



THE APPEAL OF ROAD CYCLING CONSULTATION FINDINGS

CONTEXT

The appeal of **road cycling** is a topic that **needs our attention** to ensure fans do not lose interest in our sport.

TV audience figures could be improved, particularly among younger viewers who consume media in new ways.

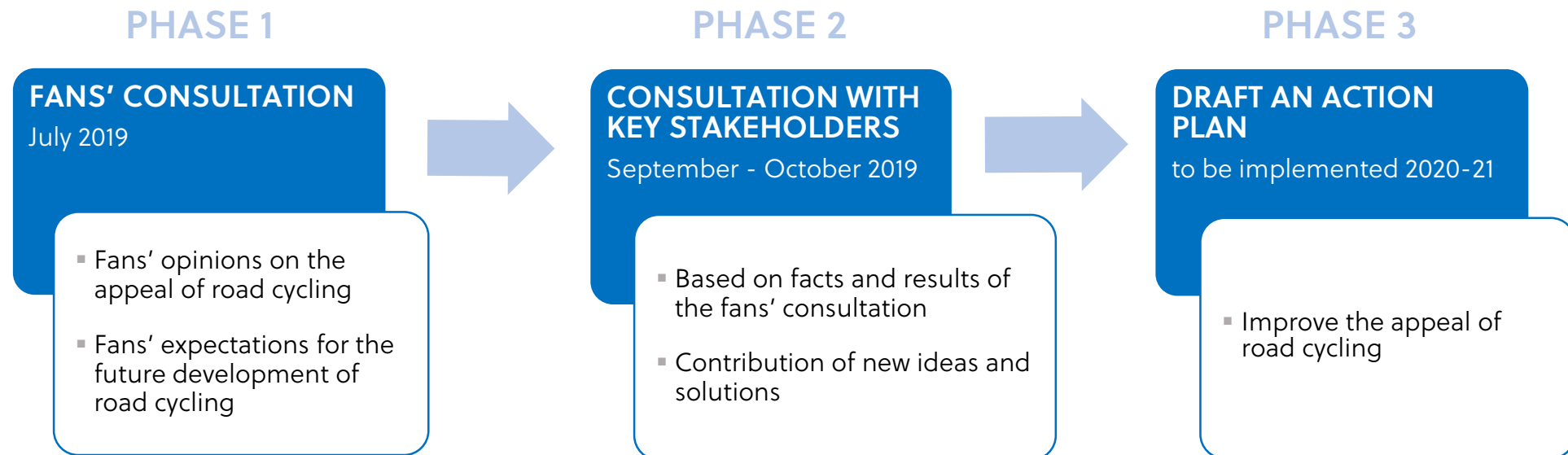
Multiple possibilities exist to **grow our fan base**:

- Working on competition formats and rules,
- Working on fans' engagement through social media,
- Working on alternative broadcasting methods,
- Connecting with the younger generation.



THE UCI'S GLOBAL APPROACH

The UCI will proceed with an action plan **to improve the appeal** of professional road cycling. This will include **3 phases** as follows:



