



INTERNATIONAL FEDERATION OF SPORT CLIMBING IFSC IS BIGGER IN JAPAN

The IFSC has strengthened its relationship with its historical partner in Japan, Synca Creations. With a new online media agreement, video delivered by internet or mobile technology are now broadcast in Japan unbundled from television, widening the IFSC broadcasting market.

A Strong Partnership

The IFSC has been working with Synca Creations since 2013, and earlier this year the IFSC renewed the television agreement with its long-time partner. Soojun Bae, Director of Synca Creations, offered the following comment:

“It has been exciting to experience the growth of Sport Climbing all the way with the IFSC. This deal will bring us new opportunities which meet the increasing interest in this sport, especially after the IFSC World Championships this year where we had a Japanese world champion for the first time ever.”

Turning Points

The agreement with Synca Creations signifies yet another milestone in a year of significant events for Sport Climbing and the IFSC.

In August, the International Olympic Committee (IOC) approved the inclusion of Sport Climbing in the Tokyo 2020 Olympic Games. Only weeks after, the IFSC and Fédération Française de la Montagne et de l'Escalade (FFME) hosted one of the most talked about Sport Climbing events ever, with 146 accredited media representatives and well over 500,000 views of IFSC digital media for the event in Paris. At the same time, the IFSC commenced LIVE international delivery of its events in Japan on SkyA, airing an IFSC event outside of Europe for the first time. Sport Climbing is growing, and the IFSC is continuing to pursue fresh broadcasting arrangements which match the increasing demand.

“We’re delighted with this new deal with Synca Creations in Japan,” says IFSC President Marco Sclaris. “The deal indicates the perpetual growth of our sport and the IFSC’s continued penetration in television and online media markets worldwide.”

Contacts

Should you have any inquiries regarding these developments, please contact the IFSC Media Team:

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