



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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Sports Explainer



Creative Solutions

Have you ever dream to play tennis like Rafael Nadal or run like Usain Bolt ? In order to better understand the best athletes secrets, the Sports Explainer programs analysis all keys performances from various kind of sports

Thanks to a great combinaison of synthetic images and sport expertise, the Sports Explainer provides a clear explanation of the high-level sport.

The result is either, a very entertainment and instructive programs!

Production :

Eurosport

Territories :

Worldwide

Programming available :

50 episodes available

Average duration: 3'

Thematics: cycling, winter olympic, equestrian, alpine skiing, shooting, tennis, rugby, athletics, chess, judo, luge, motorsports, fencing, volley ball, field hockey ...

Upon request possibility to produce dedicated Sports Explainer for your network

Explainer Athletics:

- Secrets of 100M World Record
- Triple Jump Secrets
- How does the hammer work

Expliner Cycling:

- Chasing a breakaway
- Mastering a descent
- The echelon cycling
- How to win a sprint
- How to blitz a team time trial

Explainer Tennis:

- Rafa's Secret of spin
- Stan's Signature Backhand

Explainer Alpine Ski:

- Saving seconds on a start
- Saving seconds on a jump
- Saving seconds on a curve
- Saving seconds with aerodynamics

Focused on the main sporting events, a serie of clips highlightig the best moments of the day.

Ex: Cycling - Stage recognition / HLTS of the stage / story of the day

Ex: Tennis - Top 5 of the day / best match HLTS / creative clip social network / instant replay

Production :

Eurosport

Territories :

Worldwide

Programming available :

"Near to live" clips to enrich your coverage

Sports: cycling, tennis, motorsports, olympic sports ...

Type of clips: What you missed during the day, Top 5 shots, best of on boards ...

List of content available per country uppon request



Inside the Team

Creative Solutions

HD

Production :

Eurosport / Discovery

Territories :

Worldwide

Rights :

TBC

Programming available :

Eurosport / Discovery expertise in story telling to give your audience a deep immersion in a sport.

Tailor made format for your network in your own language

A dedicated TV crew will follow an athlete/team during an event, a season

Budget and concept upon request

