



PRESS RELEASE

Eurosport becomes international TV-partner of the Deutschland Tour

Bad Soden – July 19, 2018. The Amaury Sport Organization (A.S.O.) and Discovery Communications have entered into a long-term agreement for the international live broadcast of the Deutschland Tour on the Eurosport channels. The premiere of the new Deutschland Tour will take place from 23rd to 26th August and will cover four stages from Koblenz to Stuttgart.

Eurosport will take over the complete two-hour live TV signal, produced by A.S.O. for each of the four stages of the Deutschland Tour using its television channels Eurosport 1 and Eurosport 2 as well as the Eurosport Player on mobile and web-based platforms. The live broadcast takes place in 60 countries of the pan-European and Asia-Pacific territory. Together with further TV-rights holders of the Deutschland Tour, the first edition of the race is already being distributed in 190 countries.

In Germany, all four stages of the Deutschland Tour will be broadcasted live through the public broadcasters ARD and ZDF. On the first two days of the Deutschland Tour WDR, SWR, HR and SR will report for two hours at the same time. On Saturday ZDF broadcasts the third stage. Das Erste reports live from the final stage. The grand finale, which ends in the Baden-Württemberg state capital on 26th August, can also be watched live on Eurosport 2 in Germany.

About the Deutschland Tour

The new Deutschland Tour will take place for the first time on August 23-26, 2018 as a four-day stage race. Like the cycling classic Eschborn-Frankfurt, the Deutschland Tour is also organized by the Amaury Sport Organization (A.S.O.) and its German subsidiary Gesellschaft zur Förderung des Radsports GmbH. The A.S.O. has agreed with the German Cycling Federation (BDR) to organize at least ten events of the Deutschland Tour. In addition to racing for professional, junior and amateur cyclists, the bike will be featured in its full diversity at the Deutschland Tour. For the first time, fans can actively participate in creating a cycling event. More than 1,500 route suggestions and ideas have already been submitted, making the motto "Germany. Your Tour." come alive.