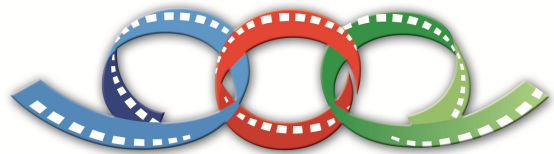


# LE ATTIVITA' DELLA FICTS

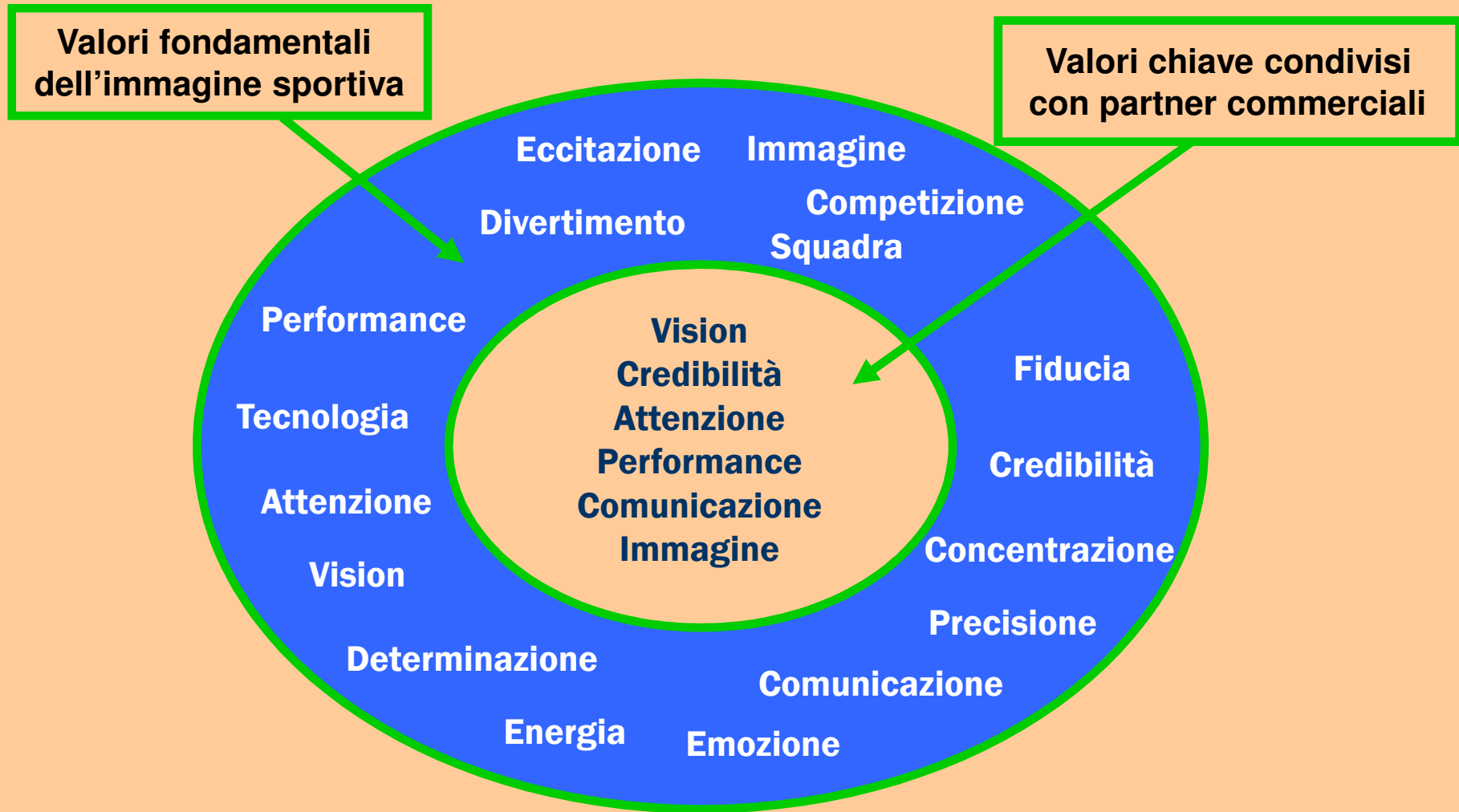


***WORLD FICTS CHALLENGE*** ***WORLD FICTS CHALLENGE***

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Circuito internazionale per video sportivi provenienti dai 5 Continenti che si sviluppa in varie fasi, prima della finale mondiale.

