

PROF. ASCANI (FICTS): “TECHNOLOGICAL REVOLUTION. THE OLYMPIC GAMES CUSTOM-BUILT WITH INTEL”



FICTS President Prof. Franco Ascani

FICTS (Fédération Internationale Cinéma Télévision Sportifs, joined with 116 Countries) recognized by International Olympic Committee (IOC) organizes in Milano (Italy) - as “*International Federation of Sport Television*” (www.sportmoviestv.com) – announces the partnership between IOC and Intel Corporation an American multinational corporation and technology company. The agreement was signed in New York between IOC President Thomas Bach and Intel CEO Brian Krzanich.

A partnership that will make the upcoming 4 editions of the Olympic Games (*from Pyeongchang 2018 to 2024 Games in Paris or in Los Angeles*) the most technologically advanced thanks to virtual live broadcasts, an unparalleled global platform to showcase what Intel technology can do to transform the future of sport will provide real-time virtual reality viewing.

The 2018 Pyeongchang and 2020 Tokyo Olympic Games will also be visible on mobile devices thanks to the first agreement signed in Europe between Discovery and TIM, which will allow direct access to Eurosport (channel winner of the “TV Sport Emotions Award FICTS” in 2012) where you will be able to see, exclusively, the programming of the two sports channels (*in addition to the one exclusively dedicated to the Games*). The FICTS President Prof. Franco Ascani, also in his capacity as Member of IOC Commission for Culture and Olympic Heritage, for who sport culture plays an important role in the development of new forms of communication and technology, expressed his appreciation for the TOP (“The Olympic Partner”) worldwide partnership, as with Intel alongside the IOC, you can imagine the future of the Olympic Games with a new level of interaction with viewers thanks to technology.

1.200 SPORT TV CHANNELS

“Sport is a magical and formidable human adventure that cinema and, above all, television, help to share and contribute to a better understanding of Sport, the Olympic Movement and its values through the spread of the sport image and above all of the its ethical and cultural function - said President FICTS Prof. Ascani. Sport, the premiere television event, has become a media and content provider of strategic interest for the media: there are over

1,200 sport television channels in the world. The Olympic Games are ranked first in the world rankings as listeners and the value of their rights is steadily rising. The evolution and technological contribution that Intel will bring with its replay technology will allow the spectators to experience the most important and memorable moments of the Games from every angle, and in the future, home viewers will be able to experiment 'Experience being at the Olympic Games with a first-placed seat, or you can choose from multiple display points in the Games Seats

FICTS, a brand in the audiovisual industry and the international New Media, since several years organizes in the seats of the “World FICTS Challenge”, the Workshop on trends of the television field, Internet and mobile platforms for a comparison on the future developments in order to check the current system of business and in order to analyze future trends through dialogue between different actors in the audiovisual sport production and distribution. **Milan (Italy)**, on **Saturday, November 18th** will organize – in the framework of “Sport Movies & Tv 2017” (15 - 20 November) the traditional Workshop “**New International Sport Movies Television Market Trends**” in collaboration with WCPMedia Services, a debate on the television industry trends, Internet, mobile platforms, the media production techniques, Sales & Marketing, Internet and new technologies and prospects of collaboration between IOC and Intel.

“As a result of Olympic Agenda 2020, the IOC is forging ground-breaking partnerships. Intel is a world-leader in its field and we’re very excited to be working with the Intel team to drive the future of the Olympic Games through cutting-edge technology. The Olympic Games provide a connection between fans and athletes that has inspired people around the world through sport and the Olympic values of excellence, friendship and respect. Thanks to our new innovative global partnership with Intel, fans in the stadium, athletes and audiences around the world will soon experience the magic of the Olympic Games in completely new ways” - said **Thomas Bach**, President of the International Olympic Committee.

Archives: the FICTS newsletters published from 2010 to 2017 are available.
Request to our Press Office: ufficio.stampa@sportmoviestv.com.



PROTECTION OF THE PRIVACY

Email addresses present in our archives come from personal contacts or from lists and services of public dominion or publishes. In compliance of modified 31/12/96 675 Law therefore like from decree legislative 196th of the 30/06/2003, for the protection of the persons and of other subjects regarding the personal treatment, in every moment is possible to modify or to cancel the data. In the case our communications were not of your interest, will be possible to avoid ulterior disturbance, answering to this email and specifying the address or the addresses to remove and as object of the message "Nominative Cancellation".