Volleyball World and Saran Media Group extend long-standing partnership in Türkiye with multi-year media rights agreement

Lausanne, Switzerland, 29 January 2026 - Volleyball World and Saran Media Group today announce an eight-year extension of their media rights partnership in Türkiye, securing comprehensive broadcast coverage of the sport's leading global volleyball and beach volleyball competitions through to 2032.

The renewed agreement reinforces a successful long-term collaboration and reflects the continued strength and growth of volleyball in one of the sport's most established markets. Under the new deal, Saran will continue to hold exclusive media rights in Türkiye for Volleyball World's premier indoor competitions, including the FIVB Volleyball World Championships, Volleyball Nations League and FIVB Club World Championships, for both men and women.

The extension also marks a new phase in the partnership with the addition of major beach volleyball properties. For the first time, the agreement includes the FIVB Beach Volleyball World Championships, alongside Volleyball World Beach Pro Tour Elite16 events. This expansion secures consistent, long-term broadcast exposure for elite beach volleyball in Türkiye and reflects the growing appeal of the discipline across the market.

Türkiye plays a central role in the global volleyball ecosystem, shaped by its consistent hosting of major international events and the sustained success of its women's national team. The extended partnership ensures that fans across the country will continue to have access to the sport's biggest international moments across both indoor and beach volleyball.

Felix von Knorring, Chief Media Officer at Volleyball World, said**:** "Türkiye is one of the most established and passionate volleyball markets in the world, particularly for the women's game, and our long-standing partnership with Saran has played an important role in reaching and engaging that audience. This long-term extension reflects both the importance of the territory and our shared ambition to continue growing the sport. The addition of beach volleyball is an important step, ensuring consistent visibility for the discipline and strengthening our overall presence in the market for the years ahead."

Selim Usta, Vice President at Saran Group, said: *"Volleyball is one of Turkey's most successful sports disciplines. As Saran Media Group, we are proud to continue, as we have for many years, bringing our national teams' matches to audiences across the country. We are delighted to once again connect fans with the excitement of international volleyball and to support the continued success of our national teams."*

The extended agreement marks another milestone in a trusted partnership, ensuring that volleyball continues to thrive and reach new audiences across Türkiye in the years ahead.

About Volleyball World:
Volleyball World is a commercial joint venture between the FIVB and private equity firm CVC Capital Partners, created to drive innovation, digital transformation, and growth across the sport of volleyball

globally. With a mission to modernize the game and expand its fanbase, Volleyball World oversees media, events, and fan engagement for all major international competitions.

About Saran Media Group:

Saran Media Group is one of the leading media companies in the region, specializing in sports and entertainment broadcasting, with active operations across Türkiye, the CIS countries and Eastern Europe. With a diverse portfolio of exclusive sports rights, Saran Media is dedicated to delivering high-quality content to audiences across multiple platforms.