



Request for Tenders

Design, Development and Digital Platform Services

(IIHF Website)

International Ice Hockey Federation (IIHF)

27 April 2026

TENDER FOR THE PROVISION OF DESIGN, DEVELOPMENT, AND DIGITAL PLATFORM SERVICES (IIHF Website)

1. INTRODUCTION

The International Ice Hockey Federation (IIHF) is the governing body of international ice hockey. The IIHF features 84 member associations, each of which is the national governing body of the sport in its nation.

Besides controlling the international rulebook, processing international player transfers, and setting officiating guidelines, the IIHF runs numerous development programs to bring hockey to a broader audience. From its headquarters in Zurich, the IIHF annually organizes more than 35 international tournaments and competitions, runs two Congresses, and organizes multiple conferences and seminars.

2. BACKGROUND, VISION, AND PURPOSE

The sports industry is shifting from B2B models toward direct-to-consumer (D2C) engagement. To remain competitive and continue growing the sport globally, the IIHF requires a new digital platform that supports both fan engagement and governance responsibilities.

The new website will be a central component of the ICE26 Strategy, supporting: digital transformation, global brand growth, fan acquisition and engagement, commercial partnerships, and promotion of ice hockey worldwide.

The new platform will play a key role in the fan acquisition and engagement funnel, while also serving the IIHF's needs as a governing body.

The new IIHF website shall support the [ICE 26 Strategy](#), especially in the following points:

- **Undertake a digital transformation program**
- **Strengthen IIHF's global presence**
- **Strengthen commercial partnerships**
- **Create engaging promotional campaigns**
- **Install a passion for ice hockey that will carry over across generations and grow the game**

The International Ice Hockey Federation (IIHF) invites qualified agencies and technology partners to submit proposals for the design, development, and implementation of a new IIHF digital website platform.

The ultimate goal of the project is:

By developing a deep understanding of its audience through 1st-party data, the IIHF will be able to secure long-term growth and expansion.

By knowing what motivates these audiences and how to engage with them, the IIHF can become the “Hub of World Hockey” a place that provides stakeholders & fans with exciting and relevant global ice hockey content all year round.

The goal is to create an engaging environment for all ice hockey fans, no matter the season or running tournament.

The IIHF needs to build a website that can flex from governance communications to expressive fan-facing content.

Ultimately, the IIHF aims to become a fan-centric organization ready to serve the diverse global ice hockey audiences.

3. KEY INSIGHTS

Over the 2024/25 season, IIHF recorded strong growth across social, OTT and database channels, while web engagement remained highly event-driven and driven by organic search (76% organic traffic). At the same time, IIHF-owned platforms show significantly stronger engagement when built around live content, personalization, and interactive features.

The 2025 Fan Survey confirmed that: 74% of fans become interested before age 14; fans primarily seek scores, schedules, and tournament information; personalized and relevant content drives repeat engagement; and media visibility and storytelling are key engagement drivers, especially in Women’s Ice Hockey. These insights highlight the need to shift from an event-driven website to a platform that drives habitual usage and long-term engagement.

4. CONDITIONS OF TENDER

- a. Any interested tenderers can submit their tenders to:

Brandschenkestrasse 50
Postfach 1817 8027
Zurich Switzerland

or email: Compliance@iihfoffice.com

- b. Tenders shall be submitted to the IIHF by **03 June 2026 at 17.00h Zurich time.**

- c. Within this Request for Tenders, you will find the details of the tender. You should take each into account in your tender response.
- d. Please direct any questions regarding the tender content or process to the contact details indicated above. All questions should be submitted in English and in writing by email, address provided below. You should not contact any personnel at the IIHF Office unless directed to do so by an IIHF representative.
- e. The IIHF reserves its right to disqualify and reject proposals from Tenderers who do not comply with these requirements and conditions.
- f. As part of this tender process, the IIHF makes no obligations in any way to:
 - i. Pay anyone for the tenders or quotes received;
 - ii. Provide an explanation as to why a tender was not accepted; or
 - iii. Any other commitment to anyone responding to this tender, whatsoever.

