



Proposal for the List of Events of Major Importance for Television Broadcast, Grounds and Criteria for Including Individual Sports Events on the List

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1. Proposed list of events

No.	Sport or area	Events	Method of audiovisual broadcast
1	Summer and Winter Olympics	All events at the Summer and Winter Olympics in which the Slovenian national team or one or more Slovenian athletes participate	These events are broadcast in whole or in part live , or if this is not technically feasible due to the simultaneity of events, they can also be broadcast with a delay.
2	Football	<ul style="list-style-type: none"> • Men's World Cup – all matches of the Slovenian national team, the opening match, semi-finals, third-place match and the final • all qualifying matches of the Slovenian men's national team for the World Cup • UEFA European Men's Championship – all matches of the Slovenian national team, the opening match, semi-finals and final • all qualifying matches of the Slovenian men's national team for the UEFA European Championship • UEFA Men's Champions League – all matches involving Slovenian clubs • UEFA Men's Europa League matches – all knockout stage matches of Slovenian clubs 	Broadcast of football matches live in their entirety.
3	Skiing events – FIS sports and biathlon	<ul style="list-style-type: none"> • FIS World Championships in Alpine and Nordic skiing events and ski flying • IBU World Championships in biathlon • FIS World Cup events in Alpine skiing and ski jumps • IBU World Cup events in biathlon • All world cup events in other winter sports (FIS) that take place in Slovenia 	These events are broadcast in whole or in part live , or if this is not technically feasible due to the simultaneity of events, they can also be broadcast with a delay.
4	Basketball	• Men's World and European Championships – all matches of the Slovenian team, all finals and semifinals and opening of the championship	Broadcast of basketball matches live in their entirety.
5	Handball	• Men's and Women's World and European Championships – all matches of the Slovenian team	Broadcast of handball matches live in their entirety.

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6	Volleyball	<ul style="list-style-type: none"> • Men's World and European Championships – all matches of the Slovenian team 	Broadcast of volleyball matches live in their entirety.
7	Road cycling	<ul style="list-style-type: none"> • World Championship in road cycling – members road race • Tour of Slovenia Bicycle Race • Tour de France 	Partial live broadcast: broadcast of the finish of the races of stages.

2. Sport / area, events, method of audiovisual broadcast, and viewership share explanation

No.	Sport or area	Events	Method of audiovisual broadcast	Viewership share
1	Summer and Winter Olympics	All events at the Summer and Winter Olympics in which the Slovenian national team or one or more Slovenian athletes participate	<p>These events are broadcast in whole or in part live, or if this is not technically feasible due to the simultaneity of events, they can also be broadcast with a delay.</p> <p><u>Explanation:</u> To ensure the monitoring of an event of particular importance such as the Olympic Games, it is necessary to ensure that the broadcaster of free-to-air television can acquire the right to live broadcast in its entirety, if it so wishes. This provision does not grant exclusivity to free-to-air television channels, but regulates the exercise of exclusive rights acquired by each television service. It affects both pay-TV channels and free-to-air television channels, which must broadcast the event live and in its entirety. However, given the nature of the events and the locations where they take place, full-length live broadcasting may prove to be very restrictive or even unrealistic. For reasons such as the duration of events, the simultaneity of several competitions or time differences, sometimes certain different conditions are laid down under which television broadcasters are deemed to meet the requirement for full-length live broadcasting via a free-to-air service. In the case of the Olympics, a full broadcast of the event is unrealistic given the large number of competitions taking place within the framework of these Games. Until now, the Olympic Games have always been broadcast on TV Slovenija 2, whose programming is the most widely accessible in Slovenia (also via DVB-T).</p>	The share of viewership in the past was equal or greater than 5% of AMR.
2	Football	<ul style="list-style-type: none"> • Men's World Cup – all matches of the Slovenian national team, the opening match, semi-finals, third-place match and the final 	<p>Broadcast of football matches live in their entirety.</p> <p><u>Explanation:</u> The listed football events in which national teams participate have a</p>	The share of viewership in the past was equal or

