UCI 2020 CYCLING ESPORTS WORLD CHAMPIONSHIPS

General Information Bulletin

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2020 UCI Cycling Esports World Championships

A historic first

The UCI and Zwift are thrilled to be able to jointly unveil the plans for the first ever Cycling Esports World Championships.

The event will be staged in December 2020, and will take place virtually, on the Zwift platform, within Watopia, the world's biggest virtual cycling destination. Both men's and women's races will take place on identical courses, over equal distances and for equal prize money. Participants will be competing entirely remotely from their own residences or training bases, and the event will be broadcast around the world. Unlike recent Zwift events, like the Virtual Tour de France, all focus will be on the first rider over the line utilising a scratch race format. The winners will receive a newly designed esports World Champion rainbow jersey and the prestige of being crowned the first Cycling Esports World Champion.

The UCI is delighted to invite National Federations to participate in this event, to field a national esports cycling team for men and for women, and to be a part of cycling history.

This document, alongside the additional supporting documentation on the UCI portal, provides National Federations with the key information about the event.

An Introduction to Zwift

The fitness company born from gaming

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts that also happen to be experienced software and video game developers. Combining that passion and deep understanding of the fitness world, Zwift is the first company to use massive multiplayer gaming technology to bring the outdoor experience indoors. Athletes from around the globe can train and compete in rich, 3D-generated worlds simply by connecting their existing devices & compatible hardware (e.g. cycle trainers, power meters, treadmills heart rate monitors, etc) via open industry standard ANT+ and BLE.

From friendly competition, to racing & structured training programs, Zwift is building a community of like-minded athletes united in the pursuit of a better social fitness experience.

2.2+ mil
Accounts created

1bn+ miles
Ridden on Zwift

195
Countries represented

180+
Races per day

1hr+
Average ride time

ZWIFT

Cycling Esports

The newest discipline in cycling

Cycling esports was officially approved as the newest discipline in cycling at the UCI Congress in September 2018. It is the first virtual sport to be awarded official discipline status by an International Governing Body and has rapidly become the fastest growing area within cycle-sport. Zwift and the UCI are now closely collaborating to develop cycling esports - a sport that combines the virtual and the physical, is equal across gender, accessible to all, and most importantly, fun.

Zwift now hosts over 180 grassroots esports competitions per day alongside year-round elite competition, featuring the biggest names in cycling. Recently, the delivery of the inaugural Virtual Tour de France in July 2020 provided a historic moment in the development of the discipline, showcasing Cycling Esports to over 14 million people around the world.

With over two billion gamers in the world the growth of esports is on a collision course with traditional sports disciplines. Through cycling esports we aim to bridge the gap between the two; by creating sporting experiences that are fun to play, and viewing experiences that are fun to watch. In doing so we will engage a whole new generation of cycling fans and provide an entry point to all forms of the sport that we love.

"2020 has been a big year for esports as it has helped fill the gap left by traditional sport. Moving forward we look forward to establishing this new discipline of the sport - not one to plug gaps, but one that's truly complementary to other disciplines."
Eric Min, CEO Zwift, 2020

"I truly believe in the potential of esports to help grow participation in the sport of cycling. This is an historic moment."
David Lappartient, UCI President, 2020

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Race Information

ZWIFT

The Host World - Watopia

Watopia, the original and most popular map in all of Zwift, welcomed Zwifters to its roads on April 24, 2015. Whilst exploring the world, Zwifters can accomplish feats otherwise impossible in real life, such as pedaling over an active volcano or under the sea through a glass tunnel. Although riding in the Mayan jungle or the Alps in real-life is amazing, doing it from home, day or night, and when you have limited time is just as awesome.

Watopia's Ocean Boulevard was the first expansion and the island continues to grow to the present day. Climbers got lucky on St. Patrick's Day in 2016 with the arrival of the Epic KOM and the active Volcano blew Zwifters away a year later as organised events made it easy for Zwifters to join cyclists around the globe for a ride.

That's not all. The gates of the Mayan Jungle opened in October, so Level 10+ Zwifters could explore an ancient civilization via gravel roads. And more recently the additions of Alpe du Zwift, The Fuego Flats and Titans Grove have meant Watopia truly has something for everyone.

