

TOUR de france™

france•tv

DIFFUSEUR OFFICIEL

TOUR de france™  
FEMMES  
AVEC ZWIFT

# TOUR DE FRANCE 2023

PARTNER OFFER



**TOUR DE FRANCE 2023**

THE BIGGEST CYCLING RACE IN THE WORLD

**THE BEST OF THE GRANDE BOUCLE**

ON

**2 3**

france.tv **tv** sport

## A LEGENDARY RACE

The most prestigious cycling race in the world is returning to the France Télévisions group. From 1<sup>st</sup> to 30 July 2023, follow all the Men's and Women's epic races!

## AN EXCEPTIONAL JOURNEY

The 110th Tour de France will take place in the Spanish Basque Country and features a course with a difference of 3,000 metres of altitude from the 1st stage. The women participating will be facing the legendary Col du Tourmalet. This will set the scene for a year that promises to be full of rocky roads and twists and turns.

## A COMPLETE SYSTEM

The France Télévisions group will once again be showing exceptional coverage of the 4 weeks of racing. This means continuing a long-established summer tradition, travelling along the most stunning roads in France.

## OUR OFFERS

Discover all our Tour de France 2023 offers!



france.tvpublicité



# TOUR DE FRANCE 2023

A LEGENDARY RACE



CREATION OF THE LEGENDARY YELLOW JERSEY.

1919



LIVE TV FOR THE END OF EACH STAGE.

1963



RETURN OF THE WOMEN'S TOUR DE FRANCE WITH ZWIFT.

2022

2013

100<sup>th</sup> EDITION OF THE TOUR DE FRANCE.



1903

1<sup>ST</sup> TOUR DE FRANCE.



1948

1<sup>ST</sup> SHOWN LIVE ON FRENCH TELEVISION.





TOUR DE FRANCE 2023

AN EXCEPTIONAL JOURNEY



1<sup>ST</sup> - 23 JULY 2023

SPANISH BASQUE COUNTRY Grand Départ

AFTER STARTING FROM BILBAO, THE TOUR WILL CROSS THE PYRENEAN MASSIF.

21 STAGES

3,404 KM

PARIS Final destination

A FINAL LINKING THE NATIONAL VELODROME TO THE CHAMPS-ELYSEES

- 8 flat stages
- 4 hilly stages
- 8 mountain stages (4 high-altitude sections)
- 1 individual time trial



TOUR DE FRANCE 2023

INTENSE COMPETITION



JONAS VINGEGAARD

Winner of the 2022 Tour de France, the young Dane beat all the odds and won on his 2<sup>nd</sup> appearance in the race.



POGAČAR TADJ

Already a two-time Tour winner at just 24 years old, the Slovenian will be aiming for the top of the podium again in 2023.



THIBAUT PINOT

For his last Tour de France, the French rider is keen to go out on a high by winning a mountain stage this year.



# WOMEN'S TOUR DE FRANCE WITH ZWIFT

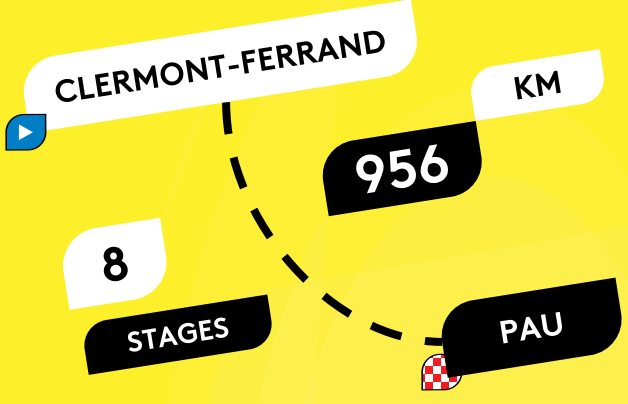
## HIGHER AND HIGHER



**LEGENDE / THE KEY**

- Départ / Start
- Ville ou site départ / Start town or site
- Ville ou site arrivée / Finish town or site
- Arrivée finale / Race finish
- Etape en ligne / Stage
- C.L.M. individuel / Individual time trial

