



## HOME OF THE GREATEST SELECTION OF LIVE MOMENTS

Discovery's portfolio of sports brands, channels and platforms collectively reach up to 130 million people every month.

It includes much-loved consumer brands including Eurosport, Global Cycling Network (GCN), Global Mountain Bike Network (GMBN), Golf Digest and GOLFTV powered by PGA TOUR, as well sports on discovery+ and Discovery's free-to-air networks.

Discovery Sports is a new corporate brand representing the dedicated group that operates its unrivalled portfolio of sports brands, channels and platforms. Already collaborating across all aspects of content production, distribution and commercial activity, Discovery's combined sports portfolio offers rights-holders and brand partners the unparalleled opportunity to reach an audience of more than 130 million people every month across all platforms where consumers are spending time — free-to-air, pay-TV, streaming and online.

The move to Discovery Sports provides an external corporate identity that embodies Discovery's unique sports proposition.

It highlights Discovery's combined strength in sports media, spanning the scale of the growing discovery+, the leading real-life entertainment streaming service, and its broad free-to-air networks in Europe; the breadth of sports offering through Eurosport in more than 75 markets and 230m homes; the depth of international super-fan services with Global Cycling Network (GCN), Global Mountain Bike Network (GMBN), Golf Digest and GOLFTV, as well as completing a full 360 offer with its events management and promotion arm, Eurosport Events.

While each of Discovery's consumer facing sports brands will continue to be presented and operate as usual, Discovery Sports will support collaboration within all areas of the combined sports business that Discovery takes to market.

Discovery Sports' services engage fans and broad audiences in more than 200 markets and in over 20 languages, connecting them with the greatest sporting events in the world.

This includes being the Home of the Olympics Games in Europe; tennis' Grand Slams; cycling's Grand Tours and more than 200 days racing a year; the PGA TOUR year-round; the best new and existing electric racing series with ABB FIA Formula E World Championship and FIA eTouring Car World Cup; and every major winter sports World Championship and World Cup event.

# THE TEAM



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When you think Flanders Classics, you think the traditional classic spring races in Flanders. Since 2010, this Belgian company has organized the prestigious and well-known Tour of Flanders as well as Omloop Het Nieuwsblad, the opening race of the spring season. Flanders Classics is also involved in the organization of four other renowned Flemish springtime races: Dwars Door Vlaanderen, Gent-Wevelgem, Scheldeprijs Schoten and the Brabantse Pijl.

Flanders Classic's mission is to secure the position of the Flemish spring classic in the international cycling calendar and to increase the prestige of the Flemish cycling in Belgium and abroad. Omloop Het Nieuwsblad and Dwars Door Vlaanderen owe their inclusion in the World Tour calendar to this philosophy. As a result, Flanders Classics now organizes four World Tour races, including the equally prestigious Tour of Flanders and Gent-Wevelgem.

Production :

VRT

Territories :

Europe excl Belgium, France

Asia excl China

Rights :

2022

Programming available :

(consult us for availability in your territory)

International live signal for each stage of each event

Live or recorded with international sound and English commentaries

A minimum of 2h30 live feed per race

On demand: possibility to produce exclusive content following a team or a national hero to enrich your coverage and present a tailor-made product to your audience

Newsfeed with International sound and log sheet

Digital clips to engage your fans produced by Discovery Sports editorial teams: short highlights, interviews, stage reco ...

