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IFSC PRESS RELEASE

IFSC WORLD CUP IN BRIANÇON TO RECEIVE HIGHEST EVER INTERNATIONAL BROADCASTING COVERAGE

Briançon - August 21, 2020

The first IFSC World Cup of the 2020 Sport Climbing season in Briançon (FRA) is set to appear on screens around the world this weekend and over the coming weeks, thanks to the numerous broadcasting deals secured by the International Federation of Sport Climbing.

Indeed, compared to last year's World Cup in Briançon, the number of broadcasting deals signed by the IFSC increased by 38%, setting a new highest record.

IFSC President Mr Marco Maria Sclaris said:

"The world needs sports. The IFSC is proud to give the stage here in Briançon (FRA) to our athletes who were able to travel and participate in the event. The battle against the COVID-19 pandemic is not over, but we want to give hope to those who are fighting and those who cannot travel. May the images of our athletes climbing inspire our world."

LIVE BROADCASTING

Live coverage of the women's and men's finals is to be provided by: NBC Olympic Channel Home of Team USA; French TV channel L'Equipe, online; Japanese network J-Sports; and Czech national public broadcaster CTV Sports. In Slovenia, the women's finals will also be broadcast live on August 22, with the men's final airing delayed-as-live later the same evening, at 10:50 PM. Replays of the two events are scheduled on August 23 and 25.

ESPN Latin America will stream the event live on their OTT platform, as well as offering television coverage of the competition. Finally, both semis and finals of the IFSC World Cup in Briançon will be live streamed by the Olympic Channel.

UNITED STATES AUDIENCE

Sport Climbing fans that would like to enjoy the competition from the United States can watch semifinals on the Olympic Channel, while women's and men's finals will be broadcasted by NBC Olympic Channel Home of Team USA, which will also re-transmit the event delayed-as-live in late August and early September.

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The streaming of both finals will be geoblocked for the United States' audience on YouTube and on the Olympic Channel.

DELAYED PROGRAM

Other broadcasters will ensure a delayed broadcast of the event: Taiwanese channels VL Sports and ELTA TV, Japanese channel NHK and French network Canal Plus.

IFSC PLATFORMS

On the IFSC's YouTube channel, both semifinals and finals are going to be streamed live, and the whole programming will also be available on-demand. Following the competition, Chinese fans will be able to enjoy the full program on the IFSC's Weibo profile, while Douyin will focus on highlights and stand-out performances.

Competition schedule:

- Friday, August 21 at 7:30 PM (UTC+2:00): Semifinals Men and Women
- Saturday, August 22 at 7:30 (UTC+2:00): Finals Women
- Saturday, August 22 at 7:30 (UTC+2:00): Finals Men

For more information:

Marco VETTORETTI, IFSC Head of Communications
marco.vettoretti@ifsc-climbing.org
+39 371 4155701

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