# 23 - 30 July 2023



- 4 flat stages
- 2 hilly stages
- 1 mountain stage (arrival at the Tourmalet)
- 1 individual time trial



## ANNEMIEK VAN VLEUTEN

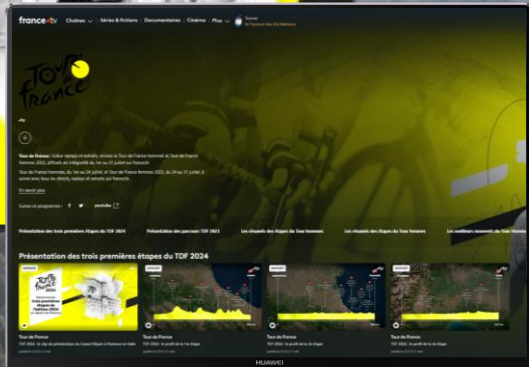
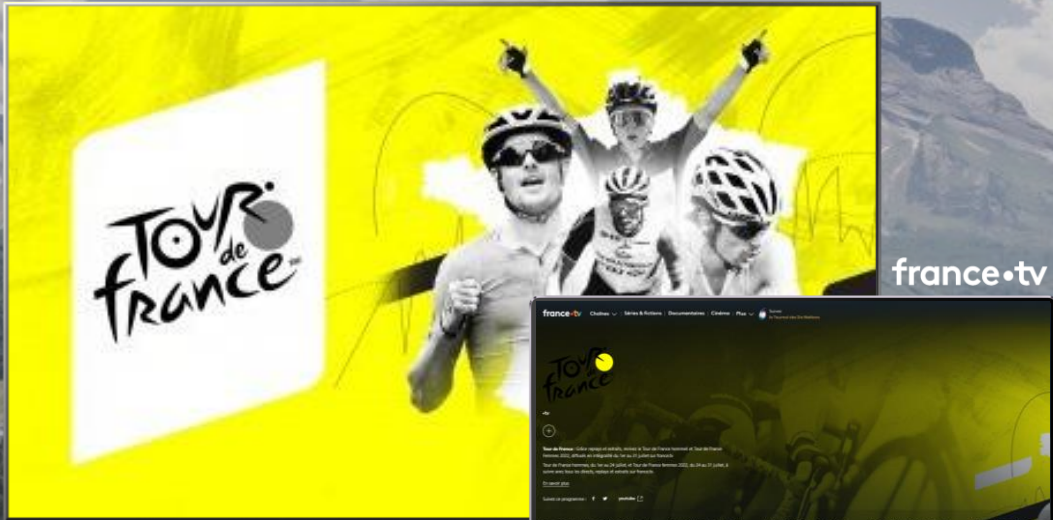
In 2022, the Dutch rider achieved an exceptional year with an unprecedented Giro | Tour | Vuelta treble and a new world title. For her final year on the professional circuit, the 40-year-old dreams of finishing at the top.



TOUR DE FRANCE 2023

NEWER BETTER COVERAGE

•2.3



## AN UNMISSABLE TOUR DE FRANCE

Exceptional programming with **TV** coverage running throughout the day:

- ↳ Channel relays on the live coverage
- ↳ Today's highlights
- ↳ The Vélo Club
- ↳ The Tour Journal

## AN EXTENDED EXPERIENCE

A tailor-made **digital** system for enthusiasts delivering an immersive experience:

- ↳ The option of selecting your camera during the live event.
- ↳ Provision of all race overviews.
- ↳ Access to interviews with runners.

## NEW CONTENT

This year, France Télévisions is taking it even further and offering more exclusive digital content with coverage before and after the race behind the scenes in the city stages and prime access to press conferences.





