



IBA MEDIA RIGHTS

WELCOMING HOME OF BOXING

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

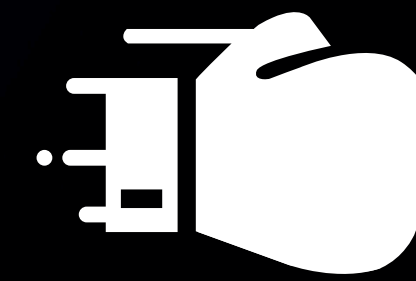
IBA conducted all necessary reforms to **restructure the organization** and to adapt to governance best practices.



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



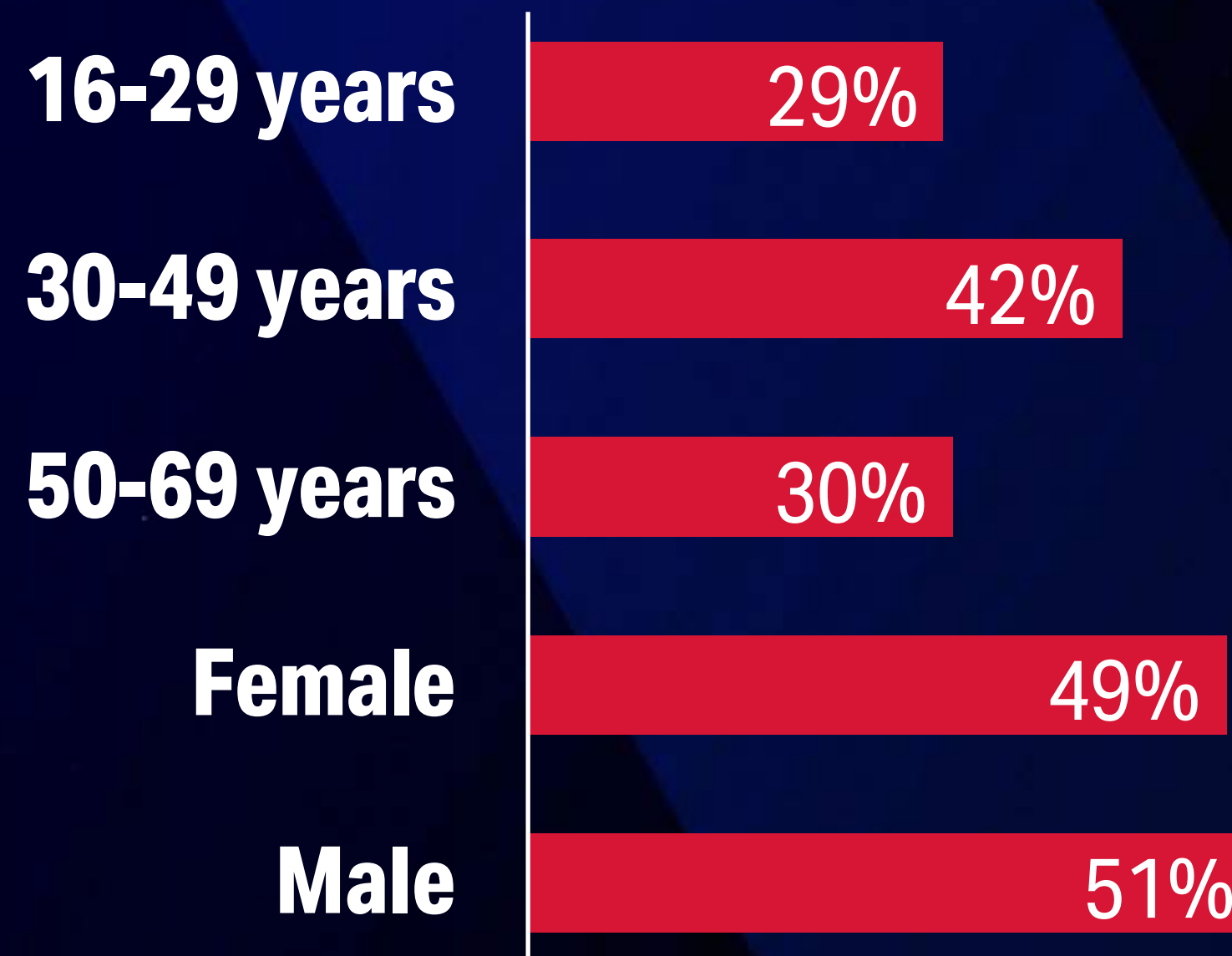
Implementation of a new communication strategy



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.



Source: The Nielsen Company (US), LLC.

