



There is no better time to embark on our journey.

The International Boxing Association (IBA) is the worldwide governing body of boxing, established in 1946. As the custodian of this historic sport, the IBA's mission is to promote, support, develop, and unite the sport of boxing globally.

With an athlete-first approach, the IBA is dedicated to providing the best possible experience for all its stakeholders, with a clear intention to bring the prestige of boxing to a global audience and become their gateway to the world of boxing.





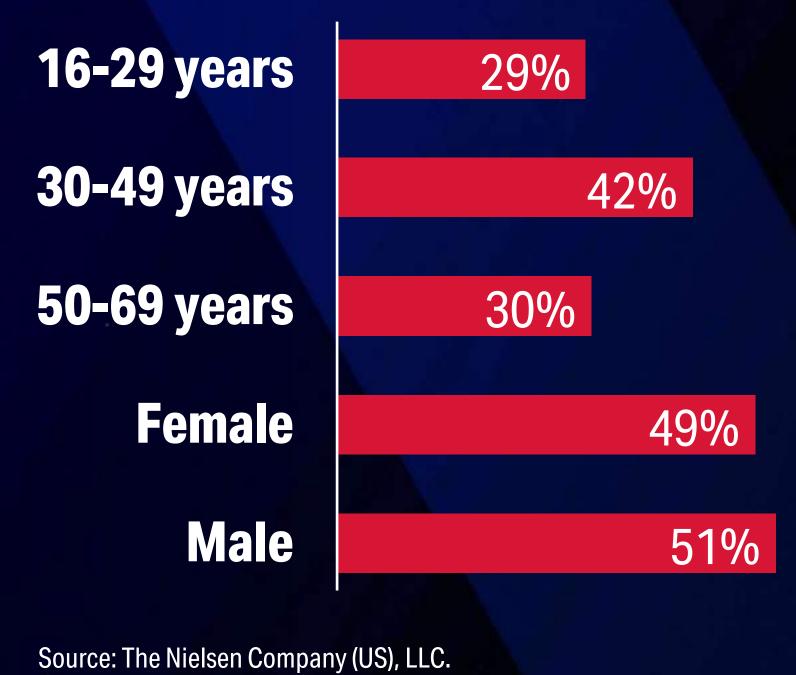
## GOVERNANCE

IBA conducted all necessary reforms to restructure the organization and to adapt to governance best practices.

Large-scale tournaments with dedicated prize funds for winners and medalists	Conducting courses of advanced studies	Creation and development of Boxing Academies
Creation of an effective management system based on transparency and integrity	Implementation of a new communication strategy	Extensive marketing plan and investment into digital transformation

## KEY DEMOGRAPHICS

Compared to other sports, boxing appeals to a particularly young and rather large female target audience.





539.54M

Fans around the World

6<sup>th</sup>

Largest sport in the World

Top 5

Most popular sport in the Philippines, Mexico, Thailand, UK, Russia and Germany

# LEVEL OF INTEREST IN BOXING IN COMPARISON WITH

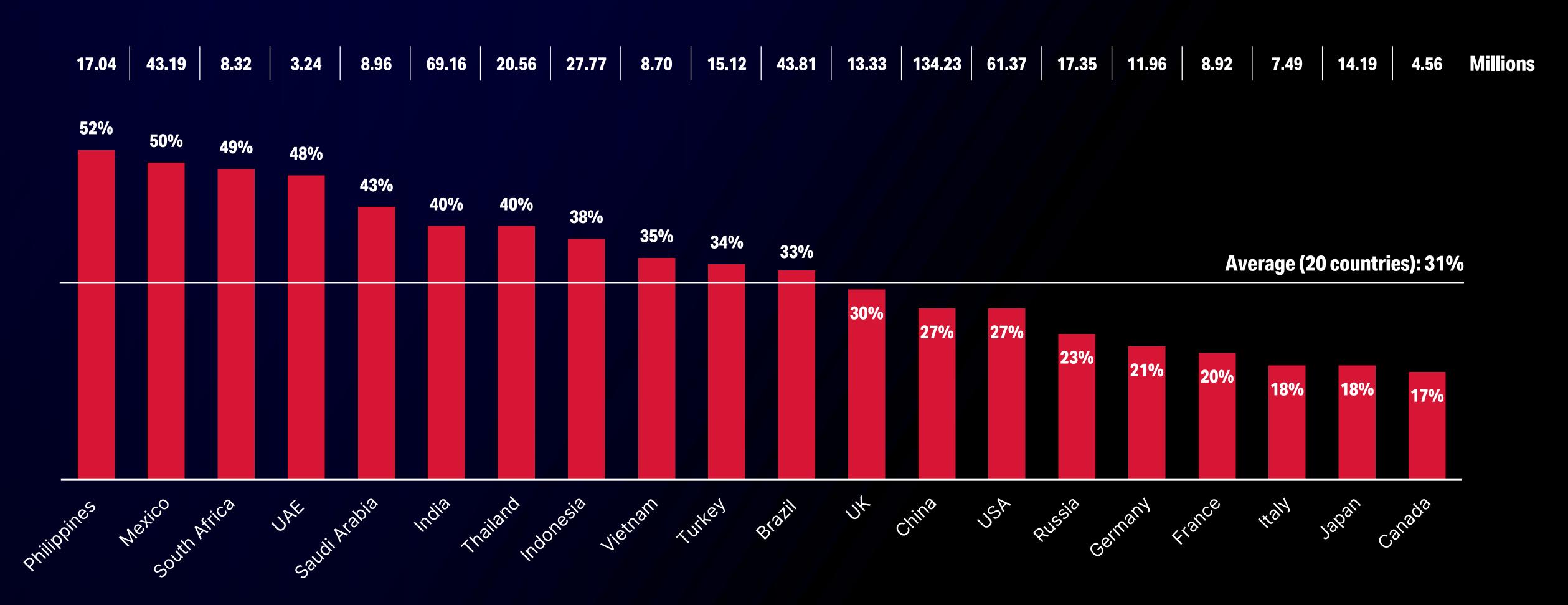
Globally, interest in boxing is on a similar level as tennis, athletics and cycling.





