



MARK COYLE

Media producer and team leader with more than 30 years of experience in broadcast and digital content creation and a track record of working directly with high-profile elite athletes around the world.

Career milestones

2014-current | MC Digital Media Ltd

Director of media production company offering strategic and operational services

2013-2014 | BT Sport

Head of Digital Production: Part of management team that launched the new BT Sport channels. Established a production team and led the integration of BT Sport's digital offering into the broadcast operation

1993-2012 | BBC

- Editor, BBC London 2012 Online (Olympics)
- Editor, BBC Democracy Live (Politics)
- Duty Editor, BBC News website
- Senior Producer, BBC Radio 5Live
- Assistant Editor, BBC Radio Cumbria

Voluntary/Personal

2007-2012 | Scottish Athletics

Non-executive director of governing body

Keen cycling and novice triathlete

Experience

2016 - current | Velon

- MC Digital Media Ltd, delivering media strategy and production services for a company owned by the world's top professional cycling teams
- Creating and leading production teams physically and remotely at high-profile, international events
- Working with broadcasters and race organisers worldwide to enhance coverage with live rider performance data, onbike and behind the scenes footage
- Exploiting rights agreements to benefit teams and riders
- Managing relationships with partners to fulfil delivery of agreed content and services
- Hands-on video production and editing
- Generating new rights and revenue streams

Oct 2022 | Ganna Hour Record, SUI | INEOS Grenadiers

- Produced live event from TISSOT Velodrome
- Managed host broadcast production company
- Secured distribution agreements

Sep 2022 | Tour of Britain | Century TV

- Led rider and team liaison for host broadcaster
- Produced features for inclusion in race coverage
- Conducted live flash interviews after each stage

Nov 2021 | Hour Record, Mexico | Alex Dowsett

- Executive producer of event live stream
- Created and managed international event PR
- At-venue organiser

Oct 2021 | Digital Swiss 5 | Cycling Unlimited CH

- International live stream producer
- Managed international media distribution
- Delivered broadcast/digital advisory services

Skills

Media production

Strategy and planning

Team leadership

Partnership management

Rights exploitation

Communications

Public relations

Athlete relations

Content management

Event management

Contact



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