Z ZWIFT

Event Overview

*A detailed schedule will be provided at a later date in the full Event Technical Guide
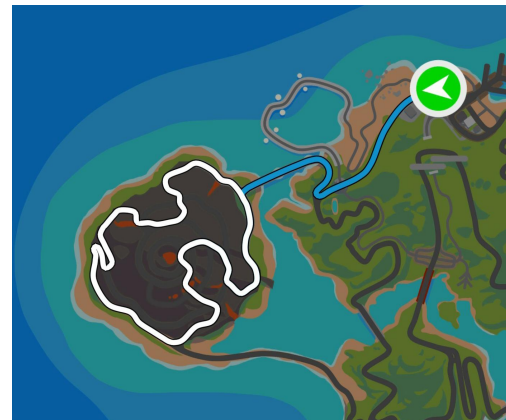
📅	**Dates**	8th & 9th December 2020*
🏁	**Format**	Scratch race
🏅	**Classifications**	Elite Men Elite Women
👥	**Field Size**	Maximum 100 riders per gender
🛣️	**Course**	**World Championships Course -** Watopia Hilly Reverse + Volcano KOM Finish
📏	**Length**	52.4km (5x Watopia Hilly Reverse + Volcano KOM)
⛰️	**Elevation**	626m
🎮	**Gamification**	Powerups will feature during the race

ZWIFT

Course

WORLD: Watopia

ROUTE: 2020 World Championships Course: Watopia Hilly Reverse x 5 with Volcano KOM finish

LAP DISTANCE: 9.1 km

ELEVATION GAIN PER LAP: 100m

LAPS: 5

TOTAL ELEVATION GAIN: 626m

TOTAL DISTANCE: 52.4 km

For more information see;

Watopia Hilly Reverse; (Zwift Insider Route)
Volcano KOM; (Strava Segment)

Course Description

A new route will be created in Watopia using existing roads to create an exciting and compelling race

This route begins with an uphill ramp to 'The Esses'. Then it's through the twisty, rolling Esses. Take a breather on the downhill as you ride over the cobbles of the Italian Villas, then it's more rollers and over the 360 bridge and onto the reverse KOM. This is the key attack point of the route.

The KOM segment begins with its steepest section as you climb up and through the giant statues. Then it levels off a bit as it continues upward. After the climb, it's a quick descent into downtown Watopia to begin lap 2.

After the completion of the 5th lap, the riders will continue for another 7km as they race towards the finish at the top of the Volcano. The final ascent is a 3.7km corkscrew climb that averages 3.2% with a maximum pitch of 8.8%.

Z ZWIFT

Gamification

Gamification is one of the key aspects that makes Cycling Esports fun to play and fun to watch.

For the 2020 UCI Cycling Esports World Championships, powerups will be enabled during the race. Further details on how these powerups will be specifically applied will be provided in the Full Technical Guide.

During the race, all in-game equipment will be neutralised so that riders can choose their equipment freely. In this way all participants will begin the race on a level playing field.

Zwift Powerups

AERO
Makes you more aerodynamic for 15 seconds

DRAFT
Increases the draft effect by 50% for 30 seconds

BREAKAWAY
Makes you undraftable for 10 seconds

LIGHTWEIGHT
Reduces your weight by 9.5kg(21lbs) for 15 seconds

INVISIBILITY
Makes you invisible to other riders for 10 seconds

ANVIL
Makes you heavier for 30 seconds to descend faster on declines

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Prizes

The Cycling Esports World Champions Jersey

The winner of the men's and women's events will be awarded the first ever UCI Cycling Esports World Champions Jersey incorporating the famous rainbow stripes.

As in other disciplines, winners will earn the right to wear a physical jersey during the esports races and activities they take part in throughout the following year.

Zwift will also create a digital version of the Cycling Esports World Champions Jersey, which the winning athletes will be able to wear in-game.

Prize Money

Prize money will be awarded as follows, applied equally to the men's and women's races;

1st place: 8'000 euros

2nd place: 4'000 euros

3rd place: 2'000 euros

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National Federation Participation

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Rider Eligibility

Once National Federations accept their places in the event they will need to pick their team.

In order to make the first Cycling Esports World Championships successful and competitive, we are seeking athletes that already have experience of participating in the Cycling Esports discipline using the Zwift platform.

In addition, the virtual only nature of the event has necessitated eligibility criteria around anti-doping compliance to support the integrity of the Cycling Esports World Championships (also see Fair Competition).

All riders selected by National Federations (men and women) MUST meet the criteria outlined on the right at the time of selection. Upon submitting final team selection to the UCI, National Federations will be required to evidence that all the riders they select meet these eligibility criteria.

