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THIS WEEK'S TRAIL NEWS & UPDATES

For the Love of Live Streaming + Courtney's Versatility

Welcome to this week's ETT Edit

Tuscan vineyards - the scene of this weekend's Chianti Ultra Trail by UTMB

Dramatic Racing at Ultra Trail Chianti Castles

The Chianti Ultra Trail by UTMB races took place last weekend, with lots of exciting storylines as four Golden Tickets were on the line for Western States 100 later this year. In a surprise twist, weather events led to cancelling the Tenerife Bluetrail, also scheduled at the same time, causing elites such as Courtney Dauwalter to transfer races.

[READ THE NEWS](#)

Catch up With Runclub Webinars

Racing Ultra-Trail Snowdonia by UTMB?

In a first of 3 Live Q&As we'll do on the races, we talked about the new courses, recceing, and preparing kit ahead of UTS events this year.

Watch the session hosted by last year's 3rd place finisher in the UTS 100k, Keith Wigley, and stay tuned for the next ones soon.

[WATCH RECORDING](#)

Want to Learn About Durability?

We also recently kicked off our Coach's Corner sessions, where I examine in detail the latest research on durability in running. The second presentation will be on how to improve your durability – exploring everything from training interventions to shoe foam and trekking poles!

[WATCH RECORDING](#)

Both of these recordings are hosted on the Runclub Premium space Exclusive Recordings, where you can catch up with all our past Live Q&As and webinars. Upgrading to Premium also gives you access to weekly office hours with me, opportunities to ask ETT experts your questions, and lots of perks and additional member discounts.

And you will be automatically entered in a monthly giveaway to win a prize bundle worth £100+ including:

- A TrailSkin Endurance Bundle (with NEW soft anti-chafe salve)*
- A Limited Edition Ugoku ETT Cap (designed by the ETT athletes)*
- A selection of Ndurance gels*
- A free ETT training plan of your choice*

[UPGRADE](#)

First Premium payment of £8, following monthly payments of £5. All proceeds support the Elite Trail Team.

And there's more...

If you can't wait for the prize draw and want one of our **limited-edition trail caps**, only **three** of them remain for sale as of tonight! You'll get 10% off as an ETT Runclub member at the link below (or double that when you become a Premium member ;-)

SHOP WITH CODE ETT10

For the Love of Live Streaming

by Alecsa Stewart

One big topic of conversation in trail running news last week was the UTMB Group's choice of which events they would live stream this year and on which platforms. According to UTMB themselves, live audiences are increasing exponentially and interest is on the rise. In our trail running bubble, that certainly seems to be the case. So it makes sense that the organisation would try to capitalise on this source of visibility and potential revenue. But the way in which it communicated its choices, and the selection of events to stream, have both raised some eyebrows.

Choosing the Platforms – Cause for Debate

Having the ability to watch races unfold in real time has been exhilarating in recent years. First on YouTube and / or UTMB Live website, it's become a favourite after-long run activity to catch up with the front runners and see the routes being run around the world.

But, while broadcasters like L'Équipe in France and Eurovision Sport have had the rights to show these races to their subscription members (i.e., not free of charge), there was outrage in the US community when FloTrack, a paying platform for track and field events, was introduced as a key partner for the group in North America. Much like with the release of additional places in the Ultra-Trail Snowdonia 100k event earlier in the month, UTMB went ahead with only half of the full story, making fans draw their own conclusions. In this case, that the live streaming would be available for paying customers only...

This was all clarified days later by edited social media posts from FloTrack referring to “LIVE and FREE coverage” – but some of the reputational damage, one can argue, has been done. Fans are quick to expect “the worst” or the most “money-grabbing” approach from the UTMB Group, which sadly tells us how they are increasingly being perceived worldwide.

Choosing the Races – Another Conundrum

The other debate arose when the final list of live events came out at almost the same time. In 2025, UTMB World Series live streaming included 13 events in 8 countries, claiming 23 million views achieved according to [this report](#). It would be only normal to hope for more in 2026, but in fact, the new live broadcast list only features 10 (it would be 11 if we include Western States 100, which is technically part of the series, but has its own broadcasting arrangements).

The first big debate: the choice to leave out Chianti Ultra Trail, which was broadcast last year, in favour of Tenerife Bluetrail. Despite Chianti attracting lots of exciting competition and being a Golden Ticket delivering event (awarding four entries into Western States, two for each gender), it was left off in favour of Tenerife. The immediate guess would be because Courtney Dauwalter, whose star power needs no explanation, had chosen the 110k race in Tenerife as a build up to Cocodona 250 this summer.

The irony is that nature had its say and the UTMB live broadcast was completely absent in the end. With Tenerife being cancelled, Courtney actually did race Chianti, along with Golden Ticket chasing Vincent Bouillard, Thomas Cardin, and many other extremely competitive athletes. The women’s 120km race was one of the most exciting this year, as the top 3 finished within 7 minutes of each other. And some quality racing took place in the other distances, too. With too little time and too complicated logistics to pivot, the fans lost out: all we could follow from Tuscany were a few snippets of Instagram stories here and there. And arguably the most competitive race of the weekend, the 75km Chianti Ultra Trail (there were 11 men within 1 minute of one another 40km in to the race) barely featured on their feed.

So, Why Care?

The growth of live streaming impacts the fans, the athletes, and the local communities involved in trail running racing the world over. The decisions made, from platform to location showcased, are therefore becoming more important each year.

Lots of excellent podcasts covered this last week: how the broadcasting takes

place can be quite complicated, with media rights sometimes being decided at a central level, sometimes continental, and other times local. We must remember the people involved in recording are highly talented, very niche specialists that aren't easy to come by either. And of course, there's the complication of network coverage.

For a sport where we actually thrive on being "off the grid" when we adventure in the wilderness, there's a stark contradiction here between what participants want to experience vs their interest in consuming content...

At the same time, athletes who are earning a living out of said content rely on organisations like the UTMB Group to showcase their hard work on course.

Where do you stand on this? Should we be broadcasting more, or less? Should it all be free or should paywalls be in place and, if so, who do they benefit? How can we even encourage a fee system whereby the gains would be distributed equitably – and who's to say what that means?

As always, have your say in the Community Chat... and let us know what you'll be watching next! (There is no live UTMB coverage until the 16th of May at Ultra-Trail Australia...)

[SHARE YOUR VIEW](#)

If you've enjoyed our new debates and news commentary, please let us know on Community Chat. And tell us what you want to read more about!

Also, do you have friends / family / run club team mates who might want to join the chat, watch the Live Q&As, and get involved in the ETT Runclub?

Here's an easy copy & paste link you can send them to join:

[JOIN RUNCLUB](#)

And, if you enjoy the Runclub and these weekly newsletters, please do consider upgrading to [Premium](#) to ensure we can keep them going.

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Have a great week,
Doug
