

# **2022 POST-SEASON REPORT**



aws & INFINITE A BROOL A NEXTHASH BENTINI STRATE O ZYCLE

# SEASON 2 TABLE OF CONTENTS





1.1 - CALENDAR 1.2 - KEY FIGURES

2

#### BROADCAST

2.1 - BROADCAST MAP 2.2 - TV MONITORING



6

**EVENT** 

5.1 - EVENT ATTENDANCE

5.2 - SPORTING

CORPORATE & SOCIAL RESPONSIBILITY

3

#### PROMOTION

3.1 - FOCUS WBD | Sports 3.2 - SOCIAL MEDIA 3.3 - MEDIA SIDE PRODUCTS / EVENT

7.1 - BACK ON TRACK DOCUSERIES7.2 - UCI TCL MEDIA DAY @ SQY7.3 - UCI TCL METAVERSE LAUNCH

4

#### DIGITAL

4.1 - WEB

4.2 - APP

4.3 - METAVERSE

THE FOLLOWING 2022 SEASON REPORT HAS BEEN PRODUCED TO SHARE THE IMPACT OF DISCOVERY SPORTS EVENTS SECOND SEASON AS UCI TCL EVENT PROMOTER.

THE PURPOSE IS TO ALIGN MONITORED & MEASURED RESULTS FOR OUR STAKEHOLDER FAMILY.

ALL THE DATA AND FIGURES IN THIS REPORT WERE COLLECTED BETWEEN JANUARY AND DECEMBER **2022** WITH A MAIN FOCUS ON THE SEASON.



# SUMMARY

#1

LUCI O TRACK

N:DA

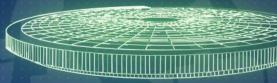
UCI

IUCI O

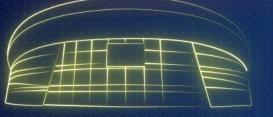
1. 1 - CALENDAR 1.2 - KEY FIGURES

# **2022 CALENDAR**















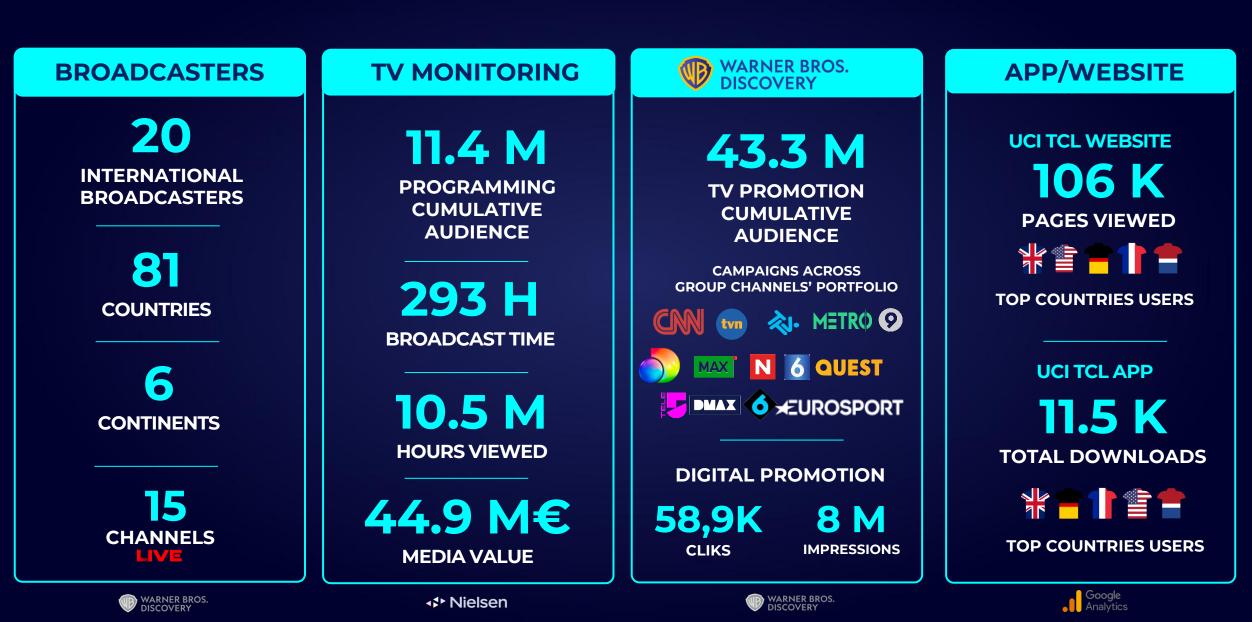






### SEASON 2 KEY FIGURES





### SEASON 2 KEY FIGURES







\*REACH ESTIMATES THE POTENTIAL VIEWERSHIP OF ANY PARTICULAR ARTICLE BASED ON THE NUMBER OF MONTHLY UNIQUE VISITORS TO THE SPECIFIC SOURCE.

#2

# BROADCAST

2.1 - BROADCAST MAP 2.2 - TV MONITORING

TRAC

O TRAFE



# **BROADCAST MAP**

## **BROADCAST MAP**





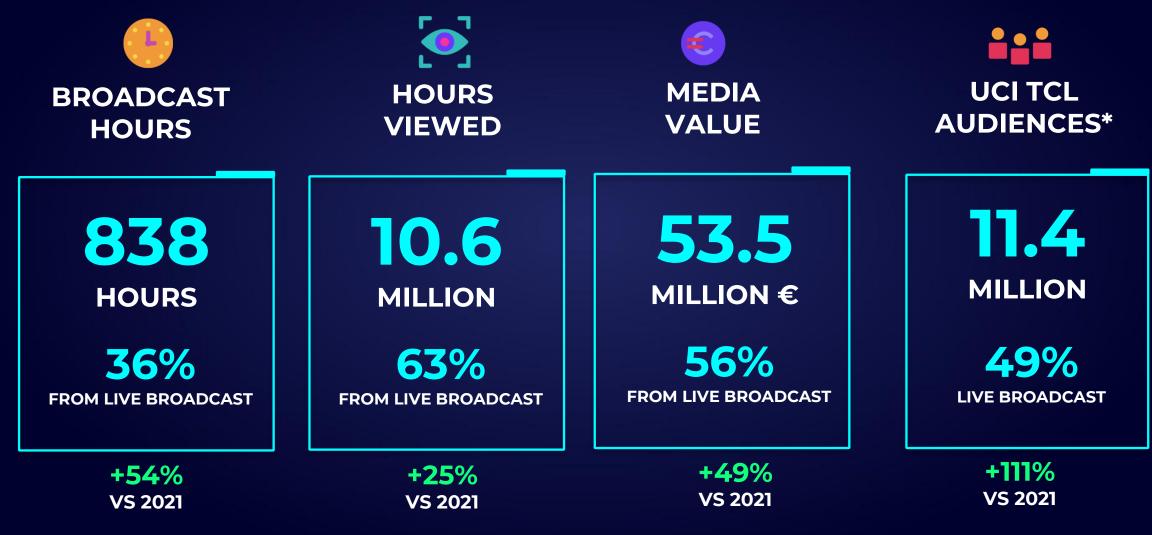
50 000

WORLDWIDE



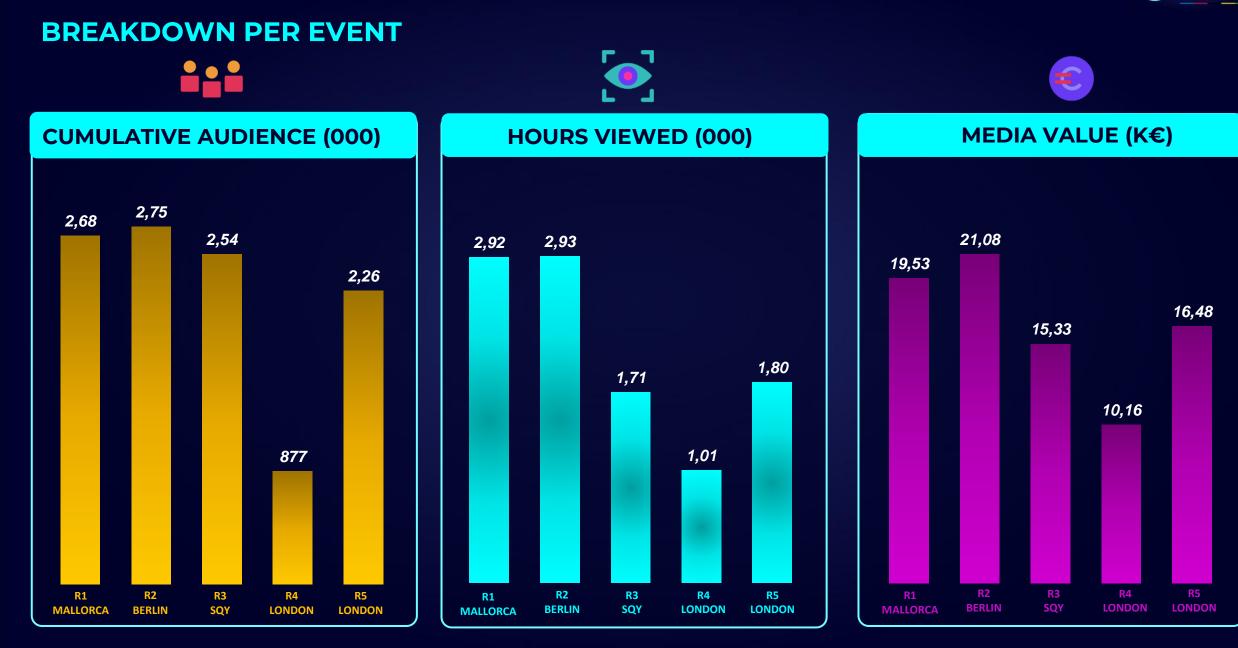
UCI TRACK CHAMPIONS LEAGUE

✓ Nielsen



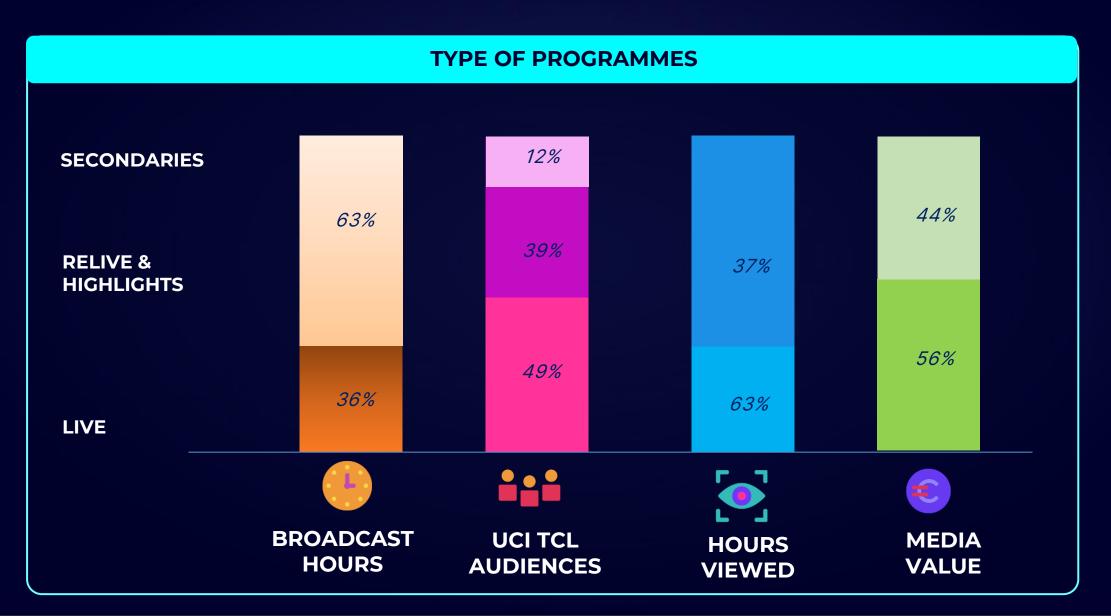
(live, replay,highlights NO PROMO\*)

