



Google



OVER 47m SEARCHES FOR CYCLING PER MONTH



# Media: The Digital Video Opportunity

83%

of consumers find product videos helpful



## Video

has the greatest impact on purchasing intent

65%

of publishers say ad blocking is a significant business threat



## 5 hrs 31 mins:

Time spent with Digital Media in 2017  
(more than TV, Radio, Print combined)

Google 93% is Google's market share of worldwide organic search

64%

of the world's consumer internet data traffic is digital video

60%

is YouTube's annual growth rate: its highest ever



## 1 billion

YouTube users: bigger than the Population of USA and Eurozone combined

220%

growth in video advertising in the UK in 2014

19% overspend in US advertising in print and TV



91%

of marketers say video is more effective than display and 75% that it is more effective than TV

 **8 billion**  
video views a month on Facebook

## The Network in Numbers

### Social Intelligence

Play Sports Network content is promoted on six social media platforms as well as via competitions



**7.1m**

YouTube **Unique viewers** of our content every month



**2,243** years **50** days

The combined **total amount of time** people have been watching our content for



**+2m**

**Video Interactions** every month



**24m**

30 day view count

**59%**

of **affluent** social media users are looking for new trends



Evergreen content is growing **3x faster** than new content

**83%**

of consumers find **product videos helpful**

**160%**

Instream video is **more effective** than pre-roll at improving brand awareness

**Video** has the greatest impact on purchasing intent



**91%**

of marketers say video is more effective than display, and **75%** that it is more effective than TV



**24m**

28 day unique users reached on Facebook



**2.7m**

Total social followers

**313m+**

views so far on GCN & GMBN

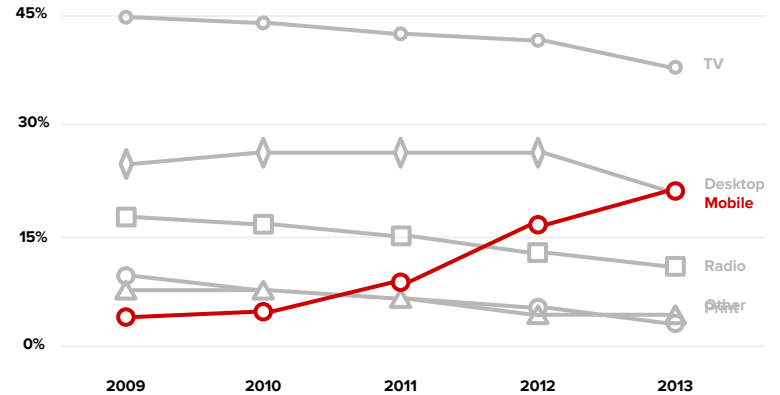




# Consumers Are Platform Agnostic



**Mobile is the only media time that is growing**  
% of respondents



Note: Media consumption share (USA).  
Source: BI Intelligence

## Universality & Cordless

## Media's Largest Cycling Brands



Within three years, GCN has become one of the **top 40 Youtube sports channels in the world** and is the **world's biggest cycling channel\***

**GMBN**, only launched in March 2015, has **grown more quickly** than GCN since its launch

We are currently working on our third launch; **GTN**

**Over 313m views\*\* so far on GCN and GMBN**

\*Source: [Vidstatsx](#) \*\*30s views only

# Our Channels

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A new cycling media

# Committed to Creating Great Content

- Global and **relevant** take on cycling providing authentic insights
- It's about the **audience** and the passion of our community
- Don't tell them what to think but **understand** what they think
- Genuine credible and creative **talent that inspires**
- **Informative and entertaining** content with broad appeal
- Timely, regular and **evergreen content** with proven programme format that take advantage of innovations in consumer connectivity and changes in consumer behaviour
- **Integrating** branded content seamlessly with partners' brands and values that set the highest standards of excellence within their industry
- **Tone** is humorous and enthusiastic with credibility
- **Word of mouth** driven throughout our community by compelling content and advocacy
- **Social intelligence** based on feedback, research and analytics that drives engagement and discoverability







# Our Audiences

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Market leading reach and engagement