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		<ul style="list-style-type: none"> • all qualifying matches of the Slovenian men's national team for the World Cup • UEFA European Men's Championship – all matches of the Slovenian national team, the opening match, semi-finals and final • all qualifying matches of the Slovenian men's national team for the UEFA European Championship • UEFA Men's Champions League – all matches involving Slovenian clubs • UEFA Men's Europa League matches – all knockout stage matches of Slovenian clubs 	<p>special general popularity in Slovenia because they give Slovenian teams the opportunity to promote Slovenian football at the international level. The final and semi-final matches of the Champions League and UEFA Cup have a special general response in Slovenia, given the popularity of football in Slovenia and the reputation of those matches, which are followed by the general public and not just those who usually follow sporting events. Football matches are always broadcast live in their entirety on TV Slovenija 2, whose programming is the most widely available in Slovenia (also via DVB-T).</p> <p>The UEFA Champions League marks the introduction of a new format. The UEFA Champions League (UCL) includes 36 teams. Each team plays eight matches against eight different teams. Each football club plays four home and four away matches, and the results determine their place in the overall league standings. The top eight out of 36 teams automatically qualify for the round of 16, and if a Slovenian club makes it to the top eight, all of the Slovenian club's matches are broadcast as part of the list of important events. All matches in the knockout stages and the round of 16 will also be broadcast. The round of 16 will be followed by broadcasts of the quarter-finals, semi-finals and final.</p>	greater than 5% of AMR.
3	Skiing events – FIS sports and biathlon	<ul style="list-style-type: none"> • FIS World Championships in Alpine and Nordic skiing events and ski flying • IBU World Championships in biathlon • FIS World Cup events in Alpine skiing and ski jumps • IBU World Cup events in biathlon 	<p>These events are broadcast in whole or in part live, or if this is not technically feasible due to the simultaneity of events, they can also be broadcast with a delay.</p> <p><u>Explanation:</u> All winter ski sports are traditionally broadcast on RTV Slovenija channels (in addition to Eurosport). Due to the possible overlapping of the schedules of various competitions, it is also envisaged that in these cases the competitions may be broadcast with a delay and an abridged</p>	The share of viewership in the past was equal or greater than 5% of AMR.

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		<ul style="list-style-type: none"> • All world cup events in other winter sports (FIS) that take place in Slovenia 	transmission.	
4	Basketball	<ul style="list-style-type: none"> • Men's World and European Championships – all matches of the Slovenian team, all finals and semifinals and opening of the championship 	<p>Broadcast of basketball matches live in their entirety.</p> <p><u>Explanation:</u> All matches of the European Basketball Championships where Slovenian team participates, all finals of the European Basketball Championships and all semi-finals of the European Basketball Championships.</p> <p>All matches of the Basketball World Cup where the Slovenian national team participates, all finals of the Basketball World Cup and all semi-finals of the Basketball World Cup.</p> <p>The list of channels on which the matches from the list were broadcast is relatively broad. Until 2016, the matches were broadcast on RTV SLO channel, in the period 2017 to 2021 on PRO PLUS d.o.o. channel, and from 2023 (World Cup) the broadcasts took place on ASPN d.o.o. channels (the rights holder is otherwise United Media S.à.r.l.).</p> <p>By their nature, basketball matches are always broadcast live in their entirety.</p>	The share of viewership in the past was equal or greater than 5% of AMR.
5	Handball	<ul style="list-style-type: none"> • Men's and Women's World and European Championships – all matches of the Slovenian team 	<p>Broadcast of handball matches live in their entirety.</p> <p><u>Explanation:</u> The final and semi-finals of the Men's and Women's European Handball Championship if the Slovenian national team participates, the opening match of the European Handball Championship and the quarter-final of the European Handball Championship if the Slovenian national team participates.</p> <p>The final and semi-finals of the Men's and Women's Handball World</p>	The share of viewership in the past was equal or greater than 5% of AMR.