539.54M

Fans
around
the World

6th

Largest
sport in
the World

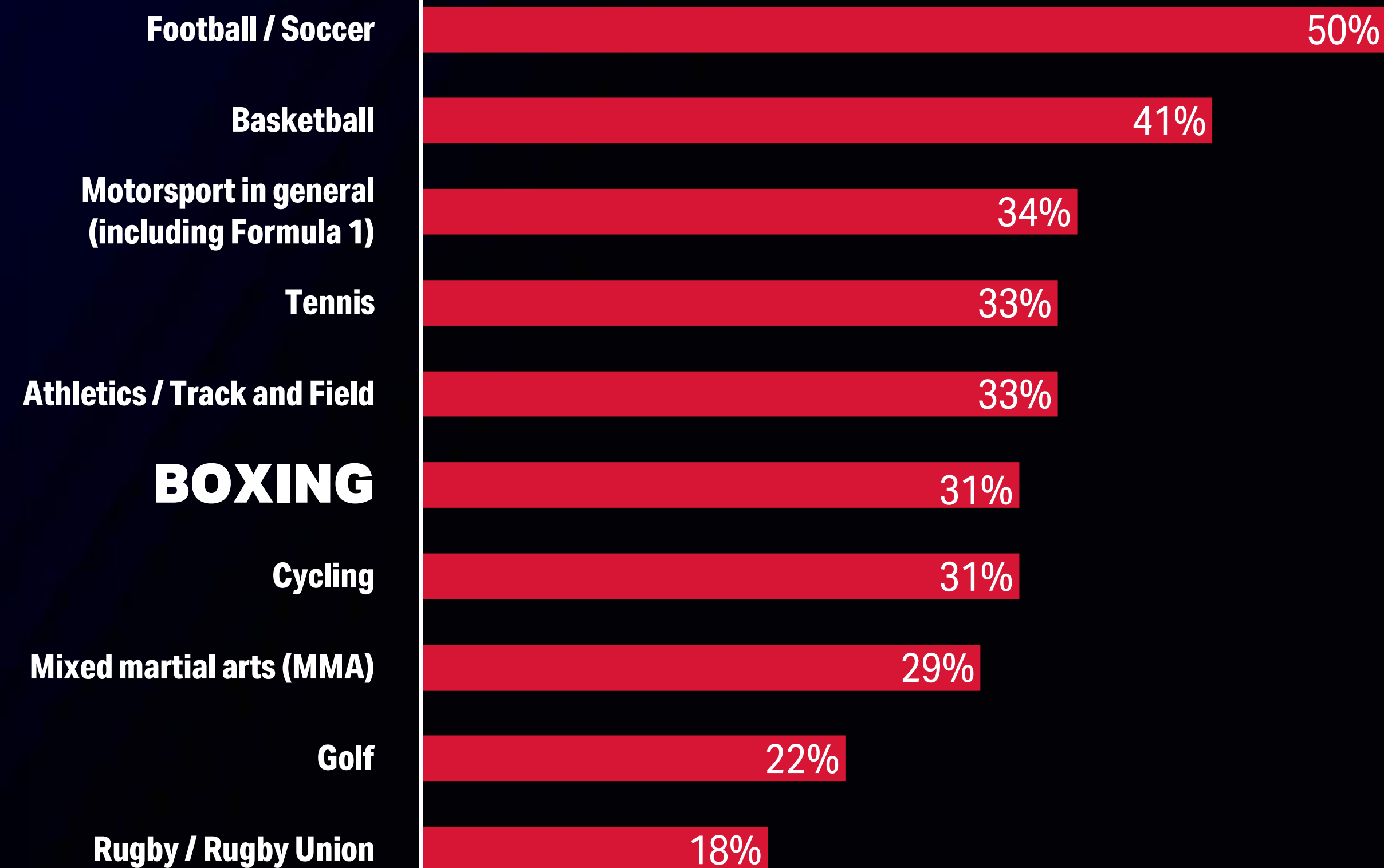
Top 5

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



LEVEL OF INTEREST IN BOXING IN COMPARISON WITH SELECTED SPORTS

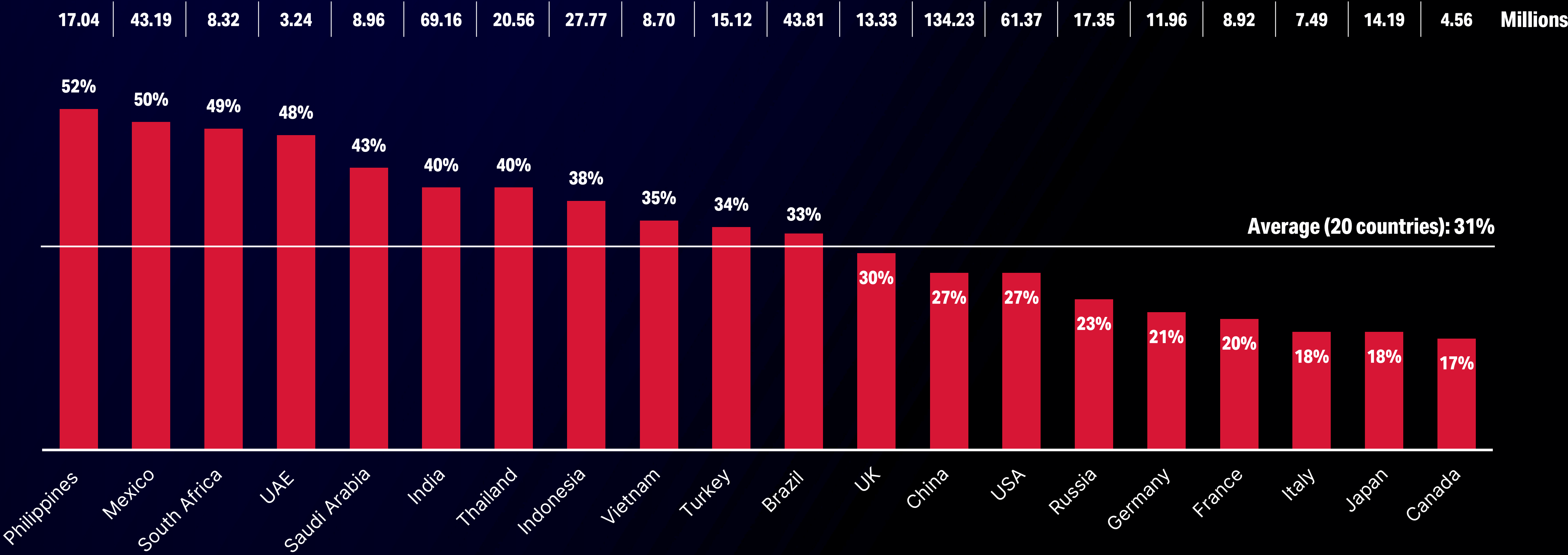
Globally, interest in boxing is on a similar level as tennis, athletics and cycling.



Source: The Nielsen Company (US), LLC.

LEVEL OF INTEREST IN BOXING

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



Source: The Nielsen Company (US), LLC.



**IBA
KEY
EVENTS**

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

The event is a spectacular showcase of the talents of women boxers and provides a platform for these athletes to inspire the next generations. The competition is expected to attract numerous spectators and fans.





MENS WORLD BOXING CHAMPIONSHIPS

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.

800+ of the best
boxers from
107 COUNTRIES

TV broadcasts in
104 COUNTRIES

255 HOURS
of live TV Coverage

30 MILLION+
unique viewers around
the world

15.2 MILLION USD
combined prize pool for men and women

100+
accredited international
press and media

WORLD BOXING TOUR

IBA
INTERNATIONAL BOXING ASSOCIATION

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.



WORLD BOXING TOUR

BRONZE BELT SERIES



SILVER BELT SERIES



GOLDEN BELT SERIES



DIAMOND BELT SERIES