KEY FIGURES OF THE CONSULTATION



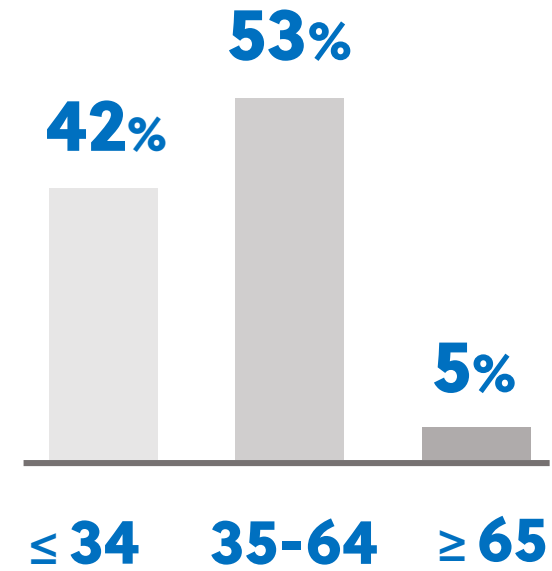
22,364

FANS RESPONDED



134

COUNTRIES



AGES OF FANS

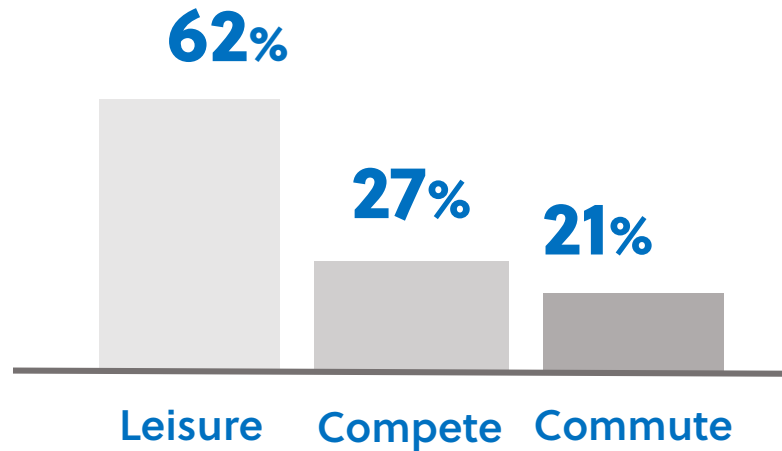


NATIONALITIES OF FANS WHO PARTICIPATED

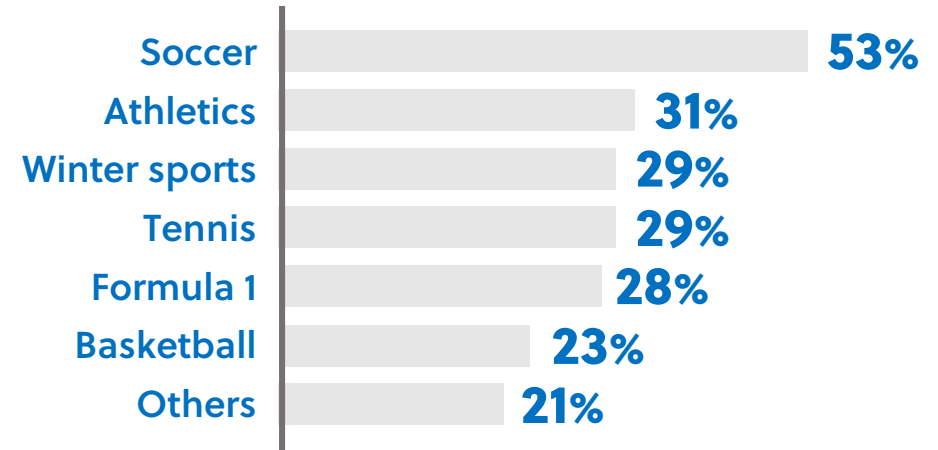
1	UNITED STATES OF AMERICA	14.1%
2	FRANCE	14.1%
3	SPAIN	11.3%
4	BELGIUM	11.1%
5	ITALY	9.3%
6	UK AND NORTHERN IRELAND	6.4%
7	PORTUGAL	4.0%
8	GERMANY	3.3%
9	COLOMBIA	2.8%
10	CANADA	2.5%
11	AUSTRALIA	2.4%
12	RUSSIAN FEDERATION	2.2%
13	NEW ZEALAND	2.1%
14	BRAZIL	1.7%
15	SWITZERLAND	1.5%
...	OTHER COUNTRIES	11.2%



FOR WHAT PURPOSE THEY CYCLE



“Which of these statements describes your participation in the sport of cycling ?”

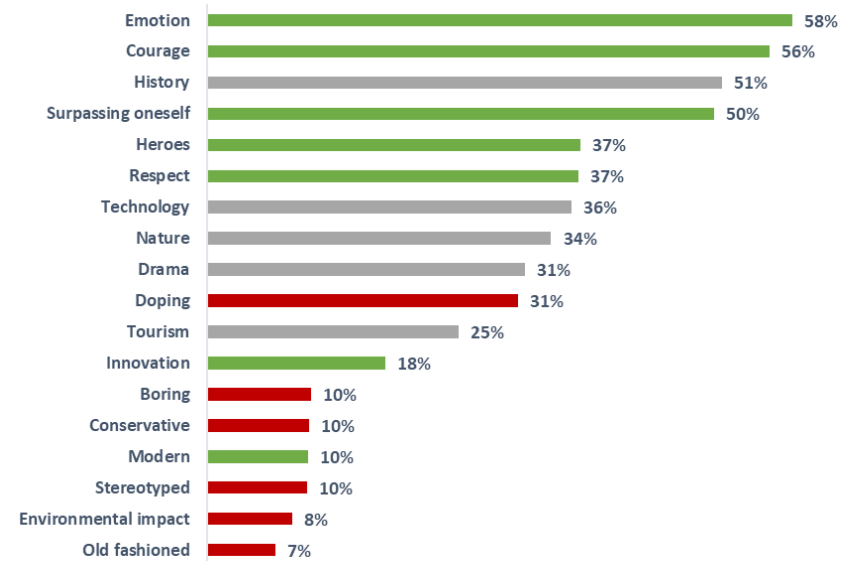


“Not including cycling, which are your favourite sports to watch ?”



THEIR IMAGE OF CYCLING

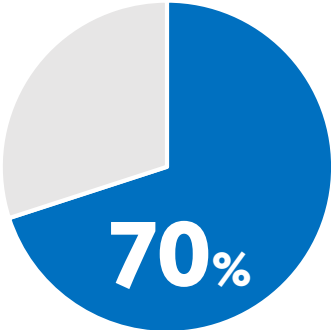
MOST OF PEOPLE ASSOCIATE ROAD CYCLING WITH POSITIVE TERMS



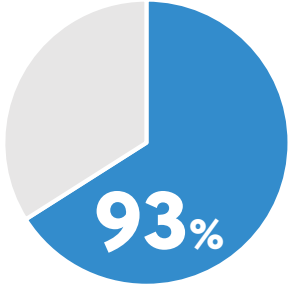
“Which of the following terms do you associate with road races ?”



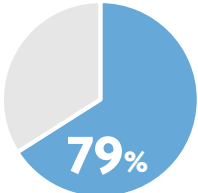
COMPREHENSION OF ROAD CYCLING



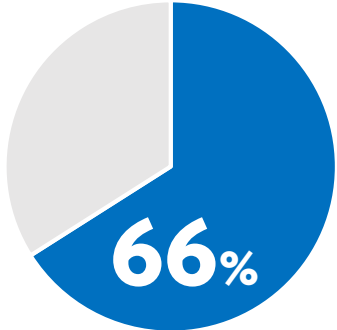
Road cycling is a sport that is **easy to understand**