# I VALORI DELL'EVENTO



# IL WORLD FICTS CHALLENGE 2012

## WORLD FICTS CHALLENGE 2012 15 Festival in 5 Continents



**Barcelona - SPAIN**  
10 - 12 May



**Istanbul - TURKEY**  
11 - 13 May



**Matera - ITALY**  
31 May - 3 June



**Guayaquil - Ecuador**  
22 - 24 June



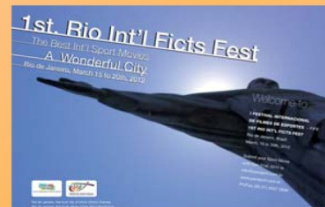
**Hanoi - VIETNAM**  
3 - 6 July



**Yakutsk - REP. SAKHA**  
4 - 7 July



**Kampala - UGANDA**  
14 - 16 August



**Rio de Janeiro - BRAZIL**  
23 - 27 August



**Tashkent - UZBEKISTAN**  
8 - 10 September



**Liberec - CZECH REP.**  
18 - 20 September



**Lipetsk - RUSSIA**  
25 - 28 September



**Baku - Azerbaijan**  
9 - 12 October



**Los Angeles - USA**  
8 - 10 November



**Beijing - CHINA**  
14 - 16 November



**Milan - ITALY**  
5 - 9 December



# IL WORLD FICTS CHALLENGE 2012



# UNA PIATTAFORMA GLOBALE CHE UNISCE IL MONDO



Dalla Cina al Brasile, dall’Africa all’Europa, più di **3 milioni di fan ogni giorno** si attivano per il “World FICTS Challenge” in 14 sedi nei 5 Continenti.

Ogni evento “World FICTS Challenge” crea una vasta domanda per un simile evento in un nuovo Paese.

Uno dei compiti chiave per il “World FICTS Challenge” è di creare eventi accessibili al maggior numero possibile di persone nel Paese ospitante.

Per questa ragione tutti gli eventi sono ad **ingresso gratuito**, per poter consentire la partecipazione anche a coloro che altrimenti non avrebbero la possibilità di pagare un biglietto di ingresso.

108 NAZIONI  
150 PROIEZIONI  
30 PREMIAZIONI  
8 MEETING  
4 MOSTRE  
10 ORE SU  
RAI SPORT 2

**INGRESSO LIBERO / FREE ENTRANCE**  
dalle 15,30 alle 22,30 - free ad manifestazione gratuita  
[www.sportinviestv.com](http://www.sportinviestv.com)

Vaste operazioni logistiche ed un esemplare coordinamento tra la FICTS e le città ospitanti sono le basi di questo successo, che assicurano che ogni partecipazione ad un evento “World FICTS Challenge” sia un’esperienza unica, indipendentemente dal giorno in cui lo spettatore decida di partecipare.

Mentre le città ospitanti o le agenzie selezionate dalle città stesse sono le organizzatrici degli eventi locali, la FICTS assume la responsabilità della gestione complessiva del progetto ed il coordinamento dell'intero Progetto "World FICTS Challenge".

Il "World FICTS Challenge" è ampiamente coperto dai media internazionali.

## **Un totale di 2.800 giornalisti accreditati**

effettuano reportage dagli eventi "World FICTS Challenge".

Un'ampia copertura attraverso tutti i formati media aggiunge un grande valore al livello di esposizione mediatica nel mondo.

