

2020-21 U.S. FIGURE SKATING
FACTSHEET

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 U.S. Olympic & Paralympic Committee (USOPC) and the International Skating Union (ISU), the international federation for figure skating.

U.S. Figure Skating is comprised of member clubs, collegiate clubs, school-affiliated clubs, individual members and Friends of Figure Skating. There were seven charter member clubs in 1921 when the association was formed and first became a member of the ISU. To date, U.S. Figure Skating has more than 800 member, school-affiliated and collegiate clubs.

Stemming from the rebrand and success of U.S. Figure Skating's Basic Skills Program, Learn to Skate USA serves the needs of both the recreational and competitive skater. Launched on June 1, 2016, more than 1,000 Learn to Skate USA programs are now active in 49 states.

U.S. Figure Skating's national headquarters in Colorado Springs, Colorado, is also home to the World Figure Skating Museum and Hall of Fame, which is toured by more than 3,000 visitors annually.

More than 475 volunteers filling approximately 950 positions 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 &
Paralympic Committee

**FIGURE SKATING
BY THE NUMBERS**

19 | Consecutive Olympic Winter Games at which at least one U.S. figure skater has won a medal, dating back to 1948, when Dick Button won his first Olympic gold

26 | International gold medals won by Team USA during the 2019-20 season (all levels; includes singles, pairs, ice dance and synchronized)

55 | World titles won by U.S. figure skaters

82 | International medals won by Team USA during the 2019-20 season (all levels; includes singles, pairs, ice dance and synchronized)

85 | Number of athletes making up the A, B, C, D team envelopes

159 | Competitors at the 2020 Toyota U.S. Figure Skating Championships in Greensboro, North Carolina

196 | World Championships medals won by the United States (more than any other country)

615 | Registered synchronized teams for the 2019-20 season

1,473 | Credentials issued at the 2020 U.S. Championships (media, coaches, officials, skaters)

2,400+ | Record total hours of 2018 Olympic Winter Games coverage from NBCUniversal channels

108,264 | Total attendance at most recent ISU World Figure Skating Championships hosted by the U.S. (2016)

\$111,000 | Amount awarded to U.S. Figure Skating athletes from the organization's bonus program in 2019-20

130,000 | Approximate readership of SKATING magazine

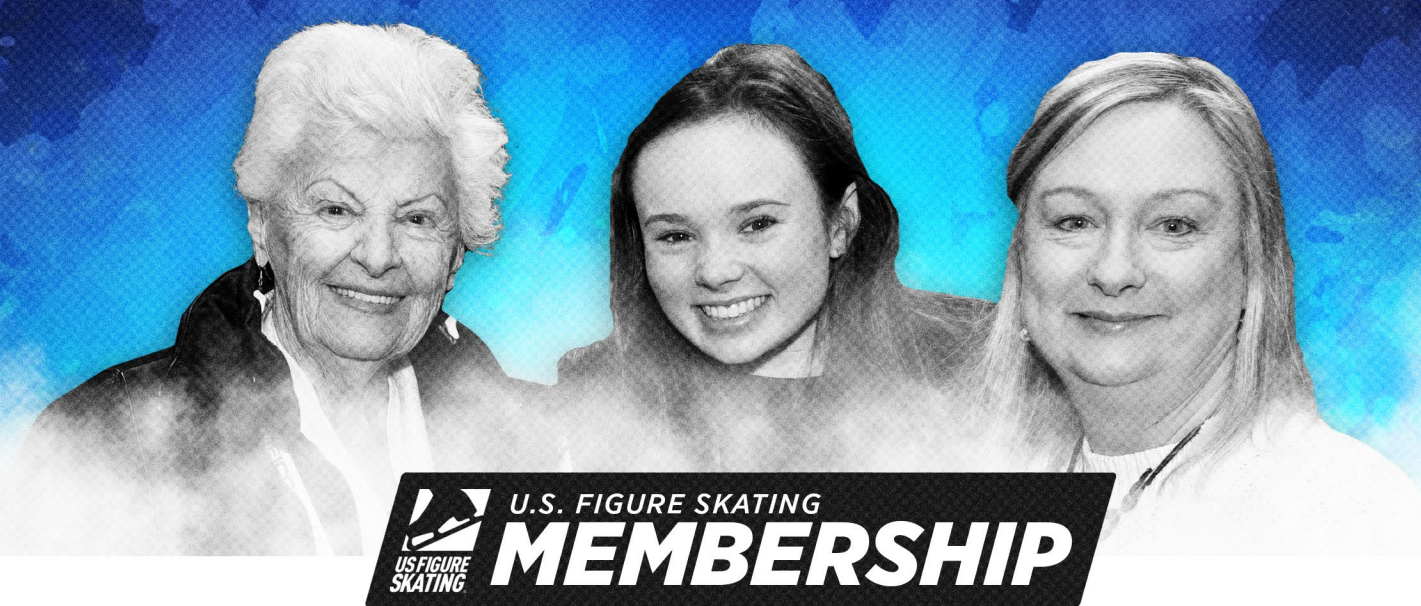
186,038 | U.S. Figure Skating members in the 2019-20 season

