



OFF-ROAD SURVEY

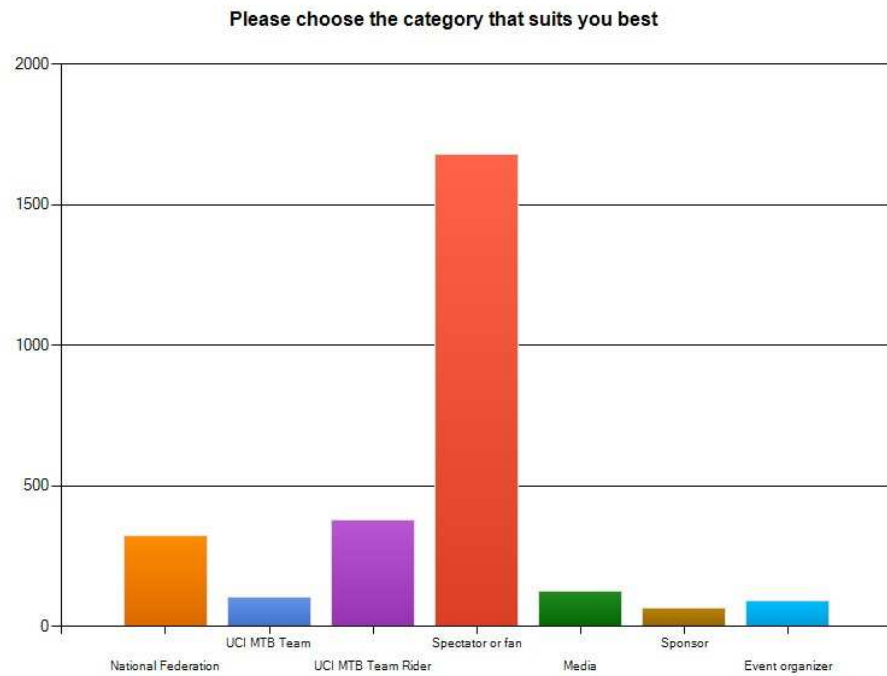
GRAVITY SURVEY RESULTS



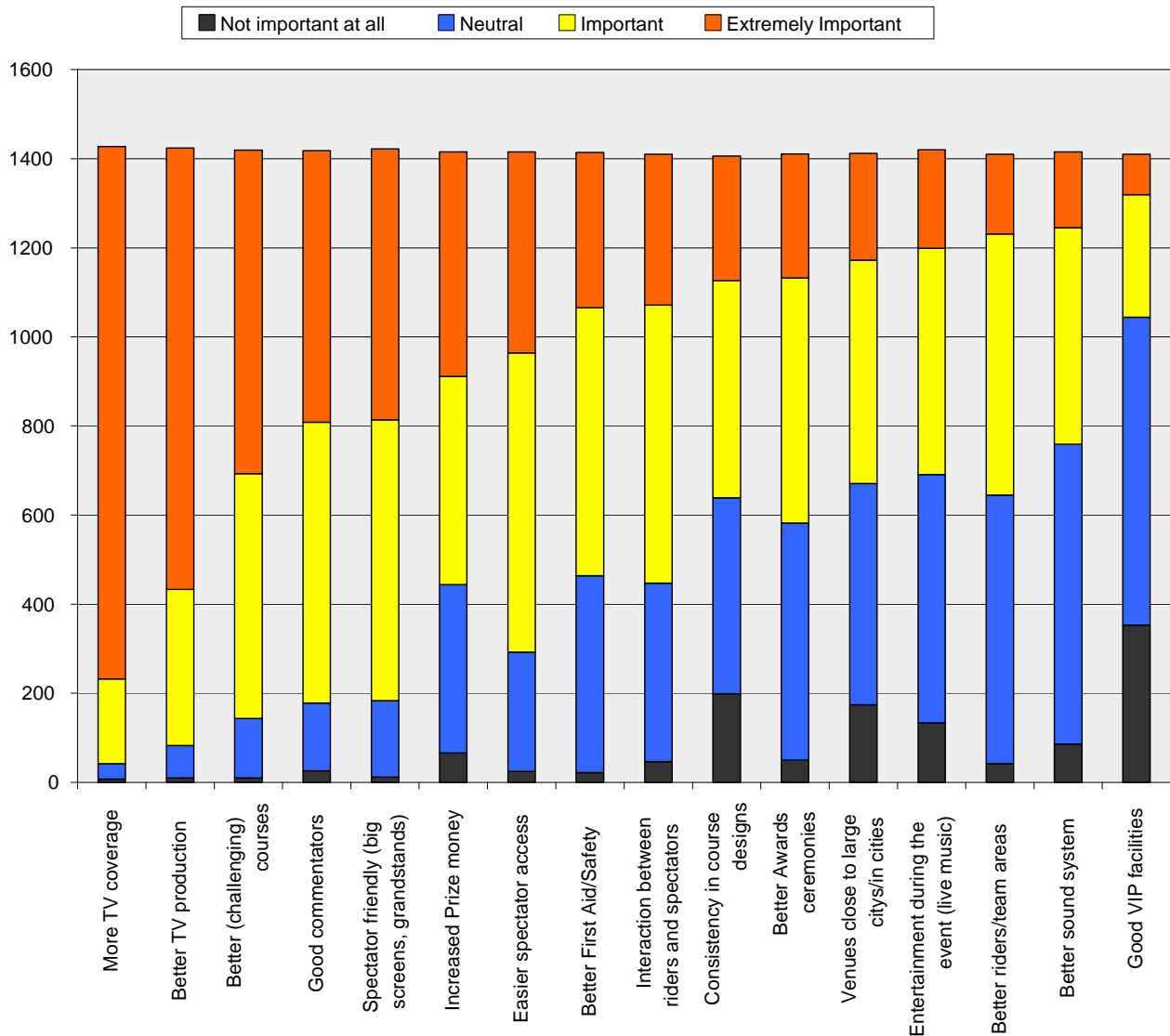
AIGLE, SEPTEMBER 2010

1. Gravity

The Gravity on-line survey was answered by 2,715 people as per the below graph:



When combining the answers of all participants, below is what they consider the most important criteria to improve Gravity in the future:



