



INTERNATIONAL FEDERATION OF SPORT CLIMBING
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INTERNATIONAL FEDERATION OF SPORT CLIMBING OLYMPIC CHANNEL, IFSC TEAM UP

The Olympic Channel announced Tuesday that it has reached cooperation agreements with the IFSC and five other International Sports Federations (IFs) to collaborate on content for the Olympic Channel.

Expanding the Reach of Sport Climbing

Launched in August 2016, the Olympic Channel is a new, ground-breaking digital platform where fans can experience the power of sport and the excitement of the Olympic Games all year round, and is available worldwide via mobile apps for Android and iOS devices and at olympicchannel.com.

In addition to broadcasting LIVE events, the Olympic Channel team is working with its IF partners to create innovative partnerships encompassing event coverage, highlights, magazine shows, news coverage and original programming, as well as technical business solutions. Collaborations to broadcast LIVE events on the Olympic Channel aim to complement the IFs' current broadcast and distribution arrangements.

"We look forward to working with our IF partners to extend the reach of Olympic sports and athletes outside of the Games themselves," said Mark Parkman, General Manager of the Olympic Channel. "Since we launched the Olympic Channel just two months ago, our IF partnerships have already contributed greatly to our programming line-up

through live events, social media content, promotion and more, ensuring that fans are able to continue their excitement of Rio and the Olympic Games, all year long."

Moving Forward

The IFSC continues to pursue innovative partnership opportunities which increase the global exposure of Sport Climbing, officially included in the Tokyo 2020 Olympic Games last month at the 129th IOC Session in Rio de Janeiro. This announcement comes only weeks after the new online media agreement between the IFSC and Synca Creations of Japan.

"The Olympic Channel has done a great job of showcasing Olympic sports, and we are excited that Sport Climbing will now be represented on their platform," said IFSC President Marco Sclaris. "We continue to move forward and we will strengthen our collaboration with the Olympic Channel, so that our sport and our Athletes have the exposure they deserve, before and during the Tokyo 2020 Olympic Games, in Japan and worldwide."

Contacts

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