

WHOOOP

UCI
MOUNTAIN BIKE
WORLD SERIES



2025
MEDIA
ACCREDITATION GUIDE

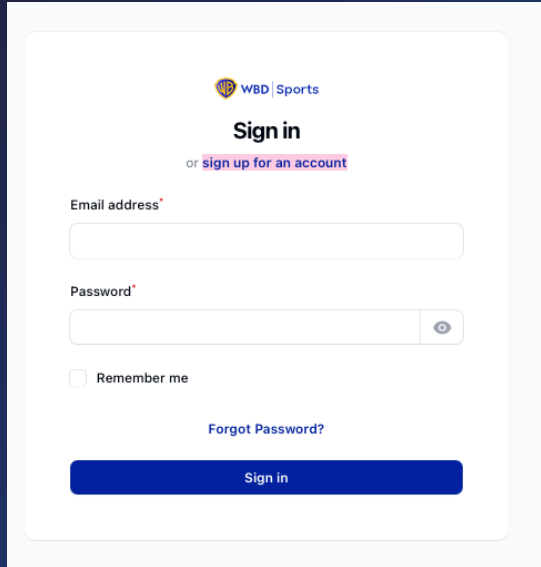
The media accreditation process begins by visiting the Media Accreditation platform and creating an account:

<https://media-admin.ucimtbworldseries.com>

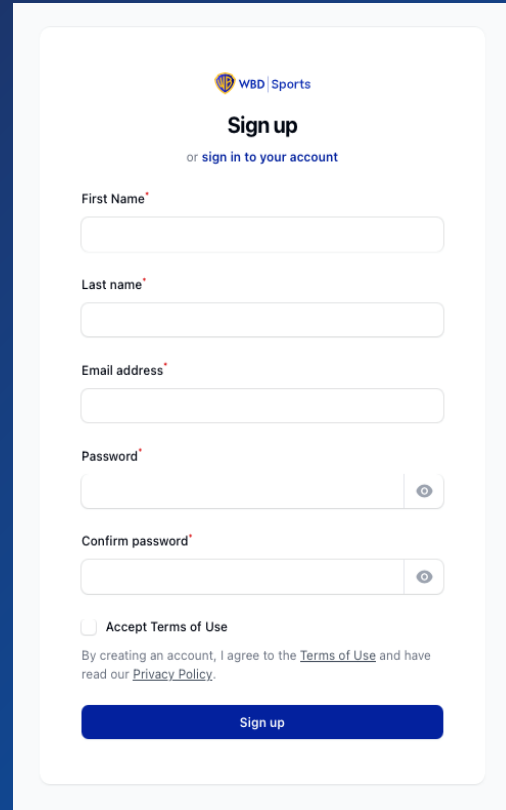
- For any questions regarding the accreditation process for written press, photographers, team media, or official partners, please reach out to cycling.media@wbd.com
- For questions related to radio, broadcast rights holders, or non-rights holders (TV/Digital/Radio), please contact stephane.tesson@wbd.com and romain.pelle@wbd.com