\$13.6 MILLION | Amount spent in 2019-20 on direct and indirect athlete funding and assistance, sending athletes to international competitions, athlete programs, collegiate skating programs, synchronized skating programs and performance bonuses

1.85 BILLION | Total minutes of live streaming coverage of the 2018 Olympic Winter Games on NBC Sports Digital

Factsheet information current as of Sept. 1, 2020.





U.S. FIGURE SKATING
MEMBERSHIP



U.S. FIGURE SKATING
PROGRAMS

LEARN TO SKATE USA

Learn to Skate USA, powered by Toyota, is an enhanced iteration of the Basic Skills Program. Launched on June 1, 2016, it is the only beginning skating program endorsed by U.S. Figure Skating, USA Hockey and US Speedskating, with support from Special Olympics, the Professional Skaters Association (PSA) and the U.S. Ice Rink Association.

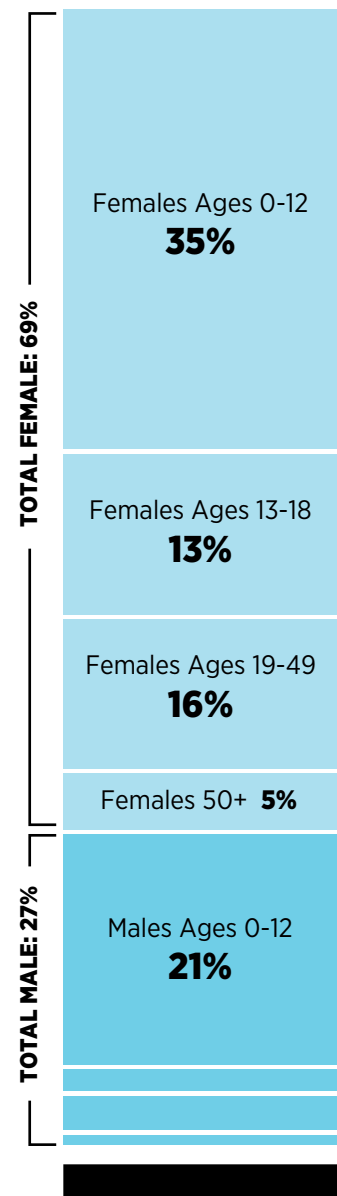
The mission of Learn to Skate USA is to provide a fun and positive experience that will instill a lifelong love of skating. Designed to be the best beginning ice skating program for both the recreational and the competitive skater, Learn to Skate USA is built on the premise of offering positive, rewarding and safe skating experiences to participants of all ages and ability levels.