Certamente, il successo del "World FICTS Challenge" è in gran parte dovuto alla partecipazione degli stakeholders, compresi gli Sponsor locali.

I numeri parlano da soli:

- **3 milioni di visitatori del "World FICTS Challenge"**
- **una percentuale complessiva di soddisfazione del 93%**

confermano chiaramente e categoricamente l'enorme popolarità e successo del progetto.

Il "World FICTS Challenge" è una realtà consolidata.

# IL PRESTIGIO INTERNAZIONALE

I Partner possono beneficiare:

- prestigio nazionale ed internazionale dell'evento;
- alto numero di stakeholders coinvolti;
- un target giovane (il 66% of the participants is less than 40 years old);
- presenza su stampa sportiva, su riviste di cinema e tv, sulle più importanti pubblicazioni;
- alto numero di contatti;
- opportunità di segmentazione;
- opportunità di personalizzazione.



VISIBILITA' IN TV

PARTECIPAZIONE

ADVERTISING

PROMOZIONE SUL LUOGO



# IL "WORLD FICTS CHALLENGE 2011"



## BARCELONA (Spain) "2<sup>nd</sup> BCN INTERNATIONAL FICTS FESTIVAL" FICTS In collaboration with Fundacio Barcelona Olimpica



Prof. Franco Ascani awards Mr. Alejandro Blanco  
(Spanish Olympic Committee President)

17<sup>th</sup> - 21<sup>st</sup> August 2011

Barcelona hosted "2<sup>o</sup> BCN Sports Film – Barcelona International FICTS Fest", event organized by Fundació Barcelona Olímpica and by Museu Olímpic i de l'Esport in collaboration with Ajuntament de Barcelona, l'Institut Barcelona Esport and Nikita Distribution. The Ateneu Barcelonès, with more than 150 years of history, has hosted the "Opening Ceremony". During the Festival it took place the Workshops "The Educational values of Sport on Television and Film" and "Private and public finance for the production of sports films" organised in collaboration with ESPN Emea. During the "Award Ceremony", at the "Museu Olímpic i De l'esport", headed by Juli Pernas Lopez, Prof. Franco Ascani gave the Excellence Guirlande d'Honneur to the President of the Spanish Olympic Committee Dr. Alejandro Blanco.





# IL "WORLD FICTS CHALLENGE 2011"



## NHA TRANG (Vietnam) "6th VIETNAM INTERNATIONAL FICTS FESTIVAL" FICTS In collaboration with "Vietnam Cinema of Sports & Tourism"



11<sup>th</sup> -15<sup>th</sup> June 2011



VCST  
VIETNAM CINEMA OF SPORTS AND TOURISM

The "Vietnam International FICTS Festival - Sport, Tourism, Movies & Tv", Festival organised by "Vietnam Cinema of Sports & Tourism", led by FICTS President for Asia Nguyen Xuan Vinh, took place at Nha Trang. The Vietnam City, famous tourist destination, hosted the "Nha Trang - Sea Festival 2011" in which there was the Festival. The main characteristic of this edition was tourism and sport. The Festival, organised in the framework of the World Championship of the Cinema and the sport Television, had the aim to promote more the sport and tourism quality through the images. The Festival included, beyond the projections, 48 side activities (car races, sports parachuting, etc.), some of them connected to water sport (windsurf), at the presence of the most celebrated athletes of these sports disciplines coming from Korea, France, Cuba and PR of China.