1) **Anti-Doping Compliance;**
    In order to be eligible all riders MUST be in either the
    a) UCI Registered Testing Pool;
        (https://www.cadf.ch/registered-testing-pool-rtp-management-2/) OR
    b) A national registered testing pool - in these cases, National Federations will need to provide evidence that the rider is part of the relevant programme

2) **Zwift Experience;**
    a) Athletes MUST be set up on Zwift and have progressed to at least level 5* in the game at the time that they are selected - this will ensure a level of familiarity with the platform and how it works, and should minimise issues associated with setting up and educating participants.

    b) Preferably athletes will have also taken part in one of Zwift's major broadcast events - this will ensure familiarity with protocols around race entry, technological requirements and performance verification - although this is not a mandatory criteria.

* Level 5 requires a Zwift User to have ridden on the platform and gained a total of 4,000 XP (Experience Points). This equates to roughly 200km. A Zwift user's level can be seen on their profile via the Zwift Companion App when searching for a user, or in-game by the user themselves at the top of the HUD (Heads Up Display).

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National Federation Selection

The first UCI Cycling Esports World Championships will be a truly global event, with automatic places offered to selected National Federations across 5 continents.

As there is currently no established nations ranking system for cycling esports, the criteria on the right were used to select Federations and determine the number of automatic places to allocate. As a result;

- 20 National Federations will be granted men's places
- 13 National Federations will be granted women's places

For further details please see the supporting document Federation Allocations

Federation Selection

- The most represented nations on the Zwift platform (amateur and professional*) - this criteria is a measure of the Cycling Esports participation base in the respective country and will help to drive an engaged audience for the event.
- The UCI Road Rankings (as stated on the UCI website in June 2020) - were used as a rough benchmark for elite rider nations rankings - however it is anticipated that the event will also be contested by athletes from across cycling disciplines.

* Please note Zwift is unable to provide specific or overall subscriber numbers to the UCI or National Federations

Allocation of Places

The allocation of places to each National Federation was determined by the number of riders from each nation that meet the rider eligibility criteria;

- Number of riders from that nation in the UCI registered testing pool.
- Number of elite riders already on the Zwift platform.
- Number of elite riders with prior experience in Zwift esports events.

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National Federation Q&A and Acceptance of Places

As this is the first World Championships of its kind, we anticipate that there may be further questions National Federations will need to raise before accepting their places in the event.

The UCI and Zwift will provide Federations with an opportunity to raise clarification questions using a structured timeline and endeavour to provide all of the information required to inform event participation and the selection of their national teams.

Dates	Key Activities/ milestones
1st September	● Information and documentation shared with Federations on the UCI portal
8th September	● Deadline for Federations to submit any clarification questions to the UCI
9th - 14th September	● UCI and Zwift will compile answers to questions from all Federations
15th September	● The UCI to provide an amalgamated list of answers to all questions and clarifications to all Federations

22nd September	● Deadline for National Federations to indicate whether or not they will participate and how many quota places they will accept.
	● Deadline for Federations to submit to the UCI
	   o Jersey files
	   o Federation logo and brand guidelines (if federation would like marketing assets)
	   o Placement agreement (see supporting documents)
	   o Participation agreement (see supporting documents)

N.B. All communication throughout the process will be between National Federations and the UCI using the contact details outlined in this document

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Rider Selection

Once Federations have accepted their places in the event, they are free to use their own methodology to select riders, provided that riders meet the eligibility criteria outlined for the event.

National Federations will need to provide evidence that selected riders meet these criteria when they submit their full team selection no later than the **16th October.**

The UCI reserves the right to reject any changes made to National Federation teams after this date, due to to the requirement to equip each competing rider with a Smart Trainer.

Practice Events

Zwift will set up a series of practice events on the platform during October and November 2020. These events will be set up on the Cycling Esports World Championship course and available to access for all Federations.

These events can be used to;
- Assess/ select specific riders (if desired)
- Allow riders to recce the two circuits and the full course
- Allow riders to accumulate additional Zwift experience in advance of the Cycling Esports World Championships.

Further information on how to access these events will be provided once Federations accept their places in the event.

Confirmation of whole squad

National Federations will be required to confirm the specific riders they have picked to represent their nation by no later than the **16th October.** At this point the Federation/rider will have to provide a defined set of information to the UCI, for example:
- The physical location the rider will race from.
- Relevant address to send any required hardware including the designated smart trainer (see 'Commercial Programme - Smart Trainers'.
- Proof of rider eligibility.