### LEVEL OF INTEREST IN BOXING

Overall, boxing reaches more than half a billion fans around the world.





## WORLD CHAMPIONSHIPS

The leading competition in Boxing, showcasing the best talents.

Unleashing the most intense and unforgettable fights in boxing, since 1974. The event where every fight counts, where champions rise and legends are forged.





## WOMENS WORLD BOXING CHAMPIONSHIPS

NEW DELHI 2023

15-26 March

The event promises to be a spectacular showcase of the talents of women boxers and will provide a platform for these athletes to inspire the next generations. The competition is expected to attract numerous spectators and fans from across the globe.





## MENS WORLD BOXING CHAMPIONSHIPS

TASHKENT 2023

1-14 May

The IBA World Boxing Championships is the signature event on the IBA calendar going back 49 years to its beginnings in 1974 when the IBA Men's World Championships made its debut in one of the heartlands of boxing — Havana, Cuba.



#### **EMPOWERING EXCELLENCE**

The apex event, revealing in the unparalleled technical and tactical mastery of the sport.

#### **INCLUSIVE REBELLION**

Uniting a diverse group of nations, federations, and personalities with a shared mission.

#### **FEARLESS ADVENTURE**

The global event that dares to push the limits.



## WORLD CHAMPIONSHIPS

Brace yourself for the battle.

500 of the best boxers from 150 COUNTRIES

TV broadcasts in

110 COUNTRIES

150 HOURS

of live TV Coverage

30 MILLION+

unique viewers around the world

\$7.6 MILLION USD

combined prize pool for men and women

TO CELEBORATE DE LA CONTRACTOR DE LA CON

accredited international press and media

# WORLD BOXING TOUR

Bear witness as the mightiest fighters unleash their skills in an epic clash for eternal glory.

Taking the fight global, elevating warriors to the pinnacle through inclusive competition and tiered rankings.







The premier event for young boxers ready to dominate the ring.

Experience the fire and grit of boxing's best young guns — young at heart, fierce by nature.





## IBA BROADCASTING

Capturing Boxing's essence

- LIVEBROADCAST
- 3 NARRATIVES

2 STORYTELLING

- LIVE INTERVIEWS
- 6 DATA

5 HIGHLIGHTS

7 NEWS REPORTS

Together, we share the inspiring boxers' achievements with viewers all around the world



#### **IBA PRODUCTION PHILOSOPHY**

An unbiased coverage and state-of-the-art broadcast technology (high speed cameras, dynamic graphics, data information). Behind the scenes and cine-style sequences will be part of our live storytelling.

#### **INTERVIEWS**

Upon request IBA will provide live interviews in local language of each winner. This will be up on the feed in real time. IBA Broadcast servicing staff will assist licensees performing remote operations and implementing new production trends.

#### HIGHLIGHTS

Broadcast highlights will be produced for all competition bouts and distributed at the end of the international signal (TV graphics names of both boxers, best live action images, referee decision with boxer's arm raised).



## BAMEDIA RIGHTS What we are offering

#### 2023 IBA MEDIA RIGHTS PACKAGE **TOTAL HOURS OF LIVE COVERAGE** 15 to 26 March, 2023 Live & highlights **Women's World Boxing Championships** 107 **Men's World Boxing Championships** 01 to 14 May, 2023 Live & highlights 131 10 to 20 July, 2023 **Golden Belt Series Bangkok** Live & highlights 27 **Golden Belt Series Marrakech** 02 to 10 February 2023 Highlights **Golden Belt Series Colombia** Live & highlights 27 August 2023 **Golden Belt Series Slovenia** September 2023 Live & highlights 27 **Diamond Belt Series** December 2023 Live & highlights 27 Live & Highlights **Junior World Championships Mexico** November 2023 10

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**Licensed Period: 2023** 

Licensed Territory: Per Region