The objectives of Learn to Skate USA are:

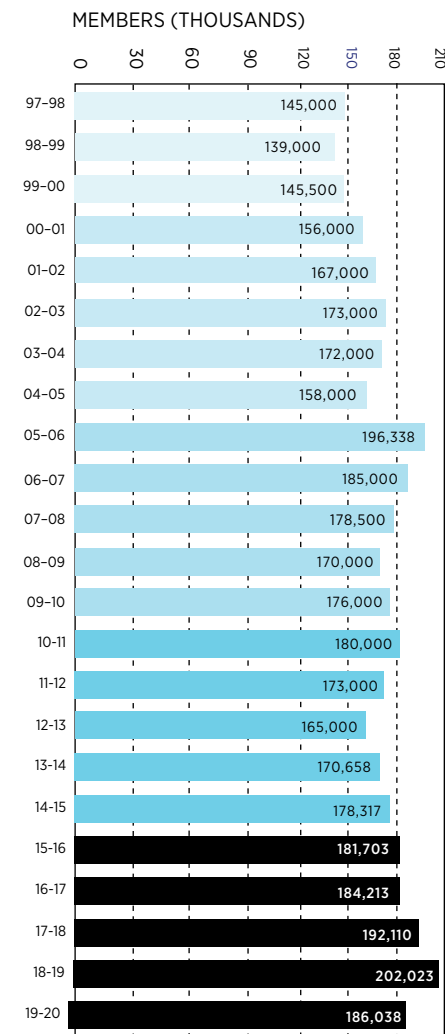
- Teach children and adults the fundamentals of ice skating while building confidence and skills through each lesson.
- Provide a progressive curriculum that ensures success from the first steps on the ice to the mastery of advanced skills.
- Promote the health and fitness benefits of ice skating.
- Equip each participant with the foundation necessary to reach his or her goal, be it recreational or competitive in nature.



OVERALL MEMBERSHIP BY AGE



U.S. FIGURE SKATING MEMBERSHIP



— Males Ages 13-18 **2%**
 — Males Ages 19-49 **3%**
 — Males 50+ **1%**
 — Unknown: **4%**

SYNCHRONIZED SKATING

Synchronized skating is a highly technical form of team skating characterized by speed, accuracy, intricate formations and transitions performed by teams of 8 to 20 skaters. In the 2019-20 season, 615 teams registered with U.S. Figure Skating, with about 5,000 athletes participating in the sectional championships.

Team skating competitions first began in 1976 in Ann Arbor, Michigan. In 1984, 38 teams competed at what was then called the U.S. Precision Championships, held in Bowling Green, Ohio. In 2020, 95 teams participated in the U.S. Synchronized Skating Championships in Providence, Rhode Island.

In 2000, Minneapolis hosted the first ISU World Synchronized Skating Championships.

At the ISU World Synchronized Skating Championships in Boston, the Haydenettes of Lexington, Massachusetts, won their fourth consecutive World bronze medal.

In 2017, the ISU World Synchronized Skating Championships came back to the United States for the fourth time, taking place in Colorado Springs, Colorado.

Synchronized skating provides figure skaters the opportunity to participate in a team sport. It also gives more skaters a chance to compete at the sectional and national levels. Teams compete in non-qualifying events and qualifying events that culminate with the U.S. Synchronized Skating Championships.

Each year, U.S. Figure Skating selects approximately 12 teams with 20 athletes per team to the international selection pool with the chance to represent the United States at select international competitions, the ISU World Junior

Synchronized Skating Championships and the ISU World Synchronized Skating Championships.

The 2020 U.S. Synchronized Skating Championships were held Feb. 26-March 1, 2020, in Providence, Rhode Island. The ISU World Synchronized Skating Championships 2020 was set for April 3-4, 2020, in Lake Placid, New York, but canceled due to the COVID-19 pandemic.

COLLEGIATE SYNCHRONIZED SKATING

Collegiate synchronized skating offers athletes the unique experience of competing for their school or university. As recently as 1998, there were only four collegiate synchronized skating teams in the country. In 2020, 35 colleges competed in the collegiate and open collegiate divisions.

Teams representing colleges are also eligible to compete at the senior and junior levels. Miami University has been the U.S. champion at the senior level three times (1999, 2006 and 2009). In 2007, Miami University in Oxford, Ohio, won the silver medal at the World Synchronized Skating Championships — the highest placement and first World medal for any U.S. synchronized skating team.

