

The International Federation of Sport Climbing appoints Broadreach Media as ex-Europe TV Distributor

The International Federation of Sport Climbing (IFSC) has appointed Lausanne-based, global niche-sports specialist Broadreach Media to distribute its TV and new media rights in Asia, Africa, Americas, Oceania and Russia, in a 4-year deal.

IFSC is the world governing body for sport climbing and each March-December season produces over 150 hours of HD content from over 20 IFSC events, comprising Boulder, Speed and Lead Climbing World Cup Series and also its biennial IFSC World Championship and annual Youth World Championships..

IFSC President, Marco Sclaris, commented, "The last decade has been a period of spectacular growth for both sport climbing and the organization. Sport climbing has gained credibility not only as competitive sport, but also for its social values. It has now all the maturity to deliver professional competitions with top athletes to a large audience. Pushing state of the art content to TVs has become an evidence and gaining TV exposure is now one of IFSC's priorities. Our athletes deserve it".

Steven Morris, Director of Broadreach Media Europe commented, "Broadreach Media is a market specialist for emerging niche-sports, particularly in developing territories. We specifically targeted IFSC sport climbing as a new client, because it's cool, very telegenic and especially because of the fast-growing number of medal-winning Russian and Asian athletes in the sport."