



### **The World Rowing Year in Broadcast – 2023**

In 2023, World Rowing witnessed robust performance across its key assets, including the World Rowing Championships, European Rowing Championships, and the annual World Rowing Cup series.

Notably, the World Rowing Cup II in Varese, Italy stood out as the top performer, achieving the best broadcast results for a World Cup II in the past decade. The event garnered a viewership exceeding 30 million households and accumulated over 100 hours of broadcast time.

The World Rowing Cup I in Zagreb, Croatia, and World Rowing Cup III in Lucerne, Switzerland, both demonstrated strong broadcast results, each amassing over 100 hours of cumulative broadcast time and attracting audiences of more than 10 million. This placed them as the 5th most influential World Rowing Cups over the last decade.

Despite challenges posed by the declining traditional linear broadcast landscape in the sports industry, the World Rowing Championships and European Rowing Championships remained resilient pillars in World Rowing's event and asset portfolio.

While the European Championships in Bled, Slovenia faced competition from final match days of major European football leagues, they contributed over 165 hours of cumulative broadcast time and reached a viewership of more than 16 million, bolstering the overall stability of World Rowing's broadcast activities.

The 2023 World Rowing Championships in Belgrade, Serbia, marked a significant achievement, delivering over 321 hours of cumulative broadcast time and reaching a viewership of more than 37 million households.

In Europe, the Olympic sport of Rowing continued to be predominantly broadcast by the family of public broadcasters within the European Broadcasting Union. Outside Europe, World Rowing maintained strong collaborations with partners such as CCTV in China, Fox in Australia, Sky in Newland, and CBC in Canada - amongst others.

In addition to traditional broadcasting, World Rowing expanded its reach through extensive live-streamed coverage in the digital space across all event categories, encompassing the World Rowing Championships, European Rowing U23 Championships, World Rowing Indoor Championships in Toronto, Canada, and the World Rowing Coastal Championships and Beach Sprint Finals in Barletta, Italy. Notably, for the Beach Sprint competitions in Barletta, World Rowing also introduced a successful TV-highlights format distributed to various national and international channels.