COLLEGIATE SKATING

The U.S. Collegiate Figure Skating Championships, founded in 1985, is the longest-running of all the collegiate programs. Each summer, this competition welcomes full-time college students to participate. Athletes ranging from intermediate through the senior level are eligible to compete.

The 2019 U.S. Collegiate Championships were held July 29-31 in Aston, Pennsylvania. Previous locations include Adrian, Michigan; Pittsburgh; Rochester, Michigan; South

Dennis, Massachusetts; Sun Valley, Idaho; Arvada, Colorado; Honolulu; and Lake Placid, New York.

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, team maneuvers and solo dance among collegiate and intercollegiate figure skating clubs.

The first intercollegiate competitions were held in 1997 and lasted only a few hours; now they're held over multiple days. More than 100 intercollegiate teams registered with U.S. Figure Skating with approximately 96 colleges and universities participating in the intercollegiate team competition structure last season.

The 19th U.S. Intercollegiate Championships was held in April 2019 in Newark, Delaware. The 20th U.S. Intercollegiate Championships were canceled due to the COVID-19 pandemic.

The U.S. Figure Skating Synchronized Skating and Skating Programs Department functions with the goal of enhancing each athlete's experience while helping skaters reach their potential in whatever they choose to pursue. From high school programs and collegiate skating to solo dance, adult skating, Theatre On Ice and National Showcase, U.S. Figure Skating offers a variety of programs to fit the interests of every skater.

For more information, visit USFigureSkating.org.





U.S. FIGURE SKATING FUNDING

U.S. FIGURE SKATING MEMORIAL FUND

On Feb. 15, 1961, a plane crash in Belgium took the lives of the entire U.S. World Figure Skating Team, which included athletes, officials, coaches, family and friends who were on their way to the World Figure Skating Championships in Prague.

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 more than 58 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 three programs: the Competitive Skaters Assistance Program (CSAP), the Academic Scholarship Program (ASP) and the RISE Youth Essay Contest. From these programs, qualified skaters receive support to help defray their training and college expenses. Over the 2020-21 season, 160 skaters will receive financial assistance totaling \$515,000 from the Memorial Fund.

Since 1993, the Memorial Fund has awarded more than \$8 million in funds to qualified athletes.

For more information on the Memorial Fund and how to contribute, please visit 1961memorialfund.com.

ATHLETE FUNDING

More than \$13.6 million of U.S. Figure Skating's estimated annual budget of \$19 million was put toward athlete funding and assistance in 2019-20, sending athletes to

international competitions, athlete programs, synchronized skating programs and performance bonuses. This number represents more than 80 percent of the organization's total budget, which underscores the commitment U.S. Figure Skating has to its athletes.

Throughout the 2020-21 season, U.S. Figure Skating will allocate money to top singles, pairs and ice dance athletes through training grants and financial assistance. The funding — distributed through the Athlete Support Program (ASUPP), the Synchronized Team Funding, the U.S. Figure Skating bonus program and the U.S. Figure Skating Memorial Fund — reaches novice, junior and senior skaters.

Funding from ASUPP and Synchronized Team Envelope Fund will assist at least 95 U.S. figure skaters and synchronized skaters who were selected to the 2020-21 team envelope.

The U.S. Figure Skating Team Envelope system identifies top figure skaters throughout the United States. Athletes are selected to one of five envelopes — Team A, Team B, Team C, Team D (developmental) and Reserve Team — based on their competition placements from the previous season. The five-level system serves as a guideline when determining funding levels and privileges.

More than \$1 million is used for team travel, international housing and competition expenses. U.S. Figure Skating sent approximately 126 athletes to more than 34 international figure and synchronized skating competitions during the 2019-20 season.

U.S. Figure Skating offers a variety of scholarships, grants and awards intended to grow the sport of figure skating. In addition to the Memorial Fund, scholarships include the U.S.