SOURCE: 
Nielsen 
SOURCE: 
Nielsen



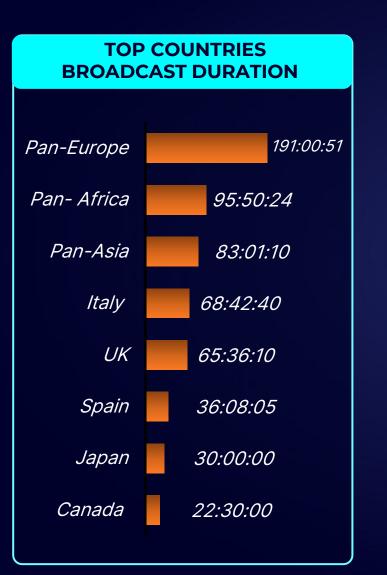
# 2022 TV BROADCAST OVERVIEW DETAIL PER PROGRAM

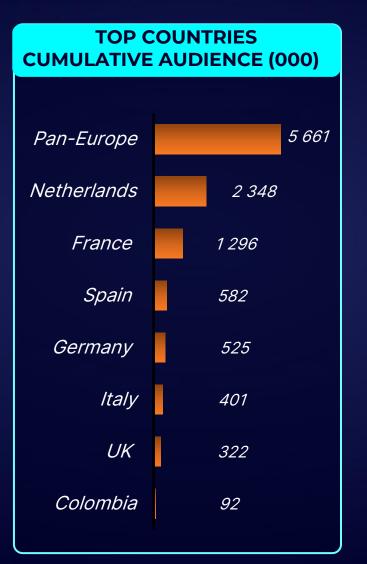




## **TOP COUNTRIES & CHANNELS**









# PROMOTION

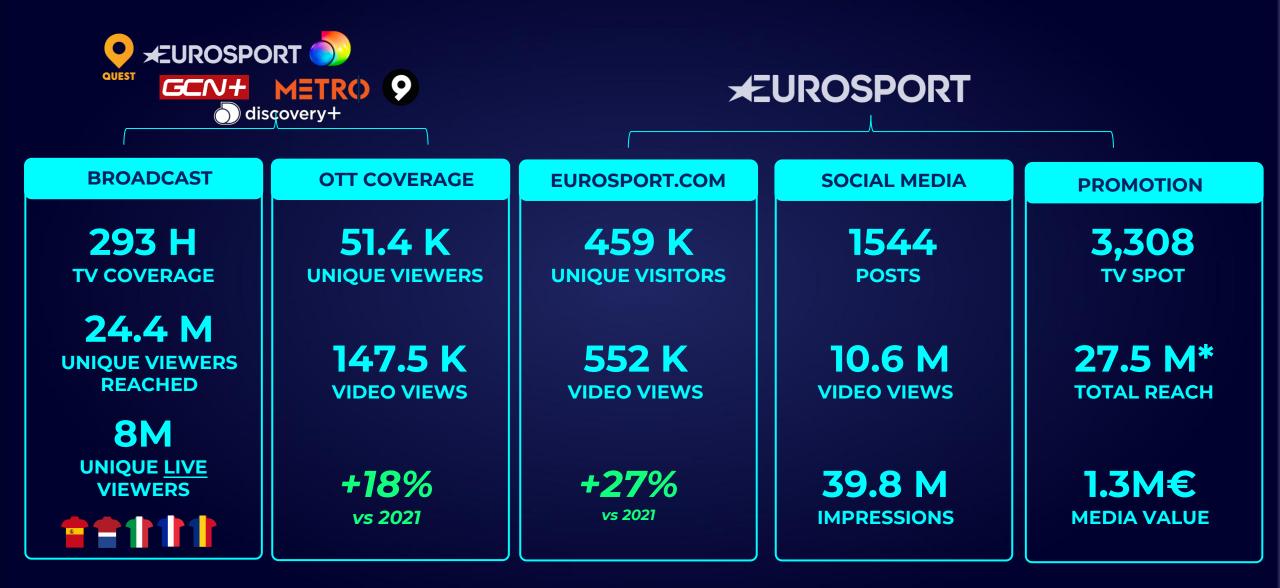
#3

3.1 - FOCUS WBD Sports
3.2 - SOCIAL MEDIA
3.3 - MEDIA

# FOCUS ON WBD Sports

WBD Sports **PROMOTION OVERVIEW** 









#### OVERALL MARKETING CAMPAIGN TIMELINE FOR UCI TCL SEASON FROM SEPT TO DECEMBER 2022 : GLOBAL PROMOTION, EVENT PROMO, BACK ON TRACK, TICKETING, APP

	SEPTEMBER				OCTOBER					NOVEMBER				DECEMBER	
WEEKS	5/9	12/9	19/9	26/9	3/10	10/10	17/10	24/10	31/10	7/11	14/11	21/11	28/11	5/12	12/12
EVENTS						WCH 12-16TH				R1 12/11	R2 19/11	R3 26/11	R4+5 2-3/12		
BACK ON TRACK						EPISODES 1-5 16/10 -11/11									
TRAILER CAMPAIGN						40S (INCL. BOT 10S TAIL) + 30S PROMO, FOLLOWED BY TUNE-IN'S									
CROSS PROMO CAMPAIGN										30S (LOCAL MARKETS + CNN EMEA FEED)					
TICKETING CAMPAIGN		30S TICKET SPOT ON-AIR / DIGITAL BANNERS (UK, DE, ES + FR)													
ORGANIC			Image: Newsletter and social activity												
АРР							APP SPOT								



# WBD | Sports BROADCAST & PROMOTION SEASON 2 TV CAMPAIGNS

TAILOR MADE TICKETING CAMPAIGN PER EVENT (MULTI LOCAL)

> 1479 SPOT TICKETS 20.5 M CUMULATED AUDIENCE REACH

GLOBAL AWARENESS CAMPAIGN OVER THE SEASON

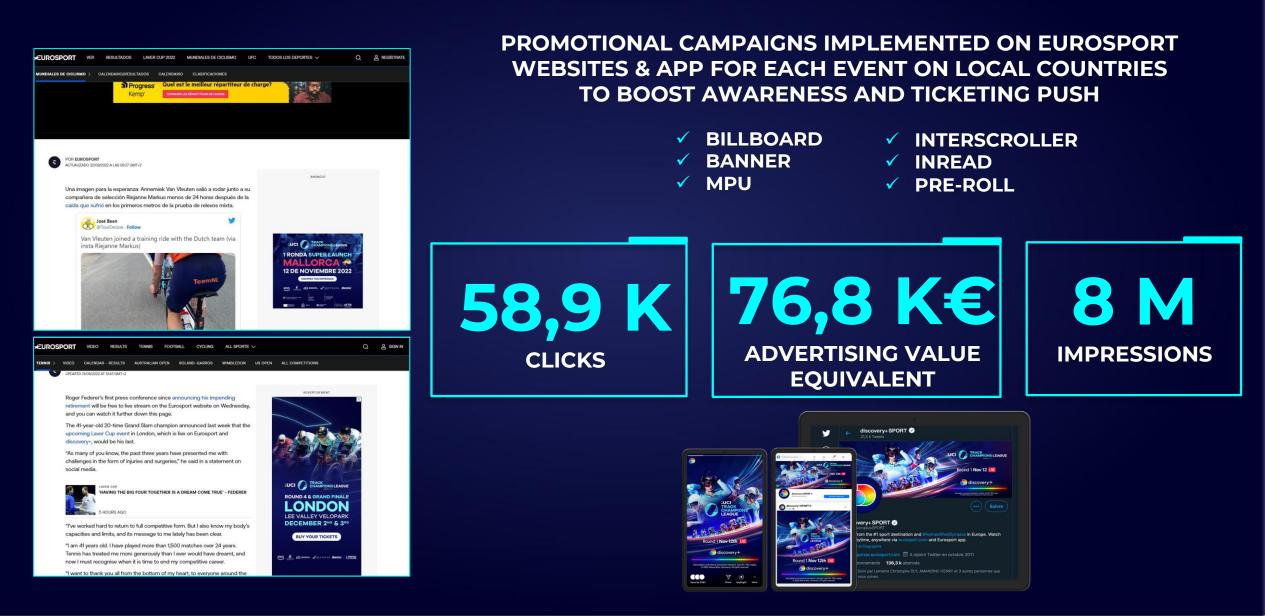
1703 TRAILERS 22.8 M CUMULATED AUDIENCE REACH





# WBD | Sports **PROMOTION**



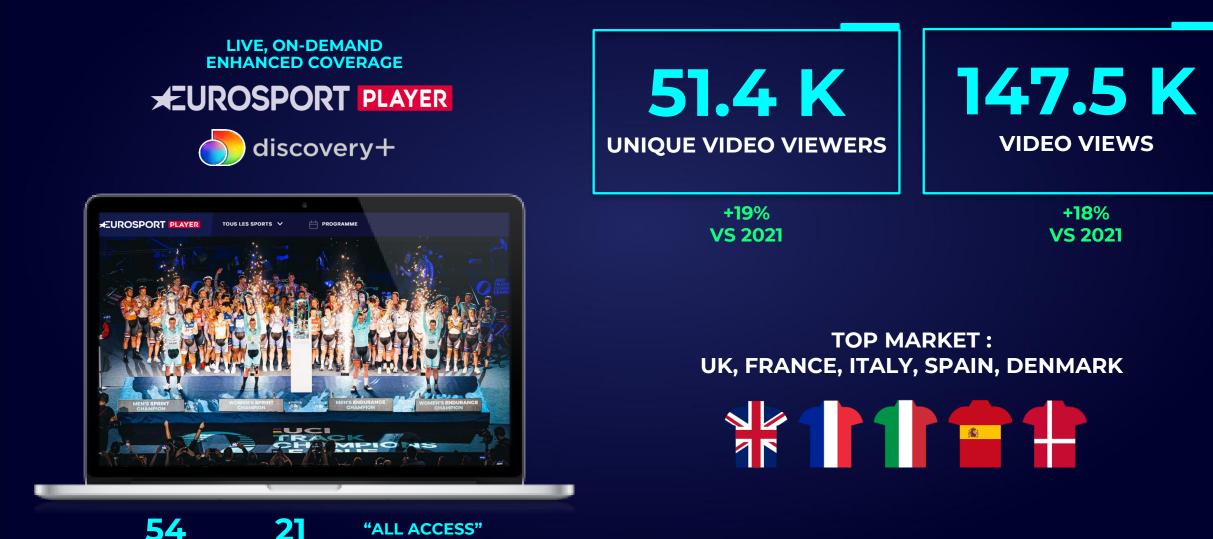




**COUNTRIES** 

LANGUAGES





**OTT PASS** 





## **★EUROSPORT**.com





#### UCI CHAMPIONS LEAGUE

#### **NEWS, VIDEOS & SPECIAL CONTENT ON UCI TCL DEDICATED SECTIONS**



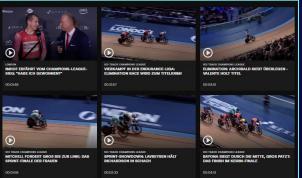




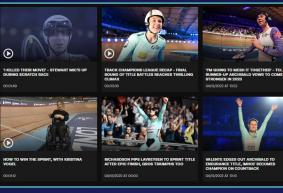






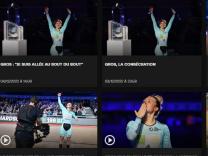


#### EUROSPORT.CO.UK



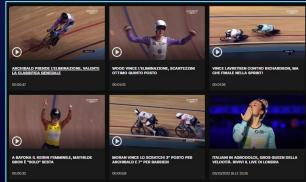


#### EUROSPORT.FR









**CLICK TO ACCESS THE CONTENT** 





#### **NEWS, VIDEOS & SPECIAL CONTENT ON UCI TCL DEDICATED SECTIONS**





UCITCL I IMHOF EINDWINNAAR NA OL VOOR E 03/12/2022 OM 23:05

UCITCL | VALENTE MAAKT GEEN FOUT OP AFVALRACE EN WINT TRACK CHAMPIONS LEAGUE

SPURTINNSATS KOSTET FOR STENRERG

UCITCL | LAVREYSEN WINT WEER VAN





rowym - odbywaiacych sie w Saint-Que



# **EUROSPORT.RO**



UCI TRACK CHAMPIONS LEAQUE SE ÎNCHEIE ÎN ACEST WEEKEND, LA LONDRA, SE ANUNȚĂ BĂTĂLII DE POVESTE





ROBA DE SCRATCH DE LA SAIN

ES! STEFFIE VAN DER PEET A CÅ I A KEIDIN

**EUROSPORT.NO** 



STRÅLENDE FJERDE RUNDE FRA STENBERG I CHAMPIONS LEAGUE - LIGGER PÅ 3. PLASS FØR SISTE RUNDE











SPÆNDING TIL POINTRÆSET

STYRT, OVERRASKELSER OG VILDE FINALER UCI TRACK CHAM ONS LEAGUE RYKKER TIL ANDEN RUNDE AF UCI TRACK CL SKABTE BERLIN - FØLG MED UDEN AFBRYDELSER PÅ DISCOVERY

.... ......

AF UCI TRACK CL I LONDON



EUROSPORT.DK

BØRELSENS TIME ER KOMMET – FØLG DE TO STE RUNDER AF UCI TRACK CL FRA LONDON

TAKTISKE GENIALITETER OG MASSER AF FART MALLORCA

UCI TRACK CL STARTEDE MED ET BRAG PÅ

NIVEAUET BLEV SKRUET GEVALDIGT OP I FRANKRIG: NU VENTER DE SIDSTE TO RUNDER

CLICK TO ACCESS THE CONTENT





ANITA STENBERG PÅ FEMTEPLASS ETTER TREDJE RUNDE I CHAMPIONS LEAGUE - HENGER STENBERG SER MULIGHETER: - RYTTERE DET ER MULIG Å SLÅ PROMOTION

# SOCIAL MEDIA

# SOCIAL MEDIA LISTENING UCI TCL FANBASE





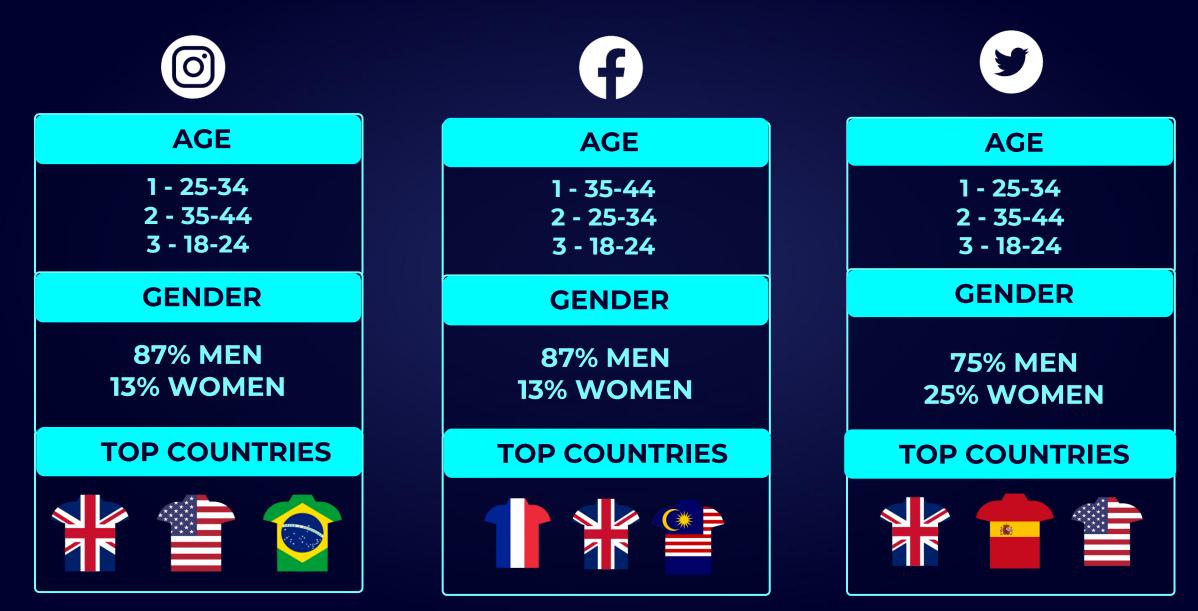
Followers

66.2 K TOTAL FANBASE +72,4% VS 2021

THE NUMBER OF FOLLOWERS IS NOT A KEY INDICATOR OF SOCIAL MEDIA PERFORMANCE AS THE VISIBILITY OF CONTENTS DOES NOT DEPEND ON THE FOLLOWERS ANYMORE BUT ON AUDIENCE INTEREST MEASURED BY ALGORYTHMS. HOWEVER, IT IS AN IMPORTANT SYMBOL AND INDIRECT INDICATOR OF SUCCESS. IT IS IMPORTANT TO KEEP BUILDING THE FAN COMMUNITY OF UCI TRACK CHAMPIONS LEAGUE.

