



INTERNATIONAL FEDERATION OF **SPORT CLIMBING**

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OFFICIAL PRESS RELEASE

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IFSC OFFICIAL PRESS RELEASE: IFSC SIGNS TERRESTRIAL BROADCAST DEAL WITH JAPAN'S NHK

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NHK has acquired exclusive terrestrial and BS rights for 2016, broadcasting programmes of the IFSC climbing season-mainly on its NHK BS satellite channel. The deal will also see Sport Climbing continued to be broadcast extensively on Sky A in Japan, with the addition of live host broadcast of IFSC World Cup in Kazo this year.

The deal was agreed via a renewal of IFSC's agency in Japan, Synca Creations, with the assistance of Broadreach Media, the latter being IFSC's exclusive media partner since two years. IFSC and Broadreach Media renewed their partnership for a further period last Autumn.

IFSC President Marco Sclaris commented, "Sport climbing is growing rapidly worldwide and this new partnership in Japan with Synca Creations, NHK and SkyA makes a new benchmark of how far we have come in Japan in the last two years."

Synca director Mr Bae Soojun said, "Our deal with IFSC will bring more attention to Sport Climbing, especially in this important year for this sport. With great success of Japanese athletes, Sport Climbing will achieve more recognition among Japanese audience."

Sport Climbing is one of the five new sports selected for inclusion in the Tokyo 2020 Olympic Programme, the decision for which will be made at the IOC Session in Rio de Janeiro in August.

FOR MORE INFORMATION

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