



Press Release

## **BIKE Channel reinforces coverage for the upcoming WES Italian Round**

**Monaco (P.ty), Tuesday 24 May 2022** - WES Management is pleased to confirm the extended partnership with BIKE Channel and the increased coverage planned for the next WES Bologna Montana Round Presented by Raspini, scheduled for next May 28-29.

**BIKE Channel**, owned by Italian BFC Media since 2021, extended its media partnership with WES for 2022. The collaboration successfully offered full coverage of WES events last season with highlights, interviews with the protagonists, riders' POVs much appreciated by all cycling fans, and further insights and video content, both in English and Italian language, with **1336 airings** for an average of **82 hrs** TV programme in 2021. The multimedia platform also grants specific content diffusion on **BIKE website**, **social media** and **BIKE printed magazine** distributed with popular magazine Forbes.

BIKE Channel turned biking into a lifestyle and culture movement with a broad target audience, not only made of sports fans, focusing on **sustainable mobility** and sharing values with WES.

All WES content globally distributed across BIKE streaming platform in 2021 is now also available on the **Sky TV platform**, with increased international exposure particularly, in all WES events hosting countries. This represents an important step forward in spreading the word of e-biking to an even wider audience.

**BIKE Channel 24hrs programming** is watchable on the following channels:

- DTT on HBBTV channel 259
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- DTT on HBBTV Sportitalia channel 60 and 61
- Satellite Sky channel 222
- Sisport Smart TV app and mobile
- bikechannel.it website

All of the BIKE Channel web news about WES available at: <https://bikechannel.it/tag/wes/> (Italian version).

To follow BIKE Channel on social media:

Instagram @bikechannel\_  
[https://instagram.com/bikechannel ?igshid=YzAyZWRIMzg=](https://instagram.com/bikechannel?igshid=YzAyZWRIMzg=)

Facebook Bike Channel  
<https://m.facebook.com/bikechannelofficial/>

Twitter @bikechannel\_

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