



IFSC TV & MARKETING COMMISSION

TERM 2021-2025

OVERVIEW

The TV & Marketing Commission is formed by the IFSC Executive Board following the IFSC General Elections for a term of 4 years.

Members of the TV & Marketing Commission are not subject to term limits and are nominated by the Executive Board abiding by the principles of gender and geographical balance, fairness, and transparency; their appointment is based on specific experience and members may be nominated through their relevant national federation as well as spontaneous candidature.

Due to the relational nature of the TV & Marketing Commission, fluency in English is highly recommended but not mandatory, and members may be aided by an own interpreter.

The TV & Marketing Commission acts as an advisory body to the Executive Board to complement Objective 5 of the IFSC Strategic Plan 2020-2028 “Promote Sport Climbing globally” and contribute in Objectives 1 “Showcase Sport Climbing through events” & 4 “Increase IFSC brand awareness of the IFSC Strategic Plan”, with the goal to increase coverage of Sport Climbing events across TV and all up and coming digital platforms and attract and retain partners that complement the values of Sport Climbing. In particular:

- 5.1.1. Further strengthen linear television coverage of IFSC events and ensure consistency over the production and direction of the sport aspects;
- 5.1.2. Increase digital media coverage of IFSC events globally by introducing attractive technologies;
- 5.1.3. Own the production and distribution of broadcast content to satisfy the demand of all stakeholders on all platforms;
- 5.2.1. Create marketing plans across different channels;
- 5.2.2. Adopt different approaches to diversify sponsorships and activate different types of partnerships;
- 5.2.3. Support and reinforce official partnerships in a continuous effort to strengthen and showcase the best features of Sport Climbing.

1. PURPOSE

- To support and advise the IFSC on TV & marketing matters;
- To support and advise the IFSC in the development of TV coverage;
- To support and advise the IFSC in the improvement of production and innovations related to it;
- To support and advise the IFSC in the development of new business opportunities for stakeholders.

2. FUNCTIONS AND ACTIVITIES

- Enhance events production to develop media deals and improve viewers experience;
- Create conditions to penetrate new territories;
- Define guidelines for the use of IFSC footage respecting broadcasting deals while taking into account the growth of digital platforms and users trends;
- Create new business opportunities/models around IFSC flagship events (World Championships ; new events ; Olympic qualifiers...)
- Develop a sponsorship program for endemic brands;
- Cooperate with other Commissions when necessary, to complement the needs of the IFSC, broadcasters and partners.

3. COMPOSITION

The TV and Marketing Commission welcomes 6 members, nominated through their relevant National Federation or through spontaneous candidature, with experience in any of the following areas:

- TV Production
- Media rights management including digital rights
- Sponsorship activation
- Sponsorship rights sales