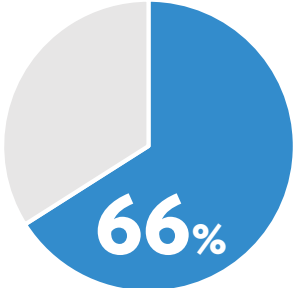
Understand the **"3-km rule"**



Think **it works well**



Regulations during the race are **not too complicated**



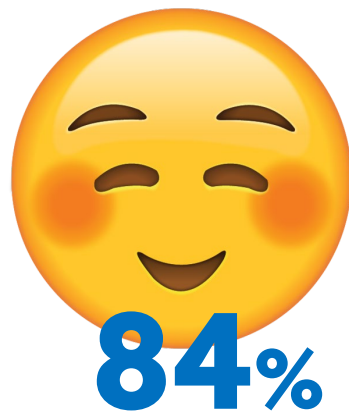
Understand the **"3-second rule"**



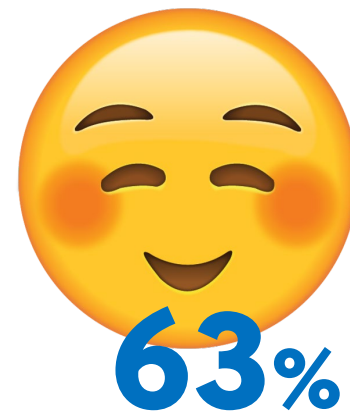
LEVEL OF ENTHUSIASM



Very interested
in road races



Road racing
is interesting to watch



Interest in road
cycling has increased
over the last few
years

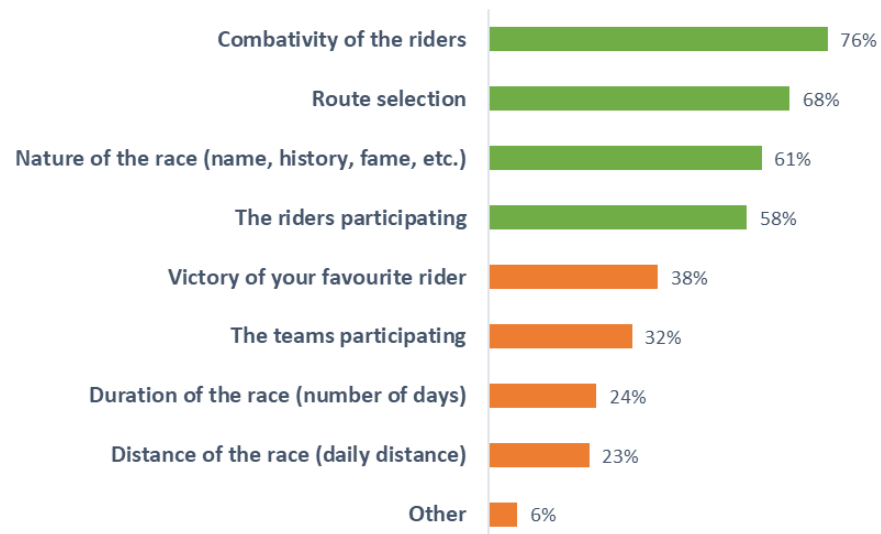


Think the outcome
of road cycling
events is predictable

"What is your level of agreement with these statements?"



WHAT MAKES A GOOD RACE



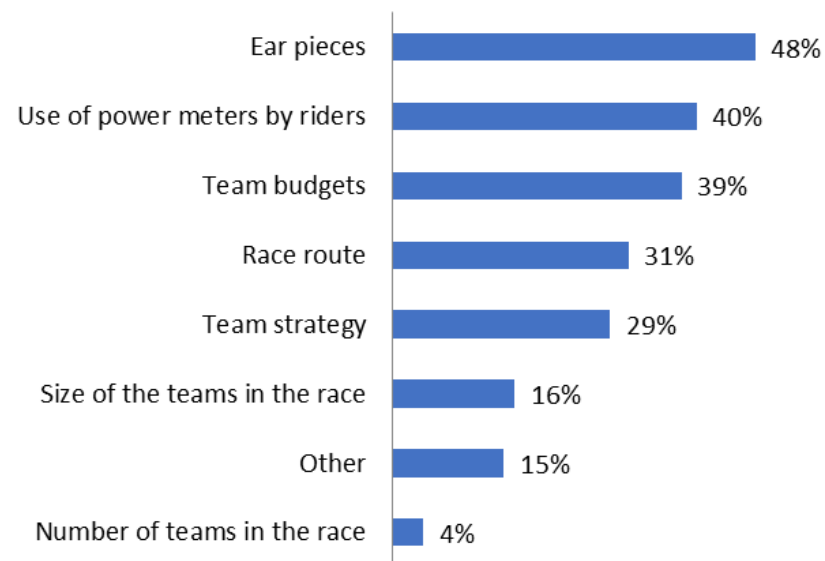
SAGAN
ALAPHILIPPE
NIBALI
GILBERT
VALVERDE
VAN DER POEL

"Which of the following impact your enjoyment of watching a race?"

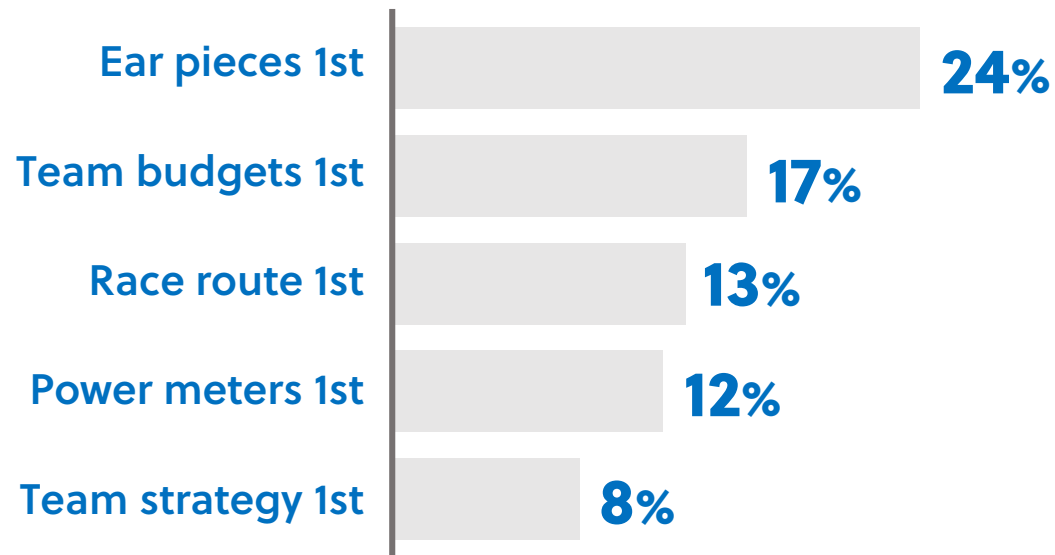
"Who are your favourite riders?"



