

FIS COUNCIL MEETING 25TH FEBRUARY 2026

SUMMARY MINUTES

1. Opening of the Meeting

President Eliasch opened the meeting and welcomed the participants.

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2. Members present

Johan Eliasch, President (FIS)
Danielle Aravich, Athletes' Representative (USA)
Deidra Dionne (CAN)
Tove Moe Dyrhaug (NOR)
Alex Fiva, Athletes' Representative (SUI)
Anna Harboe Falkenberg (DEN)
Adam Hall, Athletes' Representative (NZL)
Michael Huber (AUT)
Freddy Keirouz (LBN)
Karin Mattsson (SWE)
Tzeko Minev (BUL)
Aki Murasato (JPN)
Alexander Ospelt (LIE)
Dexter Paine (USA)
May Peus (ESP)
Jean-Philippe Rochat (SUI)
Flavio Roda (ITA)
Fabien Saguez (FRA)
Franz Steinle (GER)
Fiona Stevens (NZL)
Verena Stuffer, Athletes' Representative (ITA)
Martti Uusitalo (FIN)

Michel Vion, Secretary General (FIS)
Urs Lehmann, CEO (FIS)

Observers:

Aoife Keane, FIS General Counsel
Marcus Hausen, Director of Presidential Affairs and Strategic Planning & Deputy Secretary General

3. Approval of the Agenda

The Council approved the agenda.

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4. Minutes of the FIS Council Meeting 9th January 2026

The Council will approve the confidential minutes of the FIS Council Meeting 9th January 2026 at its next Council meeting.

The summary minutes of the FIS Council Meeting 9th January 2026 were published on 7th February 2026.

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5. President's Report

Olympic Winter Games Milano Cortina 2026

FIS at the Heart of the Games

Congratulations to our colleague Flavio Roda and the entire Italian Team for hosting and delivering the most successful Olympic Winter Games in history. These Games marked a defining moment for snow sport – an unforgettable celebration of excellence, unity, and innovation. Our FIS disciplines once again stood at the centre of the global stage, accounting for around 50% of all medals awarded at the Olympic Winter Games. The level of performance, diversity, and passion displayed across our events reflected the strength and depth of the global snow sport community.

Expanding Global Participation

The Milano Cortina 2026 Games saw an unprecedented 89 National Olympic Committees compete in FIS events – 10 more than at Beijing 2022. Notably, Benin and the United Arab Emirates made their debut appearances at the Olympic Winter Games, underscoring the growing global reach of our sports.

I LOVE SNOW: A Unified Olympic Campaign

During the Olympic Winter Games, FIS launched a unified digital and branding strategy under one powerful message: I LOVE SNOW. This campaign connected fans to the emotional and human side of snow sport, prioritizing identity, authenticity, and lived experience over results. At its heart was REAL TALK, a daily live show on FIS TV and YouTube, hosted by a rotating cast of athletes including Alexandria Loutitt, Annika Malacinski, Dani Aravich, and Melina Merkhofer. The show brought daily Olympic moments to life through honest, athlete-driven conversations on topics such as handling pressure, intergenerational perspectives, and behind-the-scenes realities – creating a sense of intimacy and relatability for fans. The wider I LOVE SNOW ecosystem expanded this storytelling through more than 70 published features on fis-ski.com/ilovesnow, complemented by three podcast formats – Alpine Pulse, Unplugged, Hidden Champions, and Skirious Problems – alongside newsletters, quizzes, and interactive formats designed to deepen engagement.

Unprecedented Global Reach

FIS social media channels have reached over 600 million people in just two weeks – a remarkable demonstration of snow sport's expanding influence. The Milano Cortina 2026 Games generated new enthusiasm in non-traditional winter sport markets, particularly through the FIS TikTok platform. In Nordic Combined, for example, Vietnam emerged as the second-largest audience (21.3%), trailing only the USA (25.8%) and ahead of traditional powerhouses like Finland. Snowboard, Freestyle, and Freeski events also gained strong traction across Central Asia and the MENA region, with Kazakhstan, Egypt, and Saudi Arabia ranking among top-performing nations for engagement. Freestyle skiing and snowboarding continue to captivate audiences around the world. Seven of the top ten most engaging posts on FIS social media during the Games featured Freestyle events – with Ski Jumping and Cross-Country Skiing also among the highlights. This universality demonstrates how our dynamic, youth-oriented disciplines are inspiring the next generation of winter athletes.

This integrated approach has yielded record results: since October 2025, FIS social media channels have reached 2.07 billion users and generated 54.5 million engagements, already surpassing the previous season's total. The digital strategy aims to turn peak Olympic moments into year-round relationships through athlete-led storytelling and fan-centered experiences.

Platform growth has also accelerated across the ecosystem – FIS TV nearly tripled its audience in January to over 626,000 viewers, while the FIS App and website now reach 2.5 million active users. Together, these efforts have created a cohesive and emotionally resonant narrative that continues to expand the reach and relevance of snow sports worldwide.

Breaking New Barriers

Although female athletes did not yet compete in Nordic Combined at Milano Cortina 2026, the sport achieved a gender-balanced digital audience on FIS platforms – a milestone for visibility and inclusion. Over the past four years, the Nordic Combined community has seen 200% growth in social media following and reach, reflecting its rising global appeal.

“On the Edge: World Cup Ski Racing” now streaming on Disney+

The FIS docu-series, *On the Edge: World Cup Ski Racing*, is now available to Disney+ customers worldwide, following its successful debut on ESPN in the United States. This five-part documentary, produced by FIS in partnership with Bright North USA, the Stifel U.S. Ski Team, and Team USA, brings the 2025/26 Audi FIS World Cup to audiences across EMEA, APAC, and the Americas. Its arrival on Disney+ marks a major step in FIS's strategy to extend the global reach and visibility of Alpine Skiing beyond traditional broadcast platforms – introducing the passion, precision, and human stories of our sport to new audiences around the world.

