



Press Release - Chamonix (France) - Thursday, March 12 2026

**UTMB LIVE:
How to follow the 2026 UTMB World Series Season**

UTMB World Series today unveils the **UTMB Live 2026 calendar**, with **10 events held across seven countries** broadcast live throughout the season.

The races will be streamed on live.utmb.world and through **six official broadcast partners: Le Groupe L'Équipe, DAZN, Eurovision Sport** and **iQIYI**, with two new partners joining the network this year — **FloSports** in North America and **Tencent Sports** in China.



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As the 2026 season gets underway, the UTMB World Series continues its ambition **of making trail running ever more accessible, engaging and easy to follow** through increasingly **immersive** live productions delivered to the **highest broadcast standards**.

An enhanced multi-channel experience for fans worldwide

This year, the UTMB World Series circuit is expanding its editorial offering with a multi-format approach, designed to engage both passionate trail runners and a wider international audience.

Additional content will complement the **live broadcasts**, including:

- **A 45-minute “Best of Live” programme**, available on the [UTMB World Series YouTube channel](#) after each broadcast, bringing together the highlights from each race less than 48 hours after the race weekend concludes.
- **Short video clips taken from the live broadcasts**, shared in real time across UTMB World Series social media platforms ([Instagram](#), [TikTok](#) and [YouTube Shorts](#)), allowing fans to instantly relive key moments and engage with the action.

Beyond the 10 live broadcasts, live.utmb.world also allows fans to **follow results from all 65 UTMB World Series events throughout the season**.

Powered by partner **LiveTrail®**, the Live platform acts as a central information hub, bringing together **key race data and statistics** for runners, supporters and trail running enthusiasts around the world.

At the heart of the action, the communities and landscapes

Each live broadcast brings fans closer to the race than ever before. Families, supporters and viewers around the world can experience the intensity of the performances and the emotion of the runners, while discovering the stories behind the discipline. Expert commentary, exclusive interviews and interaction with the community bring the action to life against the backdrop of some of the most spectacular mountain landscapes on the planet.

The broadcasts feature:

- **Balanced coverage of both the women’s and men’s race leaders, as well as selected amateur runners** — with attacks, overtakes, falls and dramatic race developments as they unfold right on the trails.
- **Breathtaking footage of the landscapes**, captured by drones and mobile cameras carried by runners and MTB riders.
- **Renowned commentators**, experts and champions, offering race insights, explaining the nuances of trail running and bringing the action to life for viewers.
- **LiveTrail® race data**, including maps, GPS tracking, course segments, real-time rankings and predictive times.
- **A live chat** allowing interaction between commentators, trail running fans and guests, as well as the opportunity to take part in polls and competitions.
- **Special guests**, including trail experts, elite athletes, volunteers and local personalities.

Growing fan engagement year after year

Fan engagement continues to grow across the UTMB World Series. In 2025, UTMB Live delivered the **biggest season ever produced**.

The figures speak for themselves:

- **+41% total live broadcast views**
- **+87% live chat interactions**
- **+57% views** across **UTMB World Series** social media platforms, driven by live content

“The 2025 season delivered remarkable performances and unforgettable moments that the community truly engaged with — what a show! These results also reflect the extraordinary momentum of trail running and its growing international reach.

Our ambition remains clear: to continue showcasing the discipline and its values while highlighting the athletes and host territories that make each destination unique.

We want to offer fans around the world an experience that reflects the intensity felt on the ground every day, while continuing to innovate in storytelling and broadcast production to celebrate those who bring our events to life.”

Antoine Aubour, Director of Communications, Marketing and Media, UTMB Group

A strengthened broadcast network with new partners

In 2026, four broadcasters renew their partnership with the UTMB World Series:

- **Le Groupe L'Équipe** (France)
- **DAZN** (Global, excluding Canada, France and the United States)
- **European Broadcasting Union** (EBU) via its **Eurovision Sport** platform (Europe)
- **Shinai Sports**, China’s leading VOD sports platform via **iQIYI Sports** (China)

Two new broadcasters join the distribution network this season:

- **FloSports** (United States) — a leading platform for live and on-demand sports streaming
- **Tencent** (China) — distributing UTMB World Series content through Tencent Video, Tencent News and Tencent Sports

These broadcast agreements enable the UTMB World Series — and trail running more broadly — to reach ever wider and more diverse audiences.

Through these partnerships, UTMB World Series events extend far beyond the sport’s traditional fanbase, attracting new audiences drawn by sport, nature, adventure — or simply curiosity, both in France and internationally.

Note to editors

About UTMB® World Series

UTMB® World Series is the trail running circuit that brings together the best athletes in the sport and amateur runners in top international events held in some of the most beautiful places on the planet. The UTMB® World Series is rooted in a passion for the mountains and respect for the environment and offers trail running enthusiasts the chance to experience the UTMB® adventure across the globe, with events taking place in Asia, Oceania, Europe, Africa and the Americas. This is the way for everyone to start their quest towards the HOKA UTMB® Mont-Blanc, where the UTMB® World Series finals take place. Launched in May 2021 with the collaboration of UTMB Group and The IRONMAN Group, the UTMB® World Series circuit brings together 64 events in 29 countries. For more information, visit <https://utmb.world>.

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