WHAT REDUCES ROAD RACE APPEAL



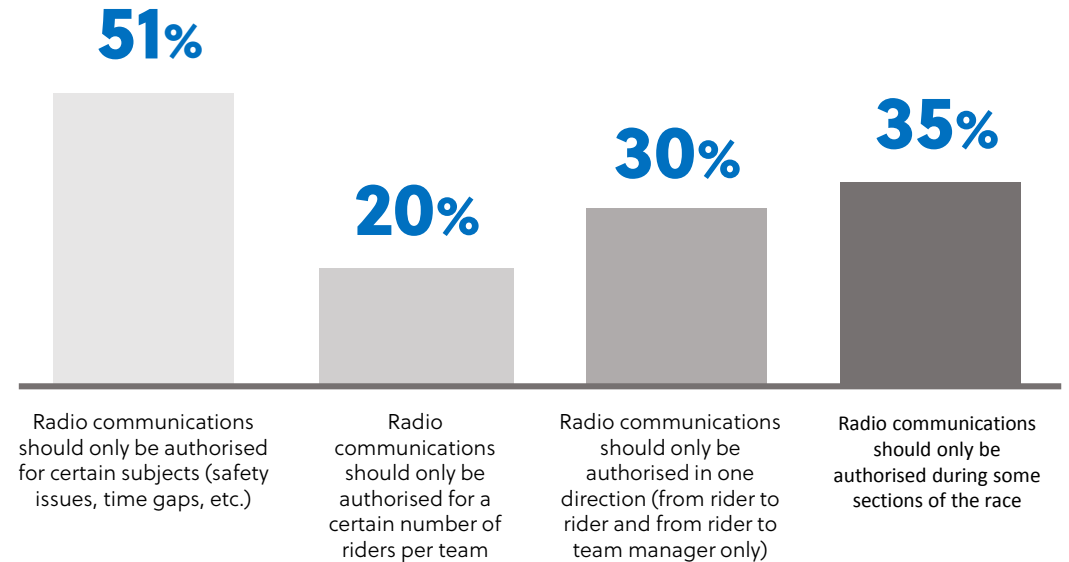
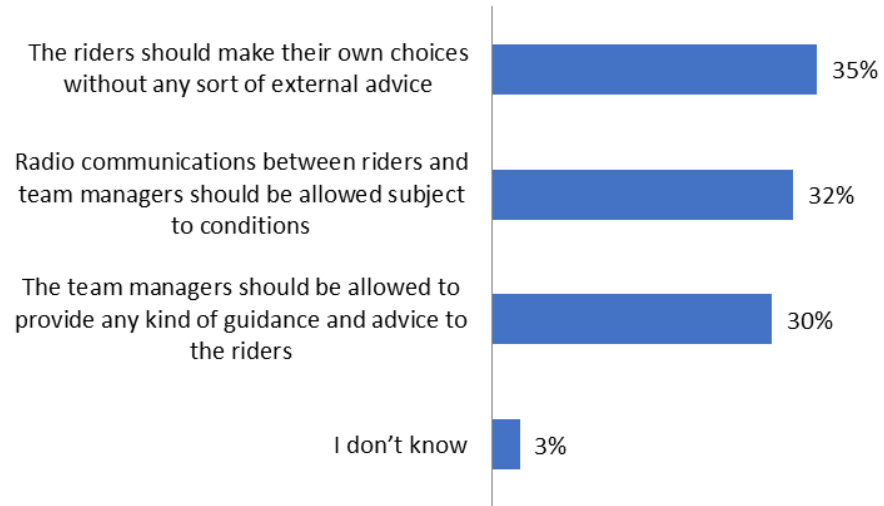
"Which of the following, if any, do you believe reduce the attractiveness of a cycle race?"



"Rank the items you have just selected in order, with those having the greatest negative impact on the attractiveness of a road race at the top of the list"



OPINIONS ON EARPIECES

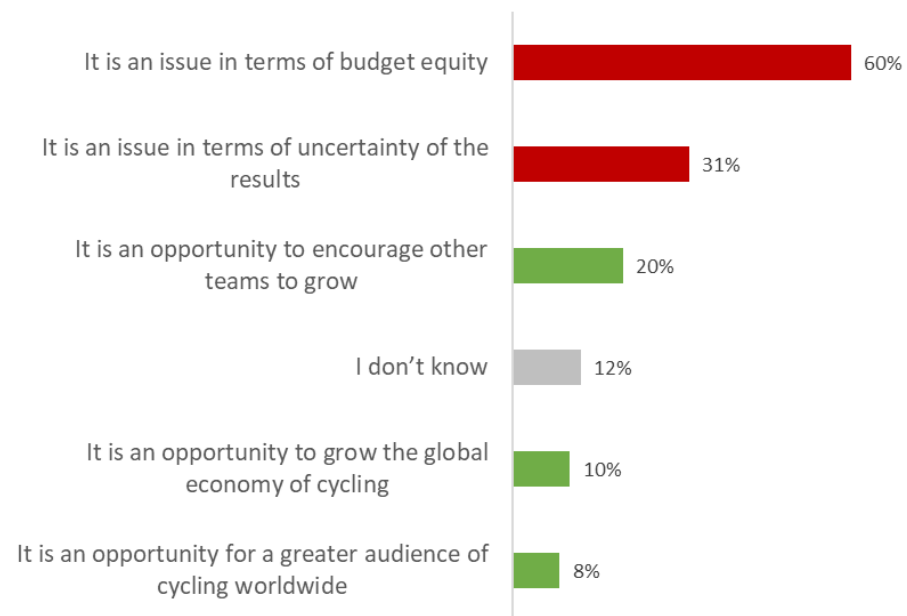


“Considering radio communications between riders and team managers, which of the following statements aligns most with your belief?”

