

# BIKE

## 2016 MEDIA PACK

[bikechannel.co.uk](http://bikechannel.co.uk)



# BIKE

*BIKE is the first dedicated cycling television channel. Born in Italy in 2012, BIKE channel has been a huge success and reaches over one million cycling fans every month. In December 2015, BIKE launched in the UK. It is now available in over 15 million homes on Sky (channel 464) and on Virgin Media (channel 552).*

[bikechannel.co.uk](http://bikechannel.co.uk)

sky





# BIKE

*“Italy is the historic centre of bicycle culture and the home of the most iconic cycling brands, so it was the obvious place to establish BIKE. The enthusiastic way that the UK embraced the Olympics and the Tour de France proved to us that the logical next step was to launch here and we are excited to now be part of the growing UK cycling scene.”*

*– Filippo Ubal dini, CEO and Founder of BIKE*

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# BIKE

## OUR PROGRAMMES

*BIKE appeals to leisure riders, racers, mountain bikers, commuters and triathletes, with programming that has been tailored to give every fan a full night of programming. Each evening serves up a themed menu of shows, from Sport to Legends, Women to Travel, Training and Mountain Biking. Highlights and live coverage of many of the season's top professional races accompany a mix of documentaries, entertainment and original programming. BIKE intends to provide the rest and inspiration between the viewers' last ride and their next.*

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# INTERNATIONAL ACQUISITIONS

***BIKE samples the best of film making across the wide world of cycling***

*Our schedules feature everything from documentaries, reportage and short films to vintage videos, biographies, adventures and even fiction.*

*Contributors range from major international brands such as the Red Bull Media House, to local independent producers.*



# IN-HOUSE PRODUCTIONS

***35% of our programming output has been exclusively commissioned and produced for BIKE***

*Reality programmes such as THE CHALLENGE and THE COACH are among the most popular programmes. These will launch in the UK this year and bring a new dimension to reality TV!*

*In addition, we will be commissioning over 70 hours of original UK programming during 2016.*



# BIKE

# SPORTS

In 2016 we will screen over 105 event days. We have exclusive rights - Road Racing, Spring Classics, Tours, plus Mountain Biking, DH and Cross Country, BMX and Triathlon coverage.

## ROAD LIVE EVENTS

- Omloop het Nieuwsblad
- Dwars door Vlaanderen
- Gent-Wevelgem
- Scheldeprijs
- Brabantse Pijl - La Flèche Brabançonne
- Giro del Trentino - 4 days
- Tour Romandia - 6 days
- Vuelta a Burgos - 5 days
- Tour des Fjords - 5 days
- Brussels Cycling Classic
- Tour of Utah - 7 days

## ROAD HIGHLIGHTS

- Tour of Oman - 6 episodes
- Milano - Sanremo
- Volta a Catalunya
- Tour of Turkey - 8 episodes
- Tour of Yorkshire
- Giro D'Italia - 3 episodes
- Tour of California
- Arctic Race
- GPC Québec
- GPC Montréal
- Saitama Criterium
- Il Lombardia

## MTB OFF ROAD RACING

- Snow Epic
- Cape Epic - 8 days
- Roc d'Azur
- UCI BMX Supercross - 5 rounds
- UCI Cross Country World Cup - 8 rounds
- UCI DH World Cup - 8 rounds

## TRIATHLON

- Challenge Phuket
- Challenge Wanaka
- Bloodwise Blenheim Palace Triathlon
- Ironman Staffordshire
- Snowdonia Slateman Triathlon
- Cardiff Triathlon
- AJ Bell London Triathlon
- Tri Liverpool
- Outlaw Triathlon
- Snowdonia Triathlon Festival
- Stoke-on-Trent European City Of Sport 2016 Triathlon (new name)
- Sandman Triathlon

# BIKE

## BIKE CHANNEL IN NUMBERS

### 168h

168 hours per week of coverage

### 120h

120 hours of new acquisitions

### 70h

70 hours of new UK productions

### 3h40

TV watched by UK adults every day



16 UCI World Cup MTB rounds



Available in 15 million UK households



Screening 105 event days

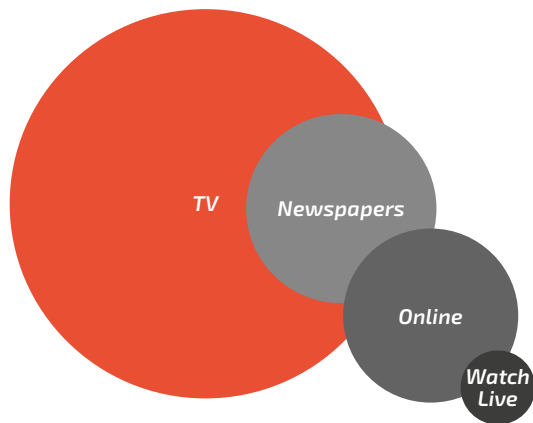
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# BIKE

## WHY TV?

### TV cycling media consumption is growing in the UK



Source: TGI  
Q4 2015

■ TV	5.5m
■ Newspapers	1.3m
■ Online	1.1m
■ Watch Live	0.2m

Television has the biggest audience and has grown by +1million since 2012.

As a dedicated vertical channel, TV opens up a completely new dimension for any brand wishing to target their chosen audience. Brand awareness is more effective through moving image, and TV engages the viewer for considerably longer periods than any other media.

BIKE channel is audited by BARB, the Broadcasters' Audience Research Board – the gold standard of audience measurement for the UK media industry. It provides robust, independent analysis of our viewership. Visit [www.barb.co.uk](http://www.barb.co.uk)



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# BIKE

## HOW TO WORK WITH US

Using Bike channel to help you with your marketing needs is now accessible, affordable and effective.

Bike channel offers numerous opportunities to give your brand the exposure it requires, from product placement, 30 second spot advertising, sponsorship and ownership, through to dedicated programming focusing on brands and companies.

### MARKETING OPTIONS

There are a range of options for brands and companies to work with BIKE.

<b>AIRTIME</b>	Advertising spots and packages
<b>PROGRAMMING</b>	Bespoke client content
<b>PRODUCT PLACEMENT</b>	Branding within programming
<b>SPONSORSHIP</b>	Channel, programme or product level
<b>ONLINE</b>	Digital & social promotion

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# BIKE

## BRANDS WE WORK WITH

Across the globe, we work with some of the most prestigious brands in the cycling market as well as companies who seek to reach and engage with a passionate cycling audience.

Our partners include:



[bikechannel.co.uk](http://bikechannel.co.uk)



# BIKE

## HOW TO FIND OUT MORE

To find out more about available advertising and marketing opportunities, email [advertising@bikechannel.co.uk](mailto:advertising@bikechannel.co.uk)

### EMAIL US

[info@bikechannel.co.uk](mailto:info@bikechannel.co.uk)

### OUR NETWORK

To find out more about BIKE Italy, go to [bikechannel.it](http://bikechannel.it) or email [info@bikechannel.it](mailto:info@bikechannel.it)

### HEAD OFFICE

30 St George Street, London, W1S 2FH

### SOCIAL MEDIA

[@BIKEchannelUK](https://twitter.com/BIKEchannelUK)

[f /BIKEchannelUK](https://www.facebook.com/BIKEchannelUK)

[YouTube /c/BIKEchanneluk](https://www.youtube.com/c/BIKEchanneluk)

[bikechannel.co.uk](http://bikechannel.co.uk)