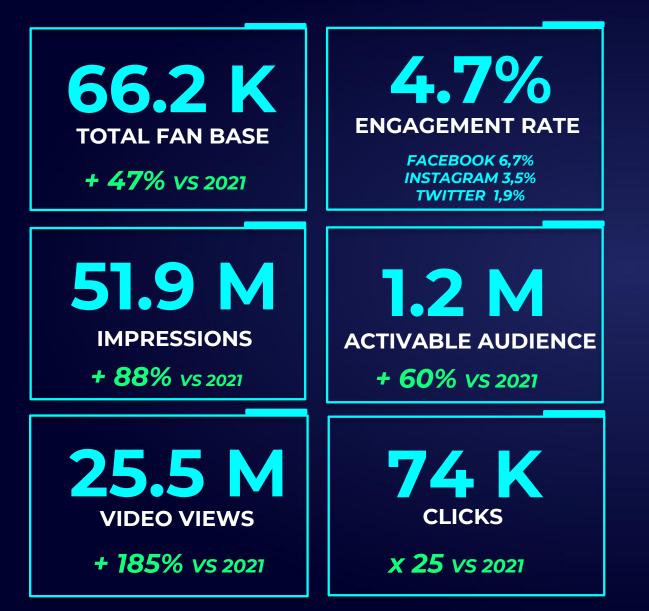
## SOCIAL MEDIA OVERVIEW UCI TCL FANBASE PROFILES



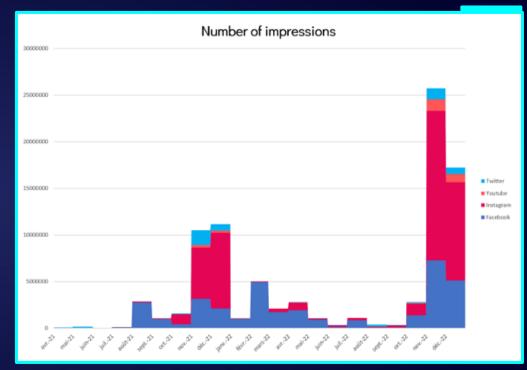


## SOCIAL MEDIA LISTENING UCI TCL FANBASE KEY FIGURES





#### **ZOOM ON IMPRESSIONS**



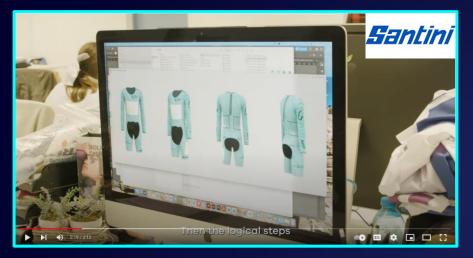
THE ANALYSIS OF THE CUMULATED NUMBER OF IMPRESSIONS IS THE MAIN INDICATOR OF THE VISIBILITY THAT THE UCI TCL GETS FROM SOCIAL MEDIA. THE NUMBER OF IMPRESSIONS IS LINKED TO CONTENT QUALITY, CONTEXT AND, OF COURSE, ADVERTISING BUDGET.

### SOCIAL MEDIA PRODUCTIONS EXAMPLES



#### **FACTORY VISITS**

SANTINI & BERTONI VISITS BEHIND THE SCENES TOURS WERE PRODUCED TO PROPOSE FANS TO DISCOVER UCI TCL SKINSUITS & TROPHIES CREATION





#### A DAY IN ATHLETES LIFE

AHEAD OF THE SEASON, UCI TCL & EUROSPORT WENT TO VISIT SOME KEY RIDERS AND SPEND A DAY IN IN THEIR ENVIRONMENT AND OFFERED THESE OPPORTUNITIES TO TOP MEDIA TO JOIN

H. LAVREYSEN APELDOORN

CREW FROM EUROSPORT & NATIONAL NEWSPAPER DE TELEGRAAF



SEBASTIÁN MORA CASTELLÓN

CREW FROM EUROSPORT & NATIONAL TV RTVE AND MARCA NATIONAL NEWSPAPER



#### EMMA HINZE FRANKFURT

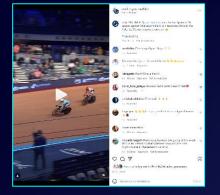
CREW FROM EUROSPORT & NATIONAL NEWSPAPERS SPORT BILD & RAD SPORT



#### CLICK TO WATCH THE VIDEOS

#### SOCIAL MEDIA OVERVIEW TOP VIDEO POSTS





VIDEOS FROM THE CABLE CAM WITH NAME TAGS ARE A GREAT FORMAT THAT'S BEEN WORKING WELL SINCE LAST YEAR



ANOTHER KIND OF EDIT THAT WORKS WELL, WE DIDN'T HAVE MANY OPPORTUNITIES TO USE IT THOUGH



REELS WITH MORE EDITING PERFORM USUALLY A BIT LESS THAN RAW ONES BUT THEY RAISE THE BAR IN TERMS OF BRAND IMAGE.



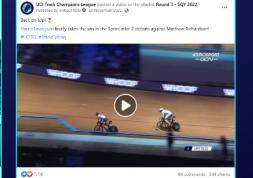
THIS TYPE OF CONTENT IS WHAT FANS CAN'T SEE ON TV AND THAT WORKS REALLY WELL AS A REEL



**CRASHES** ARE UNFORTUNATE BUT CREATE SOME IMPRESSIVE FOOTAGE FOR THE FANS TO WATCH



#### RAW, UNEDITED, RACE FOOTAGE WAS THE BEST PERFORMING CONTENT ON FACEBOOK





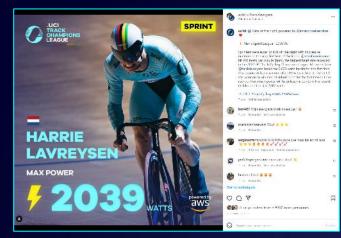
ons League posted a video Di 🔍 Triferenter 2022 - 8

FUNNY (YET INSTRUCTIVE) FEATURES SUCH AS THIS ONE PERFORM REALLY WELL ON ALL PLATFORMS

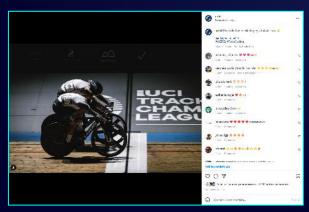


### **SOCIAL MEDIA OVERVIEW TOP POSTS**





LIKE LAST YEAR, THE BEST STATIC POST IS ABOUT DATA. VERY GOOD ENGAGEMENT FROM FANS EVERY TIME.



TIGHT FINISHES ALWAYS MAKE FOR AN **IMPRESSIVE SHOT** 



a forme tale

Insights and Ace

00 2.1

C Auftred Drampton League

na s étuin ticaits 🖉

WINNER PHOTOS WERE THE BEST PERFORMING **KIND OF PHOTO** CONTENT, ESPECIALLY WHEN SHARED AS COLLABS ON INSTAGRAM.

#### **STANDINGS POSTS ARE AN IMPORTANT** PIECE OF INFORMATION THAT WOULD **DESERVE BEING SHARED MORE OFTEN**

				0	und	100
		FINAL STANDINGS		0	rend the first standings of the state advanced the Collin Connector Clause 🔒	R.5
	MEN'	S ENDURANCE LEA	GUE		So many different second on in the different lengths, such suppression and the Sand Finder on a field and	6
1		CLAUDIO IMHOF	125 pts		ADD ICLIFICACION PO SIGNE ANT ADDALADOR	
2		SEBASTIÁN MORA	125 pts		ppp75 hard, and, meety Compare Southerstances 🍐 🎰 Comp. Monumi	¢
3	NK NK	MARKSTEWART	115 pts	•	nflarri Majir be 199 📽 censilalakan Soon Maxim	0
4	×	OLIVER WOOD	<b>112</b> pts	*	attracticle Control by the services that Quality where and Quality or an interaction that the characteristic of the Control	•
5	-	MATHIAS GUILLEMETTE	107 pts	0 🌒	anian's commendations of the second state of t	na 10
•		MATTHIJSBÜCHLI	<b>104</b> pts	9	Seen 2, des Macalis, Milli radictor angelacravarro Di e Stochavet Starbogalment, 🛡 🚳	\$
7	NN	WILLIAM PERRETT	87 pts	0	Sons 176m: Rapedia.	\$
•		MORITZ MALCHAREK	86 pts	*	cambhdandeethide Ladade to weter ei thesugneat i Neol anh lacht herer nichtean i Ginne narson nic	
9		MICHELE SCARTEZZINI	<b>83</b> pts		Starts_the set well broadlin to being Station In definitions	V <sup>CS</sup>
10	83	GAVIN HOOVER	<b>79</b> pts	× 1	0 9	R
		auci 🖉 Pattermenanue			😨 far son herring net of 14 there provered. N to over	
				0	h-maria	nii-

and so have been a C UCI Truck Champions League Here are some of the best phonos from vesterolach race in London 😰 Economia (Dates)

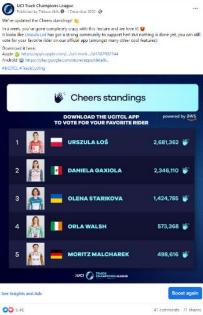
CI hack Champtons Longers is in Polines De Malleros, Spain. Is and by Too Edenveloer Adde @ 10 historiae 2022 - 49

See you next weekend in Ferlin 🗯 We count on you 🥵

bound I, it's a wrapt

FANS SEEM TO HAVE ENJOYED PHOTO **HIGHLIGHTS ALBUMS FROM PAULINE BALLET PHOTOGRAPHER** 

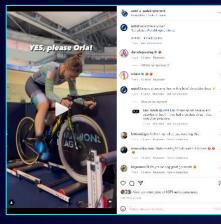
**APP « CHEERS STANDINGS » WAS A** FUN AND ENGAGING CONTENT **PROMOTING THE** PLATFORM



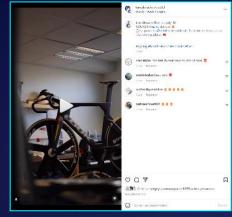
### SOCIAL MEDIA OVERVIEW COLLABS



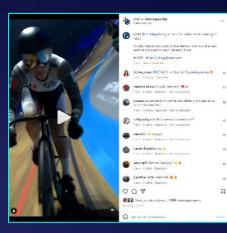
#### RIDERS WERE INVOLVED IN CONTENT CREATION AND CONTENT SHARING. ALMOST EVERY INSTAGRAM POST FEATURED A RIDER, A PUBLIC FIGURE OR A TEAM AS COLLABORATOR.



OUT OF THE BOX CONTENT WAS A NEW CONTENT EXPERIENCED THIS SEASON. APPRECIATED BOTH BY THE PUBLIC AND RIDERS.



MORE COLLABS WITH RIDERS

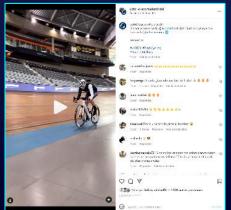


EACH VIDEO FOCUSING ON ONE RIDER IN PARTICULAR WAS POSTED AS COLLABORATOR. IT ALLOWED US TO REACH THE RIDERS' AUDIENCES ON INSTAGRAM

