

The International Committee of the Mediterranean Games (ICMG) and Saran Media Group have announced a landmark, long-term strategic partnership, appointing Saran as the host broadcaster and a principal commercial partner of the Mediterranean Games and Mediterranean Beach Games through 2034.

This first-of-its-kind, multi-year agreement brings together two organisations united by a shared vision to elevate the profile, presentation and global reach of Mediterranean sport. The partnership is designed as a long-term collaboration focused on innovation, storytelling and sustainable value creation for the Games, their athletes, host cities and international audiences.

For the International Committee of the Mediterranean Games (ICMG), the partnership reflects a strategic decision aligned with its mission to promote sport and Olympism, and the ideals and values they represent, across the countries of the Mediterranean Basin. Through this collaboration, ICMG aims to upgrade the overall quality, visual identity and international visibility of the Mediterranean Games and Mediterranean Beach Games, while strengthening their appeal to athletes, host cities, commercial partners and broadcasters. By working with a long-term host broadcast partner, ICMG is establishing a more consistent, sustainable and future-oriented delivery model that supports participation, empowers Mediterranean youth, enhances presentation of the Games, and reinforces the long-term legacy and relevance of the Mediterranean sporting movement.

Under the agreement, Saran Media Group assumes full responsibility as host broadcaster, delivering live television, radio and digital coverage across all sports, as well as the Opening and Closing Ceremonies. Beyond broadcast delivery, Saran will play a central role in shaping a consistent, future-focused broadcast and production model for the Games, introducing state-of-the-art technologies and a unified editorial approach aligned with the highest international standards.

In parallel, the partnership is designed to strengthen operational certainty across future editions of the Games. By establishing a single, long-term host broadcast partner, ICMG and Saran Media Group are jointly addressing delivery risks associated with late-stage preparations, cost escalation and fragmentation of production responsibilities. The model enables early planning, technical continuity and economies of scale, streamlined coordination and consistent delivery standards across host cities and editions.

As part of the broader strategic partnership, Saran Media Group will also enjoy a visible presence across Games venues through carefully integrated branding on perimeter boards and giant screens, reinforcing its role as a long-term partner invested in the growth, identity and international positioning of the Mediterranean Games, rather than as a conventional event sponsor.

About ICMG: The International Committee of the Mediterranean Games (ICMG), is the governing body of the Mediterranean Games, established in 1951, and is responsible for overseeing the organization and development of the Mediterranean Games and the Mediterranean Beach Games. ICMG works in close collaboration with the 26 Mediterranean National Olympic Committees, International Federations, WADA, host cities, the IOC and international partners to promote sport, cultural exchange, sustainability and friendship across the Mediterranean region, while safeguarding Olympic values, excellence, integrity, and strengthening the long-term legacy of the Games and Mediterranean sport.



About Saran Media Group: Saran Media Group is a leading sports media company specialising in sports and entertainment broadcasting and rights management. Alongside a strong domestic presence in Turkey, Saran has an established track record of delivering international productions and partnerships beyond its home market. With a diverse and continuously expanding portfolio of exclusive sports rights, Saran Media Group delivers premium live and on-demand content across television, digital and emerging platforms, in line with the highest international broadcasting standards. Through its expertise in live production, rights management and strategic partnerships, Saran Media Group continues to play a key role in shaping the sports media landscape in their key markets.