5. DURATION, BUDGET AND SCOPE OF SERVICES REQUIRED

- 4.1 The services must be provided starting from July 2026 (implementation phase until November 2026). The launch is planned for November 2026 (MVP). Additional specific features or functionalities added by March 2027.
- 4.2 The IIHF will conclude a framework contract for the initial design, implementation, and servicing in accordance with the Tender proposal. If the IIHF does not find any problems with the quality or methods of the services offered during the initial project phase, the contract may be extended for services related to the digital platform.
- 4.3 The IIHF requires the digital platform to meet the following specifications:

4.3.1 Target Users

The platform must serve several key stakeholder groups, each with specific needs and expectations.

- i. **Fans** around the world who follow ice hockey rely on the platform to stay informed and engaged. They look for up-to-date schedules and results, live scores and highlights, as well as news and storytelling that bring the sport to life. In addition, fans seek detailed information about players and teams to deepen their connection to the game.
- ii. **Member National Associations (MNAs)** use the platform as an important operational and governance resource. They require access to governance documentation, development materials, and tools for registering for events. Clear communication channels are also essential

so that MNAs can stay connected with the organization and with each other.

- iii. For **media professionals**, the platform must function as a reliable information hub. Journalists and media representatives need access to statistics, historical archives, accreditation processes, and downloadable media resources such as press materials. They also rely on real-time tournament information to report accurately and efficiently.
- iv. Finally, the platform must support **internal IIHF teams**, including the Communications, Marketing, Competition, and Digital departments. These teams depend on the platform to manage content, coordinate information, and ensure that updates and resources are delivered effectively to all external audiences.

4.3.2 Key Platform Sections

The platform must support several core functional areas to meet the needs of fans, governing stakeholders, and media professionals.

- i Fan Experience
 - **Accessing everything easily and anywhere** (works perfectly on phone, tablet, and desktop, loads instantly, doesn't crash during live games, smooth animations, broadcast quality visuals, fast transition)
 - **Following their team and getting the information that matters to them** (personalized HP, favourite team appears first, relevant notifications)
 - **Getting live action** (real time scores, live streaming, quick access to game highlights)
 - **IIHF is the source of truth** (accurate stats, official news, reliable updates)
 - **Discovering content easily** (smart search, filters by team, tournament, player, etc., clear navigation)
 - **Feeling like part of the global hockey community** (localized content, engagement with latest socials from IIHF channels, relevant content for their region, sharable moments - tag/collab with IIHF, seeing the value in following the IIHF)
 - **Control over data and experience** (easy sign-up, secure login – SSO, data privacy transparency)

The objective is to strengthen IIHF's position as the global home of ice hockey by owning the international game and engaging global audiences, building long-term brand equity, and unlocking commercial opportunities through targeted partnerships, while delivering a scalable, broadcast-ready digital platform that ensures seamless multi-channel

experiences, leverages advanced data and first-party personalization, and drives continuous fan engagement beyond tournaments.

ii Governing Body Section

The platform must also support the governance and operational needs of the organization. A dedicated governing body section should provide access to an organized library of rules and regulations, ensuring that official documents are easy to find and reference.

Expected MNA/Staff Experience

- Being represented (profiles, accurate team rosters, results, sharing news and announcements, sharing grassroots initiatives)
- Registering for events (tournament registration management – integration TBC, player eligibility verification, event documentation upload/download, accreditation support – integration TBC)
- Development resource (coaching resources, development toolkits, education materials, best practice sharing)
- Accessing governance and compliance resources (regulations, policies, voting & congress documents)
- Future commercial opportunities, local sponsor exposure, etc.

The goal is to establish a clear, structured, and up-to-date content ecosystem that separates governance from fan-facing media, ensures easy access to official regulations and resources, supports stakeholders, and reinforces IIHF's role as the trusted source of truth.

iii Media Platform

The IIHF Media Platform will be a core part of the overall digital ecosystem and will be developed in a phased approach, starting with a focused MVP and evolving over time.