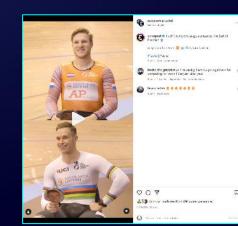


TAILOR MADE CONTENT FOR COLLABS WITH UCI SOCIAL MEDIA CHANNELS





ALBERTO CONTADOR CONTRIBUTED TO PROMOTE UCI TCL TO A BROAD CYCLING AUDIENCE THROUGH HIS HUGE FANBASE

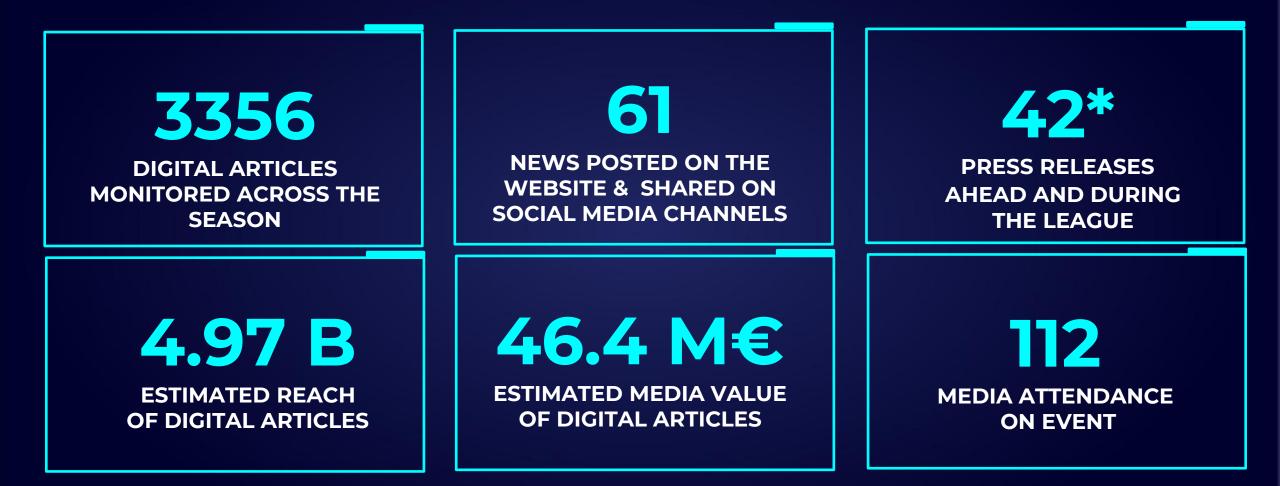


TAILOR MADE CONTENT FOR UCI SOCIAL MEDIA CHANNELS PROMOTION

# MEDIA

### MEDIA OVERVIEW KEY CONTENT & COVERAGE FIGURES



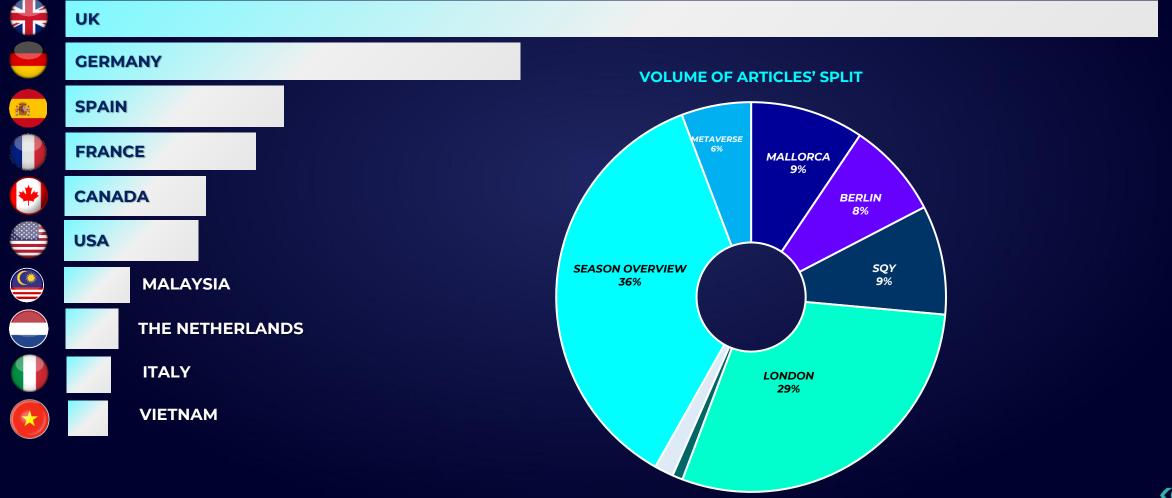


\*LEVERAGE OF THE FULL BREADTH OF THE WARNER BROS.DISCOVERY NETWORK TO AMPLIFY NEWS RELATING TO THE UCI TCL, SHARING OF MEDIA RELEASES (PRE-EVENT AND POST-EVENT), INTERVIEWS / QUOTES FROM RIDERS....ACROSS KEY EUROPEAN MARKETS INCLUDING: SPAIN, GERMANY, UK, ITALY, PORTUGAL, NORDICS REGION AND CEEMEA REGION

### MEDIA OVERVIEW ONLINE COVERAGE – TOP COUNTRIES



#### VOLUME OF ARTICLES PER COUNTRY JAN 1, 2022 - DEC 31, 2022



■ Media Day ■ Back on Track



## MEDIA OVERVIEW ONLINE COVERAGE – TOP 10 REACH



	MailOnline	1.	richardson challenging dutch cycling great (79m reach)
	ВВС	2.	<u>UCI track champions league 2022: gb's katie archibald and ollie wood win in berlin</u> (76m reach)
	yahoo/news	3.	jennifer valente defends endurance series lead at the UCI track champions league (65m reach)
<u></u>	MARCA	4.	<u>sir chris hoy y la nueva 'revolución' de la pista: "disfrutas de los mejores en dos horas, algo jamás visto antes"</u> (59m reach)
	as	5.	<u>de una cirugía a corazón abierto al sueño olímpico</u> (54m reach)
-	FOCUS	6.	nach pause wieder internationaler bahnradsport im velodrom (24m reach)
-	t-online.	7.	rad-sprinter bötticher weiter dritter in champions league (22m reach)
*	<b>⊕CBC</b>	8.	<u>canada's mathias guillemette turning heads after claiming UCI champions league division lead</u> (17m reach)
	L'ÉQUIPE	9.	<u>à domicile, mathilde gros devrait se faire plaisir en ligue des champions de cyclisme sur piste</u> (12m reach)
	EL ESPECTADOR	10.	<u>martha bayona, oro en el keirin de la UCI track champions league(</u> 6m reach)

CLICK TO READ THE ARTICLES

## MEDIA DAY WEB COVERAGE HIGHLIGHTS



## EL PAÍS

### La promesa del metaverso inflama al ciclismo con la Champions League de la pista

En velódromos de madera, donde se unen lo viejo, lo nuevo, lo real y lo imaginario, y a toda velocidad, Discovery comenzará esta temporada las transmisiones deportivas inmersivas en la nueva competición de pista

Q 🌲 🚨 ESP -

#### = MUNDODEPORTIVO

### La UCI Track Champions League vive su puesta de largo en París

• El circuito internacional de la UCI ha vivido su presentación este jueves en el Vélodrome National de Saint-Quentin-en-Yvelines parisino, que acogerá dentro de menos de dos años los Juegos Olímpicos







Track - LDC - Mathilde Gros: "It's not just a show..."

#### Published on12/11/2022 at 08:55by Clément LABAT-GES1

Sere completely changed (on the right side) one evening in October 2022. A lew weeks ago. <u>Multible Gray</u> (23), who was still strouggling to also on the international scene, won her first gold medial world gold, in individual speed, at the track cycling world changionalisp at the Herdowne in Saide (under every Heine. This continging its emorrous potential), thore which had already triumpleted the decontext the tracks of the site of the site of the site of the Light Track Changeiona Legge, which will take place in five rounds, including the tricket tracks ider will participate in the second edition of the Light Track Changeiona Legge, which will take place in five rounds, including the tricket track ider will participate in the second edition of the Light Track Changeiona Legge, which will take place in five rounds, including the tricket track ider will participate in the second edition of the Light Track Changeiona Legge, which will take place in five rounds, including the tricket track ider will participate in the second edition of the Light Track Changeiona Legge, which will take place in the rounds, including the tricket track ider will participate in the second edition of the Light Track Changeiona Legge, which will take place there who rode on the Olympic rack with Mathible Cross and Mathew Richardson.



CHRIS HOY: "IK DROOM DAT BAANRENNERS HETZELFDE VERDIENEN ALS WEGRENNERS"





Zero to hero: A budding cyclist tries out riding track for the first time

Adam Becket cycles a lot, but never before has he taken to the boards. The 2024 Olympic velodrome beckoned

🚺 😳 🔕 🖸 Sign up to our newsletter



## **ABC Deportes**

La realidad virtual irrumpe en el ciclismo en pista

UCI TRACK CHAMPIONS L

La Champions de los velódromos se pone en marcha con la atracción del metaverso para los aficionados, tal y como hizo el baloncesto en la Final Four de Belgrado



# as

## Vuelve la Champions League del ciclismo

La segunda edición de la UCI Track Champions League fue presentada en París con Sebastián Mora como una de sus estrellas. Mallorca, el 12 de noviembre, prueba inicial.

Marco González 🎐 AsRocamGP Paris • Actualizado a 3 de noviembre de 2022 15:49 CET



Discovery / Louis Legon / Louis Legon

## **SPAIN** WEB COVERAGE HIGHLIGHTS





#### eportes | Otros deportes Ciclismo

La Champions League aterriza este sábado en Palma



Deportes | Otros deportes (Idlamo

La Champions League llega a Mallorca el 12 de noviembre



72 corredores lucharán por el Varios de los ciclistas participantes posan ante el Velòdrom Illes Balears. I Pauline triunfo en la UCI Track Champions

League 2022



#### s Mora en París Foto: @ Louis Leo

Sebastián Mora, el corredor que triunfa en el ciclismo del futuro y sufre las penurias del antiguo

El pistard español, gran esperanza de medalla en los Juegos de París, termina segundo en la UCI Track Champions League y es estrella en el metaverso, pero ha corrido en el Manuela Fundación, un equipo que no paga



CICLISMO :



Sebas Mora: "Antes los datos estaban como medio escondidos, aquí se enseña todo"

El ciclista español atendió a MARCA en París

Q f y 8 30



### Ciclismo

### La 'Champions' de Sebastián Mora: "Estamos enseñando lo que es el ciclismo en pista"

MARCA comparte una jornada de entrenamientos con el pistard de Villarreal durante su preparación para la UCI Track Champions League

## FRANCE WEB COVERAGE HIGHLIGHTS





UCI TRACK CHAMPIONS LEAGUE : UN SHOW POUR REDORER LA PISTE



CEDRIC LEROY

11 novembre 2022 10:00 | Actualités, Le monde des pros



L'UCI Track Champions League fait son retour. Les grandes pointures de la discipline, dont Mathilde Gros et Marie-Divine Kouame, seront présentes pour la 2<sup>e</sup> édition de la TCL. Cette « piste aux étoiles » se déroulent sur cing manches à Majorque, Berlin, Saint-Quentin-en-Yvelines et Londres. Un spectacle et un événement sportif à suivre sur discovery+, GCN+ et l'application Eurosport, ainsi que sur Eurosport 1.

## france•tv



C



27 novembre 2022 Mis à jour le 27 novembre 2022 St La Rédaction 🗤 J'aime 1

Lors d'une troisième manche palpitante de l'UCI Track Champions League à Saint-Quentin-en-Yvelines, la favorite locale Mathilde Gros a pris la tête du classement du Sprint féminin, tandis que Claudio Imhof (Suisse) est devenu le nou ader de la série Endurance masculi



## LA LIBERTÉ

Imhof sacré en Endurance en Champions League



Claudio Imhof a été sacré en Champions League samedi © KEYSTONE/AP/PAVEL GOLOVKIN



#### Cyclisme sur piste LD

Mathilde Gros remporte le sprint et prend la deuxième place du keirin dans la troisième manche de la Ligue des champions



Devant son public de Saint-Quentin-en-Yvelines, Mathilde Gros a frappé fort lors de la troisième manche de la Ligue des champions. Elle a remporté le sprint et pris la deuxième place du



#### Martha Bayona domine en keirin, Richardson plus rapide que tout le monde

La Colombienne Martha Bayona s'est imposée en keirin, alors que le scratch a été remporté par la favorite de l'épreuve. Katie Archibald, vaingueure du général de l'endurance l'année dernière. Elle a terminé en première position après une attaque tardive. Anita Stenberg a de son côté gagné la course à élimination. La Norvégienne est restée dans la roue de ses concurrentes avant de faire la différence dans la dernière ligne droite.

Le moment fort de la soirée s'est déroulé durant la finale de vitesse hommes. L'Australien Matthew Richardson a fait étalage de la différence qui le séparait des autres coureurs. Dans la dernière ligne droite, il s'est joué d'Harrie Lavrevsen (vainqueur en keirin plus tôt dans la soirée) et a pris sa revanche par rapport aux derniers Mondiaux.

Dans la course à élimination masculine, le Canadien Mathias Guillemette s'est distingué en dominant largement ses adversaires, notamment le Britannique Gavin Hoover.

Au classement général, le sprint est dominé par Shanne Braspennincx chez les emmes et Harrie Lavreysen chez les hommes. En endurance, Mark Stewart est leader tandis que Jennifer Valente constitue son homologue féminin.



#### Ligue des Champions - Mathilde Gros prend la tête : «C'était fantastique»

ublié le 27/11/2022 à 12:14 par Martin LABUFU F

elle solrée pour Mathilde Gros hier soir lors de la troisième manche de llUCI Track Champione League I Elle a une nouvelle fois t ns l'épreuve de vitesse et avec cette troisième victoire en autant de participations, la récente championne du monde semble tou ment dans cette catégorie. Et alors que le keirin était son "point faible" lors des deux premiers rend s'est ajustée hier et a terminé 2e, réalisant un score quasi parfait de 37 points sur les 40 possibles sur la soirée. Cette énor lormance lui permet d'ailleurs de prendre la tête du classement général de la Lique des Champions pour la première fois de sa carrière. e sur le dâteau, c'est qu'elle a pu réaliser tout cela à domicile, au vélodrome de Saint-Quentin-en-Yvelines, ce qui aicute encore un pe

## **GREAT BRITAIN** WEB COVERAGE HIGHLIGHTS





### Will Perrett making his mark after going `all in' to forge cycling career

By PA MEDIA UBLISHED: 08:06, 8 December 2022 | UPDATED: 08:06, 8 December 2022



Vill Perrett has been referred to by some within British Cycling as 'the best track der you've never heard of' but is fast making sure people learn his name.

he 26-year-old lit up the first of two nights of UCI Track Champions League action in ondon last weekend with a stunning scratch race victory, so far ahead he started elebrating more than a lap out

was the latest standout result for a rider who was fifth in the points race on his World Championships debut in October, won the British Madison title alongside Mark Stewart in January, and made his Commonwealth Games debut in July.







Laura Kenny marvels at 'phenomenal' Katie Archibald amid personal grief ist her nartner in August when mountain hiker Rab Wardell died suddenly at home at the ag



into Friday's penultimate round in London one point behind Vale

0000

Katie Archibald has battle on hands to retain UCI Track Champions League

title

olympic Madison champion we

the women's endurance standings.



UCI Track Champions League 2022: Katie Archibald's London win not enough to retain endurance title



Katie Archibald relinquished the women's endurance title in the UCI Track Champions League despite winning the final elimination race in London.