Figure Skating Scholastic Honors Team, the Scott Hamilton Skaters Education Fund, the DREAM scholarships, Buch Family Academic Scholarship and the Joyce Komperda Athlete Support Fund. U.S. Figure Skating also awards numerous grants each year, including the Elaine Theisen Fund for Special Olympics and adaptive skating programs, the McMillan Fund, Julie Lammel Pairs and Dance Award and six U.S. Figure Skating Community Development Grants.

For the fourth year, U.S. Figure Skating will offer the World Team Academic Scholarship Program to eligible World Team members. Established by the Pioneer Fund, a private family foundation created by the late Helen M. McLoraine, the scholarships are intended to defray costs for student-athletes pursuing an undergraduate degree at an accredited secondary institution. This scholarship was matched by the Lisa McGraw Foundation and will award \$24,000 to recipients.

For more information, visit usfigureskating.org.

FINANCE

The mission of U.S. Figure Skating is advanced and supported by an estimated annual budget of \$20 million. Revenue sources include U.S. Figure Skating memberships, charitable gifts to the Memorial Fund and other select programs, the U.S. Figure Skating Foundation, corporate sponsorships and publications.

In addition, the U.S. Olympic & Paralympic Committee supports U.S. Figure Skating athletes through high performance funding programs and Operation Gold.

To learn how you can support U.S. Figure Skating's mission, contact Brent Diederich, manager, giving programs, at 719.228.3424 or bdiederich@usfigureskating.org.

FOLLOW US

- facebook.com/USFigureSkating
- twitter.com/USFigureSkating
- instagram.com/USFigureSkating
- youtube.com/USFigureSkating



U.S. FIGURE SKATING INFORMATION



SKATING MAGAZINE

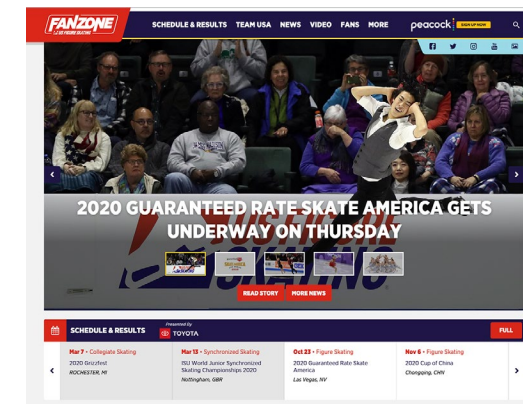
SKATING is the official publication of U.S. Figure Skating and is considered one of the premier figure skating magazines in the world. SKATING is a three-time recipient of the Edi Award for Skating Publication of the Year, awarded by the Professional Skaters Association (PSA).

In its 96th year, SKATING boasts a subscription list of more than 43,000 and a readership of approximately 130,000. The magazine, which is published 10 times per year, is a full-color, newsstand-quality publication available to all U.S. Figure Skating members and subscribers.

Learn to Skate USA The Magazine launched in July 2016. Published four times a year, the publication is mailed to Learn to Skate USA's 144,000-plus members as part of their membership package.

SKATING is also available online as a digital edition at www.usfigureskating.org.

In 2013, U.S. Figure Skating launched the SKATING Magazine Archive. The archive, a tool for the organization's members, is a fully searchable digital database that allows users to access every story and photo published in the magazine since the inaugural December 1923 edition.



For more information or to subscribe, visit usfigureskating.org/about/skating-magazine.

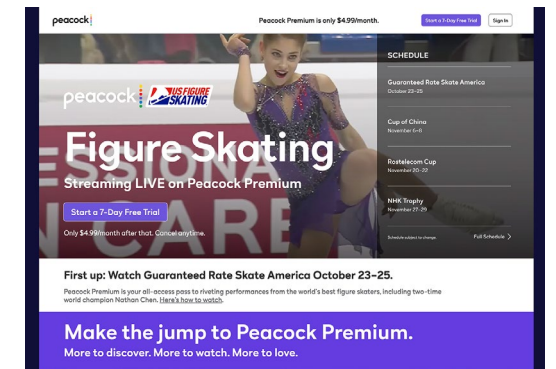
Annual SKATING magazine subscriptions are available for \$32.50 within the United States. Canadian (\$42.50) and foreign (\$52.50) subscriptions are also available.