# TOUR DE FRANCE 2022

A LOOK BACK AT AN EXCEPTIONAL YEAR

## 4M

viewers on average  
out of  
in the afternoons.

# • 2

NEW RECORD SINCE 2017



## 41.5M

viewers watched  
the 2022 Tour de France<sup>1</sup>.

# • 2 • 3

## • 2 • 3

## 5hrs41mns

Individual viewing time on  
the 2022 Tour de France.  
*+17 mins vs 2021*

NEW RECORD SINCE 2011





# TOUR DE FRANCE 2022

A LOOK BACK AT AN EXCEPTIONAL YEAR



france.tv | sport | franceinfo:

## 1.7M

Daily peak audience on digital for the 2022 TDF.

## 19.1M

Videos viewed of the 2022 TDF on our internal platforms.

france.tv | sport | franceinfo:

france.tv | sport | franceinfo:

## 87%

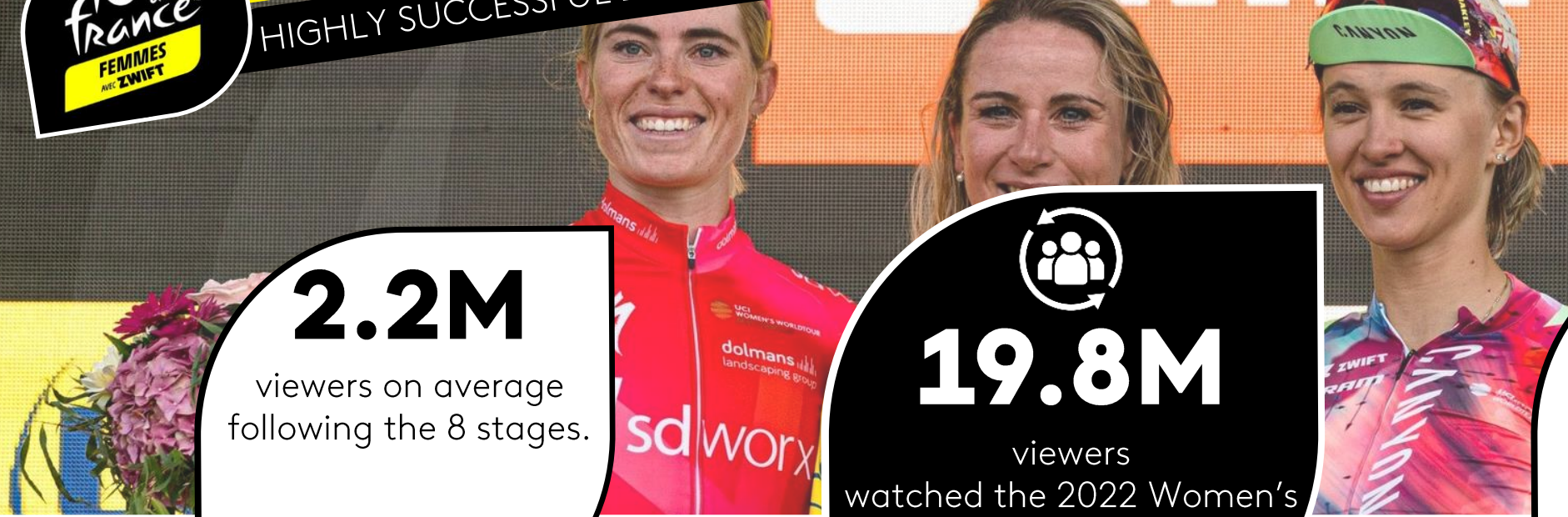
Direct percentage of total videos viewed were the 2022 TDF.