NEWS POLITICS FOOTBALL CELEBS TV MONEY ROYALS

**EXCLUSIVE: Dame Laura Kenny opens** up on miscarriage trauma and sets sights on Paris 2024 Olympics

EXCLUSIVE: Dame Laura Kenny spoke to Mirror Sport about her traumatic year, her elationship with British cycling teammate Katie Archibald and the Paris 2024 Olympics



Laura Kenny: Cycling saved me -

but Paris 2024 feels like a definite

end



Matthew Richardson and Jennifer Valente stay on course to triumph in Track **Champions League** By Alasdair Fotheringham published December 04, 2022

Australian and American win TCL sprint and endurance titles

1 🖸 😰 😰 🗭 Comments



nifer Valente won the women's endurance title at the Track Champions League (Image credit: Getty



Olympic champion Jennifer Valente joins UCI Track Champions League



## WEB COVERAGE HIGHLIGHTS







Richardson wins Track Champions League by inches in final race SHARE () (2) (2) Published 3 December 2022, 10:56 pm

Matthew Richardson took out the Track Champions League Men's Sprinter category after a ding-dong battle with world champion Harrie Lavreysen.



「メタバース体験」を関係者のみにプレミア公開、2023 年に向け一部詳細が明らかに/UCIトラックチャンピオン ズリーグ



12月3日にフィナーレを請えた「2022ルロトラックチャンピオンズリーヴォ、2021年の約算種から2年日となり、新たなスター選手が 歴史する大会にもなった。

「トラック雑任における革命」をテーマの1つに焼ける木大会。2022年大会でも、新たな試みへの実施について機能の発表があった。

そのうちの1つに「メタバースの活用」に関する発表があったが、2022年12月7日に大会公式ワイトは本企画に関する新たなリソースを 公式、本記事ではその内容について簡単にご紹介する。

## CBC

Kelsey Mitchell wins silver in women's sprint in final round of UCI Track Champions League

#### f 🕑 🥌 in 📾

Fellow Canadians Coles-Lyster, Van Dam also claim medals in London finale



TOUſ

uomaxoumpositaate Rad-Sprinter Bötticher weiter Dritter in Champions League



Bahnradsportler Stefan Bötticher hat bei der dritten von fünf Runden der UCI Track Champions League seinen dritten Platz in der Gesamtwertung

verteidigt.

## 

DÉJÀ VU VOOR HARRIE LAVREYSEN IN TWEEDE RONDE UCI TRACK CHAMPIONS LEAGUE



Harrie Lavreysen zal ongetwijfeld gemengde gevoelens hebben overgehouden aan de tweede manche van de UCI Track Champions League in de Duitse hoofdstad Berlijn. De Nederlandse krachtpatser verloor - net als op het Spaanse eiland Mallorca - de finale van de Sprint, om vervolgens met verve de Keirin te winnen.

## EL ESPECTADOR

Martha Bayona, oro en el keirin de la UCI Track Champions League

La ciclista colombiana brilló en España y el próximo fin de semana compite en Alemania.

### R T L NEWS

UCI Track Champions League

Nach Pause wieder internationaler Bahnradsport im Velodrom



Le cycliste Mathias Guillemette s'est fait un nom en Europe



Pendant quelques semaines, Mathias Guillemette a vécu au rythme des cyclistes de l'élite e enchainant les compétitions en Europe (archives).

## **EL TIEMPO**



## WEB COVERAGE HIGHLIGHTS





Five Dutch sprinters squeezed in a van: Life behind the glamour of the Track Champions League





Mark Stewart bidding for glory in UCI Champions League

CYCLING



Cyclism'Actu



Ligue des champions - Mathilde Gros : «Je ne me mets pas de pression»

ië le 21/11/2022 à 15:03 par Nicolas GAUTHER

to checke gain its parameters of its interse, such densities of Francesier of chapter Marchike gains (basics charapteres of smooth sets). The set of the sets of t



Cycliume sur piele, LDC Mathilde Gros à nouveau victorieuse en vitesse individuelle en Ligue des champions



Une semaine après son succès à Majorque, la championne du monde s'est à nouveau imposée ce samedi, lors de la deuxième manche de la Champions League de cyclisme sur piste.







Sebastián Mora, el corredor que triunfa en el ciclismo del futuro y sufre las penurias del antiguo

El pistard español, gran esperanza de medalla en los Juegos de Paris, termina segundo en la UCI Track Champions League y es estrella en el metaverso, pero ha corrido en el Manuela Fundación, un equipo que no paga











A MINIPORT / ACCAME La Champions cresce, aspettando l'Italia Dopo Maiorca, l'Uci Track Champions League accende Berlino: doppietta di Katie Archibald, mentre tra gli uomini Donegà è 3° nello scratch







the more than a year away from sectory. Azouthasis Aware phoned positive signs on his return to competitive energy count of the LCD Track Champions League (TCL) in Mallona, Spain, yearenday. RUALA LUMPUR: After more than a year eway from racing, Azizuhasis Awang showed positive s

his return to competition at the opening round of the UCI Track Champions League (TCL) in Maliorca Spain, yesterday. Azizuthashi, who underwent heart surgery in April, finished fourth in his first round keirin heat at

Azuzumani, who underweitin teert surgery in april, inisted routin in its instrument at Velocitome lites Balears behind Shinji Nakano of Japan. Matthew Richardson and Thomas Cornist notched a 1-2 for Australia.



Martha Bayona, oro en el keirin de la UCI Track Champions League La ciclista colombiana billo en España y el próximo fin de semana comptie en Alemania.

f 🎔 🥕 🗭 🛄



## **PRESS COVERAGE** HIGHLIGHTS





✓ af. Al jaren doet hij niet an-ders. Dat en zijn verdree minutieu-ze topsportdiscipline leverden hem al twee obymische titele en negen werdeltitels op. In de aanloop naar de WK baarweierennen (226 okto-ber) in Saint-Quentin-en-Yvelines bij Parije geet hij een uniek inklijk in zijn leven. "Hier in Apeldoorn liggen er geen ongezonde dingen in de kast." Al laat hij ook weten: "Buiten het seizen buit ik graan een biertie het seizoen lust ik graag een biertj met vrienden."

#### oor Hans Ruggenberg

Het is een dag zoals bijna alle andere voor Harrie Larreysen. De wekker zehund ham om sigen hoer Harrie Larrey 1.00 wekker, waarna de bree voodig ojrappisch kampioen eich binnen en kwartien of godes gekken, die

<text><text><text><text><text><text><text><text><text><text><text><text>

al jaren owruren. "Mih ontbijt baanwichennen. Ik had wei top-is op trainings- en wedstrijdes sporterwering en als BMX'er ieer-Mede door die toewijding pakte ook ontspanning hebben en niet neg steeds mijn ontbijt af, maar

maal doordraalen. Naar og

belamaal doordnalen. Naar een jeestje gaan moet kunnen, maar je meel constantafwegen wat wel en niet kan." Het inktijkje in zijn ievan goeft aan hoe mool, maar ook hoe piltig het nieta lieen voor han maar ook

Not relation Noor is or 1 octanais had even tijfvoor een kopie koffe. Mat relatin Noor is or 1 octanais had even tijfvoor een kopie koffe. dan kan het bestvoorkomen dat lk rie, en dat goeft me wel een voor-den kan het bestvoorkomen dat lk rie, en dat goeft me wel een voor-den kan het bestvoorkomen dat lk rie, en dat goeft me wel een voor-den kan het bestvoorkomen dat lk rie, en dat goeft me wel een voor-den kan het bestvoorkomen dat lk field.

date has had bestrochneme date. Frie, on dat goet new with new with the bestrochneme date. Frie Nilmin op de man and the bestrochneme date. Frie Nilmin op de strochneme date strochneme date strochneme date strochneme date To det ha stad den och attigen and the largering bill formation date strochneme date new strochneme date strochneme date new strochneme date strochneme date new strochneme date strochneme da

andere fixedetrejid dan oen WK, want dat is de Maissie ke baansport en moet je och niek veranderent. De Champions League is eon supermoeie toevoeging, o lik denk dan het twee koor zot waar de noerlous gaar. Het zot moet zijn wanneer we naar eon format kunnen gaan dat het publiek uitgo-legt britge wat er precise gebeurt, oet gua tattdat. Als mensen het begrifgen, altere Alterna disciplicati, Rucki Stoff S. Barrie Largenze park Isanda park angi park, Horopicatik Largeg barria di bondaciani. Di Folder Harria di Bondaciani. Di Folde farische Britien Jason Kenny dartsche lättlen Jasse Kann (vz. sigmigischgowich ein Christiehter) Ein wellicht dat de Brahander steh-in sozie dien die GUMT (Greenstell (f All Timeet) mag noomen. Hoogland hacht arbig wein die taat wei opgaat. Het is moeitlijk om toe legvern, dat Lave opgant die kant wei opgaat. Het is moeitlijk om toe legvern, waat je wilt hiem die erkenning opstijk notig geven, onschit je daar Bever zolf shaat. Er kan maar obe GUMT zich. Alse hoar arkenrentitien een master doen, maar dat ga ik over drie jaar uitsmeren. Dat valt

namelijk tegelijk met de Spelen wan Parijs in 2024." wan Harrie kijkt, moet je haast w Lavreysen hoopt daar weer wat terrein goed te maken op de legen

TELESPORT S9

Champions

League een

supermooie

toevoeging'

APELDOORN + In de baan-

AFELDOORN - In do buar-sport scan do Obyntischen Spolen en do Werslökkumpi osnschuppen brevenaur, maar de Track Champions Lavroysamw on de eerste odtis, en beach ne de WK en vöör de Zestlaagse van Rottardam opsikow zijn zinnen guast op de einste-ge bij dis aprikors. J.kwi laar zon grotet mogelijke Fanbarden in de der Ko

parmares neoten, stor de Brabander, "Ik denk dat de Champtons League de ko-mende jaren alleen mear gaat groeien gua belang-rijkheid."

rijkheid. Op 12 novembor is de oerse van In totaal vijf rondes op Mallorca en het beloeft een spektakel te worden van sport en amu-sement, waar Eurosport er

samarr, waar Eurosport o moder bedrif Diecovery Ikv vorstag van doen. To-vans kurman de rannera, die op utmodiging mogen dealexame, rijteangel verdionen. De einekrimaa n elke categorie krijg 25.000 Britse penden. Læropsøre: "Hest is an andere wedestijd dan oen Milk were drie is de bledel



met de differentialle sportros-baan gereden, waar de leden van mijn scriptle af baronden voor een Vriend en rhaal Jeffrey Hoogland (leks) maakzikh met Barris Larveysen op ding. Dat is in het straatje van Har-de Nederkandse ploog kangmaan bachelor. Daarna wil ik ook neg voor de training. Hoogland heeft kwende woorden worzig makker.







Royun den Berg. Tijdens de sessie blijkt dat het met het oog op het vijde WK-goud op de taarmeprint wei goed 21. Er volgt dan een hinch met heel de plom.

## **PRESS COVERAGE EXAMPLES**







EE I PALMA

No quedaron encuadrados Stefa- Nadal, a su llegada a Turin. Andrey Rublev y Novak Djokovic con la posibilidad de recuperar e en un evento que reúne a los me-ores del año a excepción de Car-numero uno de la clasificació mundial. El mallorquín, que cie los Alcaraz, que causó baja de últi-ma hora tras su lesión en París-ATP, podría volver a la cima si

Bercy: Nadal, que se ejercita en Turín desde el miércoles, peleará por conquistar el único gran trofeo que falta en sus vitrinas y lo hará dos triunfos en la fase de erupos.

ara albergar pruebas de esta-I conseller de Turisme i Esports del Consell, Andreu Serra, desta

José Manuel Franco, presidente del CSD, visita hoy el CTEIB



El Xelska Illes Balears, integran-te de la Fundació Miquel Jau-me-Palma Futsal, presentó la iornada inaugural de la Liga y Rafa Navarro, y José Tirado. Iberdrola de eimnasia artística de la Fundació Miguel Jaume



# ras, que destaca que el formate

paña se enfrenta a Italia en su camino hacia el Mundial

de 2023, el sigui



oras, 6 minutos y 13 segur la cuarta posición dentro de la general de la categoria absolu ta masculina, que encabeza e nepali Suman Rai, dejando al balear con opciones de subir al podio en esta mediática cita.



