



INTERNATIONAL FEDERATION OF **SPORT CLIMBING**
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INTERNATIONAL FEDERATION OF SPORT CLIMBING IFSC CONTINUES TO EXPAND GLOBAL EXPOSURE OF SPORT CLIMBING

The IFSC continues to expand the exposure of its monthly 26-minute highlight programmes in 2017, bringing the best of sport climbing to new audiences on all five continents.

The 26-minute highlight programmes are produced by the IFSC with English commentary and are sent to TV and online broadcasters around the globe. For the 2017 season, each episode dives into all three disciplines of the most recent IFSC World Cup and Youth World Championship events and highlights the climbing and lifestyles of elite athletes competing at this highest level of sport climbing.

New nations, new fans

Last year, the IFSC added 47 territories of Asia Pacific to its worldwide exposure in an [agreement with Eurosport](#), increasing distribution of the show. This year, several new deals raised that number to over 140 countries on all five continents. The Chinese Mountaineering Association, for instance, now distributes the programmes to CCTV5, the main sports broadcaster in China. Other recipients include Fox Sports Asia, Australia and Europe, the Dubai Sports Channel, Eleven Sports, Kwesé Sports, ORF, OSN and Setanta Sports.

Olympic Channel coverage

The Olympic Channel - which collaborates with the IFSC for comprehensive coverage of IFSC events and athletes - is also offering the 26-minute highlight programmes as VOD to a global audience. The Olympic Channel is a multi-platform media destination where fans can experience the power of sport and the excitement of the Olympic Games all year round, and is available worldwide in 11 languages

via mobile apps for Android and iOS devices and at [olympicchannel.com](#).

Sending excitement and values

IFSC President Marco Sclaris commented on the growth:

"We are proud to send the excitement and values of sport climbing to more regions around the globe. Our goal has always been to develop sport climbing worldwide, and this show is one hold of that long climb. Now, more eyes than ever in Africa, Asia and all over can watch the inspiring performances and character of IFSC athletes. We can't wait to see the positive effect this continued growth will have on our sport and, eventually, the competitions."



IFSC PARTNERS:



FOR MORE INFORMATION:

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