1.1 GRAVITY SURVEY RESULTS

1.1.1 National Federations

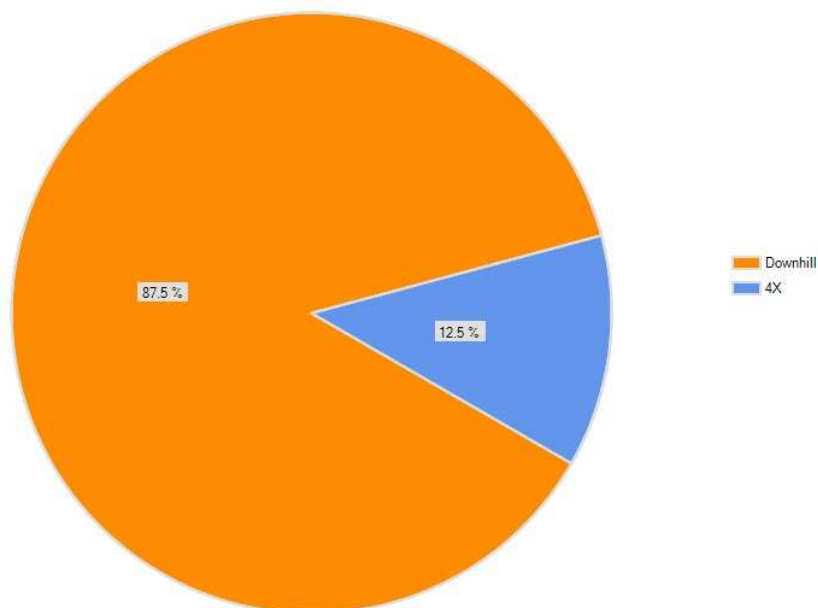
323 people from National Federations answered the on-line survey. The main findings are summarized below:

National Federations Findings:

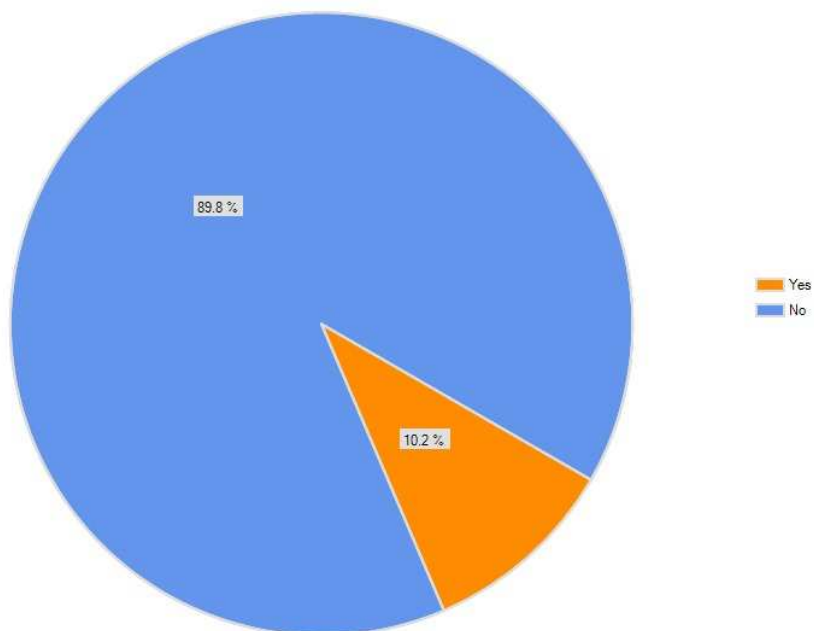
- Downhill is more important for NFs than 4X.
- No financial support is given by NFs to riders attending Gravity World Cup's.
- NFs do not send coaches, managers, doctors to Gravity World Cup's.
- NFs do not have a gravity development program in place.
- Juniors participation in Gravity can be improved by making it more affordable to compete.
- Downhill can be improved by making qualification process a reflection of riders ability.
- Downhill can be improved by increasing TV coverage and improving TV production.
- Make Downhill an Olympic Sport.
- 4X can be improved by making it more MTB oriented and less like BMX large tracks (rough enough so that full suspension bikes would be an advantage, overtaking possibilities, bigger jumps, more stones, roots and grass).
- 4X is not used at its highest potential. Look at the Monster Energy Supercross. The pay is worth it, the fans get a show, and sponsors benefit (which is the most important).
- The World Cup calendar can be improved if it looks less like a European Cup, by increasing the number of races (6 is too short to be able to catch up for a rider who missed one).
- Allow for Internet Live race coverage (use Freecaster).
- NFs generally agree with current clothing regulations. Those who disagree believe that wearing the National Jersey is not followed everywhere, costly (no sponsors allowed of such jersey and riders do not run for countries but for sponsors), not appreciated by teams.
- NFs consider compulsory safety regulations (neck protections, safety braces) could reduce insurance costs.
- More TV coverage, better TV production, more spectator friendly with big screens and grandstands and better tracks are very important to improve Gravity disciplines.

Selected answers by National Federations to the on-line survey below:

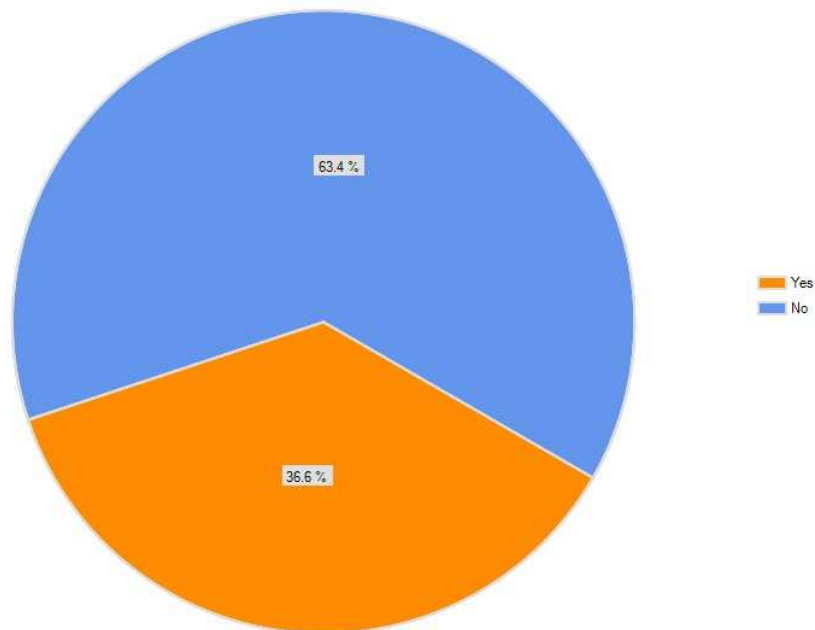
What Gravity discipline is the main focus for your Federation, Downhill or 4-Cross (4X)?



Do you give any financial support to (Gravity) riders attending World Cup's?



Does your federation have a gravity development program in place?