STEP 1 | SIGN UP FOR AN ACCOUNT



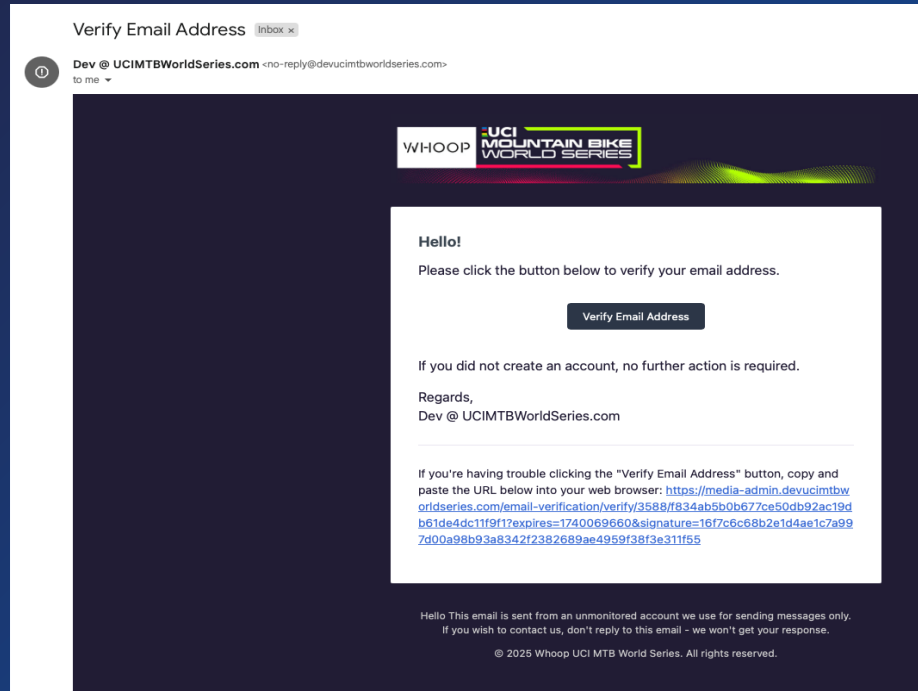
The screenshot shows the 'Sign in' page for WBD Sports. At the top, there is the WBD Sports logo and the text 'Sign in' with a link 'or sign up for an account' below it. The form includes an 'Email address' field, a 'Password' field with a visibility toggle, a 'Remember me' checkbox, a 'Forgot Password?' link, and a blue 'Sign in' button.




The screenshot shows the 'Sign up' page for WBD Sports. At the top, there is the WBD Sports logo and the text 'Sign up' with a link 'or sign in to your account' below it. The form includes fields for 'First Name', 'Last name', 'Email address', 'Password' (with a visibility toggle), and 'Confirm password' (with a visibility toggle). Below the form, there is a checkbox for 'Accept Terms of Use' and a paragraph of text: 'By creating an account, I agree to the Terms of Use and have read our Privacy Policy.' At the bottom, there is a blue 'Sign up' button.



Once the data is saved by clicking 'Sign up,' a confirmation email will be sent to the provided address, requesting verification



By clicking the link in the email, the address will be verified / confirmed, and the media will be redirected to the platform to complete all required media details

 WBD Sports

Add Media Information

Please provide the following information to verify your details.

01 Personal Data 02 Company Data 03 Event Attendance

<p>Name*</p> <input type="text" value="Daniel"/>	<p>Surname*</p> <input type="text" value="Jenkins"/>
<p>Mobile Number (with country code)*</p> <input type="text"/>	<p>Nationality*</p> <input type="text" value="Select an option"/>
<p>Media Function*</p> <input type="text" value="Select an option"/>	<p>Date of Birth*</p> <input type="text"/>

For any questions related to the accreditation procedure, written press, photography, team media, or partners, please contact cycling.media@wbd.com.

For any questions related to radio, broadcast rights holders, or non-rights holders (TV/Digital/Radio), please contact stephane.tesson@wbd.com and romain.pelle@wbd.com.

[Next](#)



STEP 2 | ENTERING PERSONAL DATA

On the personal data page, media must fill in all required fields marked with a red asterisk.


Media function options:

- **Written press:** Journalists working for newspapers, magazines, online media, or news agencies.
- **Photographer:** Photographers working for newspapers, magazines, online media, digital publications, or photo agencies.
- **Team media:** Photographers or videographers working for a team competing in the WHOOP UCI Mountain Bike World Series.
- **Broadcast rights holder:** Media organizations with legal rights to broadcast the event, as granted by the WBDS Media Rights department.
- **Non-rights holder:** Radio, TV, or digital media (YouTube, influencers, websites, social networks, etc.).
- **Official Partners:** Reserved for official partners or suppliers of the WHOOP UCI Mountain Bike World Series.

Once all mandatory fields are filled in, click '**Next**' to proceed.