Cycling a global mass market sport  
that crosses continents and cultures

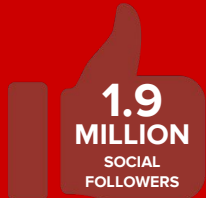
 PlaySPORTS  
NETWORK

241 MILLION  
YouTube VIEWS



GCN  
GLOBAL CYCLING NETWORK

+1,868 YEARS OF VIEW TIME\*



36% OF BRITISH VIEWERS EARN OVER £50,000 WITH 5% OF THEM OVER £150,000

26% OF EUROPEAN VIEWERS EARN OVER €50,000 WITH 5% OF THEM OVER €150,000



GCN Reaches: \_

15 MILLION  
UNIQUE VISITORS\*\*  
(AND)

859,000  
YouTube SUBSCRIBERS



11.1  
MILLION  
VIEWS PER  
MONTH



5.8 MILLION  
ADDITIONAL  
FACEBOOK VIDEO  
REACH PER MONTH

+20,000  
NEW SUBSCRIBERS PER MONTH



357,000\*  
OF YOUTUBE VIEWERS ARE  
FEMALE

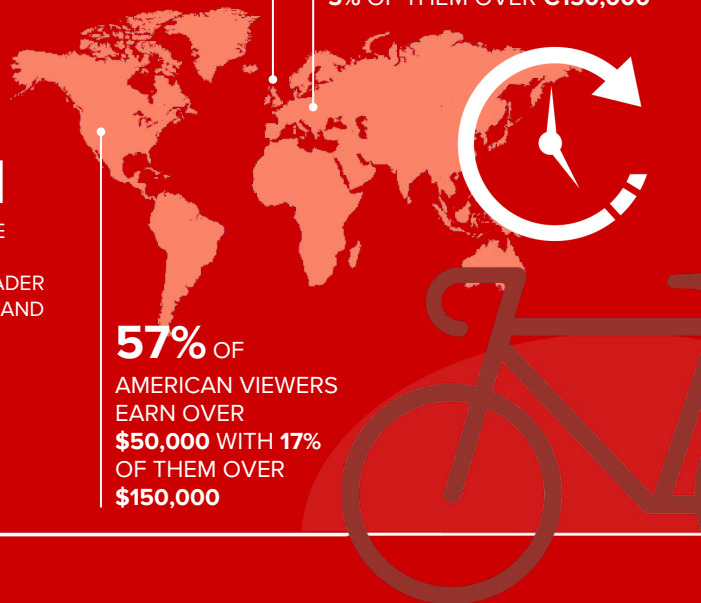
93% OF VIEWERS  
ARE MALE

GROWTH IN  
WATCH TIME  
113%



No 1  
WORLDWIDE  
CHANNEL  
MARKET LEADER  
IN CYCLING AND  
STILL THE  
FASTEST  
GROWING

Launched  
2013



57% OF  
AMERICAN VIEWERS  
EARN OVER  
\$50,000 WITH 17%  
OF THEM OVER  
\$150,000

\* July 2015 on YouTube only \*\* July 2016 across Youtube and Facebook

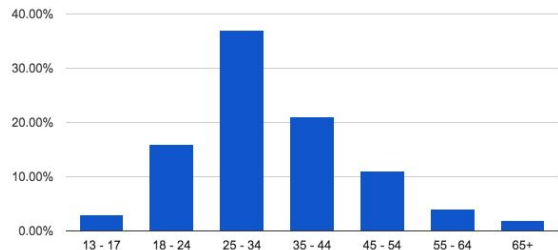
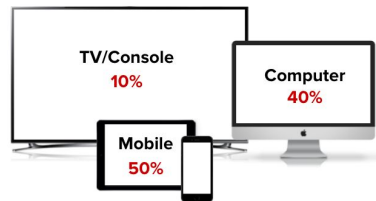
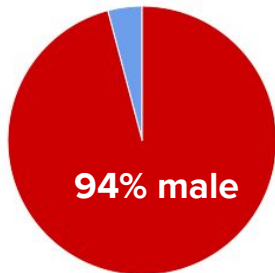
GCN HAS OVER 1.9 MILLION FOLLOWERS AND GROWING

OUR PARTNERS BENEFIT FROM BRANDSCAPING:

A process that brings like-minded brands and their respective audiences together to create content that increases demand and drives revenue.



Global analysis based on actual view: Full visibility based on PSN dashboard and YouTube statistics



# Commercial Partners

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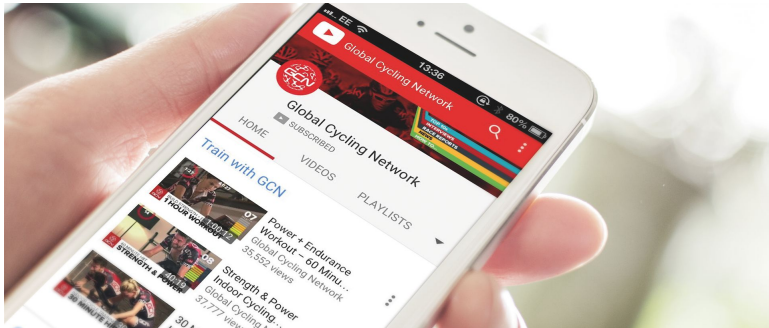
Our commitment to our commercial partners



# No 1: Market leading and targeted reach

GCN and GMBN are the **worldwide market leading brands** in cycling and biking on:

1. Youtube based on views
2. Online based on unique users
3. Broadcasting reach based on views
4. Community based on followers and active newsletters



Our reach is further amplified by **engagement and advocacy** through:



Market leading audiences and fastest growing



100% cycling buyers



Driving word of mouth and advocacy



Highly engaged audiences



0% wastage



Multi-platform amplification



## No 2: Clear and transparent reporting

Our reach metrics are based on video views that contain relevant content. **Viewability is based on an average view time of approximately 4 minutes.**

We report via the PSN Dashboard that uses meta-tagging and APIs to extract relevant data from YouTube and other Social Media.