The World Boxing Tour comprises a series of events that are classified into three categories: Golden Belt, Silver Belt and Bronze Belt tournaments, which contribute to a new IBA ranking system that will help to define the most successful boxers at the end of the year. The top four athletes in each weight category will fight to be named the best of the best at the annual Diamond Belt Series event.

YOUTH & JUNIOR WORLD BOXING CHAMPIONSHIP

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

1 **LIVE BROADCAST**

3 **NARRATIVES**

2 **STORYTELLING**

4 **LIVE INTERVIEWS**

6 **DATA**

5 **HIGHLIGHTS**

7 **NEWS REPORTS**

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

IBA BROADCASTING | Capturing Boxing's essence



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).

IBA MEDIA RIGHTS | What we are offering

2023 IBA MEDIA RIGHTS PACKAGE

| | | | TOTAL HOURS OF LIVE COVERAGE |
|---|------------------------|-------------------|------------------------------|
| Women's World Boxing Championships | 15 to 26 March, 2023 | Live & highlights | 107 |
| Men's World Boxing Championships | 01 to 14 May, 2023 | Live & highlights | 131 |
| Golden Belt Series Bangkok | October-November | Live & highlights | 27 |
| Golden Belt Series Marrakech | 02 to 10 February 2023 | Highlights | |
| Diamond Belt Series | December 2023 | Live & highlights | 27 |
| Junior World Championships Mexico | November 2023 | Live & Highlights | 10 |

Licensed Rights:

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Licensed Period: 2023

Licensed Territory: Per Region