+52% vs. 2021






WOMEN'S TOUR DE FRANCE WITH ZWIFT  
HIGHLY SUCCESSFUL 2022 INAUGURATION



**2.2M**  
viewers on average following the 8 stages.  
**2.3**

  
**19.8M**  
viewers watched the 2022 Women's Tour de France<sup>1</sup>.  
**2.3**

france.tv | sport | franceinfo:  
**1.2M**  
Live stream views, excerpts & replays of the 2022 Women's Tour de France



# TOUR DE FRANCE 2023

## NEWCOMERS



# 65%

OF 18-34 YEAR-OLDS  
FOLLOWED  
THE TOUR DE FRANCE  
COVERAGE IN 2022



## THE TURN OF THE NEXT GEN

With more than 5.6m fans aged under 35 on the Tour de France's official platforms, the world's largest cycling event is increasingly appealing to younger generations:  
↳ 65% of 18-34 year-olds followed coverage of the 2022 Tour de France.

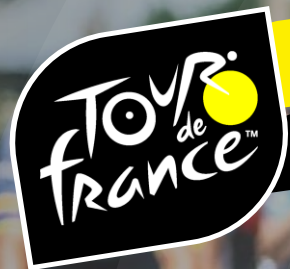
## NEW CONTENT

With the participation of France Télévisions, Netflix has joined forces with ASO to create a series based on the 2022 Tour de France. Scheduled for June 2023, the documentary will follow 8 teams through 8 45-minute episodes.

## NEW ENCOUNTERS

With a new feature on Twitch, France Télévisions is meeting GEN Z. On the agenda: 3 weeks of live events to get French youngsters fired up about the most popular sporting event in the country!





TOUR DE FRANCE 2023

EXPERT KNOW-HOW



good.vertising  
impressions donation

Give the association<sup>1</sup> of your choice some of the impressions from your digital advertising campaign, so they can communicate about their actions and commitments in a Tour de France context.



Au tour de Florent

With a popular first season in 2022, Florent Dabadie returns to the roads we'll be seeing in the Tour as part of his web series where we discover the Tour de France route at his side.



adressable.tv

Activate our "Fans of the Tour de France" exclusive target on segmented TV and expand on this by reaching only the catchment areas around your stores thanks to our Isochrone Travel Time targeting.

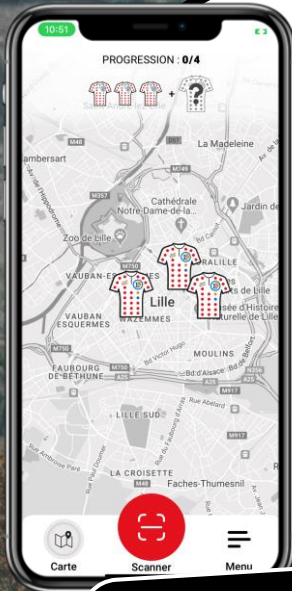


france.tvpublicité

1. Advertiser and association eligibility criteria subject to validation by the France TV Advertising Ethics Committee.



# TOUR DE FRANCE 2023 EXPERIENTIAL MECHANISMS



## LET'S PLAY BY FTP<sup>(1)</sup>

Offer full-scale phygital activation\*  
in 3 cities\*\* that are stages in the Tour de France.  
Players must find and scan the QR Codes on  
beacons scattered around the city and finish the  
game in your store/place of your choice.  
**A unique, fun and engaging experience!**