“In the event that radio communications are allowed between riders and team managers in a race, how would you agree with the following statements?”



VIEWS ON TEAM DOMINATION

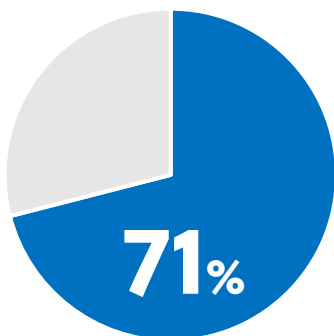


"If professional road cycling was dominated by a few teams, which of the following statements would represent your opinion?"

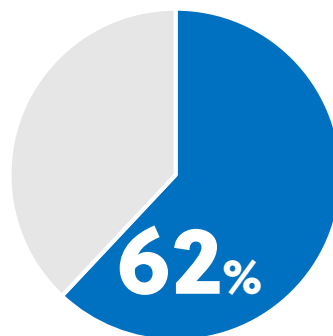


HOW RACE DOMINATION IMPACTS CYCLING

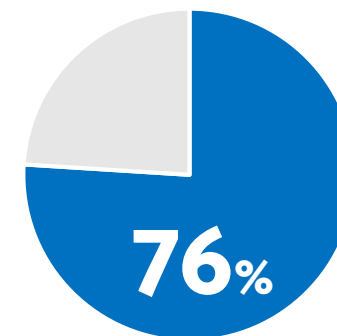
FANS THINK THAT THE POTENTIAL DOMINATION OF A LIMITED NUMBER OF TEAMS HAS AN IMPACT ON THE APPEAL AND QUALITY OF ROAD CYCLING.



Having the best riders hired by a limited number of teams **affects the spectators' enjoyment**



Having the best riders hired by a limited number of teams **affects the predictability** of the results



think the difference in team budgets **has an impact on the appeal** of road cycling



PREFERRED TYPES OF RACE



Hilly races



Races with unpaved sections



Mountain races



criterium style races



Races on a circuit



Time trials

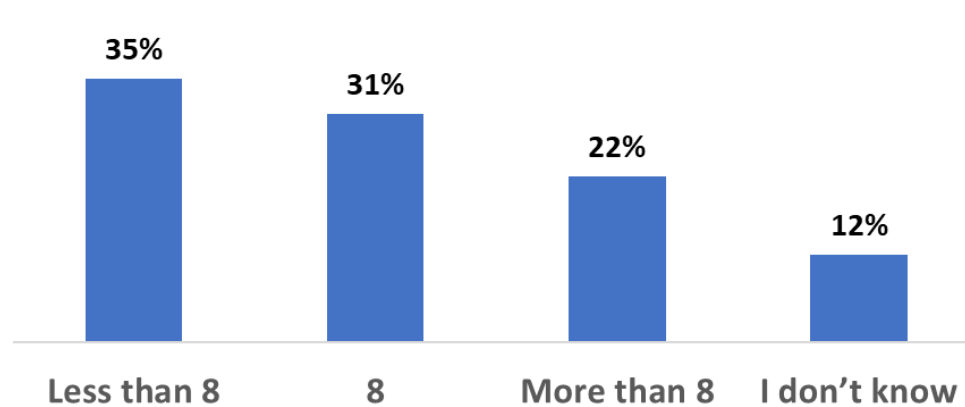


Race finishing with bunch sprints

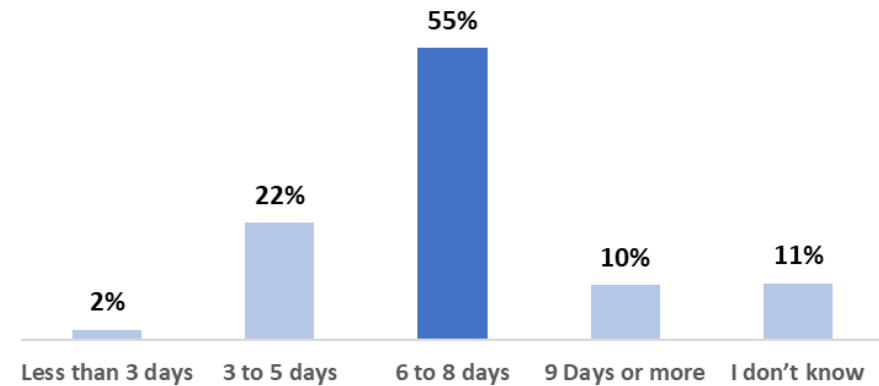


OPTIMAL SIZE OF TEAMS AND LENGTH OF RACES

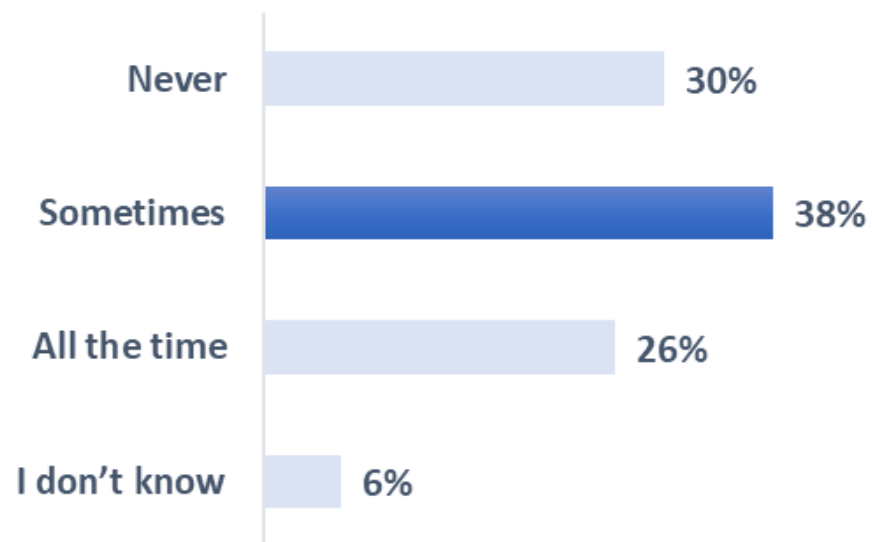
Optimal **number of riders** per team in a Grand Tour



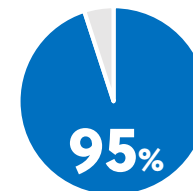
Optimal **length** of a stage race



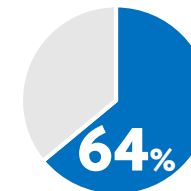
RIDERS DRAFTING VEHICLES: FOR OR AGAINST?