# IL "WORLD FICTS CHALLENGE 2011"



## ISTANBUL (Turkey) 1<sup>st</sup> ISTANBUL INTERNATIONAL FICTS FESTIVAL" FICTS In collaboration with the Saraçoğlu Productions Ltd



CANDIDATE CITY WFC WORLDWIDE FINAL 2014

23<sup>rd</sup> - 25<sup>th</sup> Sept. 2011



*The city where the continents, the art and the sport meet...*



Turkey  
istanbul

[www.sporfilmfest.org](http://www.sporfilmfest.org)

The first Edition of the "Istanbul International FICTS Fest" ended with a success with public and Critics. The event organized in collaboration with the Saraçoğlu Productions Ltd, the Turkey General Directorate of Youth and Sports, the Culture Italian Institute in Turkey, the Istanbul Metropolitan Municipality and Sports AS, hosted the Workshop "Role of the film industry in the development of sport categories" attended by the delegates of the most important world television broadcasts. The "Award Ceremony" took place in the Aya Irini Church that, in the past, hosted qualifying concerts of the big personalities of music. NTV Sport – the most important sport channel in Turkey – has been the media partner with 6 live-hours of the Festival every day. The Festival involved - beyond the producers and the directors coming from all over the world – 25 cinema and sport Universities and 30 Turkey cities in the pursuit of the slogan "Sport and Culture".



# IL "WORLD FICTS CHALLENGE 2011"



## LOS ANGELES (Usa) "ALL SPORTS LOS ANGELES FILM FESTIVAL" FICTS In collaboration with "All Sport Film Fest"



**11<sup>th</sup> - 13<sup>th</sup> Nov. 2011**

### ALL SPORTS LOS ANGELES FILM FESTIVAL

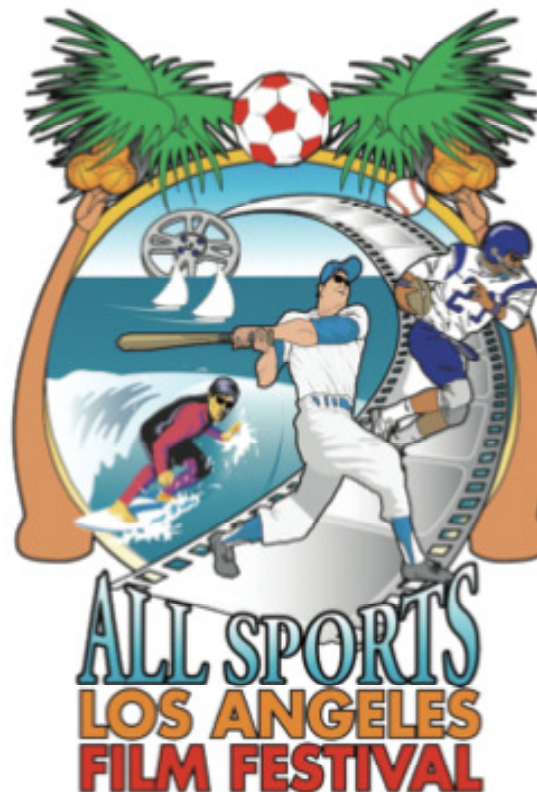
Promoting the art of screenwriting and filmmaking  
in the world of sports and competition.

November 11-13, 2011  
El Portal Theater  
North Hollywood, California

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

 @SportsFilmFest

 [facebook.com/SportsFilmFest](https://www.facebook.com/SportsFilmFest)



FICTS - Fédération Internationale  
Cinéma Télévision Sportifs undersigned  
an exclusive partnership together with  
the "All Sports Los Angeles Film Festival"  
that will take place from 11<sup>th</sup> al 13<sup>th</sup>  
November in Hollywood (California).

The Festival, organized by the Hoosier  
Daddy Films directed by Pat Battistini  
(Director of the Festival), will take place  
to the Theatre El Portal, historical place  
of Saint Fernando Valley, situated in  
the heart of North Hollywood near the  
greatest cinematographic American  
studios like Universal Studios, Warner  
Brothers, Disney, ABC, CBS and  
NBC-Radford. The Festival has been  
inserted in the Circuit of Worldwide  
Championship of Cinema and sport  
Television "World FICTS Challenge.