Today, media engagement is largely reactive and fragmented. The new platform will enable a more proactive, data-driven and structured media strategy.

The Media Platform will become a central hub for media operations, enabling:

- Efficient communication between IIHF and media
- Centralized access to content, data, and assets
- Better understanding and tracking of media stakeholders

It will support media before, during, and after tournaments, while ensuring long-term engagement beyond events.

The goal is to create an integrated media platform that centralizes event information, streamlines accreditations and communication, provides easy access to data and resources, and enhances collaboration and efficiency across the IIHF media ecosystem.

The target users will be on the IIHF's side: the Communications Team and the IIHF Staff Members who need access. Externals also involve the media representatives, MNAs, and participating teams.

The platform will implement a structured access and user management system to ensure efficient collaboration and data control. The IIHF Communications Team will have full visibility of media representatives and tournament-related information, enabling them to manage accreditations, send surveys, track journalist activity, understand media needs, and deliver timely, relevant notifications.

From an organizational perspective, the platform will generate valuable data insights and feedback to better align with media expectations. Access will be organized across three levels: Administrators (IIHF) with full CMS and backend control, Editors (OC/MNAs and partners) with limited editing rights to specific content, and Users (media representatives) with frontend access to information and services.

4.3.3 CMS Requirements

- i. Full integration of IIHF photo libraries (Images on Ice + IIHF Library/others) available as an incoming feed
- ii. Pre-formatting of high-res pictures into various smaller child version
- iii. Ability to change the focus area on a picture
- iv. Drag and drop photos anywhere in the page
- v. Full integration of our social media platform into the CMS as a separate incoming feeds
- vi. Possibility to drag&drop IG/FB/X posts directly anywhere the web page
- vii. Possibility to drag&drop YT video directly anywhere the web page
- viii. Ranking stories of home page and tournament home pages through widget / drag & drop
- ix. Search Functionality in the CMS
- x. Automated copy/migration of content from the staging environment to the production environment
- xi. Avoid repetitive entries of exact same content in the CMS
- xii. Support structured publishing workflows
- xiii. Allow decentralized editing for departments
- xiv. Enable role-based approvals

4.3.4 Integrations

- i. Hydra system – easy access to stats with the chatbot that would shorten the way how to search for specific stats
- ii. Photo database (Images on Ice or others) – easy way how to buy a photo from tournaments or other IIHF events
- iii. Accreditation system – easy way how to apply for an accreditation
- iv. OTT – easy way how to watch livestreams from IIHF events
- v. Calendar of IIHF events
- vi. Booking system (photo position, interview, seat at the media tribune)
- vii. WSC

4.3.5 Design Requirements

- i. The platform's design must reflect two distinct but complementary identities, ensuring that it effectively serves both fans and institutional stakeholders.
- ii. For the fan experience, the visual and interactive environment should feel dynamic and engaging. The design should inspire excitement around the sport of ice hockey while maintaining a youthful and welcoming tone that appeals to a global audience. Content presentation, imagery, and overall layout should encourage exploration, highlight the energy of the game, and make it easy for fans to follow tournaments, teams, and players.
- iii. At the same time, the platform must support the needs of governance and media stakeholders through a more institutional design approach. In these areas, the environment should communicate professionalism, consistency, and clarity. The design must emphasize transparency and trustworthiness, ensuring that official information, documentation, and media resources are presented in a clear and reliable manner.
- iv. To ensure alignment with the organization's visual identity, suppliers will receive the official IIHF Brand Guidelines upon request. These guidelines will define the design framework that must be followed across the platform.