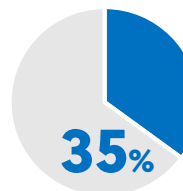
"Should riders be drafted by vehicles to return to their position after a race incident (for example, puncture, crash, etc.)?"



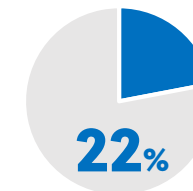
after an **incident caused by an external element** (spectator, vehicle, etc.)



after a **crash involving several riders**



after a **crash involving one rider only**

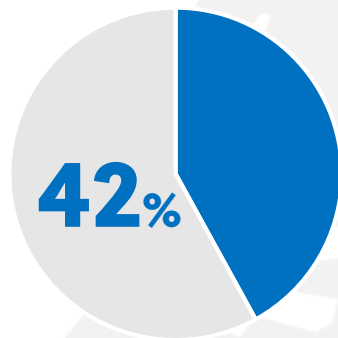


after a **natural break**

"In what situations should it be allowed for riders to be drafted by vehicles to return to their initial position after a race incident?"



ADEQUACY OF CYCLING COVERAGE



have difficulty accessing
the races they want to watch



30%

OF EUROPEANS



47%

OF AFRICANS



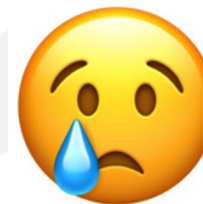
61%

OF OCEANIANS



63%

OF ASIANS

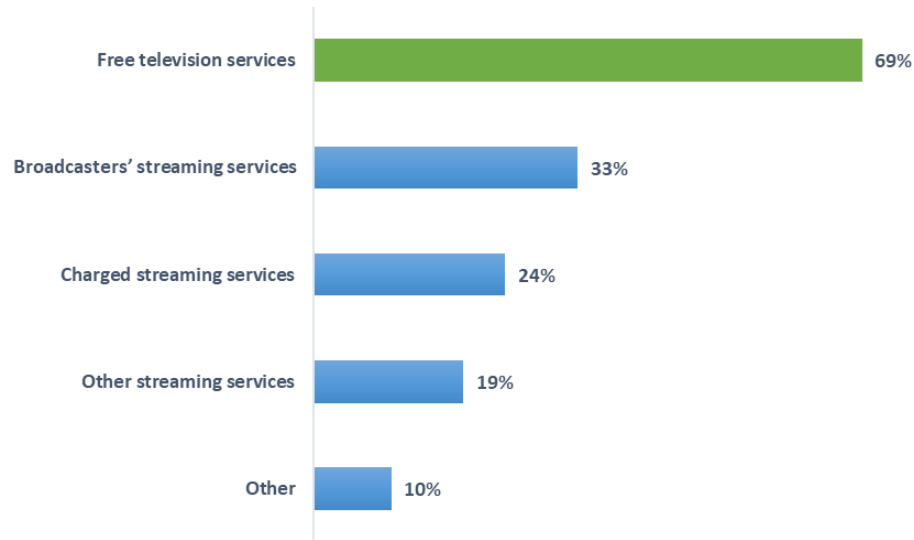


70%

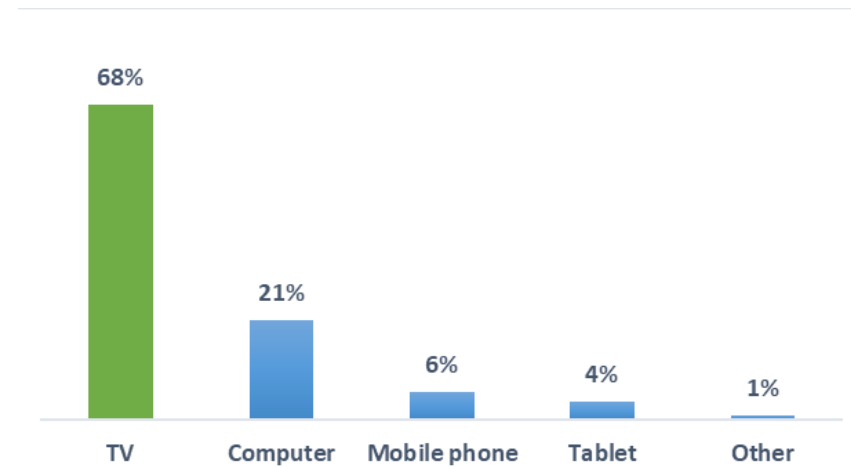
OF AMERICANS



METHODS OF VIEWERSHIP



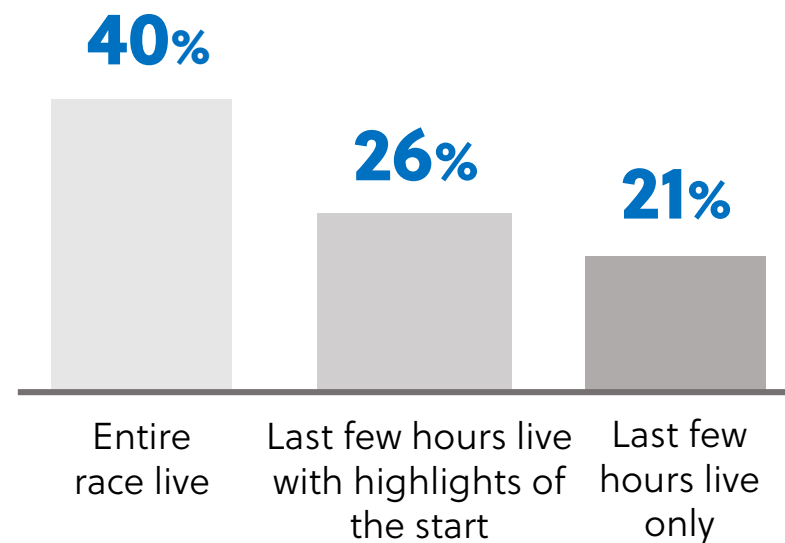
"How do you usually watch the broadcast of a cycling race?"



