

# Euronews and SportAccord sign historic partnership

LAUSANNE, SWITZERLAND: Euronews has become the first international news channel for all sports, announcing the launch of its *Sports United* programme.



Marius Vizer, SportAccord and Michael Peters, Euronews, Lausanne, Switzerland.

Euronews and SportAccord recently signed a historic collaboration for sports programming, which will enable the Global broadcaster and the Union of all 92 International Sports Federations to establish a new sports programme. The agreement was signed between Michael Peters, CEO of Euronews group and Marius Vizer, President of SportAccord, at the annual International Forum for international sports federations in Lausanne.

The partnership shall revolutionise the global news coverage of sports. Euronews, a multi-cultural news channel broadcasting in 13 languages will distribute original sports news to an upmarket audience with a worldwide geographical spread.

Under the agreement, Euronews will, amongst others, run a weekly sports-programme *Sports United* starting from January 2015, as well as several special magazine shows, focusing on specific sport disciplines. Euronews viewers will also have access to major national, regional and international competitions, from football and gymnastics to beach volleyball and judo.

Each show will be produced in 13 languages and be broadcast to over 420 million households in 156 countries, as well as on digital media platforms.

*Sports United*, a dynamic sports programme covering the entire scope of sports disciplines and competitions worldwide will air in 13 languages on Euronews starting January 2015.

Speaking on the historic partnership, Marius Vizer, President of SportAccord said, "We are very excited about the mutually beneficial partnership with Euronews. This Partnership will enable premium exposure for SportAccord Members and at the same time raise interest in all sports of the masses. Euronews, the international and multilingual news channel offers us the opportunity to highlight the richness of our federations' activities and to make it accessible to a broad audience".

Michael Peters, CEO, Euronews, added, "Today, it is very complex to buy and trade distribution rights for sport events. We decided to take a more global, high-level approach. SportAccord showed interest in the idea. Furthermore, this agreement came as a natural fit. At Euronews, our editorial team of over 400 journalists from 30 nationalities represents our channel's diversity. It was natural to us to partner with SportAccord, an organisation that represents a broad, and nearly unlimited diversity of athletes, sports and disciplines. "

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