4.4 Budget

- a. For the first year, the maximum available budget is **EUR 500,000**. While this Request for Tender focuses primarily on the design and development of a new website, the IIHF is open to establishing a longer-term strategic partnership beyond the initial project.
- b. As part of the proposal, suppliers are invited to include an optional concept for future collaboration. This may outline potential engagement models after the initial launch, such as a performance-based incentive structure tied to clearly defined and measurable outcomes, or a shared-reward model aligned with the long-term digital growth and success of the platform.

6. SUCCESS METRICS

The objective is to shift from event-driven traffic spikes to long-term, habitual engagement. Within 12 months after launch, the following targets are set:

- i. Total web users +20%
- ii. Increase direct traffic from 17% to 25%
- iii. Increase % of returning users by 15-20%
- iv. 10% growth in audience aged 18-24
- v. 20% increase in sessions per user
- vi. Increase views per session from 2.8 to 3.5
- vii. 25% increase in session duration
- viii. 30% of registered users active monthly
- ix. E-mail opt-in CTR 10%
- x. OTT CTR 30% increase

7. MVP FEATURES

The following features have been identified as MVP (Minimum Viable Product) requirements for the initial November 2026 launch. They are grouped by platform section (fans, governing body, media).

Fans

User Management & Personalization

Sign in, SSO, Favourite National Team Selection, Favourite Player Selection, Personalized Homepage, Marketing Preferences, Privacy Settings, Update Password, Delete Account

Content Management, Live Data & Video

Dynamic Homepage, Tournament Content Pages, Article & Story Publishing, Multimedia Content Support, Live Scores, Game Center, Real-Time Stats Integration, Play by Play, Highlights & Replays, YouTube Integration, Fantasy Game Integration

Search, Discovery, Notifications & Performance

Email Opt-in Management, Advanced Search, Content Filtering, Clear Navigation Structure, User Profile Management, Ticketing Integration, User Behaviour Tracking, User Segmentation, Fast Load Times, Mobile Optimization, Cross-platform Continuity, High Performance During Live Events

Governing body

User Management, Content & Document Library

Sign in, SSO, Role-Based Access Control, User Roles & Permissions Management, User Profile Management, Organization/MNA Management, Multi-User Organization Management, Access Approval Workflow, Marketing Preferences, Privacy Settings, Update Password, Multi-Factor Authentication, Session Management, User Data Integration, User Segmentation, Notification Preferences, Access to Restricted Content

Centralized Governance Content Hub, Version Control, Structured Content Management, Metadata & Tagging System, Central Document Repository, Advanced Filtering & Search, Download & Export Functionality, Historical Archive Access

MNA User Management, Event Registration Integration (external link), Eligibility Verification Integration (external link), Event Documentation Management, Press Releases & Official Announcements, Notification System, Intranet, Content Approval Workflow

Media

Sign in, SSO, Marketing Preferences, Privacy Settings, Update Password, Delete Account, Registration, Approval/Rejection workflows, Email notifications (approval/rejection), User profile

Responsive Design, Preview, Duplicate Content, Archive Content, Add Pages, Video Gallery, Image Gallery, Articles, Press Release, Content Rails, Downloadable Assets, Player Profiles, Stats, Contact Form, Team Pages, Game Official Profiles, Brand Guidelines and Assets, Sort, Filters

Tag Creation, Tag Search, Edit Tags, Digital Asset Upload, Bulk Upload, Asset Preview, Version Control, Favourites, Notifications, Team and Player Stats, Live Game Stats, Access Control, Roles, Calendar, Bulk Calendar Upload, Booking (Attendance, Cancel, Confirmation, Override), In-site Search, Search Filters, Localised Time, Navigation Menu & Hierarchy, Analytics (Tracking, Login, Access Areas)

Non-functional requirements: Scalability, Data Privacy, Backups, Resilience, Deep Link, Data Encryption; Integrations: VMS, DAM, Wizteam, SSO

8. TENDER REQUIREMENTS:

- a. As part of the tender response, the Tenderer must submit the below Statement of Undertaking, specifying the full name of its company, registration number, VAT registration number, physical address, telephone number, fax number and email address.
- b. The Tenderer must provide its company profile and the details of the infrastructure and staff available to provide the services (SLA).
- c. The Tenderer must provide a summary of its qualifications and experience in the provision of the services.
- d. The Tenderer must provide the specific details of all technological requirements (e.g., computer, screens, internet speed, etc.) and logistical requirements (device storage, device shipment, on-site room configuration, etc.) to operate the System

on-site during IIHF Events.