"Which device do you use the most to watch cycling?"



LENGTH OF VIEWING TIME



"When watching races, which format do you prefer?"



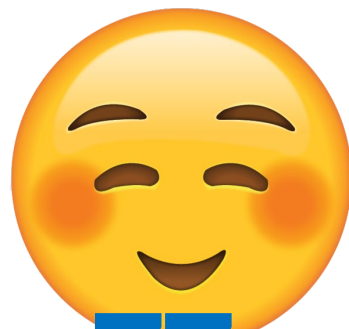
QUALITY OF BROADCASTS

BROADCAST ARE OF GOOD QUALITY



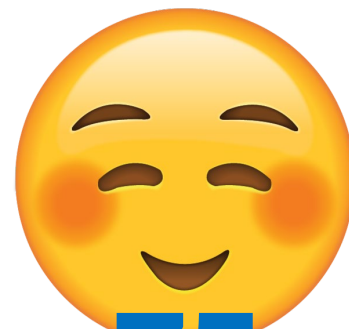
82%

The races watched are exciting and engaging



77%

The commentary on road cycling is of high quality



75%

The broadcast of road races is of a high quality



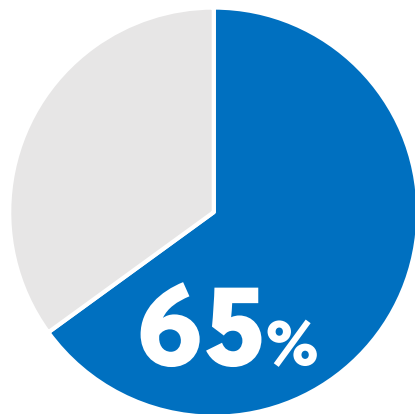
20%

Have trouble identifying teams and riders while watching a broadcast

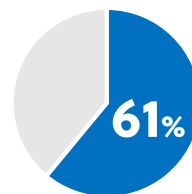
"Considering professional cycling, how would you agree with the following statements?"



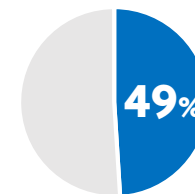
USE OF SOCIAL MEDIA



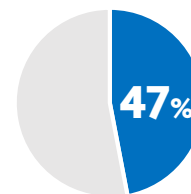
Of our fans use social media to share and follow content about cycling



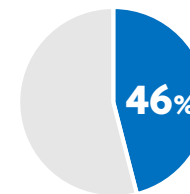
FACEBOOK



INSTAGRAM



TWITTER

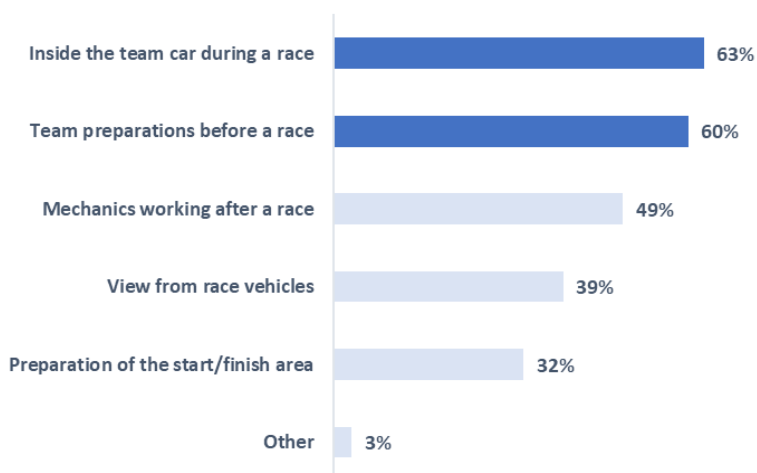


YOUTUBE

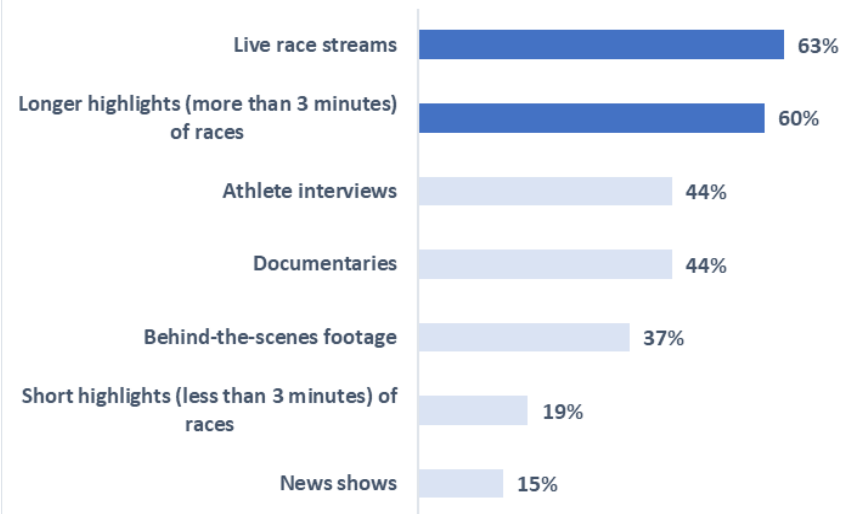


ADDITIONAL RACE-RELATED COVERAGE

IN GENERAL, FANS WOULD LIKE TO SEE MORE VARIED CYCLING CONTENT DURING COVERAGE.



