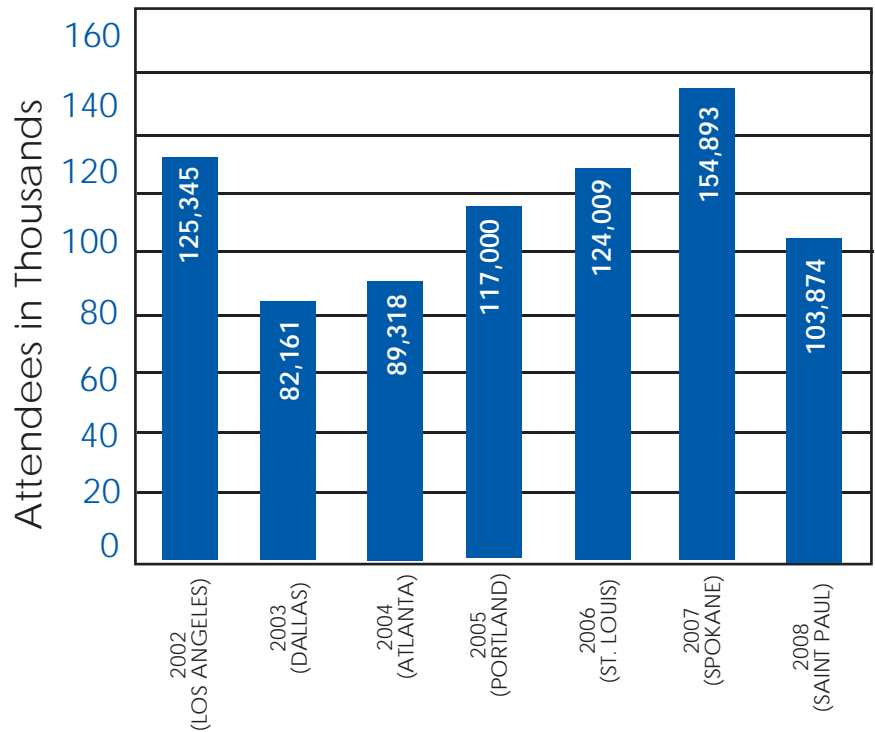
**U.S. Figure Skating competitions typically attract an impressive number of national media. The U.S. Championships annually bring in more than 150 national and international journalists, with that number rising to 300 in an Olympic year. The event is one of the most visible Olympic-eligible championships in the United States.**

### IN-ARENA FAN PROFILE

On-site research was conducted by Turnkey Sports at the 2007 State Farm U.S. Figure Skating Championships in Spokane, Wash., over the weekend of Jan. 27-28.

- The number of female attendees more than doubled the number of males (75% vs. 25%).
- 42% had household incomes of \$75,000+ and 35% had incomes of \$100,000+, with a median income of \$90,000.
- 90% rated their overall experience at the event 5 or higher (on a scale of 1 to 7).
- 56% of fans considered themselves avid or fanatical.
- 37% traveled 200 or more miles to attend the event.
- 60% attended the event with family.
- 60% of fans said they were extremely satisfied with the event.
- 68% of fans agreed with the statement that they would be more loyal to a company's brand or service as a sponsor of U.S. Figure Skating.
- 32% indicated they were more interested in purchasing products and services from a sponsor.

### U.S. CHAMPIONSHIPS ATTENDANCE



### CONTACTING U.S. FIGURE SKATING

To contact U.S. Figure Skating, write:

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