The UCI will provide Federations with online forms in order to facilitate this process.

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Wildcard Riders

Following the quota acceptance deadline, the UCI and Zwift may decide to invite a number of individual riders or National Federations not already invited, to participate as wildcards. These wildcard spots will be used as a mechanism to include additional high profile riders.

The following principles will be applied to wildcard riders;

- The same high level eligibility criteria will be applied to wildcard riders as for National Federation selected riders (see Rider Eligibility).

- Zwift and the UCI will engage in conversations with wildcard riders from September onwards. Wildcard riders will only be confirmed once all participating National Federations have submitted their full team for the event.

- The UCI will notify National Federations of any wildcard riders that have been picked from their nation - these riders will participate in the race in addition to the team the National Federation has already picked. These riders will compete in the National Federation jersey 'in real life' and in-game.

- Wildcard riders from nations that do not have automatic slots will race in the event as individuals, wearing a digital wildcard jersey, created by Zwift.

Support for National Federations

01 Federation Jerseys

Zwift will develop digital versions of participating National Federations jersey in game. To enable this, National Federations must provide the relevant assets in applicable file formats to the UCI by **the 22nd September 2020** alongside a signed Zwift placement agreement.

02 Marketing Support

Zwift will produce bespoke marketing assets which can be used by National Federations to publicise their involvement in the event.
If National Federations would like Zwift to produce these assets they will need to notify the UCI alongside acceptance of their places, and provide any relevant assets (e.g. logo files) and specific requests (e.g. formats/dimensions) before the **22nd September 2020.**
Once opted in, the expectation is that the National Federation will provide marketing support for the event using the assets provided on their digital channels.

03 Smart Trainers

All participants in the event will be provided with the same model of smart trainer, at the organisers cost. In order to facilitate this, National Federations must provide the relevant information (requirements to be provided at a later date) to the UCI as part of their team submissions, no later than **16th October.**

04 Event Related Information

Information about the event will be stored online.
English
https://www.uci.org/news/2020/uci-cycling-esport-world-championships---official-documents
French
https://www.uci.org/fr/news/2020/championnats-du-monde-cyclisme-esport---documents-officiels
Federations will be made aware when additional event related information is uploaded or any material changes are made to existing information.

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Support for National Federations

05 Technical Support

Once National Federations have selected their full teams, Zwift will establish a dedicated technical support function for participating riders.

This will provide participants with assistance to remedy any issues that they experience in the build up the event, and during the event period itself, related to;

- **Smart trainers** that have been provided to participants

- **In-game issues** on Zwift (although these should be limited - according to the eligibility criteria it is anticipated that all event participants will already be familiar with the basic functions of Zwift)

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Additional Event Information

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Fair Competition

The 2020 UCI Cycling Esports World Championships will be a fully virtual event with participants taking part remotely from their own residences, training bases or Federation premises. Zwift and the UCI have therefore developed a number of measures to ensure that the competition remains fair in a virtual setting. Detailed instructions for National Federations and participating riders will be included in the Event Technical Guide (which will be provided at a later date), however the primary aspects of the approach are outlined below;

- In order to be eligible riders MUST be in either the UCI registered rider pool or a National registered testing pool for anti-doping purposes.

- All riders will be required to record and submit weight and height videos within a specified time window ahead of the event. This height and weight will then be locked and will be the basis upon which riders compete.

- Zwift will ensure that all competing riders are using the same model of smart trainer. National Federations will be required to provide relevant information to the UCI in order facilitate all necessary logistics. (see 'Commercial Programme - Smart Trainers' for further detail)

- Zwift reserves the right to perform post-race performance verification on riders' performances from the event through its Zwift Analytics and Data (ZADA) team. Post-race performance verification will be carried out at Zwift's sole discretion. In the event of post-race performance verification, participating riders may be required to share relevant data. Further details will be outlined in the Event Technical Guide.

- Zwift and the UCI will implement a disputes process to support performance verification.

Commercial Programme - Event Partners

Under the terms of the organising agreement between Zwift and the UCI, Zwift have been granted all event-related sponsorship and broadcast rights. A commercial programme will be implemented which aims to integrate a number of brands as Event Partners to support the promotion and marketing of the UCI Cycling Esports World Championships. Such Event Partners will be conferred exclusivity around the events. Therefore Riders will be prohibited from displaying branding from non-Event Partners within the field of vision of the live stream on items which are deemed as non-essential to participation in the events. Any brands displayed on the Permitted Branded Items must be representative of National Federation partners. Event Partners may provide branded items which riders can choose to utilise and display (at their discretion).

