



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

## OUTSIDE Interactive, Inc. returns as media and broadcast partner of the UTMB World Series in the USA and Canada

*Leading trail running series to stream live on OutsideTV, with companion race coverage from Outside RUN and Trail Runner.*

UTMB® World Series and Outside Interactive, Inc. are pleased to announce an expansion of their groundbreaking broadcast and media partnership in 2024. Fans from the USA and Canada will be able to watch exciting live content from eight UTMB World Series Events on [OutsideTV](#), the broadcast arm of Outside, the world's leading creator of active lifestyle content, services, events and experiences.

OutsideTV will broadcast exclusive live coverage in North America of the 2024 **Dacia® UTMB Mont-Blanc Finals** and the **UTMB World Series Majors**; The Canyons Endurance Runs™ by UTMB®, Val d'Aran by UTMB® and Doi Inthanon Thailand by UTMB® via its online digital platform, alongside action from the following UTMB World Series Events; Tenerife Bluetrail by UTMB®, Eiger Ultra Trail by UTMB®, Wildstrubel by UTMB®, and Nice Côte d'Azur by UTMB®.

As the world's ultimate trail running circuit, the 2024 UTMB World Series is made up of 43 events taking place across Asia, Oceania, Europe, Africa and the Americas.



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Alongside live race coverage, Outside will also report UTMB World Series Events' news, share the extraordinary human stories, and give unique insight into race destinations via [RUN](#) and its sister site [Trail Runner](#). 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.

The UTMB World Series have also secured broadcast deals with [DAZN](#), [L'Équipe](#) in France and [iQIYI](#) in China, bringing worldwide visibility to a global audience via four major broadcast partners.

For the first time, The Canyons Endurance Runs by UTMB will be the first Event in UTMB World Series to be broadcast live in North America in 2024. Taking place on April 26-27, the first UTMB World Series Major of the year promises all the live action with the broadcast available on [OutsideTV](#) in North America and [live.utmb.world](#) elsewhere.



### The calendar of UTMB World Series events broadcast on Outside's digital 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
- 6-8 December: Doi Inthanon Thailand by UTMB, UTMB World Series Asia-Pacific Major

### 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>.

#### About Outside

Outside Interactive, Inc. is the premier destination for outdoor inspiration, activation, and reward. Each month, Outside reaches 80 million of the most active consumers in the world across its network of 25 media, digital, and technology platforms, creating an experience for both longtime adventurers and those just getting started. Outside's mission is to get everyone outside, experiencing healthy, connected, and fulfilling lives. Outside's subscription offering, Outside+, bundles best-in-class storytelling, videos, gear reviews, mapping apps, online courses, and more. Learn more at [OutsideOnline.com](#).

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UTMB® WORLD SERIES PARTNERS