U.S. FIGURE SKATING FAN ZONE

The U.S. Figure Skating Fan Zone is the best place for fans to catch up on the latest U.S. Figure Skating news, highlights, stories and social media. It aims to give fans not just the latest scores, but also a behind-the-scenes look at their favorite Team USA figure skaters. In addition to being home to a large amount of competition footage, it also includes video features, written stories, bios, results and more.

The Fan Zone features live coverage of The U.S. Novice and Junior Challenge Skate, Regional and Sectional Challenges, U.S. Finals, Synchronized Skating Championships and more. It includes archives of these events, as well as on-demand coverage.

Visit the website to learn more: usfigureskatingfanzone.com.



USFIGURESKATING.ORG

USFigureSkating.org is the official website of U.S. Figure Skating. Its purpose is to provide information to U.S. Figure Skating's members, athletes, coaches, judges and officials.

Visitors can join U.S. Figure Skating's Friends of Figure Skating, subscribe to SKATING magazine and donate to the Memorial Fund. **Visit usfigureskating.org to learn more.**

PEACOCK PREMIUM

Beginning in the 2020-21 season, figure skating coverage will move from the NBC Sports Gold "Figure Skating Pass" to Peacock Premium. The streaming service will feature select live and on-demand replay coverage of figure skating. Viewers can watch Peacock on Roku, Apple devices, Google platform, Microsoft's Xbox One family of devices, Sony PlayStation4 and Playstation4 Pro, and VIZIO SmartCast TVs and LG Smart TVs. Comcast's eligible Xfinity X1 and Flex customers and eligible Cox Contour customers, enjoy Peacock Premium included with their service at no additional cost. Viewers can sign up for Peacock Premium at peacocktv.com.

U.S. FIGURE SKATING EVENTS & MORE

U.S. FIGURE SKATING EVENTS

In a typical year, more than 1,700 events, including shows, exhibitions and competitions, are sanctioned by U.S. Figure Skating each year.

U.S. Figure Skating's qualifying structure begins with the National Qualifying Series and nine singles regional and six pairs and ice dance sectional challenges, followed by five final competitions (three singles and one for both pairs and ice dance), which lead top athletes to U.S., World and Olympic levels.

The 2021 U.S. Figure Skating Championship Series presented by Toyota has been created to replace the traditional U.S. Qualifying Season competitions (Challenges and Finals) for the 2020-21 figure skating season due to the impact of COVID-19. For the 2020-21 season, skaters will compete in the series to vie for qualification to the 2021 Toyota U.S. Figure Skating Championships or the National High Performance Development Team.

U.S. Figure Skating conducts the U.S. Figure Skating Championships and Skate America. Skate America is the first of six prestigious events included in the ISU Grand Prix of Figure Skating Series.

The U.S. Championships are the premier domestic event conducted each year by U.S. Figure Skating. Junior- and senior-level skaters are eligible to compete at the U.S. Championships, while top athletes at the juvenile, intermediate and novice levels are invited to the National High Performance Development Team.

The U.S. Championships are held for several days in January. Bidding to become the event's host city takes place several years in advance of the event and bidding for other U.S. Figure Skating qualifying competitions takes place two years in advance.

The 2010 AT&T U.S. Figure Skating Championships, held at Spokane Arena in Spokane, Washington, produced a record attendance of 158,170 spectators throughout the week. The sellout crowds beat the previous record set at the 2007 State Farm U.S. Figure Skating Championships held at Spokane Arena by approximately 25,000 tickets sold.

The U.S. Adult Figure Skating Championships debuted in 1995. The 2020 U.S. Adult Championships were canceled due to the COVID-19 pandemic. The 2021 U.S. Adult Championships is set to take place April 14-17, 2021, in Rochester, Michigan.

FIGURE SKATING STREAMING SCHEDULE

Schedule is subject to change and may be subject to blackout restrictions.

