

111th EDITION
TOUR de france
 JUNE 29th - JULY 21st 2024

2024

MEDIA FIGURES

letour.fr/en | @LeTour



INTERNATIONAL TV AUDIENCES



Nearly **150 million** viewers in Europe (reach at 1 minute threshold)

700 million TV viewed hours for live broadcast



2,486 team radio content produced and shared with broadcasters, social networks and cycling teams including **202** broadcast in live

Source: Glance - UER

TV AUDIENCES IN FRANCE

Host broadcaster
Official broadcasters
 france.tv | EUROVISION SPORT

france.tv

More than **100** hours of live coverage on France Télévisions
 Start to finish coverage of all the stages on France 2 and France 3

More than **40** million French watched the Tour de France 2024 live on France Télévisions (reach at 1 minute threshold)

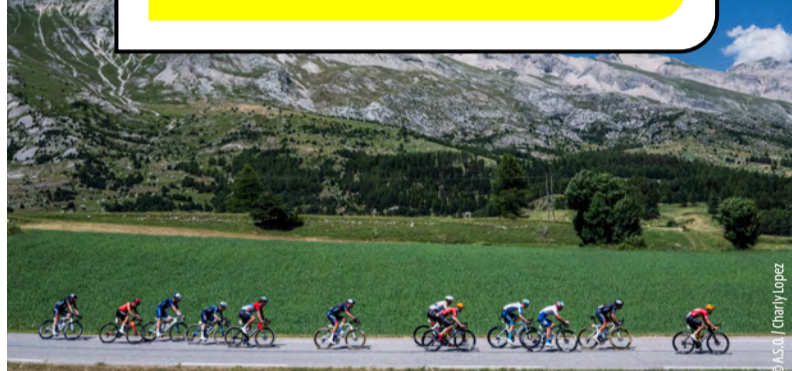
Source: Médiamétrie

HIGHEST RATINGS ON FRANCE 2

6.3 million viewers
 peak reached on Saturday 20 July for the finish of stage 20 in col de la Couillole

59.3% audience share
 peak reached on Friday 19 July for the finish of stage 19 in Isola 2000

France 2, the leading channel in France every afternoon from 3 pm during the 3 weeks of the event



Source: Glance - UER

HISTORICAL DIGITAL AUDIENCES

*From 24 June to 22 July 2024

letour.fr



31.1 million unique visitors

More than **86** million visits (+7% vs 2023)

HISTORICAL RECORDS

Including **62** million international visits

+66% video views vs 2023 on letour.fr and on the Tour de France official mobile application

Mobile application

31 million sessions on the official mobile application (+6% vs 2023)

BEST PERFORMANCE



Race Center with live data

25 million visits on the Race Center live (+10% vs 2023)

BEST PERFORMANCE

Source: AT Internet



More than **840,000** members (+225,000 vs 2023)



More than **166,000** active players

BEST PERFORMANCE

SOCIAL MEDIA



13.7 million fans on all our social networks @LeTour (+18% since early June)

1.523 billion impressions (+20.9% vs 2023)

Videos

740 million video views on Tour de France owned media and social media (+143% vs 2023)

TOP CONTENT

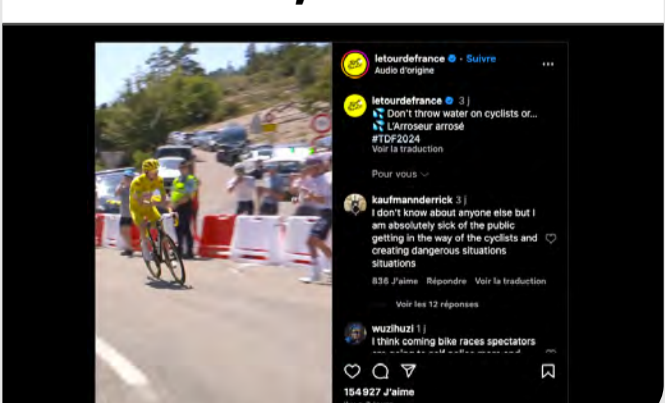
TIKTOK
 Best post

PUBLICITY CARAVAN
12.7 million views
104,000 likes



INSTAGRAM
 Best post

POGI WATERS URSKA
10.1 million views
154,000 likes



FACEBOOK
 Best post

LAST KM STAGE 20
2.1 million views
27,000 engagements



X

Best post

CAV'S BIKE CHAIN JUMPS FOR ITS 35th VICTORY
1 million impressions
569,000 views · **63,500** engagements