### il reportage Velodromo, attrazione fatale

Quell'irresistibile voglia di buttarsi sull'ovale di Berlino alla Utc

D alla balaustra sopra i curvoni parabolici di un velodromo viene voglia di buttarsi giù di sot-	una delle curve paraboliche. I allora sono passati circa trent'a ni, anno più anno meno. Non rico
di Giovanni Battistuzzi	do chi mi ci portò, ricordo però curve e le balaustre sopra le cur
to Mica di faccia, si rischia, ripdi come sono, di lasciarci il naso o di incisivi. Ma di culo si. Buttarsi di sotto di culo, si civolare verso il li- mite interno della pista, fermarsi scia che di solto è azzurra e nonsi può usare quasi mai (nella veloci- tà si) nelle gare di ciclismo su pi- sta. La prima cosa che ho desiderato la poma cosa che ho desiderato pedomono era quella di buttarni gi di culo dalla balaustra sopra	Curve relationation of the constraint of the con

### il reportage

## Il ciclismo su pista vuol dire felicità

Alla scoperta del Velodrom di Berlino dove si è corsa la Champions league a due ruote

Al Velodrom c'era la seconda Nazionale da battere. Alla Wer- dromi. E non solo a Berlino. Ma tappa della Uci Track Cham- ner-Seelenbinder-Halle da nopions League. Non c'era fino a vembre a febbraio era una gara due anni fa la Uci Track Cham- quasi continua, e ci andavano a pions League, perché, chissà decine di migliaia. E quando perché lo pensavano, il cicli- c'era la Sei giorni di Berlino smo su pista non interessava mezza città almeno si alternava più nessuno. Poi Discovery ha sugli spalti per vederla. Poi è creato la Uci Track Champions venuto giù il Muro, al sociali-League e il ciclismo su pista è smo è andata parecchio male e tornato a interessare a qualcu- pure la Sei giorni non s'è sentita benissimo. Sembrava che i no. A più di qualcuno, a un bel berlinesi l'avessero dimenticapo' di persone. Ce ne era parecchia di gente al Velodrom. Non ta (saltò pure per un lustro). E non solo i berlinesi. tutti i posti a sedere pieni però Ovunque in Europa e nel tutta la tribuna centrale sì e quasi tutta quella dirimpetto. E mondo le Sei giorni sparivano e vabbé che a Berlino il ciclismo su pista è storicamente apprezriunioni su pista. E non venivazato e amato, ma era apprezzato no rimpiazzate. Sparivano ane amato quando c'era la Ddr. che i velodromi, ma a Berlino Allora tanti, tantissimi, andavadecisero che la città non potesse non avere un velodromo e lo no al velodromo per vederla, perché il ciclismo su pista era rifecero nuovo. Erano contenti orgoglio nazionale e di pistard di riavere un velodromo, anche se non ci andavano più in tanforti nella Ddr ce ne erano a bizzeffe. Tanto che tra gli anni tissimi. Sessanta e gli Ottanta i tedeschi La gente sta tornando ai velodell'est erano stati, a lungo, la

anche in Spagna (prima tappa della Uci Track Champions League a Mallorca), in Inghilterra, in Francia (a Saint Quentin en Yvelines, Parigi, si corre oggi, sabato 26 novembre), per non parlare di Paesi Bassi e Belgio dove i velodromi non si sono mai svuotati. Mentre guardavo giù dalla

balaustra e pensavo a quanto sarebbe stato bello buttarmici giù di culo, c'era altra gente attorno a me, uomini e donne che guardavano ragazzini che chissà se stavano pensando allo

Fuori dal Velodrom la neve









La selección español culina de baloncesto volverá este viernes a la acción tras l gran conquista del Eurobas Iran conquiste de septier deporte) frente a la que quier dar un paso más hacia su pre sencia en la Cona del Mundo

El presidente del Consejo Superior de Deportes y secre-tario de Estado para la materia José Manuel Franco, visitará hoy las instalaciones del CTEIB dondo concerará las madidas a

donde conocerá las medidas a aplicar gracias a los fondos eu-ropeos que se recibirán para trabajar en materia de instalaciones y eficiencia energética Por la tarde, participará en el foro 'Incentivos fiscales al me

nazgo deportivo y plan de udas Next Generation UE', le organiza PIMEM.



# dos. Un registro que le sitúa er

con loro anche le altre corse e stesso.



## **PRESS COVERAGE** HIGHLIGHTS



DATA STAMP





• Kenny was speaking before the UCI Track Champions League final rounds on Eurosport and discovery+ coverage starts at 6.30pm tonight



L TENNIS

È UNO SPORT

**CHE GUARDA** 

ondiali) e, una volta	trollare la bici molto meglio	sforzo del genere è inimma-	datau
di sella, ha dato sfo-	di chí ha sempre e solo fat-	ginabile per il mio fisico».	SCOZZ
a propria passione per	to strada, Se ti abitui a gira-		TRV: OT
ori sino a disputare la	re in velodromo a 60-70 km	Gassa a parts, come	at suo
e di Le Mans Il bam-	orari, poi in gruppo in vola-	giudica il ciclismo su pista	nella s
scozzese che pedalava	ta sai come comportarti».	italiano?	Austra
abici assemblata met-		«È stato fatto un grande la-	
o insieme pezzi di re-	Più pista e mene incidenti	voro, durato anni, che ha	Qualla
noè una sorta di Rocky	in strada: è questa	portato l'Italia di nuovo a	Roger I
dismo; a Glasgownon	l'oquaziono?	essere un Paese di riferi-	«Prot
o cretto una statua in	«Esattamente, Equesto ser-	mento a livello mondiale.	fatto il
more, hanno fatto di	ve anche a rassi curarele fa-	Non a caso ci sono parec-	bledor
tando il suo nome al	miglic: iniziare in pista aiuta	chi italiani anche in que-	perch
fromo che la prossi-	a ridurm i rischi di inciden-	sta Champions League (Mi-	tradizi
state ospiterà i Mon-	ti in allenamento».	chele Scartezzini e Matteo	al futur
Prima di pensare alle		Donegà tra gli ucmini; Mi-	deve fr
ime maglie iridate c'è	In Italia la nista ora viene	riam Vece, Silvia Zanardi e	su pist
una Champions Lea-	identificata con Filippo	Rachele Barbieri tra le don-	
he prenderà il via do-	Sausa, Come ha reagite	ne ndr)».	
a Maiorca, in Spagna	di frente al suo record		
tta dalle ore 10.45 nu	dell'Ora?	Da quando si è ritirato lei	
sport 1 e discovery+).	«Sapevo che sarabbe riusci-	non disdegna le gare in	
vede Hoy convoltoin	to a fare il record, non c'era-	auto. Do dove è partito per	
di ambassador.	no dubbi. A rendere la sua	arrivare fino alla 24 Dre di	
ruolo che svolgo con	impresa davvero straordi-	Lo Maus?	
ere perché gli atle-	naria sono i numeri che sin-	«In realtà le prime espe-	
la nieta hanno hieo.	tetizzanola sua ora».	rienze le ho fatte quando	

TUTTOJPORT

Watt, cadenza di pedalatz froquenza cordizon...ma soprattutto quei 56,792 chilemetri percorsi. Ganu può fore meglio di cosi?

quando vodo un atleta inanellare 227 giri di pist

Quetidinno - Dir. Resp.: Guido Vacingo Timture: 79102 Diffusione: 29838 Latteri: 48102 «La pista è una maestra» «Ora più visibilità, la Champions è un'opportunità» Hoy, leggenda della disciplina «Chi impara in un velodromo sa cosa fare in volata su strada»

gno di una manifestazio-ne come questa, Rispetto ai

campioni della strada i pi-stard spesso faticano a vi-vere di ciclismo la Ch-

🔲 DATA STAMPA

V

IZ IZ IZ IZ IZ IZ	Quotidizno - 1	TUTTOJ Dir Resp : Gui	port do Vaciago 8 Lettori: 481000 (00	0620	DATA STAM
MAT DESTINATO A	ESPANDERSI, ANCHE FUOR				05824
	<b>tivo è ari</b> Iorca. Per l'Ital	iva	eas		
ABATO 12) ANNO VISIBILI <u>USCOVERY</u> +, <u>SPORTE GON+</u> table Te GON+ table Control of Italia- predefarma no parte tech longet, molitori and control and parter incolonget, molitori tech longet, molitori and the second second second tech longet, molitori and the second second second second tech longet, molitori and tech longet, molitori	desi a contenderanco i qua- desi a contenderanco i qua- to titoli in paio Nell'anda- no titoli in paio Nell'anda- ha difatora lo statumilense dell'andinore 2021, elo pas- te della detronizzato nell'u- teng quari da Calina ta pap- ente conte Paina ta deposen- estato detronizzato nell'u- che ha solamente i 19 anti- denta della della della della della della che la solamente i 19 anti- denta della della della della della della fundi anda lossa della della della della della tratta il mesescono a Pangli- ttata	Alla Uci Taok Chempiosa pendon	HELE SCAR	GAVII	THEO DONEGÀ
initiale participation of the second	The form is transitional significant of the second				

### ➡ CICLISMO EN PISTA

as

## La Champions League está de vuelta

La temporada de carretera quedó atrás, pero el ciclismo no para. Con pruebas de gravel y la Copa del Mundo de Ciclocross en efervescencia, todavía queda un atractivo plato en este 2022: la Champions League de Ciclismo en Pista. La segunda edición de esta espectacular competición que organiza Discovery Sport Events junto con la UCI alzó el telón

aver en el Vélodrome National de Saint Ouentin en Yvelines. al oeste de París, imponente escenario que acogerá las pruebas pista de los próximos Juegos Olímpicos de 2024. Con la presencia de una le-

venda como el británico Chris Hoy, acompañado por grandes estrellas de esta Champions como Gavin Hoover (el campeón de Resistencia en 2021).

Pauline Grabosch, Rachele Barbieri v el español Sebastián Mora, la segunda Liga de Campeones se presentó con una firme apuesta por la competitividad, el espectáculo, la innovación y la igualdad: mismas distancias de competición v premios económicos para hombres y mujeres. "Para mi preparación es perfecta", comentó ilusionado Mora. -M. GONZÁLEZ

## **PRESS COVERAGE HIGHLIGHTS**







WOMEN'S SPRINT O 🚔 SEMI-FINALS

TRACK CHAMPIONS LEAGUE











panischen Kampfigvint. John kniet er vor der Rampe te konster in den Innenzaust führt, auf dem Teppich and rangement moment Kopf an owner ache

the Rehaldson mus lotzen. Some Presender stat all or wood inhar die Pumpe - so sahe hat er sich p e verausgaht. Finale knows, cound) doe Nodel ber dank des Keurst-Tri sample trotadem da Ga samthirung in der Track Champsons Leugas. Tagsitumi er er Gesamtissoger der neuen Rotz-serie, von der sich die gesamte Bahread-Sterne einen Schuls erbeitt.

AUTREGENER INSZENERUNI

a Duell resulton dem New haler und dem zwei Jahre ähren. Tarberrechger in Laylugeral an det mederfandlich-beligenfum ratare söktfrearte die Fann Wochmende für incherechde. Die eit genar das, was sich der Veraten: Hocklassungesport ant Waldclassels on the day lines. portier aufgrund der entremen finisteaur - und das Ganze in einer durch Light , sage Th n Chef von D

Ein für die Fans

interescantes; kompaktes Format, das der extremen intensität aber auch viel tuche Med aber auch viel tuche Medionanitragen als som sagt at und ni traurig, dass die Sote nach 25 1 gen schen winder vorbei ist: "Ich hoffe, dass enorm fordert Non at Ka ender 2022 war Berlin, wo an 19. November das "Ulie", wie die Berliner die in den Boden omgelassen Volodrom an der Landeberger Allee nennen, zum ch the große Komairee (p ir happy "Du Stat her, Im Vergleich i fifth and, dans day Puly

Information antimetrangen prund -segerimen erhalten 21.000 Euro ferdining nitzudam 3.000 Euro wert. Qual Beert und als gewen were bester is der ongeweitenden Das gelichen bes den Weltmeinstenschaften werage Wischen von TCL-Steinerbeginn. 12 der 16 Pfatten werden so ver-geben, den Reist Sidt Ofelt derch Einfachengen auf.

nden Tagen in London Punks

There is the labor is the advancement of the second tenens und wis annalizie Bahnzadoperi sont kater,", so der Mi-Jährige, "Deshalb mi auch für site der Meßerwert soch im Enherrnösport einvigarrig. manstalter 2021 versieht en odier god, die Inningram-netie der Kadipurt-Wile mit TCL-behaben zu flaten sont ist im Bahtradieve ach an Euroschot Geschahlten an antachte 5 druhunen. In Doutschland schanzen auf Eur-tristt knapp 40.000 Menschun vol 20-20n antarite Cheraktore ann auf Eurosport an 11. Zu Thomen worden gutar Richardson und eres die Liebe reaches Storoches zu Zu Th-Pashne Grahmch week die Neumbschahlich Realists ewinchen Hattie Larrieton and Jeffre Hoogland oder zwischen Emma Hauss und Las Friedrich im vergangenen Juhr.

> Rehardun (Rekd white in landow Resto-Finale Wellow Harris Lampiet aut d Nederlanden har um o -- idaz Barmanin latach At an 16 Rowschei



pia Medailan, and bei der Ohmpi-1 Rach eine Denschanden 2027 sures schen Spielen tit die Ruhn immer ein en 2012 Mat. Planen Sie einen weltenimiter 101 mil vieler Jushaum! ern Banhan der Serie? Aber pwischen den Spielen lätst das Intervisie des Publikans stark nach. No gelV es weniger um mate liveres, als um die Intersikäl und Daalkät über Day, wellion wit Undern und dabei auch the Wochen und an jedem Abend. Its ein texes, jängens Publikars nachtal-lig för den Bahexadiport begestern. kommt Gaber vor allem darauf an, war far die Athleton und Rhieflenen moty lich ist. Ford oder secht fivenit, das ni Warren baiebaitat die 171 dass nicht and Mr. Inflate new Daire in No. alle Bakenal-Dicciplinen? Ich kumme sicht als dem Radport. derlande noch im Kalender. Alber acht ader pilm? Dane bekänen die Fahrer the balar of mith being Bullton in Problems, witholds, sighting and band nis naar te mes penn wensap n nis var vier laten aaf die Tribûne esetst und mit alles angeschaut. alasses. Und das wäre gegen das Prinzip des Formats, immer alle Start clander habe ich Spritt Beinn. **ideinduben** Elmination und Scratch, der Best war schwierig, ich sagte zur Davidt. Für ei-Im Sprint ist die Weltspitze in der net neuen. Juschauer ist das alles viel HI certreles, in des Ausdauerzu komplicier?" Also haben wir darü-ber nachgedacht, wie wir den Einzling Dizziplinen fehlen aber einige Start, die auch auf der Studie fahren. Wie its des Sport Re die Juschaum eintakönnen Sie das ändern?

landeched oriennal werde ich nächsties: alle eine Überschneidung mit den So Days in Gest semantics and size 1 to be legen. Bei nein faum ist, des die eer und luberinnen auf die Bahr auch Punkte für ihre Straffenteunst To spricht nichts gegen paren Sport an sich, wenn man ein atliechaftsames ammels können. Das liegt nicht if Event muchen will, Im Segenteelt S7 ist cont bei der ICI. Aber das winde tiert kontuktiert. Der Staderrachgest ist der, was im Folge dehen sollte. Nan saher halten, damit die Teams alle bei m starten lesen.



cher gestählte.







