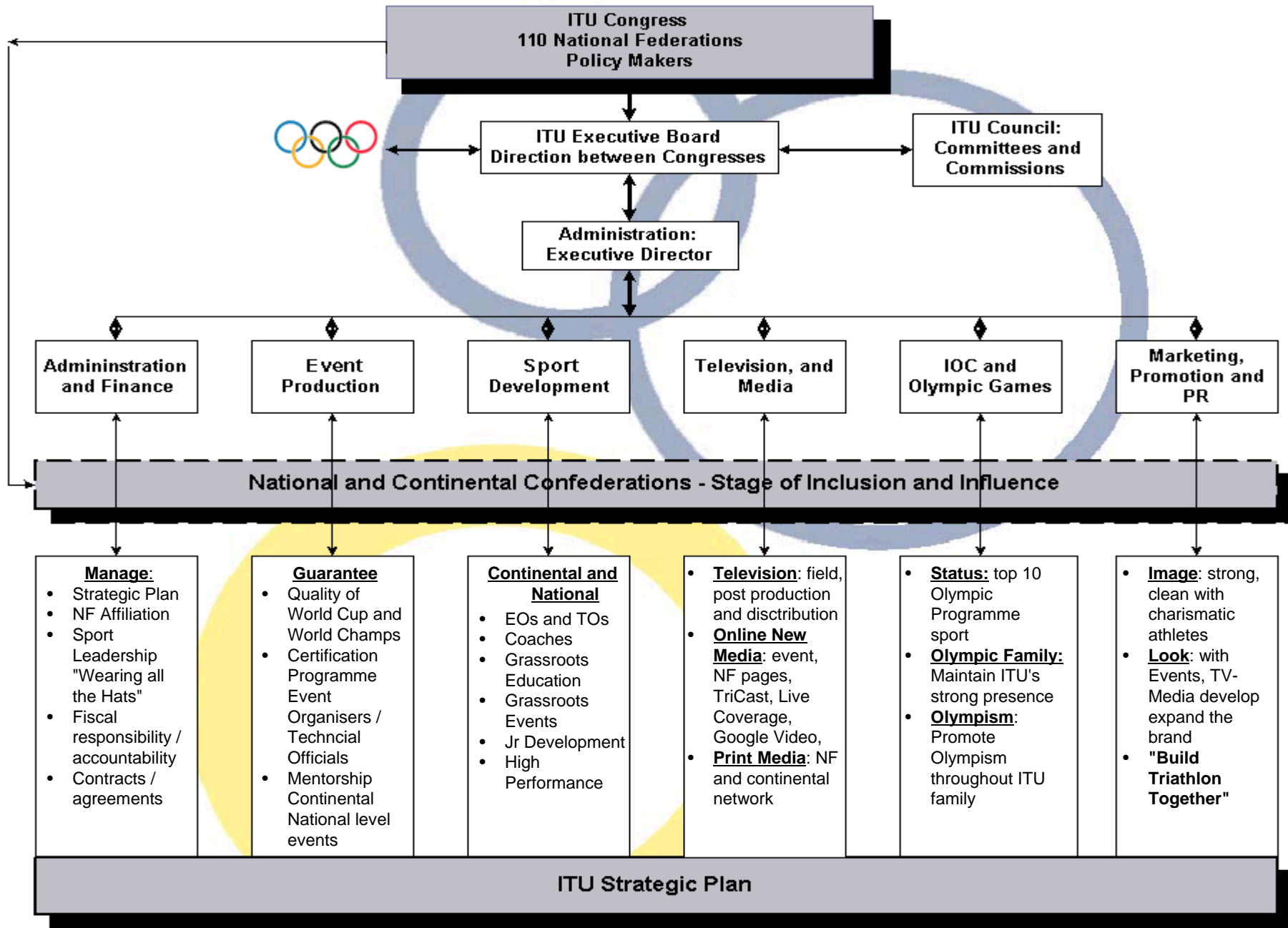
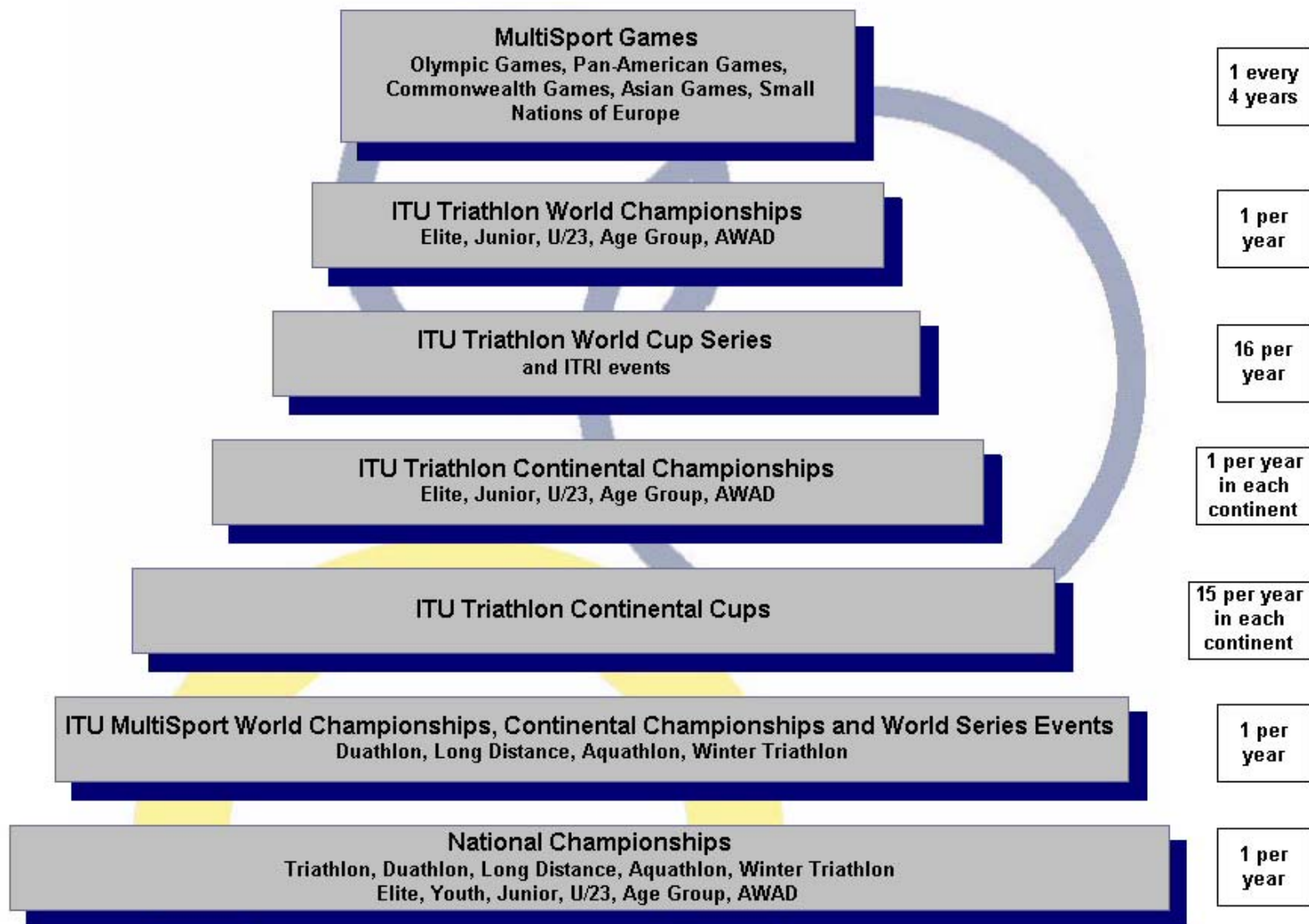