STEP 3 | PROVIDING COMPANY DETAILS



Add Media Information

Please provide the following information to verify your details.

01 Personal Data  02 Company Data > 03 Event Attendance

<p>Media Name*</p> <input type="text"/>	<p>Media Type*</p> <input type="text" value="Select an option"/>
<p>City*</p> <input type="text"/>	<p>Country*</p> <input type="text" value="Select an option"/>
<p>Website/Social URL*</p> <input type="text" value="https://"/>	<p>Media Editor/Team Contact Telephone*</p> <input type="text"/>
<p>Media Editor/Team Contact Email*</p> <input type="text"/>	

BackNext




STEP 4 | ENTERING EVENT ATTENDANCE INFORMATION

Select the event(s) you plan to attend, ensuring that accreditation is still open. Read the Media Disclaimer and accept the terms and conditions.

DEADLINE!

Media accreditation closes on the Friday of the week preceding each event. After this date, no further media accreditation requests will be accepted.



Add Media Information

Please provide the following information to verify your details.

Personal Data
 Company Data
 03 Event Attendance

Event Attendance

Select all

<input type="checkbox"/> Araxá 1, Minas Gerais, Brazil - XCO/XCC Deadline: 2025/03/28	<input type="checkbox"/> Araxá 2, Minas Gerais, Brazil - XCO/XCC Deadline: 2025/04/04
<input type="checkbox"/> Pietra Ligure - Finale Outdoor Region, Italy - EDR Deadline: 2025/05/02	<input type="checkbox"/> Enduro Trails - Bielsko-Biala - Szczyrk, Poland - DH/EDR Deadline: 2025/05/09
<input type="checkbox"/> Nové Město na Moravě, Czech Republic - XCO/XCC Deadline: 2025/05/16	<input type="checkbox"/> Loudenvielle - Peyragudes, France - DH/EDR Deadline: 2025/05/23
<input type="checkbox"/> Saalfelden Leogang - Salzburgerland, Austria - XCO/XCC/DHI/EDR Deadline: 2025/05/30	<input type="checkbox"/> Val Di Sole - Trentino, Italy - XCO/XCC/DHI Deadline: 2025/06/13
<input type="checkbox"/> Val di Fassa Trentino, Italy - EDR Deadline: 2025/06/20	<input type="checkbox"/> La Thuile - Valle d'Aosta, Italy - DH/EDR Deadline: 2025/06/27
<input type="checkbox"/> Pal Arinsal - Andorra, Andorra - XCO/XCC/DHI Deadline: 2025/07/02	<input type="checkbox"/> Haute-Savoie, France - XCO/XCC/DHI Deadline: 2025/08/21
<input type="checkbox"/> Bike Kingdom Lenzerheide, Switzerland - XCO/XCC/DHI Deadline: 2025/09/12	<input type="checkbox"/> Mt Van Hoevenberg - Lake Placid, United States - XCO/XCC/DHI Deadline: 2025/09/26
<input type="checkbox"/> Mont-Sainte-Anne, Canada - XCO/XCC/DHI Deadline: 2025/10/03	<input type="checkbox"/> Haute-Savoie, France - EDR Deadline: 2025/08/14

Media representatives should select each event they plan to attend during the season. Season passes will be issued based on the number of events the media representative plans to attend.

Parking Required

The press accreditation does not grant parking permits. Parking passes will be granted on-site at the sole discretion of the Press Office according to the number of requests and availability of the venue.

Disclaimer

Please download and read the [Media Disclaimer](#) which you will need to sign it to complete accreditation in the dashboard.

By submitting an application for a media accreditation, I declare that I have read and understood and, I accept and agree, to be bound and comply with these terms and conditions.*

Back
Submit



Once you submit your request, you will be redirected to the Dashboard, where all required documents must be uploaded. Click **”Accreditation missing data. Please complete”** to proceed.

