



BROADREACHMEDIA

TV STRATEGY 2025-28

World Archery Federation/Broadreach Media
Steven Morris



ACHIEVEMENTS 2015-2025

...plus

Azam Sports –
Tanzania, Kenya,
Malawi, Zimbabwe

Suspilne – National
Broadcaster of
Ukraine

Broadcaster	Territories
archery+	Worldwide (subscription required)
BeIN MENA	Algeria, Bahrain, Chad, Djibouti, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Somalia, South Sudan, Sudan, Syria, Tunisia, UAE, Yemen
BeIN USA	USA
Best4Sport	Latvia
CBS	USA (highlights)
CCTV	China, Macau China
Claro Sports	Argentina, Bolivia, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua,

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Broadcaster	Territories
	Panama, Paraguay, Peru, Uruguay, Venezuela
DAZN	Chinese Taipei
Fox Sports	Australia
Globo	Brazil
KBS	Korea
POLSAT	Poland
Rai	Italy
Sony	Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka
SPOTV	Brunei, Cambodia, East Timor, Hong Kong China, Indonesia, Korea, Laos, Malaysia, Mongolia, Myanmar, Singapore, Philippines, Thailand, Vietnam
STVR	Slovakia
TRT	Türkiye



ACHIEVEMENTS 2015-2025

1. Made archery “easy to broadcast”
 - Cheaper access via satellite and internet delivery
 - Better graphics
 - Solid reputation – advanced scheduling, realistic pricing
2. Wch2025 - higher number of countries available for TV by producing R16
3. OTT channel launched, Archery+

WHERE ARE WE NOW?