1.1.2 Media

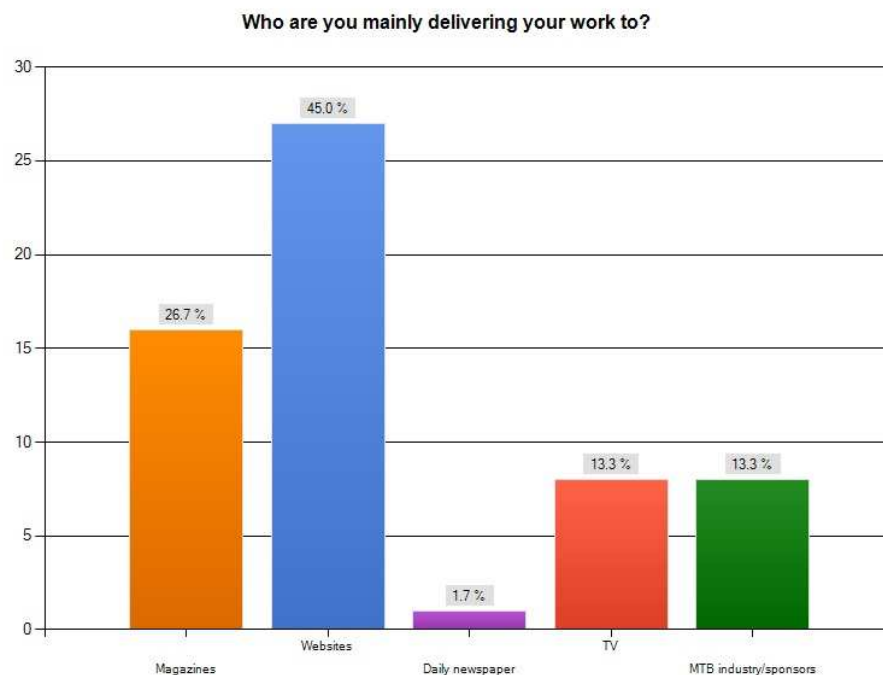
124 people from Media answered the on-line survey. The main findings are summarized below:

Media Findings:

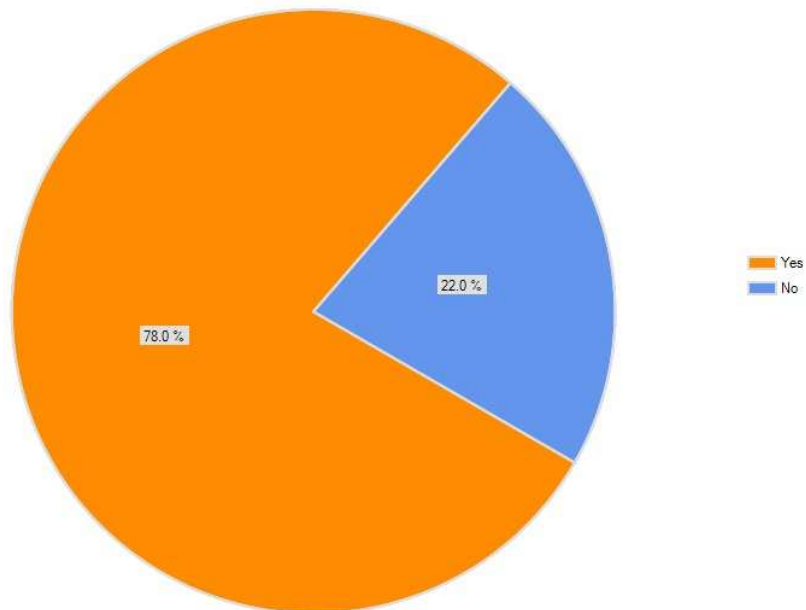
- The majority of journalists at World Cup events work for written media (newspapers, websites).
- Media focuses more on Downhill than on 4X.
- Acquiring photo bibs is considered a challenge at Events.
- Service to Media can be improved by Event Organizes as follows: more photo bibs, send results by email after the race, consistent training to marshals, familiarize organizers with rainbow passes, open earlier and close later the Media Center, better catering (not only energy drinks).
- Downhill could be improved by increased TV broadcasting and better production, more cameras, more angles, spectacular finish areas, wider tracks allowing for different lines, use of Internet live broadcasting for international spectators, full track video coverage, Olympic status.
- 4X could be improved by increasing TV, presentation of riders, better courses with overtaking opportunities, no races at night, earlier deadline to finish tracks to avoid soft tracks.

- World Cup calendar improved with more events, back to back events, easier travel schedule.
- Riders could be better promoted by having pre-filmed clips / photos of Top riders requested in a specific UCI format to show before runs, establish on course sound system for spectators to hear commentators / split times, entire course should be broadcasted, on-line profiles of riders, improved the HOT SEAT and the current Sitbag is poor, live helmet / bike cameras.
- Downhill as 4X could be better promoted to the general public by having a dedicated website where everyone can go the whole year not hidden within the complicated UCI site, including live streaming of races.
- More TV coverage, Better TV production, Spectator Friendly races (big screens, grandstands) and good commentators are considered very important to develop Gravity disciplines.

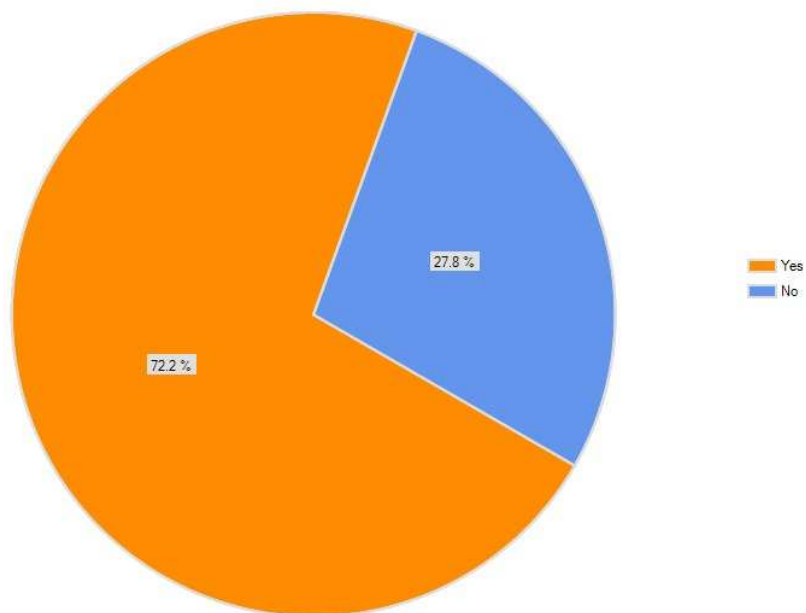
Selected answers by Media to the on-line survey below:



Do you think that the World Cup calendar could be improved (more events, back-to-back events, easier travel schedule, etc)?



