



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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FIA ETCR

Mar 8, 2022 - Oct 9, 2022

HD
LIVE

HIGH
LIGHTS
NEWS

World's first all-electric multi-brand production touring car championship. A Disruptive and Innovative groundbreaking racing format. Unprecedented connectivity's and interactions between cars and the pits in a video game style graphics and concept.

Featuring 7 events from May to October, FIA ETCR draws together the spirit of on-track competition and the world's most powerful touring cars to create electrifying on-track battles that provide a platform for the biggest automotive manufacturers to showcase their latest electric production cars.

Short and aggressive races without any cost race strategy. No time out on air.

Production :

Discovery Sports Events

Territories :

Worldwide

Rights :

2024

Official website :

<https://www.fia-etcr.com/>

Programming available :

World Feed Live for Qualifying and Races (around 2h per weekend)
44' & 24' Highlights per round
2 x 3' News Feed per event
English commentaries available for Live Feed, Highlights and News
Digital clips
Archives available on demand

Calendar :

Race 1 - Race of France	May 6, 2022 to May 8, 2022
Race 2 - Race of Turkey	May 20, 2022 to May 22, 2022
Race 3 - Race of Hungary	Jun 10, 2022 to Jun 12, 2022
Race 4 - Race of Spain	Mar 17, 2022 to Mar 19, 2022
Race 5 - Race of Belgium	Mar 8, 2022 to Mar 10, 2022
Race 6 - Race of Italy	Mar 22, 2022 to Mar 24, 2022
Race 7 - Race of south Korea	Oct 7, 2022 to Oct 9, 2022