# DIGITAL

4.1 - WEB

4.2 - APP

4.3 - METAVERSE

tini

# UCI TCL OFFICIAL WEBSITE

## UCI TCL OFFICIAL WEBSITE



## **OVERVIEW**

### **UCITRACKCHAMPIONSLEAGUE.COM**

Accessible in 4 languages :



Content : news, racing format, race calendar, standing, riders profiles, library & dedicated media section with the latest news content and media practical assets such as press kit and high-resolution photos.



106 K

PAGES VIEWED



**TOP COUNTRIES USERS** 



# UCITCL OFFICIAL APP

## UCI TCL OFFICIAL APP POWERED BY aws



The UCI Track Champions League app, powered by the league's global data partner AWS is bringing a unique experience to track cycling fans during the UCI TCL rounds. This new product was promoted during the 2022 season throughout linear tv and digital, with a PR input.

The app delivers an immersive fan experience not seen before in cycling, showcasing the performance data and profiles of riders in real-time, and providing unique insights into the world's best track cyclists.

Fans can take an in-depth look at their favourite rider's live average and maximum data across all four metrics via the 'riders focus mode'. Side-by-side comparisons between two athletes of choice are also available.



### THE APP IS AVAILABLE ON iOS & ANDROID FOR FREE



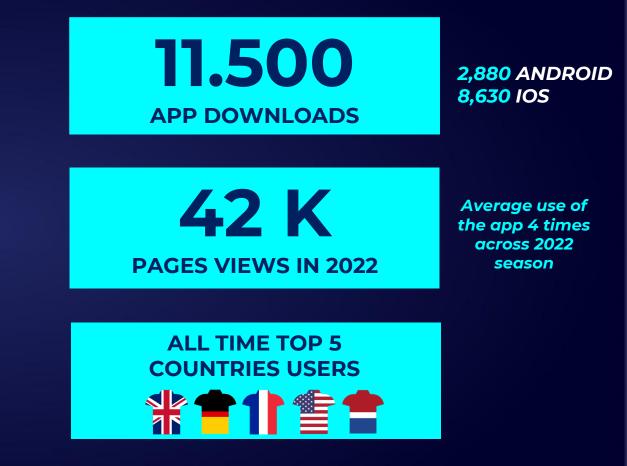
## UCI TCL OFFICIAL APP POWERED BY aWS



# **18.911.386** TOTAL CHEERS



Urszula Los (poland) : 7,411,528 L. Daniela G. González (mexico) : 6,697,361 Olena Starikova (ukraine) : 1,646,977

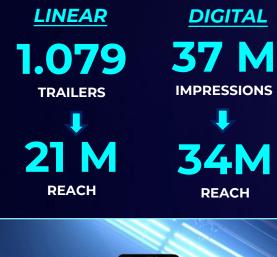


Peak downloads November 12th (mallorca) : 1,660 December 2<sup>nd</sup>/3<sup>RD</sup> (london 1) : 1,710

## **UCI TCL OFFICIAL APP POWERED BY** aWS



**PROMO CAMPAIGN** 10/10/2022-31/12/2022



DIGITAL

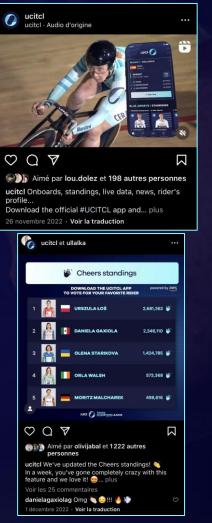


**CLICK ON THE PICTURES TO ACCESS THE CONTENT** 

### **PRESS RELEASE**



### SOCIAL MEDIA



### **ON EVENT**





# UCITCL METAVERSE





In October 2022, a multi-year agreement between infinite reality and Discovery Sports Events was announced to develop - as exclusive metaverse partner - new and revolutionary ways for audiences to engage with track cycling. Only three months after the partnership announcement and an intense work to develop the project, an exclusive metaverse preview was showcased prior to the UCI Track Champions League 2022 grand finale in London, to give the media a first insight of the full immersive fan experience that is being developed for the 2023 season.

Eliott jobe (IR) and François Ribeiro (DSE), leaded a virtual guided tour of the metaverse environment and answered the journalists' questions on site and remotely. After the virtual tour, the journalists were able to enjoy an exclusive and live access to the UCI TCL metaverse during the two final rounds to test and discover the different functionalities and contents that are being developed for next season.

EVENT

#5

5.1 - EVENT ATTENDANCE

0

5.2 - SPORTING

## **2022 EVENT ATTENDANCE**









# +18,000 SPECTATORS











## **KEY FIGURES**

824 LAPS OF RACING COMPLETED ACROSS 206 KM

150 RACES





33 returning for a second season39 (19 male and 20 female) making their debuts

## **STAGGERING POWER NUMBERS**

HIGHEST FLYING 200M AVERAGE SPEEDS REGISTERED DURING THE LEAGUE :

**73.2KPH** - MEN'S SPRINT LEAGUE (MATTHEW RICHARDSON) **65KPH** - WOMEN'S SPRINT LEAGUE (KELSEY MITCHELL)

Elsewhere, **SARAH VAN DAM** (Canada) and **AZIZUL AWANG** (Malaysia) recorded the highest heart rate throughout the series, both reaching a staggering **209BPM**.

2,271 watts of peak power for JEFFREY HOOGLAND FOR MEN'S SPRINT IN LONDON

**1,525 watts for KELSEY MITCHELL** beating her personnal best peak power by 25watts

**20** different riders emerging triumphant at least once

## SPORTING **FINAL STANDINGS – CHAMPIONS OVER THE SEASONS**



WOMEN'S ENDURANCE LEAGUE	MEN'S SPRINT LEAGUE		WOMEN'S SPRINT LEAGUE		MEN'S ENDURANCE LEAGUE	
2021 – K. ARCHIBALD (145 PTS)	2021 – H. LAVREYSEN (147 PTS)		2021 – E. HINZE (128 PTS)		2021 – G.HOOVER (107 PTS)	
2022 – J. VALENTE (161 PTS)	2022 – M. RICHARDSON (183 PTS)		2022 – M. GROS (140 PTS)		2022 – C. IMHOF (125 PTS)	

## SPORTING PRIZE GIVING CEREMONY



THE PRIZE GIVING CEREMONY WAS BROADCASTED LIVE ON TV TO CROWN THE FOUR CHAMPIONS OF THE UCI TRACK CHAMPIONS LEAGUE. EACH OF THEM RECEIVED A PERSONALIZED TROPHY – 68CM REPLICA OF THE ICONIC BIG TROPHY BY THE UCI PRESIDENT, DAVID LAPARTIENT AND THE UCI TCL AMBASSADOR, KRISTINA VOGEL. ALL THE UCI TCL 2022 ATHLETES TOOK PART IN THE CEREMONY & CELEBRATION







### **UCI TRACK CHAMPIONS LEAGUE TROPHY**

THE TROPHIES HAVE BEEN MADE BY GDE BERTONI; COMPANY'S MOST FAMOUS PRODUCTION IS THE FIFA WORLD CUP TROPHY DATING FROM 1971 :

 > 94 CM HIGH
 > OVAL SHAPE REPRESENTS THE TRACK
 > LED STRIP ON THE EDGE – UNIQUE FEATURE FOR A TROPHY
 > CHAMPIONS' NAMES ENGRAVED EVERY YEAR



## **SPORTING HIGHLIGHTS - ENDURANCE CHAMPIONS**





"This definitely caps off a much better year than I ever could have hoped for, and thankfully, my first UCI Track Champions League series has played out pretty much how I hoped for as well. It's a good environment, with good racing, and I've really enjoyed it."



"It's just crazy. I never believed I could win this when I travelled to Mallorca for Round 1. I gained power and experience with every passing round and

I kept things consistent. It was an incredible moment when I realised I'd won. This victory is the biggest thing for me. The crowd and the atmosphere was electric".

## **SPORTING HIGHLIGHTS - SPRINT CHAMPIONS**





R1: 20 PTS R2:26 PTS R3:37 PTS R4:27 PTS R5:30 PTS

Total: 140 PTS

UCI TRACK CHAMPIONS LEAGUE R1: 35 PTS SPRINT 2022 CHAMPION MATTH **RICHARDSO #** AUSTRALIA Velobike

R2:37 PTS R3:37 PTS R4:37 PTS R5:37 PTS

Total : **183 PTS** 

"I'm really proud I took the jersey home. It was harder than the Olympics. I'm proud, happy and really satisfied. I knew it was going to be hard so I did my best and I didn't think about the overall win, just heat to heat."

"It feels surreal to have won the 2022 UCI Track Champions League.I knew it was going to be close between Harrie [Lavreyse n] and I coming into the end, but it couldn't have come any closer than that. This win is super important and it me ans a lot to me »

## SPORTING TOP 10 FINAL STANDINGS





MICHAELA DRUMMOND

**RACHELE BARBIERI** 

SARAH VAN DAM

**SOPHIE LEWIS** 

**EMILY KAY** 

87 pts

85 pts

84 pts

76 pts

69 pts

業.

÷

6

7

8

9

10

ENDURANCE
LEAGUE

FINAL STANDINGS MEN'S ENDURANCE LEAGUE

	•	CLAUDIO IMHOF	<b>125</b> pts
	£	SEBASTIÁN MORA	<b>125</b> pts
		MARK STEWART	<b>115</b> pts
		OLIVER WOOD	<b>112</b> pts
	•	MATHIAS GUILLEMETTE	<b>107</b> pts
		MATTHIJS BÜCHLI	<b>104</b> pts
		WILLIAM PERRETT	<b>87</b> pts
		MORITZ MALCHAREK	<b>86</b> pts
		MICHELE SCARTEZZINI	<b>83</b> pts
)		GAVIN HOOVER	<b>79</b> pts



## **SPRINT LEAGUE**

### FINAL STANDINGS MEN'S SPRINT LEAGUE

1	*	MATTHEW RICHARDSON	<b>183</b> pts
2		HARRIE LAVREYSEN	<b>181</b> pts
3		STEFAN BÖTTICHER	<b>136</b> pts
4		KEVIN SANTIAGO QUINTERO	<b>92</b> pts
5		SANTIAGO RAMIREZ MORALES	<b>89</b> pts
6		JEFFREY HOOGLAND	<b>82</b> pts
7		JAI ANGSUTHASAWIT	<b>71</b> pts
8	•	AZIZULHASNI AWANG	<b>60</b> pts
9	\$	MIKHAIL YAKOVLEV	<b>60</b> pts
10		MATEUSZ RUDYK	<b>57</b> pts

#6

# CORPORATE & SOCIAL RESPONSIBILITY

#AMILLIONDREAMS FORJAS Pedal Matia

Velo

# CORPORATE & SOCIAL RESPONSABILITY



As a signatory to the sports for climate action framework, an initiative from the united nations, Discovery Sports Events works with all its series partners to commit to achieving and supporting global climate change goals. Thus, discovery sports events supports the 17 sustainable development goals implemented by the un. Adopted by 193 countries in 2015, the sdgs are a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

Since its launch in 2021, the UCI track champions league has been dedicated to promoting equality within the sport.

During the 2022 season, the sustainability goal of the UCI TCL was to use the events as a concrete educational tool for local communities from various backgrounds. Thus, the UCI TCL had supported 3 sdgs through local partnerships :

- Quality education
- Gender equality
- Reduced inequalities





## CORPORATE & SOCIAL RESPONSABILITY ACTIVATION SQY - UNIVERSITÉ DE SACLAY

PARTNERSHIP WITH french LOCAL UNIVERSITY

Ten students from the local university were invited to round 3 of the UCI track champions league.

The students came from two different master's degrees specialising in :

Environmental sciences (corporate social responsibility), university of versailles saint-quentin-en-yvelines.

✓ Sport science (sport leisure and event management), university of paris saclay.

They carried out a social and environmental audit of the event. Thanks to their experience, they suggested areas for improvement and proposed new ideas for the next season of the UCI TCL regarding sustainability. Before enjoying the races, they had a private backstage tour of the event and of the TV production



UVSQ (university of versailles saint-quentin-en-yvelines) is part of the paris saclay group, which is ranked 1st in continental europe according to the 2022 academic ranking of world universities (ARWU).





## CORPORATE & SOCIAL RESPONSABILITY ACTIVATION LONDON – RISE PROJECT



Rise : gender equality within the broadcast industry

As part of the partnership between the UCI TCL and AWS, eight young women from the programme rise, women in broadcast (wib) visited the UCI track champions league and were given backstage access to the rehearsals before the final rounds of the UCI TCL. The aim of this experience was to provide hands-on experience to a group of students in a tier 1 live sports broadcast event, including access to key roles within the organization.

Rise is a not-for-profit, advocate group whose goal is to achieve a diverse and gender balanced workforce across the broadcast media and entertainment technology sector, specifically within the areas of engineering, technical operations, sales, marketing and business.







## CORPORATE & SOCIAL RESPONSABILITY ACTIVATION LONDON – BRITISH CYCLING CITY ACADEMY

British Cycling City Academy: Tackling inequality in cycling

Twelve of the City Academy kids were invited to watch the final round of the uci tcl in london.

In addition to the photos taken and the autographs received, they took part in a press conference with Mark Stewart, Emma Finucane and Chris Hoy. They also talked with Orla Chennaoui, lead presenter for cycling events for Eurosport.





Supported by the Rapha foundation, British Cycling aims to increase participation in under-represented groups through their new city academy hubs. Their goal is to tackle inequality in cycling and empower communities to create their own champions in cycling.



# SIDE PRODUCTS / EVENTS

7.1 - BACK ON TRACK DOCUSERIES
7.2 - UCI TCL MEDIA DAY @ SQY
7.3 - UCI TCL METAVERSE LAUNCH

#7

SIDE PRODUCT

# **BACK ON TRACK DOCU SERIES**

## BACK ON TRACK DOCU SERIES

ON TRACK

Back on Track is a five-episode series that goes behind-the-scenes of the UCI Track Champions League. This docuseries tells the gripping stories that shaped the inaugural uci track champions league season in 2021.