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			<p>Cup when the Slovenian national team participates, the opening match of the Handball World Cup and the quarter-final of the Handball World Cup when the Slovenian national team participates. Matches of the World and European Handball Championships were usually broadcast on RTV SLO channels.</p> <p>By their nature, handball matches are always broadcast live in full.</p>	
6	Volleyball	<ul style="list-style-type: none"> • Men's World and European Championships – all matches of the Slovenian team 	<p>Broadcast of volleyball matches live in their entirety.</p> <p><u>Explanation:</u> The semi-finals and the final of the Volleyball World Cup when the Slovenian national team participates. The semi-finals and the final of the Volleyball European Championship when the Slovenian national team participates. Matches of both championships have traditionally been shown on RTV SLO channels. The current rights holder for the World Championships is United Media S.à.r.l. on PRO PLUS d.o.o. channels. By their nature, volleyball matches are always broadcast live in full.</p>	<p>The share of viewership in the past was equal or greater than 5% of AMR.</p>
7	Road cycling	<ul style="list-style-type: none"> • World Championship in road cycling – members road race • Tour of Slovenia Bicycle Race • Tour de France 	<p>Partial live broadcast: broadcast of the finish of the races of stages.</p> <p><u>Explanation:</u> Cycling is a popular sport in Slovenia. The Tour de France (for men), which is the most important cycling event in the world, has a special general response in Slovenia because it concludes the professional cycling season, which is followed by the general public and the Slovenian media. The other listed cycling events have a special general popularity in Slovenia, given the successes of Slovenian participants at the international level. Countless international cycling events that take place in Slovenia also provide an opportunity to promote Slovenia as a country. The broadcast of the men's cycling race Tour de France, with reservations regarding exceptions, may, in addition to the complete live broadcast of the event, also be limited to top sections in accordance with the tradition of broadcasting this event. All the listed competitions were regularly broadcast in an abridged</p>	<p>The share of viewership in the past was equal or greater than 5% of AMR.</p>

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			transmission by RTV Slovenija on its channels, and in full by Eurosport. Due to the nature of cycling, only an abridged broadcast (the end of races or stages) is proposed for inclusion in the list.	
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3. Criteria met by the Individual Proposed Events

No.	Sport or area	Events	General popularity of the events in RS	Special cultural significance	Participation of the national team and athletes	Viewership
1	Summer and Winter Olympics	All events at the Summer Olympic Games and at the Winter Olympic Games in which the Slovenian national team or one or more Slovenian athletes participate.	Interest also among those viewers who otherwise do not follow this sport.	Promotes cultural identity.	The involvement of Slovenian athletes or/and the Slovenian national team.	Traditionally on terrestrial public television (free-to-air television channel); attracts a large proportion of viewers. Today, more than 90% of television service users are connected via cable broadband.

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No.	Sport or area	Events	General popularity of the events in RS	Special cultural significance	Participation of the national team and athletes	Viewership
2	Football	<p>Men's World Cup – all matches of the Slovenian national team, the opening match, semi-finals, third-place match and the finals, all qualifying matches of the Slovenian men's national team for the World Cup</p> <p>UEFA European Men's Championship – all matches of the Slovenian national team, the opening match, semi-finals and final, all qualifying matches of the Slovenian men's national team for the UEFA European Championship</p> <p>UEFA Men's Champions League – all matches involving Slovenian clubs</p> <p>UEFA Men's Europa League matches – all knockout stage matches of Slovenian clubs</p>	<p>Above-average interest among viewers.</p> <p>Two exceptional Slovenian footballers are also at the very top of the world, and Jan Oblak from Atlético Madrid is one of the best goalkeepers in the world.</p> <p>The Slovenian national team last qualified for the 2024 European Championship.</p> <p>UEFA Men's Champions League competition is one of the most watched club competitions in the world and represents the third most watched football competition in general, after the FIFA World Cup and the UEFA European Championship. Since</p>	<p>Above-average interest in this sport, also with regard to recreation.</p> <p>This sport also greatly promotes cultural identity, as it is a means of connecting, pride and promoting Slovenian culture at home and abroad.</p> <p>Due to the relatively successful performances of the Slovenian national team, a Slovenian football anthem entitled "Slovenia Goes Forward" was created by three iconic Slovenian music performers. A video was also shot for the song, which is also published on YouTube: https://www.youtube.com/watch?v=tCgFgoeJ2VI</p> <p>The slogan "Slovenia</p>	<p>The inclusion of Slovenian clubs and/or the Slovenian national team . The Slovenian national team has also qualified for the World and European championships.</p> <p>Three consecutive qualifications for the UEFA Europa League group stage marked a period of sustained international presence for Nogometni klub Maribor (Maribor Football Club). This success was further elevated by progression from the group stage to the knockout phase, strengthening the club's profile on the European football map. Concurrently, NK Maribor</p>	<p>A relatively broad list of channels broadcast the matches planned for this list, namely the television channels of the public broadcaster RTV Slovenija and on the channels of the broadcasters PRO PLUS d.o.o. and ASPN d.o.o.</p>