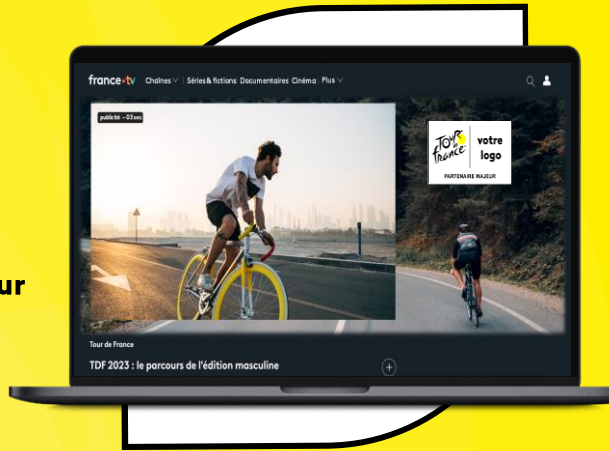


LES  
CAS  
D'OR  
DIGILOCALES



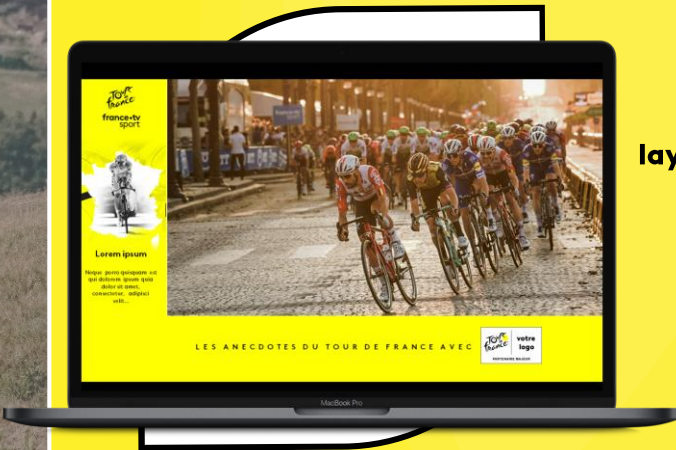
## COVERLOOK<sup>(2)</sup>

**Amplify your advertising experience**  
beyond the Player with this new format.  
**Give the player page around your ad your**  
**own corporate look for complete**  
**immersion in the world of your brand.**



## SKIN-CONTENT EDITORIAL<sup>(3)</sup>

Your brand sponsors a customised **page**  
**layout** in the form of an "L" that supports live  
viewing without interrupting it.  
Enjoy **optimal, UX friendly integration**  
at the core of the event.



1. System subject to feasibility. The advertiser is responsible for the prize money. \*Game combining digital application and field operation. \*\*3 cities selected: Bayonne, Clermont-Ferrand and Paris  
2. Non-contractual mock-up. Format subject to publisher validation. Format available only on desktop. Creative elements/customisation + ad provided by the advertiser.  
3. Non-contractual mock-up. Format subject to feasibility and publisher validation. Format available only on online-enabled Desktop/Mobile/Tablet



