

Press Release
Prague, 3th March, 2023

RunCzech and Pulse Put Viewers in the Director's Seat for 2023.

Prague, Czech Republic. RunCzech, one of the largest and most respected running event organisers in Europe, has partnered with [Pulse.tv](https://pulse.tv) as the official livestream partner for their 2023 race calendar including the prestigious Prague International Marathon and the Prague Half Marathon.

[Pulse.tv](https://pulse.tv) is a streaming platform designed for sports, providing the global running community with access to multiple feeds from the route. Pick a camera to follow or teleport to different locations on the route while hanging out with friends in chat.

Be your own director: Pulse gives viewers the freedom to direct their own viewing experience. They can use the interactive route map and timeline to decide what to watch during the race.

Showing the data that matters: Pulse's technology not only provides map data, but also overlays key performance metrics like pace, helping viewers gain a better understanding of the athlete's performance.

Better together: Real-time chat creates a sense of community and togetherness that lasts throughout the event and beyond, bringing viewers closer to the action and connecting them with other fans.

Just add GoPro: Pulse offers many advantages compared to traditional event coverage methods. With the Pulse mobile app, streaming directly from GoPro cameras eliminates the need for expensive broadcast systems and infrastructure.

"RUNCZECH aims to create an absolute connection between the race and the spectators. We want to engage our viewers with real-time, data-driven insights so that they get a better understanding of the long distance running experience and enjoy the race more." Carlo Capalbo, President of the RunCzech Organizing Committee.



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“We love what RunCzech and their community stand for. This partnership allows the rest of the world to also tune in and share the experience and energy on race day, wherever in the world they might be. All with only a few GoPros and Pulse.” Armand du Plessis, CEO Pulse.

More about Pulse: Pulse is building the best social video experience for sports. It synchronises telemetry data with video to create a content format designed for sports. [Pulse.tv](https://pulse.tv) is a platform for streamers to distribute content, allowing them to build, engage and monetise their community of followers. More about Pulse: Web: pulse.tv / IG: [instagram.com/pulseliveco](https://www.instagram.com/pulseliveco) / LinkedIn: [linkedin.com/company/pulseliveco](https://www.linkedin.com/company/pulseliveco).

More about RunCzech: RunCzech is one of the largest and most renowned organisers of running events in Central Europe. More about RunCzech: Web: runczech.com / IG: [instagram.com/runczech](https://www.instagram.com/runczech) / LinkedIn: [linkedin.com/company/runczech](https://www.linkedin.com/company/runczech).



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Note for editors

- Each of the five races are certified by AIMS, have been awarded a 5 Star Road Race standard by European Athletics or have hosted the IAAF (World Athletics) Half Marathon Championships.
- RunCzech races are awarded the quality mark by World Athletic and the Prague International Marathon, Prague Half Marathon and Birell 10k Race received the World Athletics Elite Label Road Race award.
- SuperHalves races have played host to World Record performances (2 in Lisbon, 2 in Prague, 1 in Copenhagen and 3 in Valencia).
- RunCzech organizes running events in cities across the Czech Republic and in Italy, with Napoli Running, and in Japan and China supported by local entities.
- Prague International Marathon spol. s.r.o. ("PIM")/RunCzech was established in 1995 by Carlo Capalbo, President of the Organizing Committee, with the aim of staging a world-class international marathon in Prague.
- Nearly 1.2 million runners have participated in RunCzech events since its inception. In 2019, we welcomed over 120 000 finishers from 101 different countries.
- ALL RUNNERS ARE BEAUTIFUL is our way of welcoming everyone to the world of running.
- Initiatives like RunCzech Running League and SuperHalves were created to motivate casual runners. To support elite European athletes, we created the EuroHeroes Challenge.
- RunCzech Racing is dedicated to the development of young athletes, community ties, and sporting excellence. Eight World records so far and over 150 podium finishes for our team!
- In 2021, RunCzech introduced the unique running invention called The Battle of the Teams. "Professional marathoners competing in teams, strategically drafted based on their collective personal bests, giving each team a serious chance to win gold".
- We host other events such as our Bambini Runs, Family Runs and Junior Marathon Championship to encourage youth participation.
- Our FreeRun courses form a network of running trails across the Czech Republic.
- Our Running Mall serves as the epicenter of the running world in Prague.
- All accompanying information regarding RunCzech can be found at this link: [Notes for editors](#)



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