The screenshot shows the WBD Sports Dashboard interface. On the left, there is a sidebar with navigation options: Dashboard, Media Accreditations, and UCI Race Results. The main content area is titled 'Dashboard' and contains a section for 'Media Accreditations' with the instruction 'Manage your media accreditations per year. Required fields are marked in red'. Below this is a table with the following columns: Pass Status, Media, Media Function, Media Type, and Completed At. A single row is displayed with the status 'Pending (Awaiting Information)', the name 'Daniel Jenkins', the function 'Photographer', and the type 'Newspaper/Magazine'. The 'Completed At' cell contains a red error message: 'Accreditation missing data. Please complete.'. A green arrow points to this message. At the bottom of the table, there is a 'Per page' dropdown menu set to '10'.

Pass Status	Media	Media Function	Media Type	Completed At
Pending (Awaiting Information)	Daniel Jenkins	Photographer	Newspaper/Magazine	Accreditation missing data. Please complete.



Upload the required documents into each designated box

WBD Sports
Staging EN

- Dashboard
- Media Accreditations
- UCI Race Results

Media Accreditations > Edit

Edit Media Accreditation

Personal Data

Mobile Number (with country code)*	Nationality*
<input type="text" value="+4478105535647"/>	<input type="text" value="United Kingdom"/>
Media Function*	Date of Birth*
<input type="text" value="Photographer"/>	<input type="text" value="Jul 20, 1982"/>

Company Data

Media Name*	Media Type*
<input type="text" value="MTB XP"/>	<input type="text" value="Newspaper/Magazine"/>
City*	Country*
<input type="text" value="London"/>	<input type="text" value="United Kingdom"/>
Website/Social URL*	Media Editor/Team Contact Telephone (with country code)*
<input type="text" value="https:// https://www.mtbxp.com"/>	<input type="text" value="+447810625568"/>
Media Editor/Team Contact Email*	
<input type="text" value="mtbxp@gmail.com"/>	

Documents

<p>Passport Photo*</p> <div style="border: 1px solid #ccc; height: 40px; display: flex; align-items: center; justify-content: center; margin-top: 5px;"> Drag & Drop your files or Browse </div>	<p>Press Card*</p> <div style="border: 1px solid #ccc; height: 40px; display: flex; align-items: center; justify-content: center; margin-top: 5px;"> Drag & Drop your files or Browse </div> <p style="font-size: 0.8em; margin-top: 5px;">Valid during the event's year (national, international, AIPS or AJJC)</p>
<p>Letter of Assignment*</p> <div style="border: 1px solid #ccc; height: 40px; display: flex; align-items: center; justify-content: center; margin-top: 5px;"> Drag & Drop your files or Browse </div>	<p>Proof of Coverage*</p> <div style="border: 1px solid #ccc; height: 40px; display: flex; align-items: center; justify-content: center; margin-top: 5px;"> Drag & Drop your files or Browse </div>

Written Press: Signed by the Chief Editor of the media outlet (written on the publication's letterhead). Non-Rights Holders: Signed by the Chief Editor of the media outlet or Cover letter for independent journalist/influencer. Team Media: Signed by the Team Manager.

Proof of previous coverage of the WHOOP UCI Mountain Bike World Series or any other UCI cycling event in PDF format (clippings): Journalists: samples of stories authored by the journalist, with their name included in the publication. Photographers: samples of published photos, with the photographer's name credited in the publication.



✓ **ID photo**

Media must upload an ID/Passport photo by browsing their computer's hard drive. The photo must be in .jpg format and not exceed 1.5 MB.

✓ **Press card**

Media must upload a scanned image of a press card valid for the event year (national, international, AIPS, or AIJC).

✓ **Letter of assignment**

- **Written press & photographers:** signed by the Chief Editor of the media outlet on the publication's letterhead.
- **Non-rights holders:** signed by the Chief Editor of the media outlet or a cover letter for independent journalists/influencers.
- **Team media:** signed by the Team Manager.

✓ **Proof of coverage**

Proof of previous coverage of the WHOOP UCI Mountain Bike World Series, other UCI cycling events, or any other major sporting events:


- **Journalists:** samples of stories written by the journalist, with their name included in the publication.
- **Photographers:** samples of published photos, with the photographer's name credited in the publication.

