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**ICARUS SPORTS BREAKS NEW BROADCAST TERRITORIES
FOR 4 DESERTS AND RACINGTHEPLANET SERIES**



The **4 Deserts Ultramarathon Series** and **RacingThePlanet** are amongst the top endurance competitions, gruelling for the most dedicated and committed outdoor runners.

Sealing a successful distribution platform was key to **ICARUS Sports'** partnership with these races. The **RacingThePlanet's Atacama Crossing** set a new record of securing coverage by 70 broadcasters across 168 countries, whilst the **RacingThePlanet's Gobi March** was taken up by 74 broadcasters from 168 countries.

Important media network take-ups included **Euronews** (International / Usage from Germany, France, Spain, Greece, Hungary), **Reuters** (International / Usage from UK, India, Japan), **WION** in India, as well as featuring in **The Outdoor Sports Show**, guaranteeing distribution in 165 countries.

The 4 Deserts Ultramarathon Series is the world's leading rough-country endurance footrace series, featuring a unique collection of world-class events that take place over **7 days** and **250 kilometres** in the planet's largest and most forbidding deserts. For elite and non-elite individuals and teams, the series comprises the **Namib Race** in Namibia, **Gobi March** in China, **Atacama Crossing** in Chile and **The Last Desert** in Antarctica.

RacingThePlanet Ultramarathon is a similar format, hosted in a new country each year while highlighting the natural and cultural features of each location. The 11th RacingThePlanet Ultramarathon is scheduled for the South Island of New Zealand in March 2019.

Nearly 10,000 competitors from more than 100 countries have participated in the 4 Deserts Ultramarathon Series and RacingThePlanet Ultramarathon. From magnificent salt flats to sand dunes, through canyons, grass and river crossings, the routes are unrelenting in these self-supported races, with competitors having to carry their own supplies, with just a tent and water provided by the organizers.

ICARUS Sports managed both **production** and **distribution** of the Gobi March and distribution for the Atacama Crossing, and also produced a **26 minute TV Documentary** from the Gobi March, presenting the race stories staged against amazing scenery, local heritage and culture.

"The 4 Deserts pushes hard core athletes to the extremes of endurance, in unforgiving terrains and environments," explained **Jason Georganis**, ICARUS Sports' Chief Executive Officer.

"In 2017, ICARUS Sports boosted the worldwide broadcast reach of the race series, and 2018 has again seen our management strategy for the production and global distribution surpass both our own and our client's expectations."

"Both are unique races and our goal is to bring an authentic experience to fans around the world and satisfy the demanding appetite for our coverage. We have worked to deliver a stunning range of content and features to showcase this

incredible endurance sport,” concluded Georgaris.

Photo Credits: RacingThePlanet Limited 2018

Notes to Editors | About [ICARUS Sports](#)

ICARUS Sports is a leading Sports Media company, with an extensive portfolio covering more than eighty events worldwide per year, while at the same time producing own documentary series of programmes, such as Inside Sailing, Sailing to Tokyo, Kite Masters, The Outdoor Sports Show and Speed Catamarans GC32 Racing Tour. As the world's leading sailing and extreme sports content producer and provider, ICARUS Sports distributes content to a vast network of broadcasters and online media, which extends to more than 160 countries, and a total cumulative annual TV broadcast of more than 30,000 hours worldwide!

ICARUS Sports' comprehensive media services include video & photo shooting, live-streaming, documentaries, daily TV news, media distribution and media reporting. Capturing the action -whatever the angle- is ensured by the innovative approach to technology, using drones, on-board cameras and super-stabilizing technology. ICARUS Sports manages the media production, post-production and distribution in-house, ensuring audiences, media and sponsors receive tailored products and services.