



PORTFOLIO

MAN DOWN MEDIA

2023

About Us

Man Down Media is a media company based in the UK that works worldwide to provide clients with bespoke photo and video coverage to suit their needs. Our team have worked from individual one-to-one photoshoots to coverage of international sporting events, with each client getting the same attention to detail and quality coverage.

Since beginning in 2018, our team has continued to grow, and 2022 was our busiest year yet, with our team working at multiple events across multiple countries at one time. Man Down Media can flex to our client's needs and produce bespoke content to promote our clients within traditional media outlets and generate engaging content across social media to bring your followers closer to the action.



We Create Bespoke Photos And Videos For
You



UCI DOWNHILL WORLD CUP

Man Down Media has covered the UCI Downhill World Cup for a few years, but we went all in this year.

Covering all European rounds, we provided a multitude of clients worldwide with images from each round, varying from major brands to privateers, all receiving the same level of professional, high-quality content from our team.

The UCI Downhill World Cup is the pinnacle of downhill mountain biking. The drama it creates is like nothing else - riders risking it all to shave off a fraction of a second. We love nothing more than to show not only the drama of these moments but the subtle little things that make downhill racing so special.













UCI CROSS COUNTRY WORLD CUP

Alongside the Downhill World Cup, our team also covered the XC World Cup. XC is a discipline that we love here at Man Down Media. It's mountain biking in possibly its purest form. Our team not only loves to show the rider's skill but also show the passion and dedication expressed in their faces as they battle it out for the win to the audience.

World Cup level cross country has such a wide audience, and combining that with the draw of the opportunity to compete at the Olympics Cross Country has the potential to capture the imagination of riders and spectators alike.









BRITISH CYCLING NATIONAL SERIES COVERAGE

Man Down Media, once again, had the honour of producing all of British Cycling's content from all of the various mountain bike national series. The responsibility of not only covering the fantastic achievements of the UK's many elite riders but also showing the passion of riders of all abilities which make the National series so unique, from juvenile racers making their first steps into racing to the veteran racers continuing to show their skills











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EVENT COVERAGE

Event coverage is something Man Down Media are experts in. We have been covering events from big to small, be it a smaller grassroots race or a World Championships. Man Down Media has covered it all, and not only with still images. We also create video content and written coverage for publications and social media.

This multi-content producing package gives us the unique ability to produce all your event content under one roof. Should you require it, we can run your social media posts throughout the event to keep your audience engaged and informed about everything happening.



PINKBIKE: HARDLINE COVERAGE

In 2022, we returned to the craziest Downhill race of the year: Red Bull Hardline, with the responsibility again to provide the Pinkbike coverage for the whole event.

Man Down Media not only provided images from Hardline with race reports but also produced tech content around the bikes of the event and held interviews with riders to bring the reader into the minds of these incredible riders taking on this insane race.









ADDITIONAL COVERAGE

Alongside your classic event coverage, Man Down Media can bring the experience of covering events for one of the cycling media's premier news outlets.

Using a similar content format as you would find on Pinkbike, by bringing the tech side of the bikes your riders ride and personal interviews, we can build that engagement and bring your audience closer to your team.







NATIONAL YOUTH TRACK CYCLING

Our team again took to the track to cover the National Youth Track Championships, the Youth Omnium Final, and the Masters' Track Championships. Our team love the challenge of working in the Velodrome trackside, facing new challenges of multi-race events and capturing those unique angles.

Track cycling has so many intricacies that are essential to capture to really bring the action to the audience





LONDON TO PARIS

Another challenge our team loved was to take on covering a charity London to Paris ride with amateur cyclists pushing themselves to achieve something many of them thought impossible. Over four days, working from the back of a motorbike and roadside, our team created unique content for social media, sponsors and media outlets.





YOUTH ROAD SERIES

For the first time this year, Man Down Media covered the UK National Youth series on behalf of British Cycling. Although Man Down Media have made our name in mountain biking, our team love to cover cycling in all its forms. With our team being riders themselves, road cycling is the one discipline we all do, so it's exciting to share something we all enjoy.

Having worked at the two previous Road World Championships, it was essential for us to bring that level of coverage to these young riders to show that the future of our sport is as strong as ever.







CYCLOCROSS

When people say "Cross is Boss", it's no joke. Cyclocross is one of the most physically demanding cycling disciplines around. We covered the UK National series for British Cycling last year, as well as providing teams with content at the same time.

The best thing for us at the course is getting up close and personal with the riders and producing images and videos that make the viewer feel like they can almost smell the mud.









PINKBIKE CONTENT

Nick, supported by the rest of our team, has been working on producing content for Pinkbike for a while. It is something that we embrace. It allows us to not only cover bike races but also delve deep into the technical side of our sport, producing bike checks and interviews with brands and riders.

Man Down Media has also covered full events for Pinkbike. This year we produced all of Pinkbikes coverage from Redbull Hardline, Ard Rock Enduro and The Malverns Classic festival.





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