- e. The Tenderer must provide the details of all pricing for its services.
- f. The Tenderer must provide the details of its required payment terms for its services.
- g. The Tenders must be presented as written submissions only. Visuals, videos, and other additional formats are welcome to be included as supplementary material to the proposal.
- h. In addition to point a-g. The Tenderer must submit the following documentation:
 - i. The tenders must outline a strategic vision for the partnership. This should include a three-year digital vision describing how the collaboration will support the IIHF's long-term digital growth, enhance fan engagement, and strengthen the organization's digital ecosystem.
 - ii. The Tenderers must present a three-year product roadmap outlining the platform's planned development. The roadmap should be structured in phases: Phase 1 - the MVP launch planned for November 2026; Phase 2 - feature expansion during 2027; and Phase 3 – further enhancements in subsequent stages. For each phase, the proposal must clearly outline the planned functionality, the expected timeline, and the estimated costs.
 - iii. Proposals must also include a technical architecture recommendation, describing the suggested website architecture and the underlying platform infrastructure. This section should explain how the proposed technology stack will support scalability, performance, and long-term development.
 - iv. In addition, suppliers should demonstrate relevant experience by providing examples of comparable projects they have successfully delivered. Ideally, these examples should include work with sports organizations, global media platforms, or digital fan platforms that require high performance, strong content capabilities, and large-scale user engagement.
 - v. Finally, suppliers are required to submit a completed Requirements Matrix by filling out the technical response document provided by the IIHF in Excel format. This document must be completed in full and submitted together with the proposal. (Appendix I/ Requirement Matrix)

9. TENDER EVALUATION:

The evaluation criteria will be based upon some or all of the following aspects of the tenderers' proposals (not in order of significance):

Commercial - competitive price, payment terms and contractual compliance.

Service Capability - service delivery experience, service delivery capacity, footprint, service delivery method, infrastructure, staff expertise and network, quality and compliance with the expected service levels.

Level of Compliance with this Tender - adherence to the aforesaid requirements and conditions of tender.

10. TIMING

Date*	Milestone
27.04.2026	Publication "Request for Tenders" for the provision of Event Management and Accreditation Services
15.05.2026	Tenderers' submission of questions
22.05.2026	IIHF response to all Tenderers with the answers to all submitted questions**
03.06.2026	Tenderers to submit Tender Proposals
15-16.06.2026	Shortlist of three candidates for interview/presentation of project plan concept
29.06-01.07.2026	Company interview/presentation of project plan concept <i>(If requested by the IIHF)</i>
06.07.2026	Follow-up company interviews <i>(if necessary and requested by the IIHF)</i>
09.07.2026	Announcement of the company chosen

**These dates are indicative and subject to change.*

***If you intend to submit a Tender and do not have any questions, but wish to receive the answers to the questions submitted by other Tenderers, please send an email to Compliance@iihfoffice.com indicating such by 20.05.2026*

Statement of Undertaking

Name of
company: _____

Registration
number: _____

VAT Registration
number: _____

Physical
Address: _____

Phone
number: _____

Fax
number: _____

Email
address: _____

referred to hereinafter as the “Tenderer”, hereby expresses interest in participating in the Tender for the provision of guest management and accreditation services for the IIHF, and undertakes that:

1. no information provided, nor representations made to IIHF are false, inaccurate or misleading;
2. none of the Tenderer nor its officers, employees, representatives, agents and advisers shall make any form of public announcement or statement relating directly or indirectly to the IIHF, Request for Tenders to any third-party (including but not limited to the media) without the prior written approval of IIHF and that any non-compliance will lead to the penalty of being held responsible for any damages caused;
3. the Tenderer and its officers, employees, representatives agents and advisers shall keep confidential the terms of this Request for Tenders and any information relating to affairs or business of IIHF which comes into its possession in relation to this Request for Tenders and shall not disclose confidential information (or any parts of it) to any third party without the

prior written consent of IIHF, which may be given or withheld in its absolute discretion (save, where required by applicable laws) and it shall only be entitled to use confidential information for the purpose of the Tender;

4. all intellectual property and commercial rights in relation to IIHF and this Request for Tenders belong exclusively to IIHF (for avoidance of doubt, this does relate to the intellectual property rights in the system of the Tenderer);

6. the Tenderer shall comply with all legal provisions contained in this Request for Tenders or otherwise agreed in writing with IIHF;

7. IIHF shall not be held responsible for any costs, expenses, losses and/or liabilities incurred in by the Tenderer in the preparation and submission of its Letter and information and/or documentation in response to this Request for Tenders and/or any responses to requests for further information by IIHF;

8. any association with IIHF and/or its competitions and events in any manner whatsoever without IIHF's prior written approval is strictly prohibited;

9. IIHF shall not be required to invite the Tenderer to participate in the Request for Tenders and reserves the right to re-organize any services related to the Tender, to re-open part of or the entire tendering process at a later stage or to completely stop the tendering process without choosing a Tenderer for the requested tendered services;

10. this Statement of Undertaking and any related documentation shall be governed by and construed in accordance with the substantive laws of Switzerland. The place of jurisdiction shall be Zurich, Switzerland.

By submitting this Statement of, I/we confirm that I/we have read and understood the foregoing terms and conditions issued by IIHF regarding the process for selection of a candidate(s) for the provision of guest management and accreditation services for the IIHF and agree that the Company which I/we duly represent is bound by such terms and conditions.

Signature: _____

Name and Title: _____ Date: _____

Place: _____ Official Stamp

Appendix I / REQUIREMENT MATRIX

STRATEGY & VISION
How do you interpret the role of the IIHF website within the global ice hockey ecosystem?
How would you translate “Hub of World Hockey” into concrete digital product features?
How would you balance governance authority and fan engagement within one platform?
How would you design a website that flexes between tournament peaks and offseason storytelling?
What differentiates a best-in-class international federation website from a strong national federation website?
AUDIENCE & PERSONALIZATION
How would you structure user segmentation for IIHF (fans, media, partners, staff, casual visitors, youth, etc.)?
How would the homepage dynamically adapt to different audience types?
How would you enable personalization without requiring mandatory login?
How would you encourage users to create accounts without harming user experience?
How would you design content journeys for younger fans (under 18)?
How would you surface Women’s Ice Hockey content to increase visibility and engagement?
How would you ensure national team fans see relevant localized content?
DATA, CDP & FIRST PARTY STRATEGY
How would your solution support IIHF’s ambition to build a single customer view?
How would you ensure scalable event tagging and analytics from day one?
How would you structure integration with CDP, SSO, OTT, ticketing and email systems?
How would you measure and improve views per session and sessions per user?
What specific data points would you recommend IIHF collect to strengthen commercial activations?
How would you reduce dependency on organic search traffic over time?
ENGAGEMENT & HABIT FORMATION
How would you increase habitual return outside major tournaments?
How would you integrate gaming, predictor or interactive formats into the website?
How would you design live game experiences (Gamecenter) to drive deeper engagement?
How would you connect website and app experiences seamlessly?
What formats would you recommend to increase time spent per visit?
CONTENT & EDITORIAL STRUCTURE
How would you structure IA to clearly separate governance and fan content?
How would you design a content model that works across 30+ tournaments per season?
How would you ensure player, team and tournament pages are reusable and scalable?
TECHNICAL ARCHITECTURE
What CMS architecture do you propose and why is it suitable for IIHF’s scale?
How would you ensure scalability during traffic peaks (e.g., World Championships)?
How would you approach multi-language and international performance optimization?
How would you ensure future extensibility (new competitions, formats, features)?
How would you structure DevOps, hosting and release cycles for a federation environment?

