



Press release - Chamonix (France), Friday 19 April 2024

## iQIYI Sports renews contract as official broadcaster of the UTMB World Series in 2024

China's leading sport streaming video platform, iQIYI Sports returns as official broadcast partner of the UTMB® World Series in 2024. The world's ultimate trail running circuit is made up of 43 events taking place across Asia, Oceania, Europe, Africa and the Americas and offers outdoor lovers of all abilities the opportunity to experience the UTMB adventure close to home.

Building on their successful collaboration in 2023, UTMB World Series and iQIYI look forward to continuing to promote and champion the sport of trail running in China. The momentum is already evident, with China and Hong Kong making up the third-largest group of registered athletes ahead of the 2024 UTMB World Series Finals, reflecting a 35% increase from the previous year.

Sports enthusiasts and fans from China can follow the enthralling action and extraordinary human feats live from eight flagship UTMB World Series Events including the Finals at the **Dacia® UTMB Mont-Blanc** and the three **UTMB World Series Majors**: The Canyons Endurance Runs™ by UTMB®, Val d'Aran by UTMB® and Doi Inthanon Thailand by UTMB®. iQIYI Sports will also distribute live coverage from Tenerife Bluetrail by UTMB®, Eiger Ultra Trail by UTMB®, Wildstrubel by UTMB® and Nice Côte d'Azur by UTMB®.



© UTMB - view leaser

Viewers will also enjoy exclusive access to the official 2024 Dacia UTMB Mont-Blanc documentary - a 52-minute programme offering an immersive journey behind the scenes, following their sporting heroes in the lead up to and throughout the UTMB World Series Finals.

Another groundbreaking year awaits the UTMB Live production in 2024, as iQIYI Sports joins **DAZN**, **L'Équipe** in France and **Outside Interactive, Inc.** in USA and Canada, as one of the four major broadcast partners bringing worldwide visibility to the sport of trail running and groundbreaking coverage to a global audience.



### The calendar of the UTMB World Series Events broadcast on iQIYI Sports' platforms:

- 26-27 April: The Canyons Endurance Runs by UTMB, UTMB World Series Americas Major
- 6-8 June: Tenerife Bluetrail by UTMB
- 3-7 July: Val d'Aran by UTMB, UTMB World Series European Major
- 17-21 July: Eiger Ultra Trail by UTMB
- 26 August-1st September: Dacia UTMB Mont-Blanc, UTMB World Series Finals
- 12-15 September: Wildstrubel by UTMB
- 3-6 October: Nice Côte d'Azur by UTMB
- 5-8 December: Doi Inthanon Thailand by UTMB, UTMB World Series Asia-Pacific Major

The first live event will take place on 26-27 April at the first UTMB World Series Major of the year, The Canyons Endurance Runs by UTMB, with unmissable action promised. Watch at [sports.iqiyi.com](https://sports.iqiyi.com) or [live.utmb.world](https://live.utmb.world).

### Note to editors

#### About UTMB® World Series

UTMB® World Series is the world's ultimate trail-running circuit that unites the sport's biggest stars and passionate runners through the best, leading international events in the most stunning locations. Built on a passion for the mountains with sustainability at its heart, UTMB® World Series gives all trail runners the chance to experience the UTMB® adventure across the world, with events taking place across Asia, Oceania, Europe, Africa, and the Americas. It is the only place where runners can begin their quest to Dacia UTMB® Mont-Blanc, where the prestigious UTMB® World Series Finals will be held. Launched in May 2021 through the collaboration between the UTMB Group and The IRONMAN Group, the UTMB World Series circuit brings together many of the best international trail-running events on the planet. For more information, visit <https://utmb.world>.

#### About UTMB Group

Since the creation of Dacia UTMB® Mont-Blanc in 2003 by a group of passionate friends, UTMB Group has been the driving force behind the development of trail running. The Dacia UTMB® Mont-Blanc is the sports pinnacle event, and every year, 10,000 runners earn their place on the start line. UTMB Group also pioneered the LiveTrail® technology, an innovative digital service that supports the management of endurance races. Revered by hundreds of thousands of athletes, UTMB® has become a global, premium, and leading brand. In May 2021, UTMB Group partnered with The IRONMAN Group to launch the UTMB® World Series, which brings together many of the best international events on the planet to provide exclusive access to the sport's pinnacle event, Dacia UTMB® Mont-Blanc. The UTMB® World Series is built on the founding principles of Dacia UTMB® Mont-Blanc: surpassing oneself; fair-play; respect for people and the environment; and solidarity. Find out more at <https://utmb.world>.

#### UTMB Group media enquiries

[presse@utmb.world](mailto:presse@utmb.world)

##### French enquiries:

Mélanie Godefroy - UTMB World Series PR and Media Manager  
T: +33 7 89 260 148

##### International enquiries:

Sabina Mollart Rogerson - International press Officer  
T: +44 7922 140148



UTMB® WORLD SERIES PARTNERS

