



PRESS RELEASE
For immediate release

Air Sports Join Olympic Channel

Lausanne, Switzerland, 22 December 2016 – **FAI and the Olympic Channel today announced that they have reached a cooperation agreement to collaborate on content for the Olympic Channel.**

FAI, together with World Bowling and World Flying Disc Federation (WFDF), join the 36 International Federations (IFs) and IOC Recognised Sports Federations who have previously announced similar agreements with the Olympic Channel this year.

“The Olympic Channel is dedicated to promoting all sports and athletes within the Olympic Movement,” said Mark Parkman, General Manager of the Olympic Channel. “As we look ahead to 2017, we are excited to work with air sports, bowling and flying disc to promote their sports and to help grow their audiences worldwide.”

FAI President Frits Brink welcomed the new partnership with the Olympic Channel. “Air sports will be a high impact and highly visual addition to the content on the Olympic Channel. From wingsuit flying to drone racing, there has never been more interest in air sports than today.

“We know that there is a strong audience for air sports internationally, across social media and digital channels, and we welcome the opportunity to share our passions within the Olympic Channel.”

The Olympic Channel is working together with its IF partners to create innovative partnerships encompassing live event streaming, event coverage, highlights, magazine shows, news coverage and original programming as well as technical business solutions.

Collaborations to broadcast live events on the Olympic Channel are complementary to current broadcast and distribution arrangements. By the end of the year, the Olympic Channel will have streamed more than 50 live events since its launch in August.

The Olympic Channel is a ground-breaking global platform where fans can experience the power of sport and the excitement of the Olympic Games all year round, and is available worldwide via mobile apps for Android and iOS devices and at olympicchannel.com.

About FAI

The [Fédération Aéronautique Internationale \(FAI\)](http://www.fai.org), also known as the World Air Sports Federation, is the world governing body for air sports and for certifying world aviation and space records. The FAI was founded in 1905 and is a non-governmental and non-profit-making organisation recognised by the International Olympic Committee (IOC).

FAI activities include Aerobatics, Aeromodelling, Airships, Amateur-Built and Experimental Aircraft, Balloons, Gliding, Hang Gliding, Helicopters, Manpowered Flying, Microlights, Parachuting, Paragliding, Paramotors, Power Flying and all other Aeronautic and Astronautic sporting activities.

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