



INTERNATIONAL FEDERATION OF **SPORT CLIMBING**
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INTERNATIONAL FEDERATION OF SPORT CLIMBING IFSC AND FLOSPORTS SIGN ONLINE STREAMING DEAL

The IFSC has signed a 3-year deal with US-based sports media company FloSports to bring IFSC Climbing World Cup events to its FloClimbing platform.

This partnership with FloSports will allow the IFSC to invest more resources than ever before into Sport Climbing. This will result in a more viable economic environment for the events, host countries and athletes. This new deal will also allow the IFSC to create more content, high quality production and more in depth coverage than ever before. This will allow the IFSC to reach a broader audience.

The deal excludes linear television rights, which the IFSC continues to market separately and Japan, where the IFSC has a pre-existing deal for both online and linear television.

Beginning a new adventure

FloClimbing, a subscription based online service with live and on-demand coverage of sport climbing, will offer the IFSC's events in 2017-2019, starting with this weekend's IFSC Bouldering World Cup event, which takes place in Meiringen, Switzerland, plus original documentaries on the sport's iconic athletes, as well as technique breakdowns, breaking news, highlights, interviews and more.

Marco Scolaris, IFSC President commented, "With our partner FloSports we are beginning a new adventure. We'll offer climbing fans a deeper level of event and climbing coverage. FloSports' interest in climbing will also allow the IFSC to invest more in high quality production at IFSC events to bring the beauty and excitement of sport climbing to its fans."

Unlocking a world of climbing

"We are thrilled to partner with the IFSC," FloSports SVP of Global Rights Acquisition and Subscription Phil Wendler said. "There has never been a more exciting time in sport climbing than right now. The best climbers on earth compete throughout the Climbing World Cup season and we look forward to working with the IFSC to bring fans more in-depth event and athlete coverage than ever before."

By providing engaging content fans enjoy, the IFSC hope to continue to showcase the best of Sport Climbing.

About FloSports

FloSports, the innovator in live digital sports and original content, partners with event rights holders and governing bodies to unlock a world of sports coverage that true fans have been waiting for. Through live streaming of premier events, original video programming, and weekly studio shows, FloSports is growing the sports, the athletes and the fans. Current verticals under the FloSports header are Wrestling, Grappling, MMA, Elite Fitness, Softball, Tennis, Pro Wrestling, Gymnastics, Marching, Basketball, Volleyball, Rugby, eSports, Rodeo, Racing, Swimming, Cheerleading, Track and Climbing.

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