Can the service towards you as a media representative (before, during and after the event) provided by the organizer be improved?



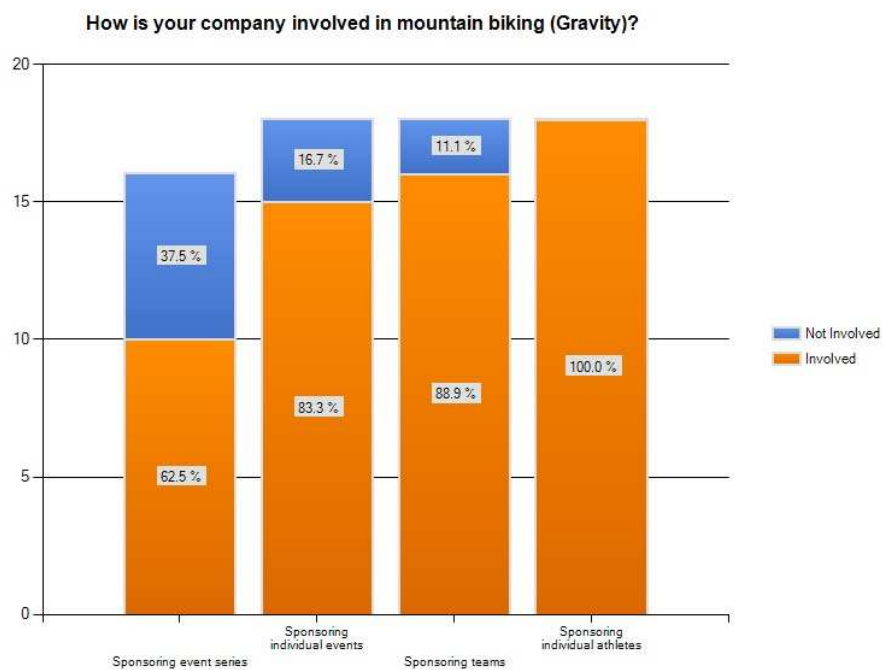
1.1.3 Sponsors

66 people from Sponsors answered the on-line survey. The main findings are summarized below:

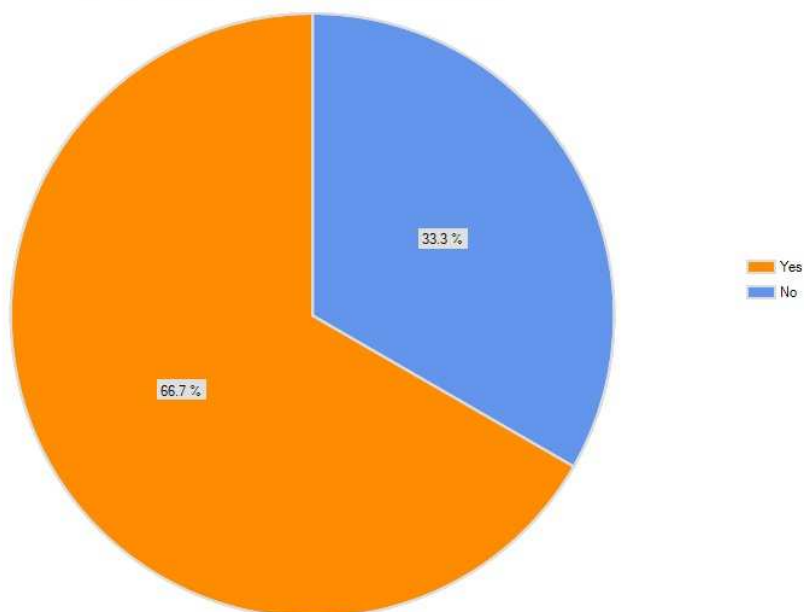
Sponsors Findings:

- Sponsors are mostly interested in Downhill.
- Sponsors are mostly related to Gravity by sponsoring athletes and teams rather than event series.
- Presence via teams and riders is the most important for Sponsors, followed by the association with the Sport itself and visibility on-site.
- Service to Sponsors can be improved by UCI and Event Organizes as follows: better organize the pit area to make it look more professional, increase communication with athletes/team sponsors and UCI since so far only the event series Sponsor gets attention (national jersey is example of lack of communication).
- Downhill could be improved if there are more events, more TV coverage, more professionally built courses to make it fun to watch for spectators.
- 4X could be improved by making the tracks more technical, allow for clean passing and bigger jumps (need to decide if this is a mountain bike Sport or a BMX Sport).
- More TV coverage, Spectator Friendly races (big screens, grandstands), Better TV production, and good commentators are considered very important to develop Gravity disciplines.

Selected answers by Sponsors to the on-line survey below:



Can the service towards you as a Sponsor (before, during and after the event) provided by the UCI and the organizer be improved?



1.1.4 Event Organizers

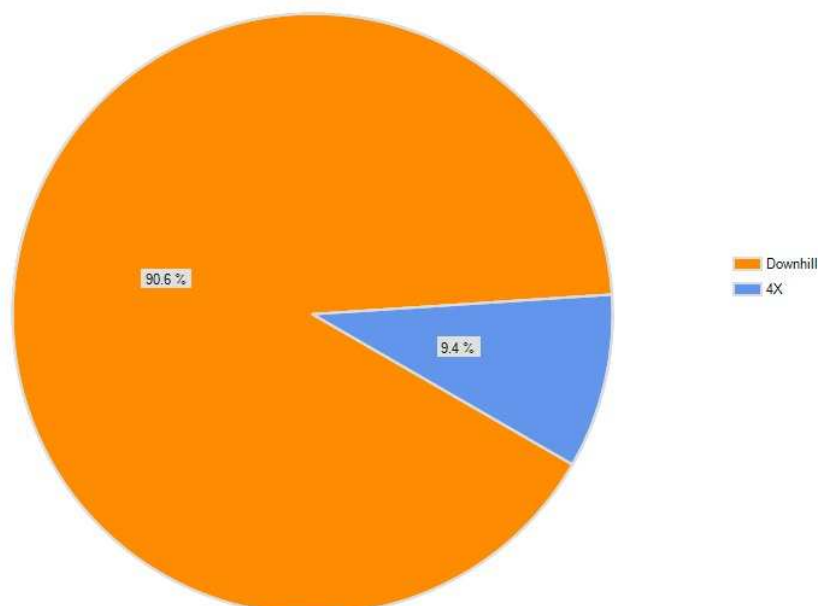
90 people from Event organizers answered the on-line survey. The main findings are summarized below:

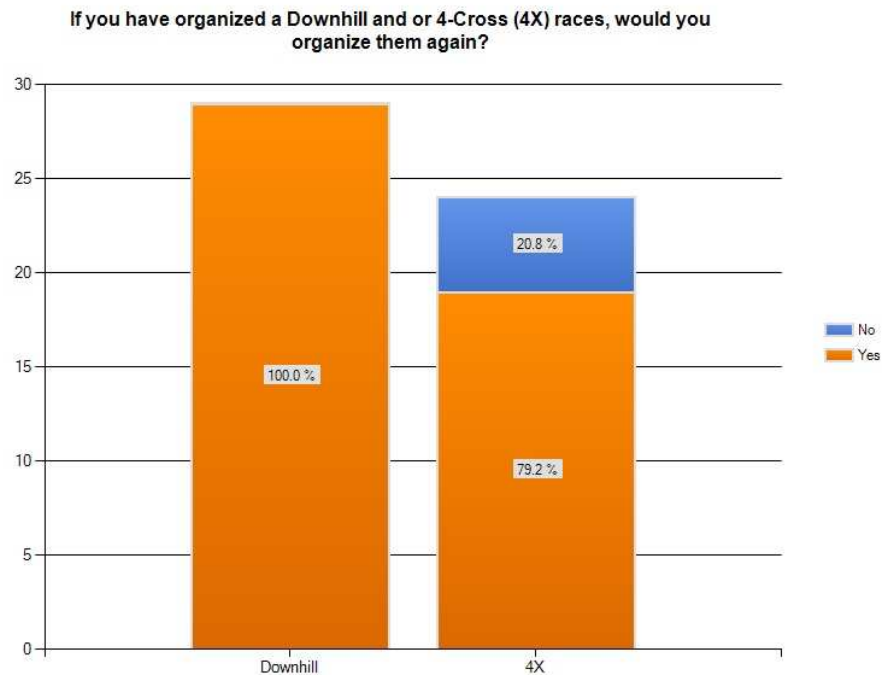
Event Organizers Findings:

- Downhill is much more important than 4X.
- Finding funding and attracting sponsors are considered the most challenging when organizing a Gravity event.
- Organizers are willing to do Gravity events in the future.
- Downhill could be improved with more funding available (or UCI fees are reduced), help on course design, coordination and cooperation with organizers (no last minute changes).
- 4X could be improved if it looked less as BMX, increased financial support.
- Service to Event Organizes can be improved by UCI as follows: more support (create a UCI “Organizing Package”), become a service provider (someone to contact in UCI), supporting organizers with less experience.
- More TV coverage, Spectator Friendly races (big screens, grandstands), Better TV production, and good commentators are considered very important to develop Gravity disciplines.

Selected answers by Event Organizers to the on-line survey below:

For you as an organizer, what is the most important Gravity discipline,
Downhill or 4-Cross (4X)?





1.1.5 Teams

106 people from Teams answered the on-line survey. The main findings are summarized below:

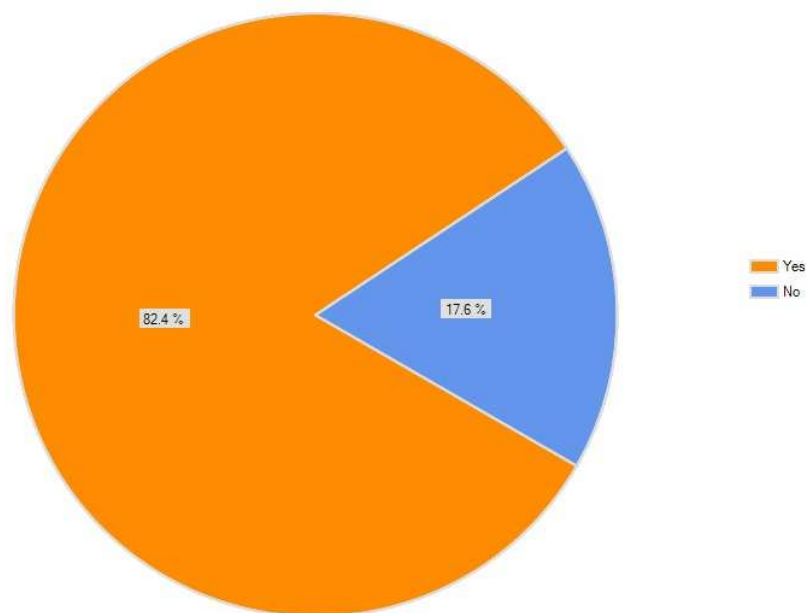
Teams Findings:

- Most teams participate either only in Downhill, or in both Downhill and 4X, and very few only in 4X.
- Most teams do not have female riders. Teams with female riders have between 1 and 3 in general.
- Half of teams have Junior riders.
- Finding funding and sponsors are the most challenging aspects when managing a Team.
- In order to improve the World Cup schedule the following could be done: more back to back events, registration on Thursday for less travel days, qualifying and finals on same day.
- To promote riders the following could be done: live interviews, formally organized interaction with 20 riders, a more user friendly World Cup website, use technology (helmet cameras).
- Team areas could be improved with wi-fi access, washing facilities for riders sleeping on site, water access for own power wash, hierarchy placing teams (First line should be UCI sponsors, then event sponsors, then Expo, then UCI Cat 1 teams and IMTTO Tech Support Companies (like SRAM. Mavic etc) then UCI Cat 2 teams, then the rest).

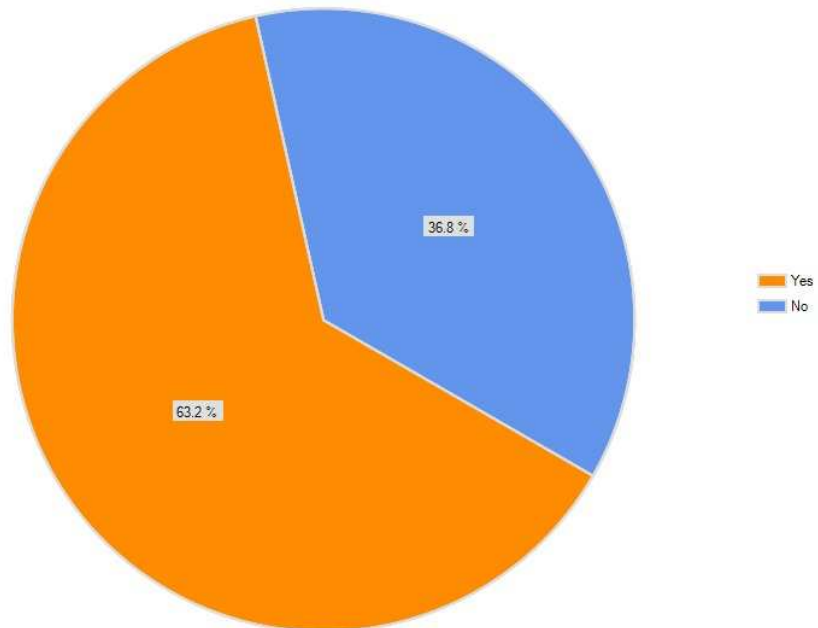
- Rider's safety should be increased as follows: mandatory clothing / safety gear (i.e. neck braces, back protection, elbow pads), consistent course design, properly trained marshals, responsive medical team.
- National jersey rule should be abolished (replace it with a National Champion Arm Band). Riders ride for Sponsors and not for countries (this is a Sport funded by Sponsors and not countries), teams are usually small and lose their identity when obliged to wear the National Jersey.
- More TV coverage, Better TV production, Spectator Friendly races (easy access to track, big screens, grandstands), and good commentators are considered very important to develop Gravity disciplines.

