

## IMG Media and ASP sign partnership agreement

IMG Media and the Association of Surfing Professionals (ASP) have partnered by signing a long-term deal whereby IMG will develop a content distribution strategy to help grow the sport across a wide range of broadcast outlets for both the men's and women's ASP World Championship (WCT) tours, as well as the ASP Big Wave World Tour (BWWT).



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"The sport of surfing is set to be reinvented under the new governance of the ASP," said Adam Kelly, head of Business Development and senior vice-president at IMG Media. "I believe in their plans to create a truly centralised sport from which both surfers and fans will benefit. Key to this fresh new approach has been to gather market leaders to support their aims and give the sport the best possible chance of realising its full potential. Our role will be to expand broadcast coverage of the ASP, taking the stunning visuals, outstanding athletes and exciting competition to new audiences across the world."

### Quality entertainment

Paul Speaker, ASP International CEO, said: "Our foundational media partnerships of Google YouTube, Facebook/Instagram and ESPN will now be augmented by a significant relationship with global leader IMG, bringing one of the most dynamic and dangerous sports on the planet to a robust and growing international fan base.

"Working with IMG, we will finalise our international media partnerships for 2014 and beyond, ensuring that the most quality entertainment product is readily available to fans around the globe. It's a very exciting time for professional surfing," Speaker said.

The 2014 ASP Men's WCT will start with the Quiksilver Pro Gold Coast event from 1-12 March, with the final leg being the Billabong Pipe Masters from 8-20 December. The 2014 ASP Women's WCT will begin with the Roxy Pro Gold Coast event from 1-12 March and finish with the EDP Cascais Women's Pro from 1-6 October.

For more, visit: <https://www.bizcommunity.com>