

ICARUS Sports produced video news releases and short daily videos for the XTERRA Lake Scanno and arranged for the distribution of this content to several media outlets.

In the next pages of this report you will find:

1. The list of the **broadcasters** that used or are going to use the content from the race.
2. The list of the **TV shows** that used or are going to use highlights from the event
3. The list of **online media** that featured highlights from the event.
4. A list of **future airings** from broadcasters that featured highlights from the event as of 24th September.

In summary, 68 broadcasters from 168 countries reaching 1,179,619,000 households are going to use highlights from the race via inclusion in TV News and sports shows like The Outdoor Sports Show, XTERRA Adventures, Sports Unlimited, Action Sports World, Sports Max, Sports Quest, Better than Four and Wild Spirits, while the event was further promoted via online media and websites.