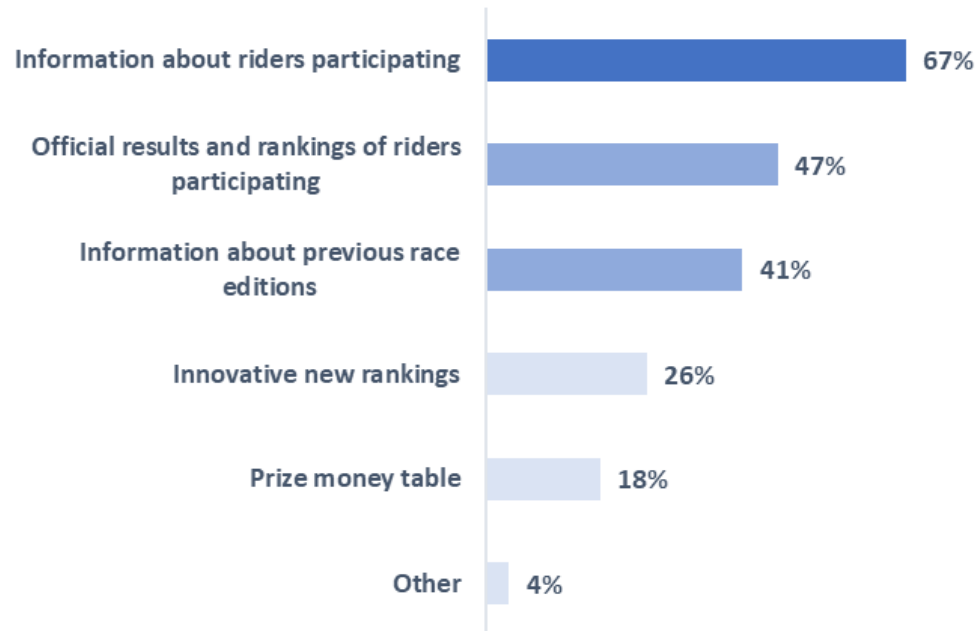
“What types of behind the scenes footage would you like to see?”



“Which type of cycling-related content do you enjoy watching?”



EXTRA DATA AND INFORMATION



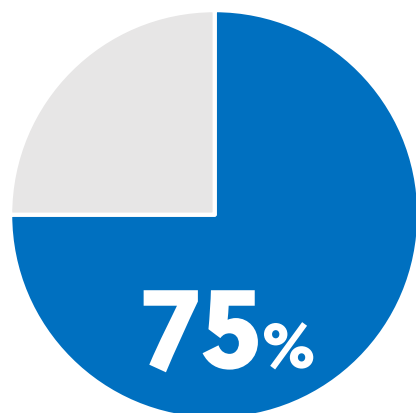
“Which of the following would you like to have access to while watching a road race?”

1. **Behind-the-scenes commentary during the race** (for example, team manager talking to rider)
2. **Onboard camera** footage from riders
3. **Radio Tour** (internal race channel that provides time gaps and other race information)

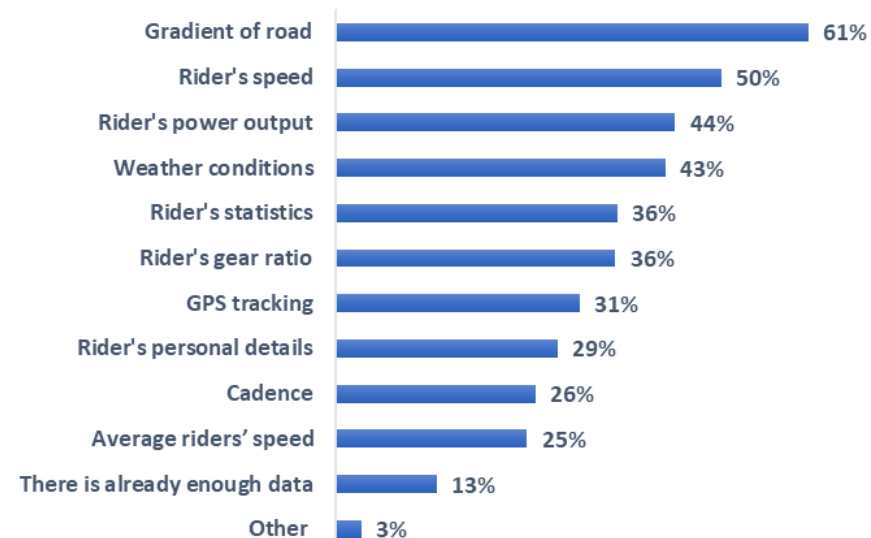
“When watching races on TV or another device (for example, on a mobile phone), which do you prefer?”



EXTRA DATA AND INFORMATION



Fans say that **additional rider data** increases their enjoyment of the coverage



"What kind of additional information and data would you like to see?"



KEY OUTCOMES OF THE FAN CONSULTATION

- Road cycling has a positive image and fans are very involved and interested
- Road cycling's appeal could be improved, especially with regards to the domination of a few teams (budget and best riders in few teams), earpieces and power meters
- A majority of fans also regret the predictability of road races.
- Broadcast coverage is of good quality but fans would like to have access to more varied cycling content and more rider and race data
- Fans watch cycling mainly on TV. Most fans outside of Europe have difficulties accessing races they would like to watch (e.g. geo-blocking systems, no broadcast in the country...)
- Young cycling fans share similar opinions to others but are more positive about road cycling and its appeal.
- However, there is a need to attract both a wider and younger audience (i.e. fans of others sports).