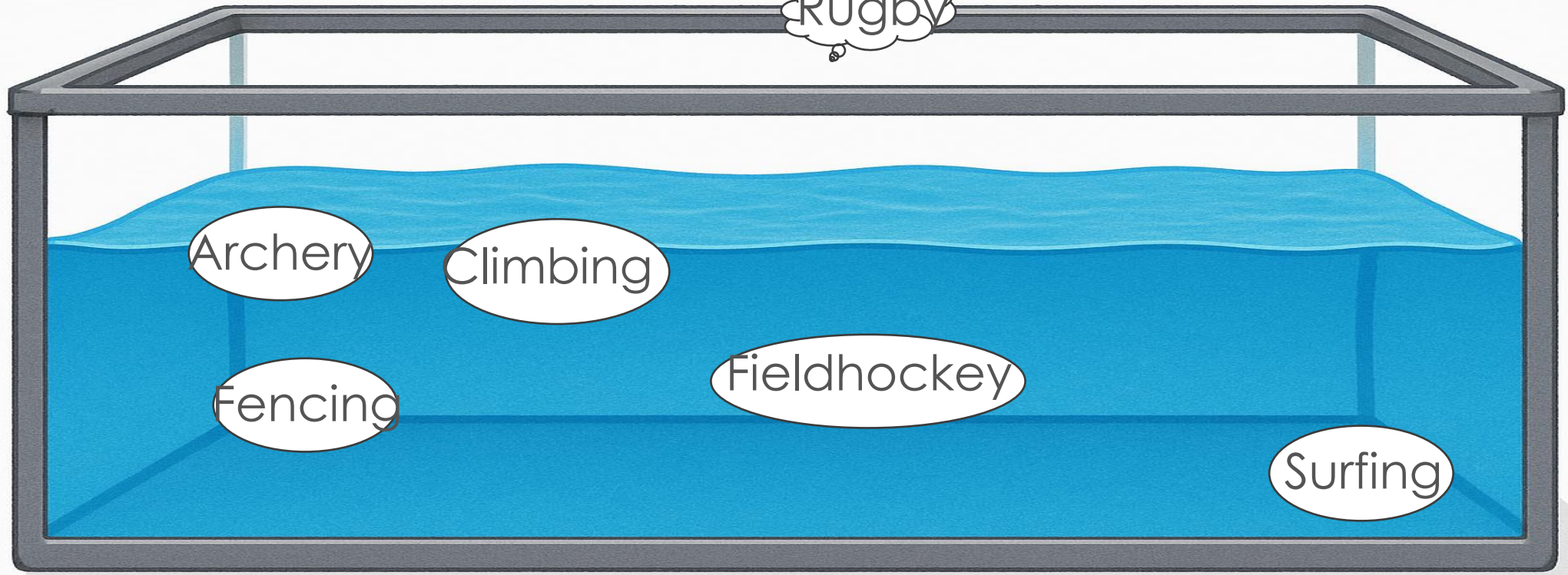
BROADREAC Football

Basketball

Cricket

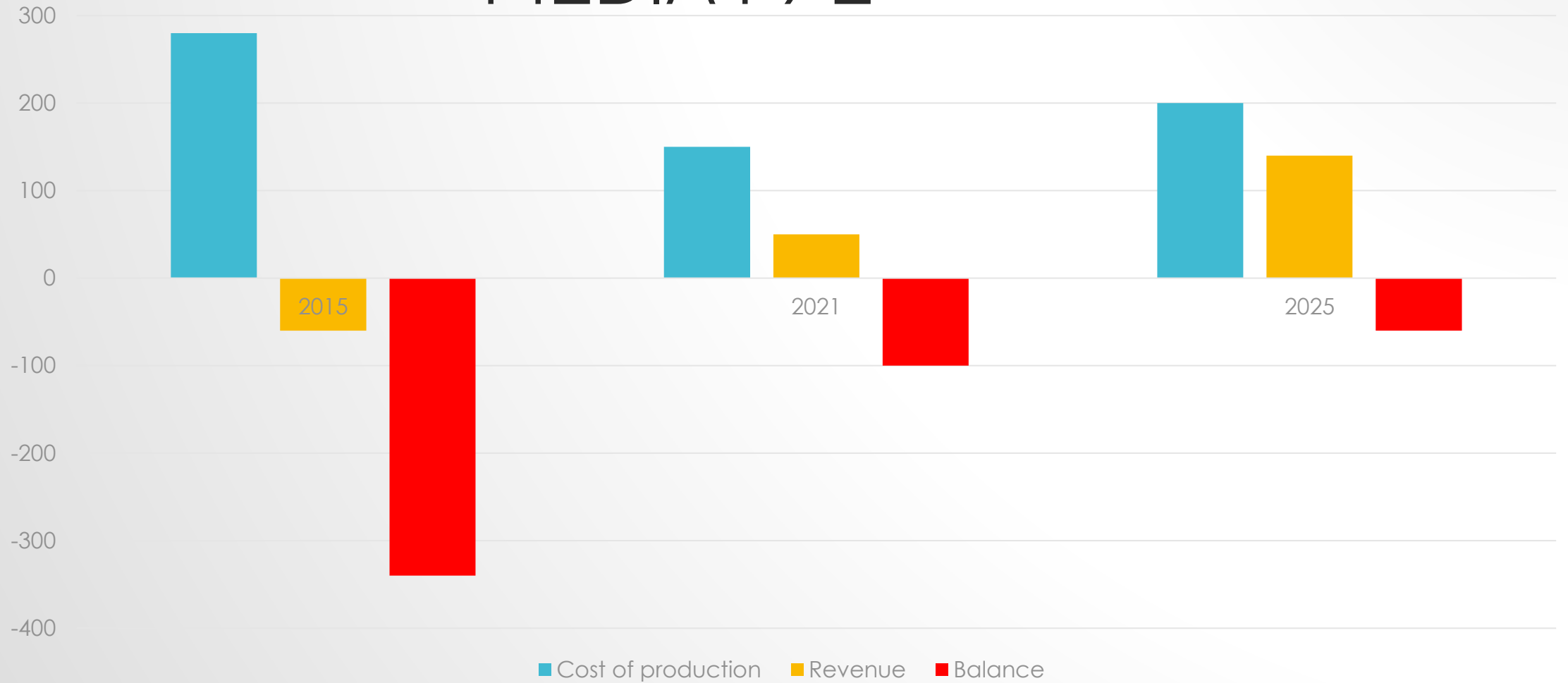
Rugby

SINK OR SWIM?