ISU Grand Prix Series: Skate America	Oct. 23-25	Peacock Premium
Las Vegas Skating Spectacular	Nov. 1	Peacock Premium
ISU Grand Prix Series: Cup of China	Nov. 6-8	Peacock Premium
Las Vegas Invitational presented by HomeLight	Nov. 15	Peacock Premium
ISU Grand Prix Series: Rostelecom Cup	Nov. 20-22	Peacock Premium
ISU Grand Prix Series: NHK Trophy	Nov. 27-29	Peacock Premium
Toyota U.S. Figure Skating Championships	Jan. 11-17	Peacock Premium
ISU European Figure Skating Championships	Jan. 25-31	Peacock Premium
U.S. Synchronized Skating Championships	Feb. 24-27	Fan Zone/Peacock Premium
Eastern Adult Sectional Figure Skating Championships	March 5-7	Fan Zone*
Pacific Coast Adult Sectional Figure Skating Championships	March 5-7	Fan Zone*
Midwestern Adult Sectional Figure Skating Championships	March 12-14	Fan Zone*
ISU World Figure Skating Championships	March 22-28	Peacock Premium
ISU World Synchronized Skating Championships	Apr. 8-10	Peacock Premium
U.S. Adult Figure Skating Championships	Apr. 14-17	Fan Zone*

*Indicates that event will only be available on-demand.

U.S. FIGURE SKATING FAN PROFILE

DEMOGRAPHICS

AGE

4%		18-24
13%		25-34
11%		35-44
19%		45-54
26%		55-64
26%		65+
1%		Unknown
53		Average Age

GENDER

25%		Male
75%		Female

MARITAL STATUS

29%		Single
11%		Divorced
60%		Married

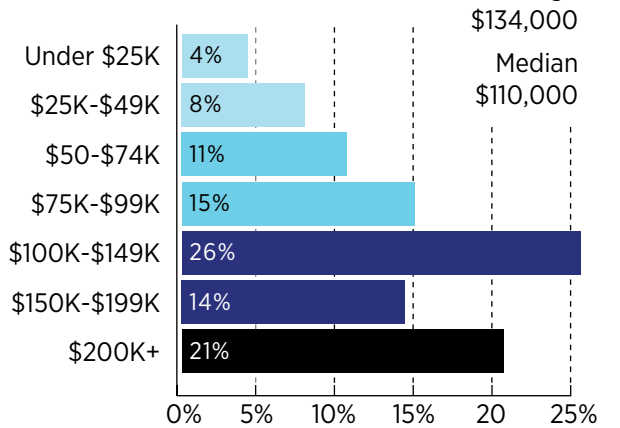
ETHNICITY

73%		Caucasian
18%		Asian
3%		Hispanic
2%		African American
1%		Native American
3%		Other

FOLLOW FIGURE SKATING

83%		During Olympic Years
81%		During Non-Olympic Years
31%		Non-Competitive
15%		Lower-levels

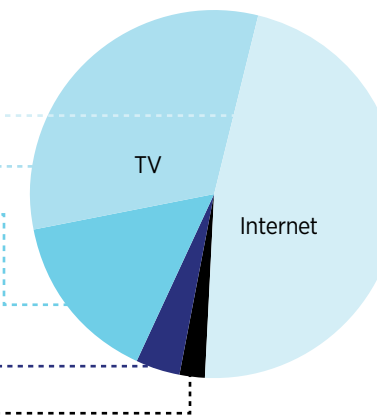
HOUSEHOLD INCOME



*1% Unknown

PRIMARY MEDIA SOURCE

Internet		47%
TV		32%
Social media		15%
Print		4%
Other		2%



EDUCATION

7%		High School or Less
7%		Associate's
41%		Bachelor's
45%		Master's or Higher



Onsite survey responses were collected via mobile devices at the 2018 Prudential U.S. Figure Skating Championships (Jan. 5-6, 2018) in San Jose, California. A total of 682 surveys were completed. A detailed follow-up online survey was sent to onsite attendees who provided a valid email address. A total of 820 surveys were completed from Jan. 17-31, 2018. (Research conducted by Turnkey Intelligence)



TELEVISION COVERAGE OF FIGURE SKATING AT THE OLYMPICS

Figure skating has arguable the highest visibility of any winter Olympic sport, consistently receiving more primetime broadcast hours than any other sport in national and Olympic television programming.