# IL "WORLD FICTS CHALLENGE 2011"



## MATERA (Italy) "1st MATERA INTERNATIONAL FICTS FESTIVAL"

FICTS in collaboration with Polisportiva Virtus Matera



18<sup>th</sup> -20<sup>th</sup> April 2011

**SPORT FOR PEACE**

MATERA 18-23 APRILE 2011

**MATERA INTERNATIONAL FICTS FESTIVAL**

Dal 18 al 20 Aprile 2011 - Mediateca Provinciale

PROJECTIONS  
MEETINGS  
WORKSHOPS  
EXHIBITIONS  
EVENTS  
PRESS CONFERENCES

Investiamo sul nostro futuro



Success of audience and critic characterized the "Matera International FICTS Festival" organized in the "the Stone city" (recognized a World Heritage site by UNESCO) by the Pol. Virtus Matera Association presided by Antonio Conterposito) in collaboration with the FICTS. The Sala Consiliare "della Memoria e del Ricordo" host the Festival "Opening Ceremony" at the presence of the Basilicata Region (Councillor for Education, Work, Culture and Sport Rosa Mastrosimone) and Province (Chairman of the Council Board Aldo Chietera), the City of Matera (Councillor for Culture and Tourism Cornelio Bergantino), and Chamber of Commerce Institutional representatives. The "Awarding Ceremony" took place on April the 20th at Palazzo dell'Annunziata - Province Multimedia library which host the video projections during the Festival. Prof. Franco Ascani, who opened the Festival, supports - through the "Matera International FICTS Festival" - the Basilicata city candidature to "Culture European Capital 2019".



# IL "WORLD FICTS CHALLENGE 2011"



**RIO DE JANEIRO / SAN PAOLO (Brazil)**  
"2<sup>nd</sup> CINEFOOT INTERNATIONAL FOOTBALL FILM FESTIVAL"  
FICTS in collaboration with "Internationales Fußballfilmfest"



**26<sup>th</sup>/31<sup>st</sup> May-2<sup>nd</sup>/5<sup>th</sup> June 2011**

**2011**  
**2<sup>nd</sup> CINEfoot**  
**FESTIVAL DE CINEMA DE FUTEBOL**  
**INTERNATIONAL FOOTBALL FILM FESTIVAL**

**MAY | RIO DE JANEIRO**      **JUNE | SÃO PAULO**

**BRASIL**

[www.cinefoot.org](http://www.cinefoot.org)

CONEXÃO CULTURAL    IBEFEST    11mm    CINEMA TELEVISION SPORTIFS    ESPORTE    CINEFOOT

The second edition of "Cinefoot - International Football Film Festival" came into the FICTS Family with two important appointments in Brazil: a itinerant Festival - dedicated to the audiovisual that have as main topic the football - that took place in Rio de Janeiro from 26th to 31st May (at the Arteplex cinema) and in San Paolo from 2nd to 5th June (at the "Museu do Futebol"). The Fédération Internationale Cinéma Télévision Sportifs undersigned an exclusive partnership with the "Cinefoot - International Football Festival Film" directed by Antonio Leal that expected the introduction of the event in the Worldwide Championship of Cinema and Sport Television "World FICTS Challenge". The winning works to the "Cinefoot" made up by tv and movie productions fully dedicated to football, will be in competition in Milan, from 28th October to 2nd November, to "Movies & Tv Football Fest". The third edition will take place in Rio de Janeiro and San Paolo from 24th to 29th May 2012.

# IL "WORLD FICTS CHALLENGE 2011"



## TASHKENT (Uzbekistan) "6th TASHKENT INTERNATIONAL FICTS FESTIVAL"

FICTS In collaboration with the Uzbekistan National Olympic Committee



5<sup>th</sup> - 8<sup>th</sup> Sept. 2011



NATIONAL  
TV & RADIO COMPANY  
OF UZBEKISTAN

PALACE OF CINEMA



INTERNATIONAL FEDERATION  
SPORT MOVIES & TV

GOVERNMENT REPRESENTATIVE  
AGENCY OF DUBAI



NATIONAL AGENCY  
"UZBEKKINO"