Selected answers by Teams to the on-line survey below:

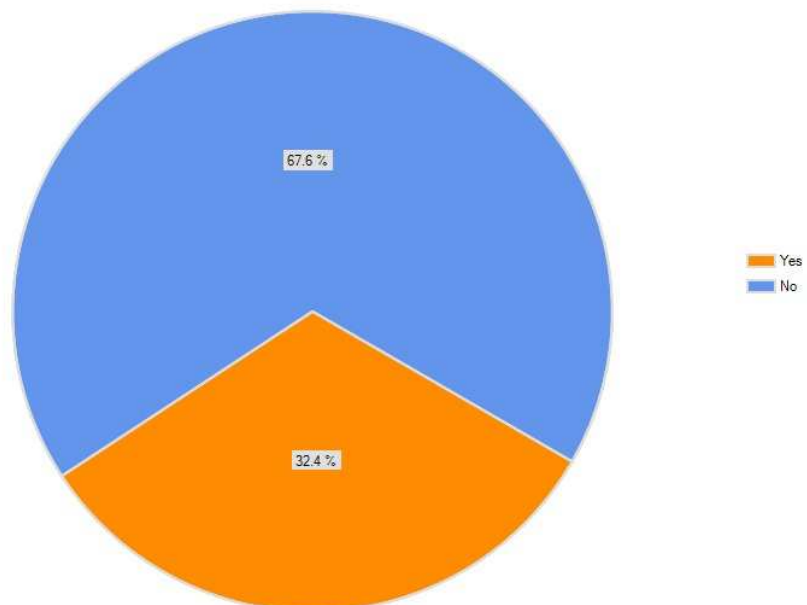
Do you think that the World Cup calendar could be improved (more events, back-to-back events, easier travel schedule, etc)?



Do you think it is important to increase riders safety?



Do you agree with the current regulations regarding clothing/safety gear)?
(national jerseys, leaders jerseys, etc)



1.1.6 Riders

380 people from Riders answered the on-line survey. The main findings are summarized below:

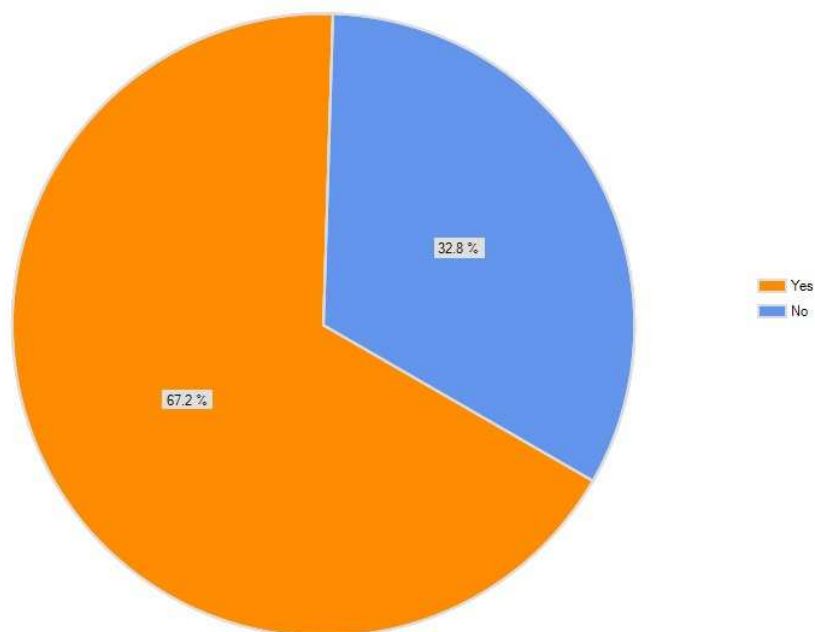
Riders Findings:

- DH riders pointed out that safety on course, rough technical rock sections and high speed sections are very important in a DH track.
- DH riders do not believe ruling and points can be improved.
- More than half of DH riders do not believe World Cup event schedule can be improved. Those who believe it can be improved pointed out more practice time.
- More than half of DH riders believe that the World Cup calendar can be improved with more events (8+ events and not only in Europe), back-to-back events, easier travel schedule.
- DH riders should be promoted via more TV coverage (live TV broadcasting), live interviews, DirtTV, more cameras on track, more animated promotion on events.
- DH riders do not do 4X because it is a different set of skills, risk of getting injured too big as it is a fight with other riders, difficult to train and qualify in the same day, difficult to be competitive in two disciplines (easier to do DH and Dual Slalom), no tracks to practice 4X available.
- More TV coverage, Better TV production, Spectator Friendly races (easy access to track, big screens, grandstands), and good commentators are considered very important to develop DH.
- 4X riders pointed out that multiple line choice, rhythm sections rock/log sections and challenging double & step up jumps are very important on a 4X track.
- 4X riders do not do DH because it is difficult to be competitive in two disciplines, difficult to train for both disciplines, difficult to travel (and buy) 2 bikes.
- 4X ruling and safety are fine in 4X for more than half of riders. Those who believe safety can be improved mentioned that some protective gear should be made mandatory.
- 4X World Cup schedule can be improved by increasing practice time, separate finish areas for DH and 4X, reduce number of days (from 3 to 2) and race during the day.
- 4X riders believe that the World Cup calendar can be improved with more events (8+ events and not only in Europe), back-to-back events, easier travel schedule.