**TOUR DE FRANCE 2023**

OUR 2023 OFFERS

**CHAMPS-ELYSEES**

1 PLACE AVAILABLE

**1<sup>ST</sup> CATEGORY**

1 PLACE AVAILABLE



**SPONSORSHIP**

TV - DIGITAL - SOCIAL

**2<sup>ND</sup> CATEGORY**

2 PLACES AVAILABLE

**MAGAZINES**

2 PLACES AVAILABLE

**WOMEN'S TOUR DE FRANCE WITH ZWIFT**

3 PLACES AVAILABLE



**TV**

PODIUM

ADDRESSABLE.TV

BLOCKS & UNIT PURCHASES



**DIGITAL**

SPRINT

PRE-ROLL

ADSWITCHING

BRANDED FILM





# TOUR DE FRANCE 2023

## OVERVIEW OF OUR OFFERS

### SPONSORSHIP

#### CHAMPS ÉLYSÉES

1 place available

2  
3

752 presences  
2,000 GRP  
M25-49



TV presences



Media coverage  
Video



Cover ● look



Skin-Content



Au Tour  
De Florent



YouTube

#### 1ST CATEGORY

1 place available

2  
3

445 presences  
1,000 GRP  
M25-49



TV presences



Media coverage  
Video



goodvertising



adressable ● tv



Phygital  
Offer



Social  
Networks

#### 2ND CATEGORY

2 places available

2  
3

247 presences  
730 GRP  
M25-49



TV presences



Media coverage  
Video



Skin-Content



Social  
networks

#### MAGAZINES

2 places available

2  
3

142 presences  
280 GRP  
M25-49



TV presences



Media coverage  
Video



Social networks

#### TOURMALET

1 place available

2  
3

150 presences  
250 GRP  
M25-49



TV presences



Media coverage  
Video



Social networks

#### ÉCHAPPÉES

2 places available

2  
3

108 presences  
180 GRP  
M25-49



TV presences



Media coverage  
Video



Social networks

### TV



#### PODIUM

3 places available



adressable.tv  
Limited places



BLOCKS & UNIT  
PURCHASES  
Limited places

### 100% DIGITAL

#### SPRINT

1 place available



Media coverage  
Video



adressable ● tv



Social networks



BRANDED FILM  
1M impressions  
2 places available

#### PRE-ROLL

1M impressions  
Limited places

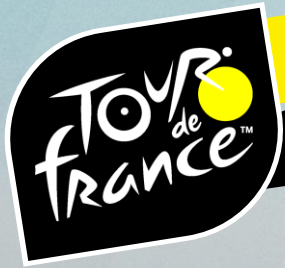
ADSWITCHING  
1M impressions  
Limited places



TWITTER  
SPONSORSHIP  
1.5m impressions  
4 limited places

### MEN'S TOUR

### WOMEN'S TOUR DE FRANCE WITH ZWIFT



# TOUR DE FRANCE 2023

## MARKETING METHODS



### TV SPONSORSHIP: PURCHASING PRIORITIES FOR OFFICIAL PARTNERS AND SUPPLIERS

Official partners and suppliers get sectoral exclusivity.

Official partners and suppliers have a purchasing priority of 6 weeks until 25/05/2023 at 18.00.

The TV sponsors of the 2022 Tour de France get a purchase priority of 48 hours until 27/05/2022 at 18.00.

From 29/05/2022: open to other advertisers

### DIGITAL: PURCHASING PRIORITIES FOR OFFICIAL PARTNERS AND SUPPLIERS

Official partners and suppliers get sectoral exclusivity on video pre-rolls.

Official partners and suppliers get a purchasing priority of 15 days until 28/04/2023 at 18.00.

From 01/05/2023: open to other advertisers.

### CREATION

Order of appearance on the billboards: the partner's choice of appearance is subject to a price increase in accordance with France Télévisions Publicité's 2023 General Terms and Conditions of Sale. Billboards must comply with France Télévisions' graphic charter.

### BLOCKED SECTORS

Banking, Retail, Air, Automotive, Opticians, Telecommunications, Water and flavoured water, Insurance and mutual insurance, Technical clothing and sportswear, Watches and watches, IT and technological solutions, Energy products, Real estate, Electricity distribution, Olive oil, Meat products, Sweet biscuits, Temporary work, Hotel, Processed chicken products, Games and betting, Senior accommodation, Cycling industry, Sunflower oils, Motorbikes, Coffee, Mass catering, Laundry, Sweets, Logistics services, Photos and printers, Automotive assistance, Carriers, Ambulance and service vehicle processing, Opticians and hearing, Travel agencies, Smart sports apps, Soft drinks, Glues and adhesives, Road guidance applications.







# TOUR DE FRANCE 2023

## OFFICIAL PARTNERS

### MAJOR PARTNERS



### OFFICIAL PARTNERS



### INSTITUTIONAL PARTNER



### OFFICIAL SUPPLIERS



### OFFICIAL SUPPORTERS



### TECHNICAL PARTNERS





# WOMEN'S TOUR DE FRANCE WITH ZWIFT

## OFFICIAL PARTNERS

### TITLE PARTNER



### MAJOR PARTNERS



### OFFICIAL PARTNERS



### OFFICIAL SUPPLIERS



### TECHNICAL PARTNERS



### INSTITUTIONAL PARTNER



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AVEC ZWIFT

# TOUR DE FRANCE 2023

PARTNER OFFER