



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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The Tour of Alberta is a Canadian bicycle stage race, which races across the province of Alberta. The race is part of the UCI America Tour and it is classified as a 2.1 race, making it one of the highest rated races on the tour.

The Tour of Alberta is the brainchild of former professional cyclist Alex Steida, who was first North American cyclist to wear the Yellow Jersey in the Tour de France. After moving to Edmonton, Steida felt that local geography and the ability of residents to "roll up their sleeves and get stuff done" made the province an ideal place for a multi stage race and he spent nearly a decade promoting the idea. The idea began to take shape in 2012 when proponents secured support from the Rural Alberta Development Fund which believed such a race could promote the province to a world audience.

The race has six individual classifications and the leader in each will wear a special jersey in similar fashion to the Tour de France.

Production :

IMG / Host Broadcaster

Territories :

Europe excl France

Rights :

Season 2019, 2020

Programming available :

A minimum of 2 hours available per stage

4 stages

English commentaries available