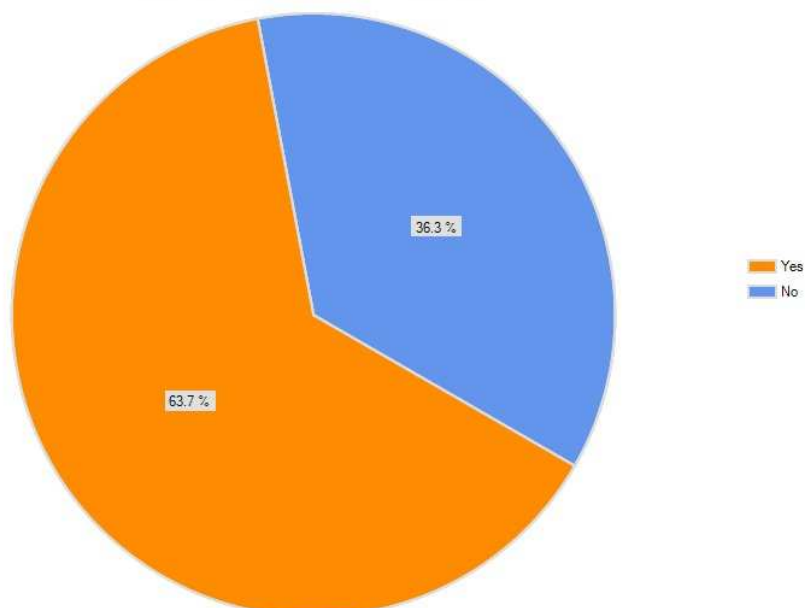
- Live TV broadcasting, live interviews, rider's profile, making a show are ideas to promoter 4X riders.
- More TV coverage, Better TV production, Spectator Friendly races (easy access to track, big screens, grandstands), and good commentators are considered very important to develop 4X.

Selected answers by Riders to the on-line survey below:

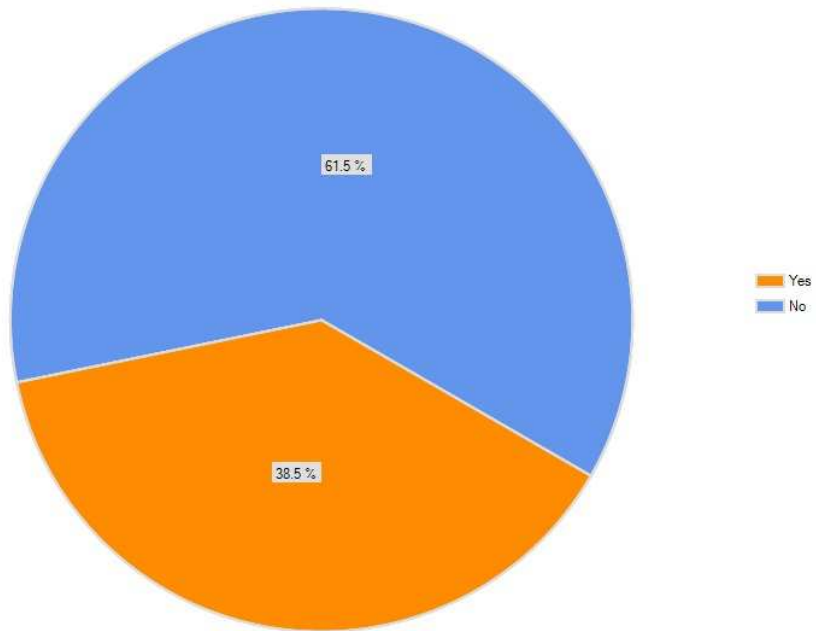
Do you think it's important to increase safety in Downhill?



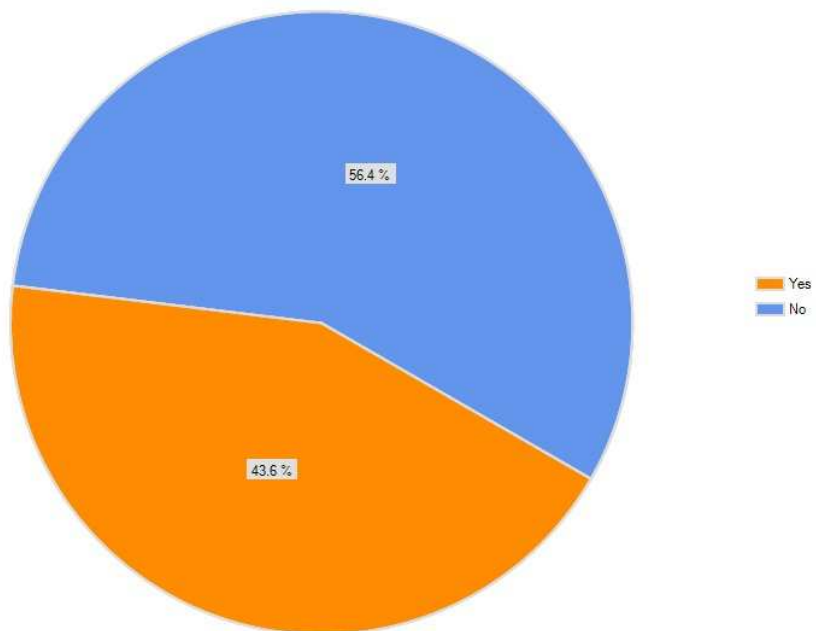
Do you think that the World Cup calendar could be improved (more events, back-to-back events, easier travel schedule, etc)?



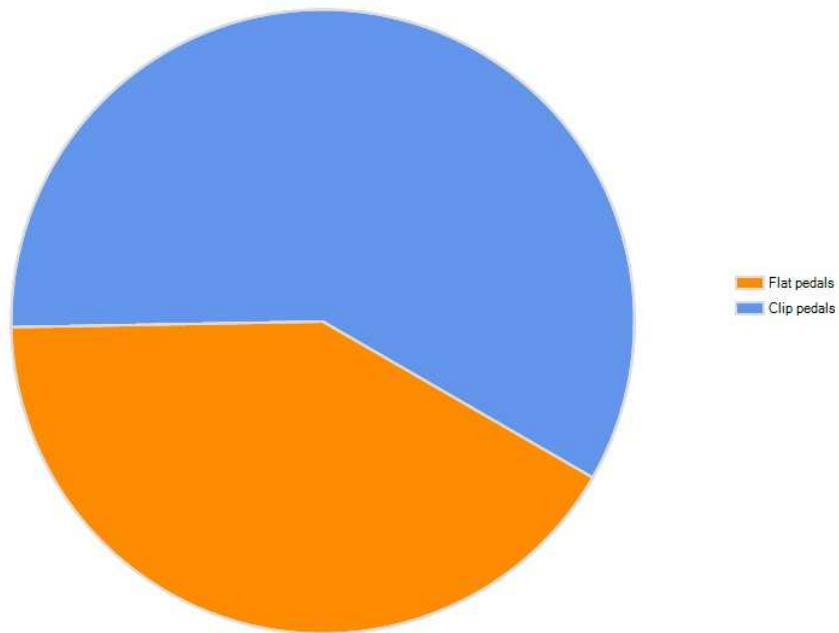
Do you think that the 4X ruling and points can be improved?