VI TASHKENT INTERNATIONAL FESTIVAL

"SPORT MOVIES & TV"

"SOVPLASTITAL" JV

8-10 SEPTEMBER



Tashkent hosted the "6th Tashkent International FICTS Festival". The Festival finished with great success and with the delivery of the Prizes to the winners during the "Award Ceremony" at the Olympic Glory Museum live broadcasted by the Sport Channel of Uzbekistan. The Festival was organized by the FICTS Vice President Mr Sabir Ruziev, President of Uzbek Fencing Federation and President of Uzbek Federation Cinema Television Sportifs, under the patronage of the Uzbek Olympic National Committee, the State Tv Ministries, with the support of Uzbek Olympic National Committee, the Uzbek Federation of Football, Box, Athletics, Fencing, Fight and the "State Tv Ministries". The Olympic Glory Museum of Tashkent (Uzbekistan) hosted the "Opening Ceremony" of the "6th Tashkent International FICTS Festival" in progress in these days in Tashkent in the 20th Anniversary of Independence of the Republic of Uzbekistan.



# IL "WORLD FICTS CHALLENGE 2011"



**KAMPALA (Uganda)**  
**"5th KAMPALA INTERNATIONAL FICTS FESTIVAL"**  
FICTS In collaboration with the "Uganda Olympic Committee"



**FICTS UGANDA**  
**PRESENTS**  
**THE 5TH KAMPALA**  
**FICTS**  
**INTERNATIONAL FESTIVAL**  
**16TH - 18TH AUGUST**  
**SPORT MOVIES & TV**  
**2011**

3 DAYS OF SPORTS FILMS, MEETINGS, POSTER & PHOTO EXHIBITIONS AND A WORKSHOP

**Free Entry** AT  
CLUB LE BEAUJOLAIS (CENTENARY PARK)



**16<sup>th</sup> - 18<sup>th</sup> August 2011**

The "5th Kampala International FICTS Festival", opened by the FICTS Uganda President, Andrew P. Luwandagga, who evidenced the importance of the African sport more and more to overturns, registered a great success of audience and critic. Jasper Aligaweesa, the General Secretary of the Uganda National Sports Council, has been guest of Honour at the "Opening Ceremony", who commended the organising of committee of FICTS Uganda for putting up the annual event for the last four years. The "Award Ceremony" took place at the Club "The Beaujolais" of Kampala to the presence of personalities of the sport and the cinema among which the Belgian director Peter Stevens. Documentaries, shorts, movies, adverts and cartoons can take part to the Festival African and from all over the world.

# IL "WORLD FICTS CHALLENGE 2011"



## SARANSK (Russia) "4th SARANSK INTERNATIONAL FICTS FESTIVAL" FICTS In collaboration with International Festival Sports Movie



SOCHI (RUSSIA) CANDIDATE CITY WFC WORLDWIDE FINAL 2013

8th - 11th Sept. 2011

International sport forum  
"Russia - County of Sports"



**III INTERNATIONAL FESTIVAL  
SPORTS MOVIE**



**Tarpishev Shamil**  
President of the International Festival Sports Movie  
Member of the International Olympic Committee



In the framework of the International Forum "Russia - Country of Sports" was held the "Saransk International FICTS Festival" at the State National Drama Theater of Republic of Mordovia. The Festival was organised by International Festival Sports Movie presided by Shamil Tarpishchev, IOC Member and President of Tennis Russian Federation. The aim of the Festival - directed by Mr Yakov Shatkhin - was to promote the life style and the development of Olympic values besides to contribute to the international cooperation of the sport in the centenary of the founding of the Olympic Movement of Russia. FICTS President Prof. Franco Ascani took part - besides the meeting and the encounter - to the Opening and Closing Ceremonies that took place at the Hotel Nadejda di Saransk at the presence of important personalities of the Russian sports world.



