The International Federation of Sport Climbing (IFSC) has agreed a deal with Eurosport to broadcast its monthly highlights show in Asia Pacific, adding 47 new territories to the show’s worldwide exposure.

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 Scolaris, 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