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			<p>this competition is one of the most prestigious football tournaments in the world and the most prestigious club competitions in European football, in which the champions of the national leagues play, this competition is also important for the Slovenian Football Association and thus also for Slovenian football fans and viewers.</p>	<p>Goes Forward" has already been used in Slovenian sports as a motivational slogan that, among other things, also expresses Slovenian national pride. Local football clubs have deep roots in their regions, connecting fans and locals around common values and traditions.</p>	<p>reinforced its dominance in domestic competitions, securing seven national championship titles, three domestic cup victories, and three Supercup triumphs.</p>	
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No.	Sport or area	Events	General popularity of the events in RS	Special cultural significance	Participation of the national team and athletes	Viewership
3	Skiing events – FIS sports and biathlon	<p>FIS World Championships in Alpine and Nordic skiing events and ski flying</p> <p>IBU World Championships in biathlon</p> <p>FIS World Cup events in Alpine skiing and ski jumps</p> <p>IBU World Cup events in biathlon</p> <p>All world cup events in other winter sports (FIS) that take place in Slovenia</p>	<p>Interest also among those viewers who otherwise do not follow this sport.</p> <p>Skiing events, especially World Championships, Olympic Games and World Cups, attract a wide Slovenian audience in front of television screens.</p>	<p>Skiing sports are part of the cultural tradition and an important source of national pride. For historical reasons and natural features (hilly and snowy terrain) skiing is part of the Slovenian national identity. The first recorded form of skiing (independent of Nordic skiing) in Central Europe was in Slovenia as an indigenous mode of transport using Bloke skis. Skiing is one of the few sports where the entire generation (from children to the elderly) follows and</p>	<p>Slovenian athletes often receive the highest accolades and Olympic medals. Slovenia is considered one of the leading countries in ski jumping (Peter Prevc³, Domen Prevc, Nika Prevc and the past Primož Peterka and many others). The Slovenian team has won medals several times at world championships and Olympic games. Among the most important individuals in Slovenian alpine skiing are Tina Maze⁴, Ilka Štuhec,</p>	<p>All winter ski sports are traditionally broadcast on RTV Slovenija channels (in addition to Eurosport).</p>

³ Among his other achievements, Peter Prevc has won both the Small and Big Crystal Globe, and in 2015 he became the first person in history to fly over 250 m
https://sl.wikipedia.org/wiki/Peter_Prevc.

⁴ Among her other achievements, Tina Maze collected a record number of World Cup points in the 2012/2013 season, breaking Hermann Maier's record:
https://sl.wikipedia.org/wiki/Tina_Maze.

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				<p>comments on the successes of the competitors. Slovenian fans love to travel to competitions, especially to nearby events such as Kranjska Gora, Planica or competitions in Austria and Italy. The Planica Valley in Slovenia is the world cradle of ski jumping and flying, and the Gorišek Brothers' Giant Hill is today the second tallest ski jumping hill in the world. The melody from the song "Planica, Planica" by the Avsenik Brothers Ensemble from 1979 is played at every flight longer than 230 meters. The song¹ has become a folk song</p>	<p>Bojan Križaj, Mateja Svet and Štefan Hadalin. The Slovenian national team regularly participates in the World Cup, world championships and Olympic games. The Slovenian national team also competes in cross-country skiing and biathlon, with individuals standing out with medals at the Olympic Games and world championships (Petra Majdič, Jakov Fak).</p>	
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¹ The song "Planica, Planica": <https://www.youtube.com/watch?v=OnPDk1GBdcE>.