# IL "WORLD FICTS CHALLENGE 2011"



## BEIJING (P. R. of China) "7<sup>th</sup> BEIJING INTERNATIONAL SPORTS FILM WEEK" FICTS In collaboration with BODA (Beijing Olympic City Development Ass.)



### CANDIDATE CITY WFC WORLDWIDE FINAL 2012

### 9<sup>th</sup> - 14<sup>th</sup> August 2011



**Time:** 3:00 p.m., August 10, 2011  
**Venue:** Water Cube

"The 7th Beijing International Sports Film Week's Choice Films for the Sport Movies & TV - Milano International Ficts Festival" event provides the opportunity for the creation and exhibition of Chinese and international sports films. Selected outstanding films will be given the chance to compete in the finals of the 29th Sport Movies & TV - Milano International Ficts Festival.

The "New Sport Film Program" Fund will be established with this year's Film Week. As a new attempt of the Twelfth Five -Year Guideline, the Fund will seek submissions from young directors, independent producers, film majors, and other youth in the film industry. The Program asks for innovative sports films with new ideas and points of views, the best of which will be produced with the resources from the Fund. From this day forward, the "New Sport Film Program" will be an essential part of the Beijing International Sports Film Week, and be held annually each August during the Beijing Olympic City Sports Culture Festival.

One Minute Video Collection is an event accepting all amazing, touching, or hilarious sports moments captured on digital video, cell phone, or camera from the public.

**Outdoor Screening:** Yuanmingyuan Park Changchunyuan National Aquatic Centre (Water Cube)  
**Special TV Program:** Beijing TV Station Channel - Youth  
**Online Screening:** SOHU Video will show some of the Film Week's Films during the Film Week

Since three years from the Olympic Games Beijing accommodated the "7th Beijing International Sports Film Week". The "fest of the sport" began on 6th August with the Final match of the Italian Super Cup 2011, the first in absolute in the history, between A.C. Milan (winner of the Italian Championship) and Inter F.C. (winner of Italian Cup) at the Stadium "Bird's nest", futuristic establishment that has host the Olympic Games 2008. In the Olympic green, the Olympic Park where the stadium is situated, was installed the maxi-screen that showed the videos in competition. The event, under the aegis of the FICTS, was organized by the BODA (Beijing Olympic Development Association), the China Central Newsreel and Documentary Film Study, Center film-documentary of the Chinese State Tv - C.C.T.V. (China Central Television) and by the Beijing Tv Station.

# IL "WORLD FICTS CHALLENGE 2011"



## LIPETSK (Russia) "8th ATLANT INTERNATIONAL FICTS FESTIVAL" FICTS In collaboration with the Russian Olympic Committee



27<sup>th</sup> -30<sup>th</sup> Sept. 2011



СОВЕТЪ ЕС  
COUNCIL OF EUROPE

Министерство культуры, спорта и молодежи России  
Ministry of Culture, Sport and Youth Policy

Департамент физической культуры, спорта и туризма Липецкой области  
Department of physical culture, sport and tourism of Lipetsk region

Администрация Липецкой области  
Administration of Lipetsk region

Олимпийский комитет России  
Olympic Committee of Russia

Новая Кинематографическая Компания  
New Cinematograph Company

ЛИПЕЦК 2011  
**АТЛАНТ**  
VIII МЕЖДУНАРОДНЫЙ ФЕСТИВАЛЬ  
СПОРТИВНЫХ ФИЛЬМОВ  
**27 СЕНТЯБРЯ 2011**  
**SEPTEMBER 30**  
РОССИЯ ЛИПЕЦК RUSSIA ЛИПЕЦК  
**АТЛАНТ**  
VIII INTERNATIONAL FICTS FESTIVAL

Centenary  
of the Olympic Committee of Russia

FOUNDED BY:  
Email: atlantfest@mail.ru Tel. +7 495-772-28-14

The city of Lipetsk (Russia) host the "8th Atlant International FICTS Festival" organized by FICTS in collaboration with the "New Cinematograph Company" directed by Nikolay Porokhovink General Director of the event. The Festival was supported by Council of Europe, Ministry of the Sport, Tourism and Youth Policy of Russia, Department of Physical Culture, Sport and Tourism of Lipetsk Region, Russian Olympic Committee (of which is celebrates the Centennial anniversary), the Administration of Lipetsk Region. The Festival was articulated in projections, workshop, conventions, meeting with the presence of the main television channels among which Channel One, the first channel in Russia. The Opening and Closing Ceremonies expected the presence of famous directors and producers and champions of the present and the past.