triathlon





# triathlon... the events



# triathlon... the events

## Other Multi-sport World Championships

- Duathlon: run-bike-run
- Long Distance Triathlon – double and triple Olympic distance
- Aquathlon: run-swim-run
- Winter Triathlon: run, mountain bike, x-c ski

### New in 2006-7

- World Sprint Championships (Half Olympic)
- World Corporate Team Relay



# triathlon television

- ITU controls its own television, from “host to post” production - the first Olympic Federation to do so.
- ITU is ideally suited to service the TV and Media needs of a global partner
- In-house production guarantees ITU crews and personnel are kept briefed on sponsor and host city needs.
- ITUtv.com is ITU’s online television channel - ready for the merging of television and the internet!



- Over 1 million unique visitors in 2005, + 2 billion projected for 2006
- 6 hours of Live Coverage from all World Cup and Championships - live video from selected events - **16,000+** live viewers.
- Unique Tricast™ after every event: demand video highlights of the race, results, ranking and news from those events.
- Click through sales possibilities on Tricast™
- **55,000+** unique viewers of post race coverage – potential **30 min** brand exposure.



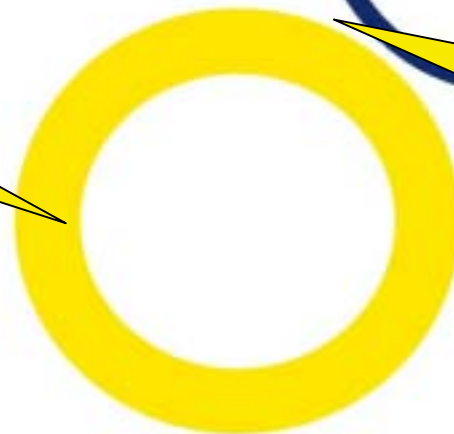
# triathlon . . . the story of the rings

The 3 rings represent the 3 classic sports of swim, bike, run

The blue represents the sea and the sky – clean water and air!

The yellow of sunshine

The rings always meet in the same place for the “stadium”, transition, finish and celebrations



ITU

# building triathlon together



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**That's better!**

**And don't those officials look great!**

**What is this for?**

**Well managed media!**

# triathlon . . . for everyone

ITRI Passport



triathlon

International  
**triathlon**  
Ranking Incentives

- Earn “ITRI” incentives points in national championships, continental championships, world cup, and world championships
- “ITRI” is for all ages, from Junior to +80 age group

- All types of ITU events will offer “ITRI” points: Half Olympic, Olympic, Double Olympic, Triple Olympic Triathlon, Duathlon, Aquathlon, Winter Triathlon.