Additionally we report for clients:

- Viewing time
- Geographic reach
- Gender
- Age profile
- Device usage
- Social media reach and engagement

### General Stats

Total viewing time:

**48** years and **88** days

Likes:

**90,047**

Shares:

**10,111**

Comments:

**16,214**

Viewability is based on average view times of approximately 4 mins

- Print assumes every ad is viewed
- Online is based on 50% of ad pixels for 1 second
- BARB is based on 15 seconds (excluding the ad slot)

Total Views:

**5,651,915**

*(all in compliance with MRC)*

### Facebook

Facebook Reach:

**987,753**

Facebook Clicks:

**32,066**

Facebook CTR (%):

**3%**

Facebook Likes:

**9,148**

Facebook Comments:

**516**

### Twitter

Twitter Reach:

**619,951**

Twitter Clicks:

**25,874**

Twitter CTR (%):

**4%**


Twitter Retweets:

**384**


Twitter Favourites:

**1,363**

## No. 3: Integrating partners into GCN content

 **CCTVelo** 11 months ago  
Do you guys have an opinion re carbon vs aluminium rims for disc wheels?  
It seems to me that most of the downsides are lost along with the braking surface, the only possible gripe being impact resistance, but then some say otherwise...  
I'm building up a 'gravel bike' / 'super commuter' frame for all year road/path use and I'm not sure which sort of rims to be looking at, I'll be getting hand built.  
Thanks.


Reply ·  

 **forester424** 1 week ago  
+Mandanara Gravel bike are designed for epic adventure riding vs CX racing. Gravel bikes for example have a wider range of gears. Some are also made for multiday bike packing like the Salsa Fargo.

Reply ·  

Example of integrating partner content with subject-matter to appeal to audiences

Over 297,000 views and +5k interactions

 **Mauricio Alsina Lee** 2 weeks ago  
Epic vid, guys! Gotta do a Strada Bianca epic ride or do the sportive L'eroica. I'll keep my road bike a little bit longer... but you are convincing me to change my non-branded alloy roady for a gravel one. Gotta see again the Improvements vids.

Reply · 1  

 **Robert Flagg** 2 weeks ago  
top video lads

Reply ·  

 **KayAndroid** 2 weeks ago  
I love this channel.  
It's like Top Gear for cycling!

Reply · 37  



## No 4: Product placement can be better still

1. Viewers notice placements **implicitly and explicitly**
2. Viewers accept product placement and even find it helpful
3. Product placement significantly impacts positively on brand image through:
  - **Para-social relationships**
  - **Halo effect** from association with certain personalities and other brands
  - **Normalisation** of the brand
4. Product placement is optimised through **activation**

Our product placement combines the best of features of other advertising strategies:



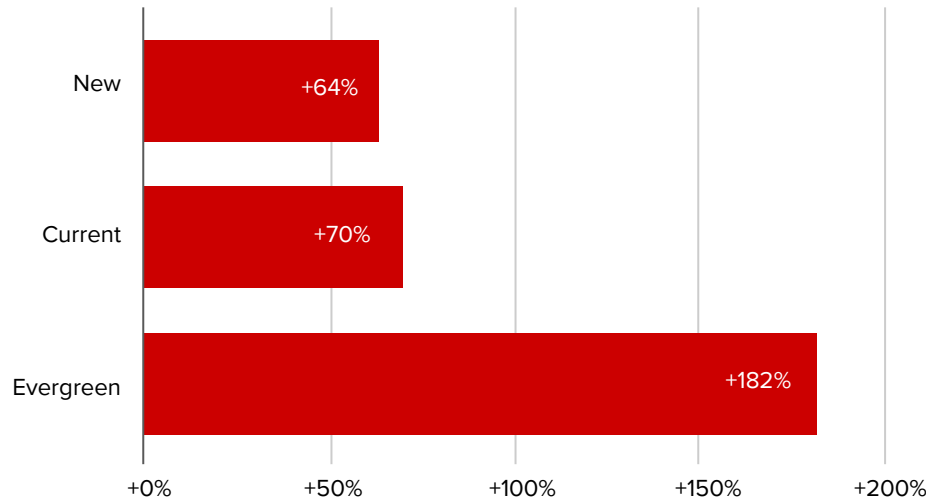
- **Personal influence** of influencers
- **Persuasive power** of television
- **Credibility** of celebrity and pro-athlete endorsement
- **Reach and visibility** of advertising and PR
- **Focus** of direct marketing
- Boosted by **activation, discovery and social amplification**