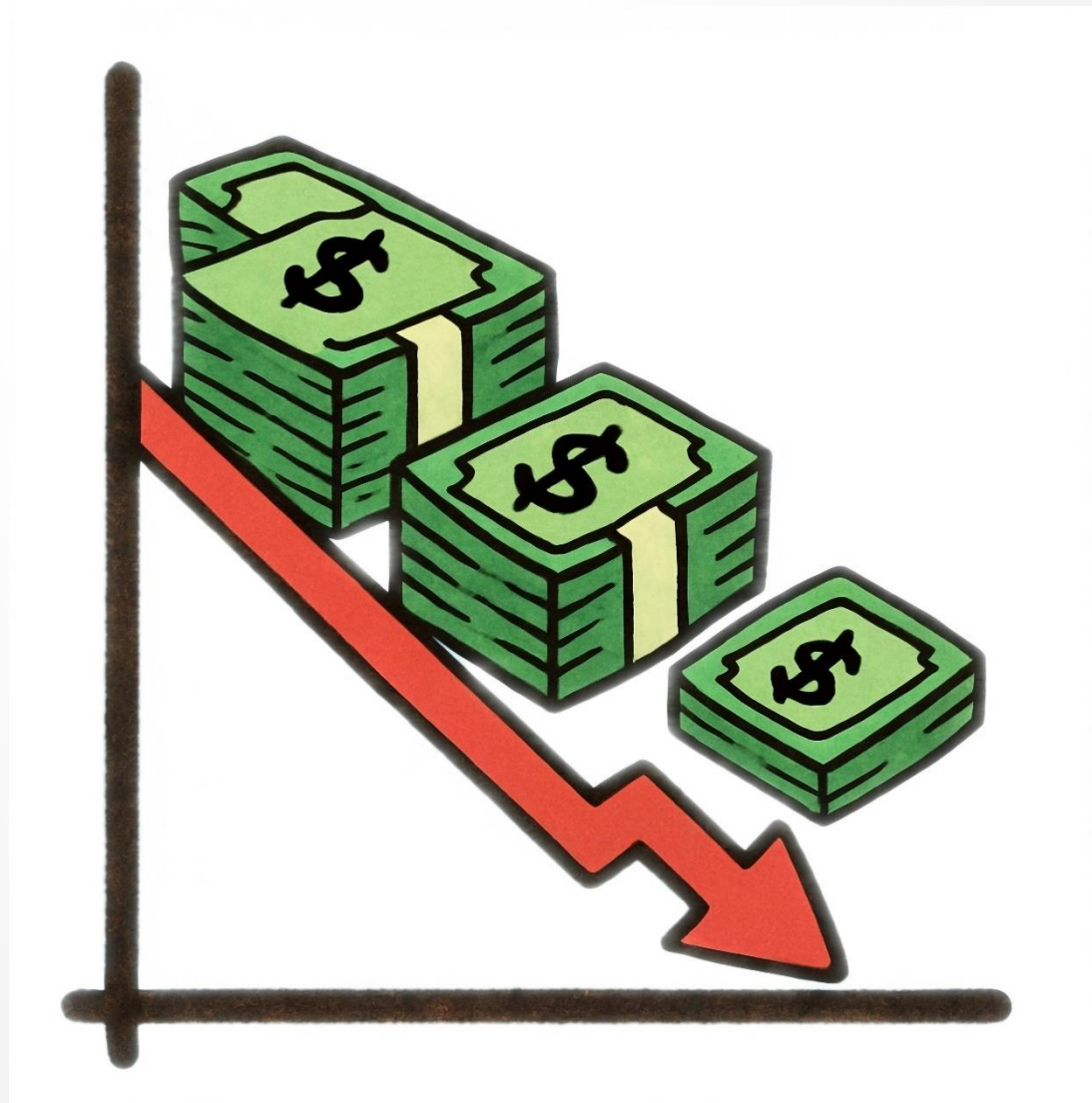




MEDIA P/L

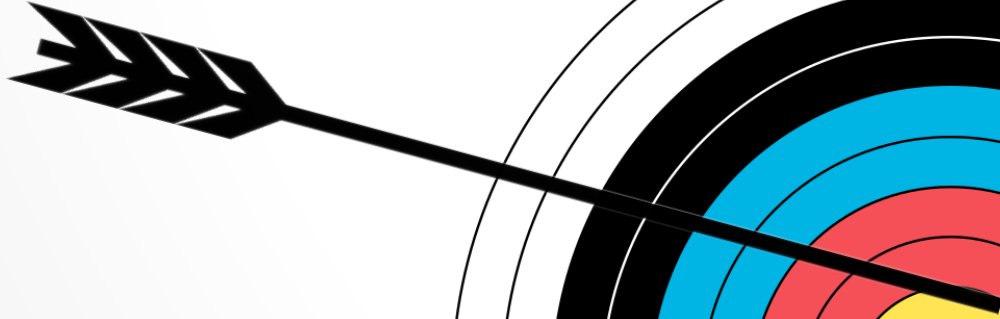


NEW CHALLENGES 2025-28



ARCHERY+ AND AUDIENCES

Archery fans



General sports/Olympics



General Public





BROADREACHMEDIA

YOUR CHALLENGES?



SOLUTIONS?





Peter Hutton

Board member Saudi Pro League

Former Head of Sport, Facebook/Meta

Former CEO of Eurosport, Fox Sports
Asia



SOLUTIONS?





BROADREACHMEDIA

NEXT STEPS



BROADREACHMEDIA

THANK YOU