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Johan Eliasch congratulated Italy and the Milano Cortina organisers for delivering a remarkable Olympic Winter Games that celebrated sport, passion and national flair, despite logistical challenges. He praised athletes, officials and the FIS team for flawless execution, highlighting standout performances such as Federica Brignone's double gold despite injury, Franjo von Allmen's historic three Alpine golds, Johannes Klæbo's six gold medals, Ebba Andersson's inspiring comeback, and the global attention drawn by Lucas Braathen. He also welcomed the success of the new Team Combined Alpine event and suggested exploring a Mixed Team format. Eliasch emphasised the growing global reach of winter sports, with participation rising to 89 nations and record-breaking digital engagement, including over 600 million social media interactions during the Games and unprecedented growth since October

2025. He noted expanding interest in non-traditional winter sport countries and the success of FIS storytelling campaigns. Finally, he addressed the ongoing review of Nordic Combined and Alpine Snowboard's Olympic status, stressing strong growth in visibility and participation despite limited IOC marketing, and concluded by encouraging continued unity to sustain the momentum built over the past five years.

Council Members expressed strong appreciation for the exceptional work delivered by the teams on site at Milano Cortina. It was highlighted as a privilege to witness firsthand how effectively and professionally the teams operated on the slopes under demanding conditions. Members were deeply impressed by the commitment, coordination and practical execution shown throughout the Games. Despite complex logistics and significant challenges, the teams delivered consistently high-quality events, ensuring fair competition and smooth operations across all venues. The collective efforts of staff, race officials, local organisers and volunteers were recognised as a key factor in the overall success of the Games, demonstrating outstanding teamwork, resilience and dedication.

Sandra Spitz, Sport and Event Manager thanked everyone for the recognition and emphasised that the success of the Games was the result of strong teamwork and countless hours of collaboration with the local organising committees, creating an outstanding platform for the athletes to deliver exceptional performances.

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6. Update AIN Policy

Sandra Spitz, Sport and Event Director provided an update on the AIN programme, reporting a total of 327 applications to date, slightly more than prior to the Games. Of these, 102 applications have been approved, resulting in 48 athletes currently holding AIN status, including 11 junior athletes, a notable figure given the ongoing Junior World Championship period. A total of 26 AIN athletes have competed across 45 FIS events in Cross-Country, Alpine, Freestyle and Snowboard. No participation was recorded in Ski Jumping and Nordic Combined due to visa challenges, with affected athletes indicating plans to return next season. While some difficulties were encountered in specific regions, overall implementation has been smooth and positively received by stakeholders. Athletes have expressed strong appreciation for the opportunity to compete again, and acceptance within the wider athlete community has increased. At the Olympic Winter Games, nine AIN athletes participated and delivered solid performances, reinforcing the effectiveness and credibility of the programme.

Dani Aravich mentioned that ten Russian and Belarusian athletes have been approved by the IPC to compete under their own flag at the Paralympics, and that Ukraine, along with several other nations, plans protests and will boycott the opening ceremony in response to this decision.

It was noted that the CAS decision requiring FIS to implement an AIN Policy in respect of Russian and Belarusian athletes was not yet publicly available, but would shortly be published. Sandra Spitz confirmed that an adapted AIN policy would be presented in the spring.

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7. Update on Docu Series

President Eliasch provided an update on the documentary series co-produced with US Ski & Snowboard, Disney and FIS, which is currently airing with four episodes released and a fifth to

follow. The production required substantial involvement from the FIS team due to initial challenges related to sport-specific knowledge, production standards and distribution. While external partners contributed financially, a significant portion of the content development and oversight was delivered by FIS. Early feedback on the series has been positive, highlighting good visibility and promotion of the sport. Key learnings were identified regarding the importance of greater control over production and distribution from the outset. The experience demonstrated that FIS now has the capability to produce similar content in-house at lower cost and to tailor future documentary projects across different disciplines and markets to further support reach and fan engagement.

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8. Finance Update

During the meeting the Council were presented financial information to give an overview of the current financial situation. At the next Council Meeting additional financial information will be circulated to the Council members in advance.

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9. Any other business

Appeals Commission Para Snow Sports

In view of the upcoming Paralympic Games and the absence of a CAS procedure during the event, the Council was requested to approve the appointment of an FIS Appeal Commission to handle any potential appeals. The following members were proposed:

- Para Alpine Skiing: Julia Siparenko (UKR), Matt Hallat (CAN)
- Para Cross-Country: Torbjørn Broks Pettersen (NOR), Tanja Kari (FIN)
- Para Snowboard: Christian Femy (FRA), Stefano Arnhold (BRA)

It was noted that the list largely mirrors the Appeal Commission approved for the previous World Championships, with minor adjustments. The principle of recusal in the event of any conflict of interest was reaffirmed.

The Council approved the members of the Appeals Commission for Para Snow Sports.

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Speed Safety Clinic

Urs Lehmann informed regarding a Speed Safety Clinic for coaches will take place in Saalbach from 16th to 20th March 2026, with a particular invitation extended to coaches from smaller nations and less-experienced downhill or junior programmes. A limited number of places remain, and Council members were asked to share this opportunity with their coaching networks.

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10. Next meeting of the FIS Council

The next meetings are as follows:

15th April 2026 – online

5th May 2026 – in person, Portoroz (SLO)

10th June 2026 – in person, Belgrade (SRB)

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11. Closing of the meeting

President Eliasch closed the meeting at 15.15 hrs.

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Oberhofen, 25th February 2026

Michel Vion
Secretary General