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TV and sports: the first Italian multi platform for outdoor sports

Categoria principale: [SALA STAMPA G-Z] Categoria: SVG EUROPE

The original formats of SportOutdoor TV broadcast will be aired in prime time on clear Odeon syndicate, on Dynamic Channel, Streamit and on 100 local television stations throughout Italy.

Italy August 2014. Sportoutdoor Tv is born, the first TV and web platform entirely dedicated to the world of 'outdoor' sports. Floriano Omoboni, founder of the channel and a sports journalist for over twenty years has been creating and producing television formats dedicated to those disciplines practiced rigorously outdoors: from sailing to boating, from the sea to the mountains, biking and running, from cruises to winter sports. Intended for an audience of fans, Sportoutdoor TV programs sports deal with sports and tourism from the point of view of those who practice them, and with 'premium' always fresh, current and original contents.

The reality of today's Sportoutdoor TV is a magnifying glass over the whole world which revolves around sports and outdoor lifestyle. The new channel, in addition to summer and winter sports, also caters to the travel and tourism industry, thus offering a timely and panoramic landscape, a unique proposal on TV. Such programs are aired on a local TV syndication of over 100 stations of primary importance in Italy, on the circuit Odeon (177 dtt channel), on Dynamic Channel (249 dtt) and on the web platform Streamit.

The founder Florian Omoboni officially declared: "Sportoutdoor TV was created with the intention of offering the highest quality content to an audience of fans: the TV format are all original, written, made and produced by our team of professional videographers and are broadcast free to air on different platforms of the digital terrestrial television and on the web. Our programs reach a triple national coverage, thanks to the agreement signed with over a hundred local stations of primary importance. Another advantage is the fact that the main local TV which was signed the agreement have a LCN (local channel number) numbering between 10 and 19, which makes them easy to be found."

All programs, after the first passage in prime time, and in response to the different time zones are aired on several slots during the day to achieve full coverage of the entire national territory. The official

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The programs are marked Sportoutdoor Tv:

'Sport Blue', is dedicated to the biggest sporting events of the year including, power boating, sailing, water skiing, mountain biking, rallies of vintage boats, salons and exhibitions sector.

'S4', is the talk show of the 4S, Sport, Sun, Sea and Snow, where celebrities from the world of sport and tourism debate live from the studios of Milan of the biggest sporting events of the season.

'SkionlineTv', is dedicated to the world of snow and the World Cup alpine skiing, with plenty of specialty services such as cross-country skiing, snowboarding, ski mountaineering and insight dedicated to winter tourism.

'Hard Trek' is a program dedicated to the sport as the hardest and most grueling cross-country skiing, ski mountaineering, running, triathlon and cycling.

'SkiMagazine', is a "best of" dedicated to winter sports and tourism.

'World Cruise', every week brings viewers the most beautiful places in the world to the edge of the most beautiful cruise ships.

'Supersea' comes to the sea, boating and water sports, with a focus motor boating, waterskiing and sailing of the season.