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				<p>and is synonymous with Planica and ski flying.²</p> <p>Successes at skiing events often motivate children and young people to get involved in skiing. Increased enrollment in ski clubs after resounding victories is a common occurrence.</p> <p>Icons such as Tina Maze or Peter Prevc have roles model status and inspire new generations of athletes.</p> <p>The slogan "Slovenia Goes Forward" has established itself as a universal symbol of sportsmanship and national unity.</p> <p>The Alpine skiing competitions in</p>		
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² <https://sl.wikipedia.org/wiki/Planica>, Planica

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				<p>Kranjska Gora (The Vitranc Cup) are a traditional stop on the World Cup circuit, promoting Slovenian sport and tourism.</p> <p>Both the men's and women's national competitors play an important role in promoting winter sports in Slovenia and strengthening national pride.</p>		
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No.	Sport or area	Events	General popularity of the events in RS	Special cultural significance	Participation of the national team and athletes	Viewership
4	Basketball	Men's World and European Championships – all matches of the Slovenian team	With the successes of Slovenian players such as Luka Dončić and Goran Dragić, Slovenia is becoming synonymous with top-level basketball on a global level. Basketball championships are also of the large interest among those viewers who otherwise do not follow this sport.	With the successes of Slovenian players such as Luka Dončić and Goran Dragić, Slovenia is becoming synonymous with top-level basketball on a global level. This heightens the cultural significance of sport as a tool for international recognition of the country. This sport is also a carrier of national identity that transcends basketball courts. Basketball is a standard part of primary and secondary school physical education programs. In Slovenia, there is also the School Basketball League	The Slovenian national team is constantly present at international basketball competitions, where it often achieves top results. Its inclusion is a reflection of the high-quality system, talents and passion for the sport. Slovenia regularly participates in European Championships (in 2017 it became the European Champion), its presence is also competitive in World Championships, and at the Olympic Games in Tokyo 2021, Slovenia ranked among the top four teams.	Until 2016, the matches were broadcast on RTV Slovenija channels, in the period from 2017 to 2021 on PRO PLUS d.o.o. channels, and from 2023 onwards, the broadcasts took place on ASPN d.o.o. channels, which, as a rule, did not meet the conditions regarding the accessibility of broadcasts. The viewership of the Slovenian national team final, which took place on 17 September 2017, was a record in Slovenia, and the broadcast of the cup presentation is said to have been the most watched content on

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				(ŠKL), which is a commercial project in which primary and secondary schools participate and which was launched in the 1995/1996 school year. ⁵	Slovenia currently has one of the biggest stars of this sport, Luka Dončić, who is also the most popular athlete in Slovenia.	Slovenian televisions of all time.
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⁵ https://sl.wikipedia.org/wiki/%C5%A0olska_ko%C5%A1arkarska_liga.

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5	Handball	Men's and Women's World and European Championships – all matches of the Slovenian team	<p>Matches of the Slovenian national teams at major championships are widely popular. Locals often organize gatherings to watch matches together in bars, cultural centers, and at public screenings, which fosters a sense of unity. The national anthem, Slovenian flags, and spontaneously organized receptions for the national team upon their return home have become a tradition. During championships, handball events are the central topic of news, both on television and in online media.</p>	<p>Handball is also considered a bearer of Slovenian identity and is the first team sport in which the Slovenian national team won a medal at a major championship. They won silver at the 2004 European Championship, and bronze at the World Championship in 2017. Slovenian handball is known for its excellent development of young players. The Handball Federation of Slovenia (RZS) has a broad system of youth leagues, which ensure talent continuity. The successes of the</p>	<p>The Slovenian national team regularly qualifies for European and World Championships, and occasionally for the Olympic Games. The Slovenian women's national team is constantly improving and regularly qualifies for European and World competitions Championships. In 2024, they also participated in the Olympic Games in Paris, where they were the first women's team from Slovenian team sports to compete.</p>	<p>The matches were usually broadcast on the channels of the public broadcaster RTV Slovenia.</p>

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				<p>youth national teams (eg, winning the U20 World Championship in 2015) point to strong foundations. Both the men's and women's national teams play an important role in promoting handball in Slovenia and strengthening national pride.</p>		
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6	Volleyball	Men's World and European Championships – all matches of the Slovenian team	The public showed great enthusiasm for the team's qualification for the finals. Match broadcasts achieved high viewership ratings, and fans massively supported the national team, including at foreign venues.	The successes of the men's national team have elevated volleyball to one of the most important sports in the country. Fans appreciate the national team for its teamwork, fighting spirit, and respect for the values of sport. Some players (Tine Urnaut, Klemen Čebulj) have also become national heroes and role models for young people. Attendance at matches and sporting behavior promotes the values of fair play and pride.	Three-time European runnersup in 2015, 2019, and 2021, third place in 2023, semi-finalists in the 2022 World Championship and the 2021 Nations League.	The matches of both championships were traditionally shown on the public broadcaster RTV Slovenija, while the matches of the 2022 World Championship were shown on the channels of PRO PLUS d.o.o.

