



INTERNATIONAL FEDERATION OF **SPORT CLIMBING**
www.ifsc-climbing.org

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EUROSPORT ASIA PACIFIC DEAL ADDS 47 NEW TERRITORIES TO IFSC'S WORLDWIDE EXPOSURE

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Worldwide coverage

IFSC Climbing Monthly features a monthly roundup of IFSC's World Cups and World Championships in Lead, Speed and Boulder disciplines, plus athlete profiles and climbing lifestyle features. Worldwide, the show is now broadcast in 135 countries and is distributed by IFSC's exclusive media partner, Broadreach Media. Other broadcasters include Fox Sports in Australia, Africa and Europe, OSN in the Middle East and Setanta Sports in Ireland. In April, IFSC announced an extension to its television deal in Japan to include for the first time guaranteed terrestrial television exposure with Japanese state broadcaster NHK, in addition to a renewal of its existing deal with SkyA.

Sport climbing's development

Marco Scolari, IFSC President, commented, "With Japanese and Korean climbers leading the world in the IFSC rankings at the moment, Asia is a very strong continent of growth for Sport Climbing and IFSC. Hence, it's great to partner with a broadcaster of Eurosport's status to increase climbing's exposure on television there."

Next Up: Vail World Cup

IFSC's next event is the IFSC Boulder World Cup taking place in Vail Colorado on 10th/11th June.

Check the IFSC website for additional information:

<http://www.ifsc-climbing.org>

FOR MORE INFORMATION

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