Useful insights

Over the 2024/25 season, IIHF recorded strong growth across social, OTT and database channels, while web engagement remained highly event-driven and driven by organic search (76% organic traffic).

At the same time, IIHF-owned platforms show significantly stronger engagement when built around live content, personalization, and interactive features.

The 2025 Fan Survey confirmed that:

- 74% of fans become interested before age 14
- Fans primarily seek scores, schedules, and tournament information
- Personalized and relevant content drives repeat engagement
- Media visibility and storytelling are key engagement drivers, especially in Women's Ice Hockey

These insights highlight the need to shift from an event-driven website to a platform that drives habitual usage and long-term engagement.



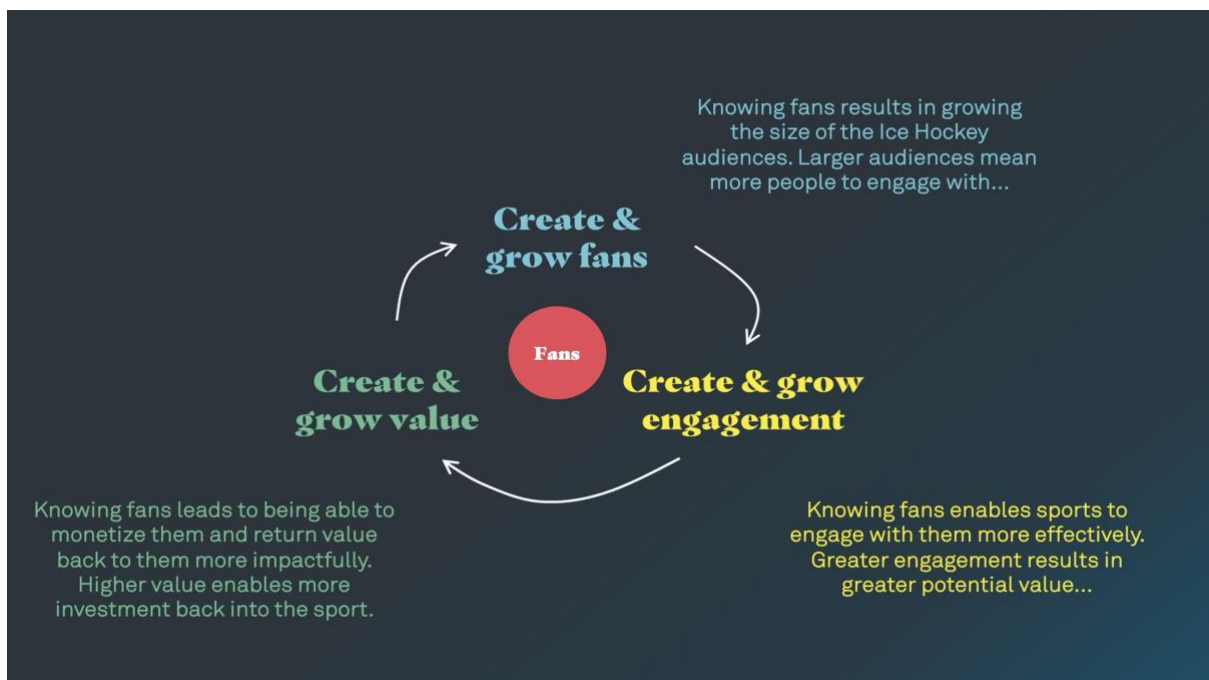
Desired implementation Ice 26 Strategy



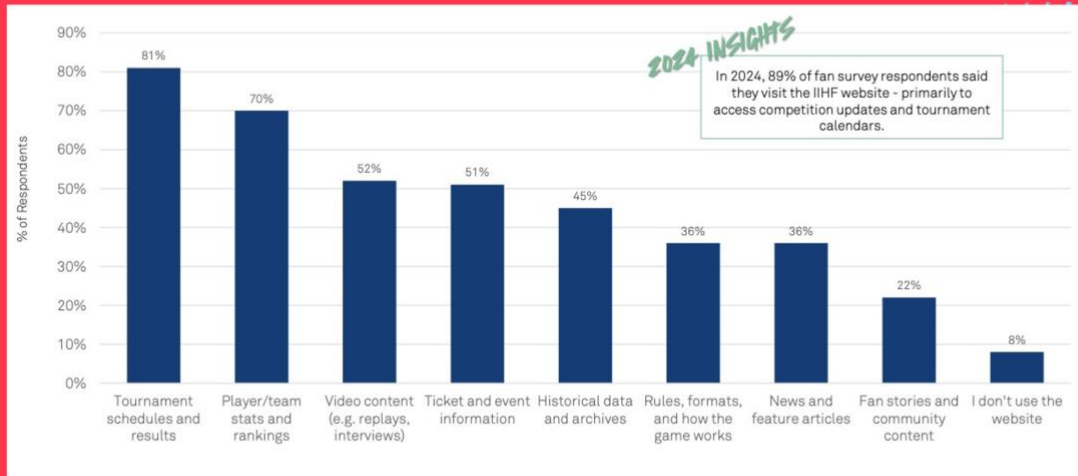
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Fan facing section

IIHF



Web content preferences



IIHF

Integrations (short list)

Name	Description
IIHF SSO	SSO
Hydra	Stats
Wisehockey	Stats/sports analytics
WSC/Clip Pro	User engagement /automated clipping
Images on Ice/other image bank	Photo bank
Wizz Team	Accreditations
IIHF.TV	OTT

IIHF

List of Features & Functionalities

#	Category	Title	Requirement	Prioritisation	MVP	MVP Budget (t-shirt size)	Your ability to meet the requirement	
							Ability to meet	If you can meet the requirement, is this achieved by Out of the Box functionality or by leveraging an existing plugin or require an integration to another system?
1	User Management and Personalization	Sign In	As a user I want to create an account using my email So that I can access personalized features	Must Have	Yes	S		
		SSO	As a user I want to log in using SSO So that I can access all IIHF platforms seamlessly	Must Have	Yes	M	Integration	