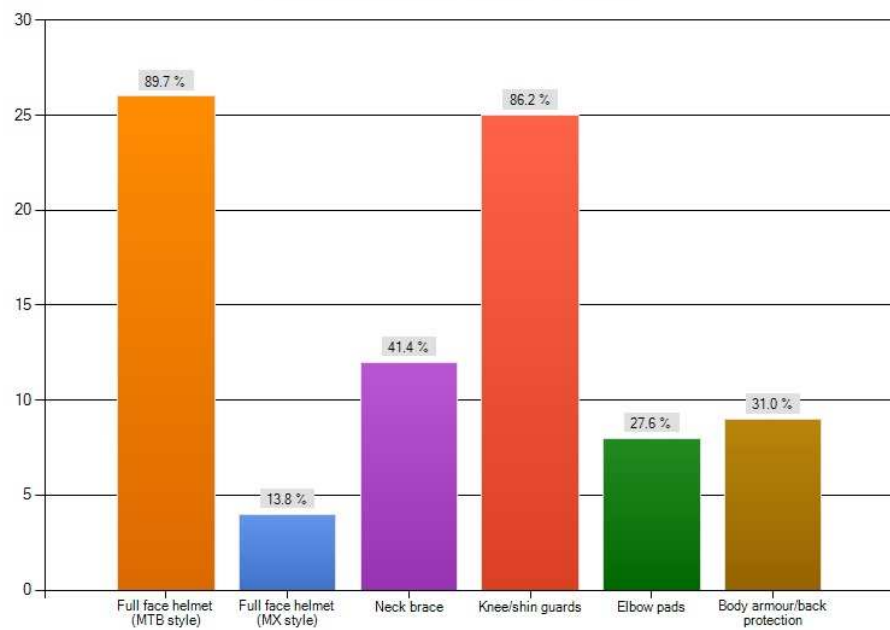
Do you think it's important to increase safety in 4X?



What kind of pedals/shoes do you compete with in 4X?



What type of protection do you use in 4X?



1.1.7 Spectators

1626 people from Spectators answered the on-line survey. The main findings are summarized below:

Spectators Findings:

- To make Gravity more interesting:
- Live Streaming (iTunes live streaming, Freecaster, etc) should be introduced.
- Look at example of Red Bull races which are designed for the Media.
- Be careful with the positioning (not a bunch of crazy riders but serious professional riders and make it accessible for many people)
- Find partnerships with larger non-bike related festivals when doing World Cup events.
- Market it not only on “extreme media” but also on “mainstream media”
- Go beyond the rider when thinking how to develop the sport
- Do not make rules that go against sponsors (i.e. national jersey), more spectator friendly (i.e. speakers across track), take it to the Olympics.
- More TV coverage, Better TV production and better courses are considered very important to develop 4X.



OFF-ROAD SURVEY

CONCLUSION GRAVITY



AIGLE, SEPTEMBER 2010

World Cup Events calendar & Events schedule

Outcome survey

- The majority would like to see an 8 races calendar, preferably with back-to-back events with an easier travel schedule.
- The World Cup series should make an effort to go outside Europe.
- "Triple events" seems to be good for the teams, sponsors, etc (cost efficient).
- A more condensed event schedule allowing for less travel days.
- And in contradiction, riders would like to see more practice time.

Comments

It is clear that the gravity disciplines would benefit from an extended calendar, under the circumstances that it would be with an easy travel schedule and back-to-back events.

World Cup events

Outcome survey

- A stronger UCI presence with better communication seems to be a returning comment from organizers, sponsors, teams, etc.
- A majority thinks that the TV, timing and general presentation of the sport can be improved.
- A general comment is that the team areas can be set up in a better way.
- Many would like to see World Cup events closer to large cities (with more spectators) but also points out that downhill should be done in the mountains.

Comments

A stronger UCI presence with better communication would create consistency in the World Cup series, making it easier for continuous improvements. The complete package of the event (TV, timing, announcers, entertainment) should be more integrated and work jointly to produce a "show" that function well both for TV and spectators.

Team and expo areas should be treated as integral part of the event and be carefully set-up to cater for the teams but also act as a spectator "event". A lot of improvements have already been done for 2010, so it's just a matter of fine tuning.

Rules & Regulations

Outcome survey

- Most agree that the National Champion Jersey rule should be modified to more suit the needs of rider's teams and sponsors.
- Rider's safety is a main concern for riders, teams and national federations.
- As for the safety, various comments were made of making safety gear compulsory, properly trained marshals, consistent safer course design, responsive medical team, etc.

Comment:

The National Champion Jersey rule is currently being revised. Before introducing a compulsory rule for safety gear (neck brace, back protection) a more comprehensive research would be needed.

In addition, education of marshals and a more comprehensive medical team plan should be introduced.

Downhill Specifics

Outcome survey

- Downhill courses can be improved with better safety, easier access for spectators.
- More consistency in course design, but also to progress and push the sport forward. Basically keeping the essence of downhill racing but making it more spectacular for spectators and TV.
- 4X riders do not compete in downhill.

Comments

Shorter downhill courses seems to be a key towards a better TV production and easier access for spectators. "Satellite" spectators areas along the course (as done in the past) should become mandatory. These should have almost the same set-up as the finish (screens, commentary etc).

4X Specifics

Outcome survey

- It is costly for organizers to build a 4X track and very few have the knowledge how to build a good raceable 4X track.
- There are very few permanent 4X tracks around the world.
- The 4X World Cup schedule can be improved.
- DH riders don't compete in 4X, because it's a completely different kind of skills required.
- 4X seems to get less media coverage with the event being held in the night time.

Comments

It is clear that a complete revision of 4X is necessary.

Media & Promotion

Outcome survey

- Most, if not all, thinks that the TV production and the TV distribution must be improved.
- Service towards media shall and must improve.
- All sponsors involved in the sport have a true passion for the sport and are always linked to riders.

Comment

TV production is already a major part of the UCI MTB World Cup budget, but it is clear that already within the current budget it is possible to create a better production.

The riders are the key to the sport, and UCI should work closer with the teams/sponsor/riders to build the "brand" together.

Some serious attention should be given to service the media better. Opening hours media centre, efficient internet access, scheduled press conferences, consistency in information, etc.