# IL "WORLD FICTS CHALLENGE 2011"



## LIBEREC (Czech Rep.) "14th LIBEREC INTERNATIONAL FICTS FESTIVAL" FICTS In collaboration with "Sports and Physical Training Org. of Liberec"



20th -22th Sept. 2011

www.sportfilm.cz

BARCELONA  
DA NANG CITY  
HONGKONG  
BELGRADE  
NATONA  
Doha  
TEHRAN  
BEIJING  
KAMPILA  
NICE  
TOKYO  
LIBREC  
LUNTOU  
SARANSK  
ISTANBUL  
WELAND

**sportfilm**

Kino Lipa Liberec  
18. - 20. September 2012  
Screenings: 9:30-20:00

**XV. INTERNATIONAL  
FICTS FESTIVAL**

15th Annual  
Sports Movie Festival

Ceremony: 20th September 2012  
at 16:00, Technical University Liberec

Festival organizer and promoter is  
Sports and physical education organization  
Liberec

Film festival held under the auspices Czech  
Olympic Committee

The city of Liberec hosted - from 20th to 22nd September - the 14th edition of "Liberec International FICTS Festival". The event was organized - in the framework of the Worldwide Championship of the Cinema and sport television "World FICTS Challenge" - by the "Sports and Physical Training Organization" of Liberec in collaboration with the Ministry of the Education, the Czech Olympic Committee, the City and the Region of Liberec. The Festival, presided by Milan Jirásek (President of the Czech Olympic Committee) and by the Vice President Ing. Vladimír Bohá, is directed by Dr Pavel Landa. The Opening and Awards Ceremonies - live broadcasted on Czech television - were held at the "Technical University" of Liberec at the presence of prestigious guests and sport champions.



# IL "WORLD FICTS CHALLENGE 2012"



## 14 EVENTI NEL 2012

• <b>Hanoi</b> (VIETNAM)	"7° Vietnam International FICTS Festival"
• <b>Istanbul</b> (TURCHIA)	"2° Istanbul International FICTS Festival"
• <b>Los Angeles</b> (USA)	"3° All sports Los Angeles Film Festival"
• <b>Guayaquil</b> (ECUADOR)	"1° Guayaquil International FICTS Festival"
• <b>Matera</b> (ITALIA)	"2° Matera International FICTS Festival"
• <b>Tashkent</b> (UZBEKISTAN)	"7° Tashkent International FICTS Festival"
• <b>Yakutsk</b> (RUSSIA)	"5° International FICTS Festival"
• <b>Kampala</b> (UGANDA)	"5° Kampala International FICTS Festival"
• <b>Liberec</b> (REPUBBLICA CECA)	"15° Liberec International FICTS Festival"
• <b>Tianjin</b> (CINA)	"1° Festival of Festivals – Thirtieth year of FICTS"
• <b>Rio</b> (BRASILE)	"1° Rio International FICTS Festival"
• <b>Lipetsk</b> (RUSSIA)	"9° Atlant International FICTS Festival"
• <b>Milano</b> (ITALIA)	"30° Milano International FICTS Fest"
• <b>Pechino</b> (CINA)	"3° Pechino International FICTS Festival"





Federation International Cinema Television Sportifs

Via de Amicis, 17 – 20123 Milano

Tel. 02-89409076

Fax 02-8375973

[info@ficts.com](mailto:info@ficts.com) – [www.sportmoviestv.com](http://www.sportmoviestv.com)