Attach a single document containing all coverage in PDF format.



Sign the accepted media agreement and click 'Save Changes'

Accepted media agreement signature*



Once signed, the completed agreement will be generated and attached to the accreditation.

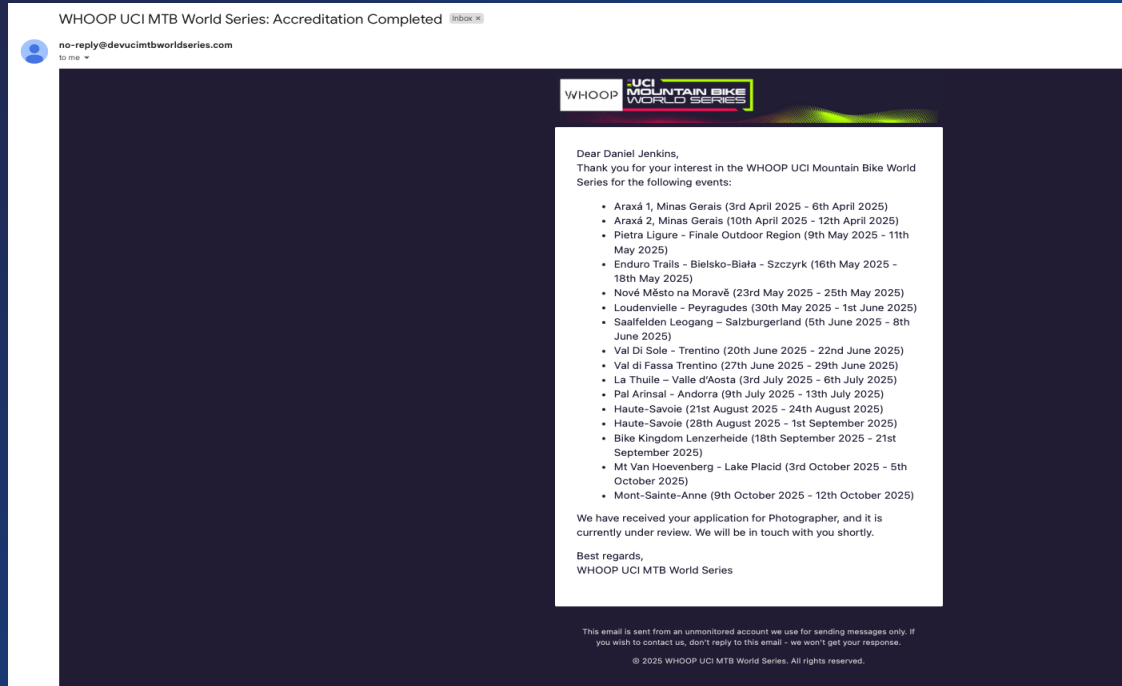
Accreditation Status: Pending (Awaiting information)

Approval Sent At: Not yet approved

Refusal Sent At: Not yet approved



By clicking 'Save Changes,' media will submit their accreditation request and receive an automatic email confirming that the request has been received and is currently under review



In the media dashboard, the pass status will change to 'Submitted'

The screenshot shows the 'Media Accreditations' dashboard. The page title is 'Media Accreditations' and it includes a '+ New media accreditation' button. Below the title, there is a table with the following columns: Pass Status, Name, Email, Media Function, Country, Media Type, Completed At, and # Events. A green arrow points to the 'Submitted' status in the first row of the table.

Pass Status	Name	Email	Media Function	Country	Media Type	Completed At	# Events
Submitted	Daniel Jenkins	Daniel.Jenkins@gmail.com	Photographer	United Kingdom	Newspaper/Magazine	2025-02-20 16:18:48	16

Showing 1 result

Once the WHOOP UCI Mountain Bike World Series Press Office reviews the media request, the applicant will receive an email informing them of the approval, denial, or a request for additional information.

