

Cycling

2025



WBD SPORTS

A 360° CYCLING EXPERTISE

Cycling 2025

★EUROSPORT
CYCLING BROADCASTER



WBD | Sports EVENTS

CYCLING PROMOTER

CYCLING BROADCASTER

On linear & OTT

EUROSPORT

max

discovery+

📍 Rights territories : Pan-European (50+ markets)



LA VUELTA



IUCI
CYCLING WORLD
CHAMPIONSHIPS

IUCI
CYCLO-CROSS
WORLD CUP



UCI PRO SERIES

WHOO! IUCI
MOUNTAIN BIKE
WORLD SERIES

IUCI
TRACK
CHAMPIONS
LEAGUE

3900+

Hours
broadcasted



100M+

Linear
viewers



250M+

Digital views
Per year



CYCLING PROMOTER



Our cycling event division A global promoter

15+

Cycling events
organized



400K+

On-site
Spectators



2000+

Hours broadcasted
Worldwide



CYCLING PROMOTER



Delivering

Worldwide

Events



**UCI
TRACK
CHAMPIONS
LEAGUE**

CYCLING 2025

WHOOOP

**UCI
MOUNTAIN BIKE
WORLD SERIES**

CYCLING PROMOTER



WBD Sports Events delivers a **full spectrum of event management** services including promotion, World TV feed production, media rights distribution, PR management, sponsorship deals and client servicing.

Broadcast & Promotion



Sport management



Event design & Delivery



Sales & Partnerships



360° Cycling Brand Solutions