Four months on from the league's nerve-shredding final round in London, Back on Track gave viewers an exclusive access-all-areas pass into season one of the UCI Track Champions League.

The series follows a diverse cast of multiple gold medalists and UCI World Champions including Harrie Lavreysen, Emma Hinze, Katie Archibald and Gavin Hoover, unearthing the intense rivalries and unlikely friendships forged both on and off the track.

The docuseries that uncovers the surprising personal tales behind the latest, exciting chapter in track cycling's development. From canada's kelsey mitchell - who went from soccer player to olympic track cyclist in the space of three years - to Emma Hinze and Lea Friedrich - friends, teammates and intense rivals on the track - each rider had a story to tell.



### **CLICK HERE TO WATCH THE TEASER**

### **PROGRAMMING:**

### 1/ DIGITAL BROADCAST PROGRAMME - APRIL/MAY 2022

2/ LINEAR BROADCAST PROGRAMME (between track cycling world championships & UCI TCL) - OCTOBER / NOVEMBER 2022



## BACK ON TRACK TV PROGRAM







**EPISODE 1** 

**EPISODE 2** 

EPISODE 3

**EPISODE 4** 

**EPISODE 5** 

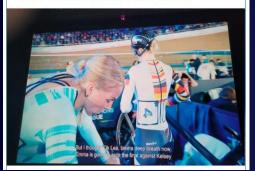
**CLICK ON THE PICTURES TO WATCH THE TEASER OF EACH EPISODE** 

## BACK ON TRACK WEB COVERAGE HIGHLIGHTS





### UCI E DISCOVERY PRESENTANO "BACK ON TRACK", RISPOSTA DEL CICLISMO SU PISTA A "DRIVE TO SURVIVE"



## ✤bici.PRO



La ricetta per la velocità azzurra? L'abbiamo chiesta a Hoy



#### **Ride to Survive**

As cycling looks to the future it wants to open its doors to a wider audience, starting with a new Tour de France Netflix series from the producers of Formula 1's widely acclaimed Drive to Survive. It is set to be filmed at this year's race. For a series release in 2023.

Eight teams will be featured heavily, including two of the biggest - British squad Ineos Grenadiers and Dutch rivals Jumbo-Visma.

Ineos rider Tom Pidcock says it will be "massive for the sport" but not everybody shares his enthusiasm, with Pogacar's UAE-Team Emirates declining to take part.

The Tour is considered one of the world's biggest sporting events for TV audience reach, and the top male riders earn in the region of 5-6 million euros a year.

Lappartient is keen for the project to work for Tour organisers ASO but wants earnings to trickle down to other areas of the sport, hence the UCI's approach to the "innovation" of track cycling.

The Track Cycling Champions League, which ran last year from June to December, now has its own series Back on Track - currently airing on Eurosport. 🗗

In a departure from the more conventional Olympic look, velodromes played host to a lightshow, riders in striking skinsuits and plenty of associated glitz.



ler Katie Archibald dominated in the Track Champions League

"I think Back on Track is really import for people to understand what is behind the scenes," said Lappartient. "They can see the race on TV but now they can understand exactly how the disciplines work, the pressure on the athletes.

I think it's really import to give some keys for the fans to understand more and discover more about the athletes because they are not always well known.

"Innovation is key and the Track Champions League is an innovative format. Whether the fans are in the velodrome or behind the TV or the tablet they can feel like they are part of this journey.

"When you discover track cycling, for sure you will come back because you will love it."



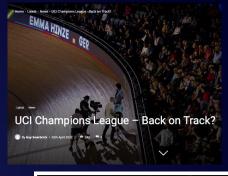


### mallorcadiario.Com

DEPORTES | Journal of the supports waysouts Eurosport emite 'Back on Track', la serie documental de la UCI Champions League









Back on Track Press Day

World class track cycling is in a difficult place at the moment. The controversial decision to switch from a Winter to a Summer calendar was always going to be disruptive – with a near 18 month was lpanned from the 2020 World championships in Berlin to the 2021 Worlds in Ashgabat, Turkmenistan. Nobody really knew how the move from six World Cups between October and February to three Track Nations Cups in April, May and June would be affected by clashes with the road calendar.



Are UCI Bans Actually Making Cycling Fairer? | GCN Show Ep. 483

1 24K S A Share & Download 14 Save --

SIDE PRODUCT

# UCITCL MEDIA DAY

SAINT-QUENTIN-EN-YVELINES NATIONAL VELODROME

### MEDIA OVERVIEW MEDIA DAY EVENT AT NATIONAL





## **ATHLETES**

### MATHILDE GROS, RACHELE BARBIERI, PAULINE GRABOSCH, SEBASTIÁN MORA, MATTHEW RICHARDSON AND GAVIN HOOVER

- **3 MEN / 3 WOMEN**
- **3** SPRINTERS / **3** ENDURANCE
- **3 UCI TCL 2021 RIDERS / 3 ROOKIES**
- > 6 NATIONALITIES:



### **STAKEHOLDERS**

- FRANÇOIS RIBEIRO (HEAD OF DISCOVERY SPORTS EVENTS)
- GILLES PERUZZI (UCI HEAD OF TRACK CYCLING)
- JAMES POPE (UCI TCL EVENT & SPORTS DIRECTOR)
- CHRIS HOY (UCI TCL AMBASSADOR)
- FLORIAN PAVIA (UCI TCL SERIES DIRECTOR)
- > ALEX SKELTON (DIRECTOR OF SPORTS SCIENCE AGENCY)



CLICK ON THE PICTURE TO WATCH THE HIGHLIGHTS VIDEO

### <u>MEDIA</u>

- > 25 EUROPEAN JOURNALISTS
- (L'ÉQUIPE, MARCA, EL PAÍS, TUTTOSPORT, CYCLING WEEKLY, WIELERFLITS, EUROSPORT OR BROADCAST SPORT, AMONG OTHERS),
   FROM 6 KEY EUROPEAN CYCLING MARKETS :

\* 👬 💿 🌗 🌗 🛑 🛑





### THE UCI TCL MEDIA DAY WAS ORGANIZED ON NOVEMBER 3<sup>RD</sup>, 2022 AT THE SAINT QUENTIN EN YVELINES VELODROME.

SAINT-QUENTIN NATIONAL

WITH 25 EUROPEAN JOURNALISTS FROM KEY CYCLING MARKETS, THE ACTION DAY WAS AN **OPPORTUNITY TO SHOWCASE THE UCI TRACK CHAMPIONS LEAGUE. LAUNCH SEASON 2 IN AN ENGAGING WAY, AND PRESENT TRACK CYCLING FROM A DIFFERENT AND INMERSIVE POINT OF** VIEW TO HELP THE MEDIA UNDERSTAND THE CHARACTERISTICS AND THE CHALLENGES THAT MAKE THIS DISCIPLINE DIFFERENT AND UNIQUE.

IT INCLUDED A TRACK CYCLING MASTERCLASS WITH A PROFESSIONAL INSTRUCTOR AND TCL CHAMPIONS' EXPERT TUITION. LAP TIMES AND INDIVIDUAL DATA WERE RECORDED FOR PERSONALIZED POST EVENT MEDIA ASSETS.



aller To MEDIA DAY PROGRAM Thursday, Nov 3RD 2022 VÉLODROME NATIONAL - SAINT QUENTIN EN YVELINES (PARIS) 9:00 WELCOME BREAKFAST Meet the UCI Track Champions League riders and talents Chris Hoy (UCI TCL Ambessedor) Gevin Hoover (UCI TCL 2021 Endurance Champion) toe (2022 UCI World Individual Sorint Champio Sebestián More (UCI TCL 2021 Endurance runner up) **10:00 TRACK CYCLING MASTERCLASS**  10:00 – 10:30 : Equipment setting and photoshoot. Discovery Sports Events will provide official Santini kills
 10:30 – 11:00 : Briefing with a velocitome instructor
 11:00 – 12:00 : Track Cycling initiation for Group 1. ]
 present exception of the set of the se Note that while your group is not on track, the athletes and our Ambassador, Sir Chris Hoy, will be available Infield for interviews and filming opportunities. 13:00 LUNCH BREAK Have you ever eaten in the infield of a track cycling Olympic velodrome? Chill out area will remain available for interviews and shootings with the athletes 14:00 TALKING PANELS The UCI Track Champions League, a milestone for track cycling: what, when, why, who? The UCI Track Champions League: a revolution for cycling technology. Innovation, data management and Inmensive fan and broadcast experience. Speakers: Gilles Peruzzi (UCI Head of Track Cycling); François Ribeiro (Head of Discovery Sports Events, owned event promoter of Wamer Bros Discovery Group); James Pope (Event & Sports Director of the UCI Track Champions League); Chritis Hoy UCI Track Champions League Antoasador); Fiortan Pavia (Series Director of the UCI Track Champions League); Alex Skelton (Director of Sports Science Agency). The UCI Track Champions League athletes will elso take part in the talking panels. Some of them will share their experiences from the inaugural edition; others will expose their goals and ambitions ahead of their first 16:00 BEHIND THE SCENES TOUR All you need to know about the Velodrome that will host the Olympic Games in Paris 2024. COFFEE AND REFRESHMENTS FROM 17:00 TRANSFER BACK TO THE AIRPORT / STATION THANK YOU! Discovery SPORTS + LUCI + SHIFT CLICK ON THE PICTURE TO ACCESS THE DETAILED

TWO MEDIA ROUND TABLES DESIGNED TO INTRODUCE IMPORTANT STAKEHOLDERS AND DISCUSS KEY CONCEPTS AND MESSAGES WITH A SELECTED AUDIENCE + A BEHIND THE SCENES TOUR OF THE OLYMPIC VELODROME COMPLETED THE PROGRAM.

**PROGRAMME OF THE MEDIA DAY** 

# UCITCL METAVERSE LAUNCH

## MEDIA SESSIONS – IN LONDON & REMOTE



CLICK ON THE PICTURE TO REWATCH THE REMOTE METAVERSE PREVIEW MEDIA SESSION

**PASSCODE**: W+Bsn4tW

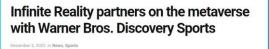


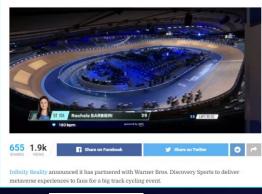


## **DIGITAL MEDIA COVERAGE**











#### Sebastián Mora, el corredor que triunfa en el ciclismo del futuro y sufre las penurias del antiguo

El pistard español, gran esperanza de medalla en los Juegos de París, termina segundo en la UCI Track Champions League y es estrella en el metaverso, pero ha corrido en el Manuela Fundación, un equipo que no paga



EL PAÍS 🥌





## VentureBeat #

Warner Bros. Discovery jumps into metaverse with Track Champions League By Max Miller | 7 December 2022





Warner Bros. Discovery has unveiled its first metaverse platform created with Infinite Reality at the UCI Track Champions League's season two finale

0000

early plans







Co-Founder and CIO of Infinite Reality explaining what the Metaverse is and what we can expect from it. Open your ears to the future of broadcasting.

**ashortracktalk** 

## SHORT TRACK TALK



Infinite Reality s'associe sur le métaverse avec Warner Bros. Discovery Sports Par Violette Laurent - décembra 7, 2022 🐵 9 📟 0

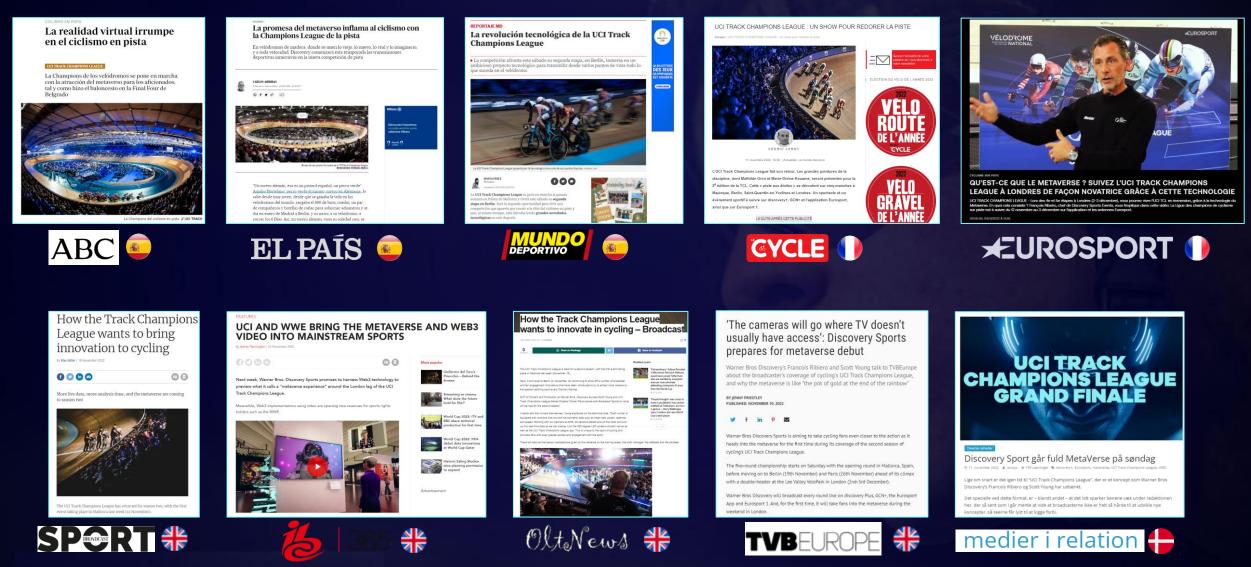


EXAMPLES OF ARTICLES PUBLISHED - CLICK ON THE PICTURES TO READ THE ARTICLES



DISCOVERY SPORTS & INFINITE

## DIGITAL MEDIA COVERAGE





# THANK YOU

.....

II I TEITRE DI TALLI

3r