		Favorite National Team Selection	As a user I want to select my favorite team(s) So that I receive relevant content and updates	Must Have	Yes	M		
		Favorite Player Selection	As a user I want to follow specific players So that I get personalized content	Must Have	Yes	L		
		Personalized Homepage	As a user I want my homepage to adapt based on my preferences So that I see relevant content first	Must Have	Yes	M		
		Marketing Preferences	As a user I want to opt in/ manage my marketing preferences So I can receive relevant information	Must Have	Yes	S		

[Access full list](#)

IIHF

CMS Requirements

- Full integration of IIHF photo libraries (Images on Ice + IIHF Library/others) available as an incoming feed
- Pre-formatting of high-res pictures into various smaller child version
- Ability to change the focus area on a picture
- Drag and drop photos anywhere in the page
- Full integration of our social media platform into the CMS as a separate incoming feeds
- Possibility to drag&drop IG/FB/X posts directly anywhere the web page
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- Ranking stories of home page and tournament home pages through widget / drag & drop
- Search Functionality in the CMS
- Automated copy/migration of content from the staging environment to the production environment
- Avoid repetitive entries of exact same content in the CMS
- Support structured publishing workflows
- Allow decentralized editing for departments
- Enable role-based approvals

IIHF

Design Language

The design must support a dynamic and personalized user experience, adapting to different audiences and use cases.

Fans

- Inspiring
- Welcoming
- Dynamic
- Engaging
- Reliable

Governing Body

- Confident
- Professional
- Structured
- Reliable

Media

- Efficient
- Data-driven
- Practical
- Reliable

[Access Brand Guidelines](#)