Riders who are selected by their National Federation will be required to wear their national jersey during participation in the race to match the virtual jersey on their avatar in game.

Permitted Branded Items
In accordance with the relevant UCI regulations;

- The bike and all components
- Rider apparel extending to shoes, socks, bib shorts, jersey, gloves & cap
- Bottles/bidons

Prohibited items if displaying non-Event Partner branding

- Towels and sweat bands
- Banners or fixed branded assets
- Further items at Zwift/UCI's sole discretion

Commercial Programme - Smart Trainers

In order to implement the principles of fair competition, Zwift will identify and appoint a smart trainer manufacturer as an Event Partner. Such Event Partner will be allocated a package of rights associated with the event, including branding on the smart trainers provided to riders. Participation in The 2020 UCI Cycling Esports World Championships is subject to agreement to using the defined Event Partner smart trainer.

Zwift is developing partnership conversations with several of the major trainer manufacturers to define the fulfilment and logistics of smart trainers required for the events. Riders who already have access to the defined model of smart trainer will be required to use that and those riders without the specific model will be provided with one.

An anticipated timeline for the appointment of the relevant Event Partner and the delivery of hardware is provided below:

Date	Key Activity/Milestone
Ongoing	● Zwift engagement with prospective smart trainer Event Partners
15th September	● Confirmation of appointed smart trainer Event Partner *(subject to commercial negotiations)*
16th October	● National Federations to provide information regarding Hardware delivery as part of team confirmations
16th October to 6th November	● Smart trainers delivered to selected riders with support available to aid install from the Event Partner and Zwift
Post event *(date tbc)*	● Collection of used trainers to be coordinated by the smart trainer Event Partner

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Commercial Programme - Broadcast

Zwift, in partnership with the UCI, is currently developing the arrangements for broadcast production and distribution. Through events such as the Tour for All and Virtual Tour de France, Zwift has developed a highly experienced, internal media production team who will be responsible for producing the 2020 UCI Cycling Esports World Championships production. Zwift will work with an appointed agency to create a professional world feed for global distribution.

As Zwift and the UCI continue to grow the discipline of cycling esports, the broadcast distribution strategy will focus on maximising audience reach. Zwift is currently engaging with a range of broadcasters and agencies, including the EBU (the current UCI World Championships broadcaster), to implement a distribution strategy which will combine linear and OTT distribution on broadcaster channels, with digital distribution on Zwift owned channels to maximize viewership.

A selection of broadcasters that have previously shown Zwift content

Event Timeline

Key Milestones for National Federations

Dates (2020)	Key Activities/ milestones
1st September	● Information shared with National Federations
8th September	● National Federations to submit any clarification questions to the UCI
15th September	● Clarifications provided to National Federations through the UCI ● Final details of Hardware protocol provided to National Federations *(subject to commercial negotiations)*
22nd September	● Deadline for National Federations to indicate whether or not they will participate and how many quota places they will accept. ● Deadline for National Federations to submit, jerseys, placement agreement and marketing assets to the UCI
October/November	● Practice events scheduled on the Zwift platform
16th October	● National Federation registration deadline – whole team
19th October	● Full Event Technical Guide provided to National Federations
30th October	● All riders confirmed including remaining wildcards
16th October - 6th November	● Hardware distributed to riders ● Technical support available to riders (ongoing)
Week before the race 72 Hours Pre Race	● Deadline for riders to upload height and weight videos
8th / 9th December	● 2020 UCI Cycling Esports World Championships

Documentation

Other documents live on the UCI Portal

- National Federation Allocations for the 2020 UCI Cycling Esports World Championships
- A Guide to Accepting Your Places
- National Federation Participation Agreement
- Athletes that have taken part in major Zwift events

Other documents that will be added to the UCI Portal at a later date

Document	Anticipated date added
Q&A Clarifications	15th September
Hardware Protocol	15th September *(subject to commercial negotiations)*
Rider Submission Form	22nd September
Practice Events Guidance	Beginning October
Full Technical Guide	19th October

ZWIFT

Contact Details

All contact regarding the event is to be sent to:

- Kevin.MacCuish@uci.ch
- Justine.Bowden@uci.ch

The UCI will be responsible for coordinating with Zwift and providing feedback to competing Federations

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