During the 2018 Olympic Winter Games in PyeongChang, South Korea, the 11 days of figure skating competition were broadcast in primetime. On average, NBC's primetime broadcast averaged 17.8 million viewers with a 10.1 household rating/18 share.

The 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. Through 18 nights of the 2018 Olympic Winter Games, NBC Olympics' coverage was the top-rated program.

NBC's unprecedented coverage of the 2018 Olympic Winter Games attracted nearly 348 million in total audience delivery. A Winter Olympics-record 1.58 billion minutes of video were streamed live on NBC Olympics' digital platforms.

Additionally, more than 17 billion minutes of video were streamed, more than tripling the total set at the Sochi Olympics. NBCUniversal platforms — NBC (176 hours), NBCSN (369), CNBC (46), USA Network (40.5), and NBCOlympics.com/NBC Sports app (1,800+) — offered the most in-depth coverage in Winter Olympics history, totaling 2,400+ hours.

Sources: NBC Olympics; The Nielsen Company

FIGURE SKATING ON NBC SPORTS AND BEYOND

In April 2018, U.S. Figure Skating announced two major media rights agreements that guarantee unprecedented coverage of figure skating in the United States through the 2026 season. The first was an eight-year extension of its broadcast rights agreement with NBC, and the second was icenetwork's acquisition of all U.S. media

rights for International Skating Union (ISU) events through the 2025-26 season.

Through 2026, NBC Sports will present an unprecedented 80+ hours of coverage, including 30+ hours of figure skating coverage on NBC, with an additional 50+ hours airing on NBCSN. Additionally, U.S. Figure Skating launched the "Figure Skating Pass" on NBC Sports Gold, NBC Sports Digital's direct-to-consumer live streaming product, giving fans access to live and on-demand domestic and international figure competition beginning with the 2018-19 season. Beginning with the 2020-21 season, figure skating moved from the Figure Skating Pass to Peacock Premium.

The ISU agreement with icenetwork, LLC, a wholly-owned subsidiary of U.S. Figure Skating, covers multiple distribution platforms and guarantees live coverage of ISU events, including the World Figure Skating Championships, the Four Continents Championships and the Grand Prix of Figure Skating Series on NBC Sports Gold, as well as television coverage on NBC, NBC Sports Network and the Olympic Channel: Home of Team USA.

2020-21 NBC BROADCAST SCHEDULE *Schedule subject to change. All times Eastern. Check local listings.*

2020 SKATE AMERICA	
Oct. 23, 2020	8 p.m.-Midnight (NBCSN)
Oct. 24, 2020	3-6 p.m. (NBC)
Oct. 24, 2020	9 p.m.-Midnight (NBCSN)
LAS VEGAS SKATING SPECTACULAR	
Nov. 1, 2020	Noon-1:30 p.m. (NBC)
2020 CUP OF CHINA	
Nov. 8, 2020	Noon-1:30 p.m. (NBC)
LAS VEGAS INVITATIONAL PRESENTED BY HOMELIGHT	
Nov. 15, 2020	4-6 p.m. (NBC)

2020 ROSTELECOM CUP	
Nov. 21, 2020	4-6 p.m. (NBC)
Nov. 22, 2020	4-6 p.m. (NBC)
2020 NHK TROPHY	
Nov. 29, 2020	4-6 p.m. (NBC)
2021 TOYOTA U.S. FIGURE SKATING CHAMPIONSHIPS	
Jan. 11-17, 2021	TBD (NBC/NBCSN)
2021 EUROPEAN CHAMPIONSHIPS	
Jan. 25-31, 2021	TBD (NBC/NBCSN)
2021 WORLD CHAMPIONSHIPS	
March 22-28, 2021	TBD (NBC/NBCSN)