**Doubles  
spontaneous  
purchase  
intent**



## No 5: Partners benefit from Evergreen Content

Year on year growth in views:



- **Evergreen Content** (older than 6 months) is the **fastest growing content category**
- The high rates of growth of Evergreen content reflects how GCN's authentic treatment of topics resonates with audiences
- Partners benefit from **long-standing credibility and increased brand awareness** through their association with GCN in Evergreen Content

Note this analysis of underlying views excludes viral content: RBP2, RBP3 and Brumotti 1 & 2



# Investing in our partnership to exceed expectations



fi'zi:k



SMITH



GARMIN

wattbike



STRAVA



SHIMANO

LEZYNE  
Engineered Design



SRAM

CANYON



ORBEA



KASK



# Opportunity

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Opportunity for location partners

## Creative examples

Creating great content for audiences that highlight attractive features of the location and celebrating local culture and cycling.

We are happy to discuss creative opportunities to tailor content to make great videos that showcase locations and cycling culture.



How To Ride A Big Mountain Enduro – The Best Thing To Do On Your Bike This Summer



Top 10 Tips For Riding In California



Trail Hunting | GMBN's Epic Mountain Bike Ride In Malaga, Spain



How Much Rest Do I Need? How To Schedule A Post-Season Break | GCN's Training Tips



The GCN London Tourist Challenge - Bike Vs Taxi Vs Bus

**GCN Flanders**



Start Date: 2016-03-01 – End Date: 2016-09-30



Facebook



Twitter



**GMBN Saalbach**



Start Date: 2016-07-01 – End Date: 2016-09-30



Facebook



Twitter



**GMBN Verbier**



Start Date: 2015-07-01 – End Date: 2016-09-30



Facebook



Twitter



## Case Study - GMBN Verbier comments



**Venilton Silva** 3 weeks ago  
can you guys tell me where this place?  
Reply · 1 like



**Xin Shen** 1 month ago  
Hi, Where did you guys take the review video ,nice trail.  
Reply · 1 like



**Rich Jones** 10 months ago  
Moving to Germany in September where are you guys riding at beginning of video I got to hit that bike park! Great vid as always  
Reply · 1 like



**BikelsHereLT** 7 months ago  
03.13 location?  
Reply · 1 like



**George Holyday** 1 month ago  
hi where are you riding in this ? i want to go and im a big fan :)  
Reply · 1 like



**blazzpin** 9 months ago  
2:47 But the view i so good  
Reply · 1 like



**Ollie Ballyn** 7 months ago  
where is this ?  
Reply · 1 like



**jalla balla** 9 months ago  
i think gmbn should make episodes like life behind bars when they go to places like verbier.  
Reply · 1 like



**peter ganz** 10 months ago  
where is this?  
Reply · 1 like



**Mike** 10 months ago  
The verbier bike park looks a lot different than the bike parks in the U.S., I would really like to go there sometime.  
Reply · 1 like



**Martin Meurer** 10 months ago  
Where is this location you are filming at? Looks very awesome for biking :)  
Is this Les 2 Alpes?  
Reply · 1 like



**Will D** 10 months ago  
Watches, GMBN at Verbier, checks bank account, Searches for second job. I will get there one day.  
Reply · 1 like



**playsportsnetwork.com**  
**youtube.com/gcn**  
**youtube.com/gmbn**



# 5.9 MILLION\*\* REACH



**60%**  
OF TRAFFIC IS  
FROM THIRD PARTY  
RECOMMENDATIONS

**5.7  
MILLION**  
VIEWS PER  
MONTH\*\*

**56%**  
OF VIEWS ARE  
CORDLESS



LAUNCHED  
MARCH  
2015



**X 1.7  
FASTER**

Launched  
**2015**

**UNDERLYING GROWTH  
THAN GCN IN THE FIRST YEAR**



# 61 MILLION VIDEO VIEWS

## 781,000

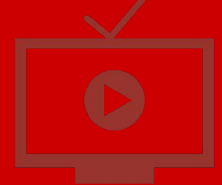


## No 1

Worldwide  
channel  
leader in  
mountain  
biking still  
the fastest  
growing

## +375 YEARS

of view  
time



OVER  
**1 MILLION**  
ENGAGEMENT  
ACTIONS

**+25,000**  
NEW SUBSCRIBERS PER MONTH



**86,000\***  
UNIQUES ARE  
**FEMALE**

\* July 2015 \*\* July 2016 on  
Youtube and Facebook

### OUR PARTNERS BENEFIT FROM BRANDSCAPING:

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