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7	Road cycling	World Championship in road cycling – members road race Tour of Slovenia Bicycle Race Tour de France	<p>There is exceptional enthusiasm among viewers for the major achievements of Slovenian cyclists. The Tour of Slovenia⁶ is the most popular domestic race, besides Marathon Franja.</p>	<p>There are numerous cycling events and happenings in Slovenia that positively affect the Slovenian cultural identity. Cycling has a special cultural significance in Slovenia, especially as a recreational activity or sport, and has a well-developed cycling infrastructure. Both international and local races.</p> <p>Cycling is very popular in Slovenia, and its popularity continues to grow thanks to the successes of Slovenian professional cyclists and the</p>	<p>Primož Roglič is the first Slovenian to win a stage of the Tour de France and has also competed for the top spots in the overall standings. Primož Roglič, Tadej Pogačar, and Matej Mohorič have won six Grand Tours in recent years (three times the Tour, twice the Giro, four times the Vuelta), and a number of individual stages in these races, seven Cycling Monuments, and a number of medals in other races, including the World Championships and the Olympic Games. In 2024,</p>	<p>All competitions were regularly broadcast in shortened form by the public broadcaster RTV Slovenija on its channels, and in full by Eurosport.</p>

⁶ https://sl.wikipedia.org/wiki/Dirka_po_Sloveniji.

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				<p>broadcasting of events. A typical example illustrating this popularity is the widespread appeal of the Franja cycling marathon."</p> <p>"The Franja BTC City Marathon is the largest cycling event in Slovenia and also one of the biggest recreational and amateur cycling events globally. In 2012, it became one of the eight marathons to join the UCI Gran Fondo World Series. Today, this prestigious series includes 31 marathons from around the world. Over the years, it has faced numerous challenges and has earned a reputation as a central event of the</p>	<p>Slovenian cyclists won all three races (Tour, Giro, and Vuelta).</p>	
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				<p>season for both Slovenian and international cycling enthusiasts. The longest-running sports and recreational event in Slovenia was first organized on July 22, 1982, under the leadership of Zvone Zanoškar and at the initiative of Tone Fornezzi – Tof. Over the years, the Franja BTC City Marathon has attracted more than 150,000 officially registered cyclists from over 80 countries worldwide, including over 23,000 female participants. The Franja BTC City Marathon proudly attracts tens of thousands of spectators along the route each year, creating an</p>		
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				<p>atmosphere akin to the biggest races. The event enjoys widespread support despite the absence of professional cyclists.”⁷</p> <p>In 2025, the Municipality of Komenda established the Institute for Tourism, Culture and Sports Komenda with the aim of increasing the municipality’s visibility and recognition beyond its borders. This initiative is strongly linked to the global success of local athletes and ambassadors — most notably Tadej Pogačar. As one of the world’s leading cyclists, he represents a sport</p>		
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⁷ <https://franja.org/predstavitev/>.

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				<p>that the Municipality of Komenda has identified as both commercially and media-attractive, forming the foundation for shaping and promoting its local identity.</p> <p>One such promotional effort is a cycling-themed roundabout known as “Pogačar’s Circle,” located in his hometown. This symbolic site features a commemorative landmark and serves as a focal point for cycling tourism in the region. It is part of a broader strategy to build the image of Komenda as a cycling destination and to support the growing popularity</p>		
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				<p>of cycling events among Slovenians at home and abroad.</p> <p>A major factor contributing to this popularity is the live broadcasting of high-profile international cycling events such as the Tour de France, the Tour of Slovenia, and the UCI Road World Championships. These broadcasts not only amplify the visibility of Slovenian athletes but also inspire broader public interest in cycling, reinforcing its cultural and promotional value for the municipality and the country as a whole.</p>		
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