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## **FIBA APPOINTS DSI by INVERLEIGH TO DISTRIBUTE OFFICIAL WEEKLY TELEVISION SERIES, 'FIBA WORLD BASKETBALL'**

**GENEVA** – FIBA (International Basketball Federation) and Inverleigh Media Holdings (international sports media company) today announced a new long-term partnership whereby Inverleigh will become the exclusive producer and international distributor of the official weekly television series 'FIBA World Basketball' starting in January 2013.

DSI by Inverleigh, the dedicated distribution arm of Inverleigh, will be responsible for the exclusive worldwide marketing of the series and is holding discussions with potential broadcast partners at MIPCOM and Sportel industry markets in the lead-up to the commencement of the partnership in January.

FIBA World Basketball, the half-hour weekly programme originally launched in 2006, promotes international basketball and provides fans with highlights and feature stories from basketball played at the top level around the world, including FIBA World and Continental Championships as well as key continental and national leagues and footage from the FIBA archive.

"It is with great pleasure that we announce our partnership with DSI by Inverleigh and look forward to working together with them," said FIBA Secretary General and International Olympic Committee (IOC) member Patrick Baumann.

"The FIBA World Basketball programme is a very important tool in our mission to continuously keep growing the sport globally. We are confident that through this new partnership, the series can catch the attention of more and more fans worldwide."

The appointment marks a return to familiar territory for Inverleigh Directors Matt Whytcross and Peter Wraith, who were directly involved in the original development and launch of the series.

"We are delighted to partner FIBA in a programme so highly-regarded by both broadcasters and audiences," said Whytcross. "This partnership is an important strategic step for Inverleigh and we are excited by the prospect of delivering an outstanding programme for basketball fans worldwide".

For more information about FIBA World Basketball, please visit [fiba.com](http://fiba.com) or contact DSI by Inverleigh (exclusive distributor of the series) via the details provided below

### **For further information:**

DSI by Inverleigh  
Contact: Mr Matt Whytcross  
[whytcross@inverleigh.com](mailto:whytcross@inverleigh.com)  
+44 777 6000 406

[www.inverleigh.com](http://www.inverleigh.com)

FIBA – International Basketball Federation  
Contact: Mr Patrick Koller  
[communications@fiba.com](mailto:communications@fiba.com)  
+41 22 545 00 00

[www.fiba.com](http://www.fiba.com)