

TOUR de france™

TV5 MONDE

TOUR de france™  
FEMMES  
AVEC ZWIFT

# TOUR DE FRANCE 2023



**TOUR DE FRANCE 2023**

THE BIGGEST CYCLING RACE IN THE WORLD

**THE BEST OF THE GRANDE BOUCLE**

ON

**TV5  
MONDE**

**A LEGENDARY RACE**

The most prestigious cycling race in the world is returning to TV5 Monde. 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**

TV5Monde 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 OFFER**

Discover our Tour de France 2023 offer!



**138**

INDEX of the TV5M audience that is interested in cycling

## A SPORTS-LOVING AUDIENCE AT TV5 MONDE

**44%**

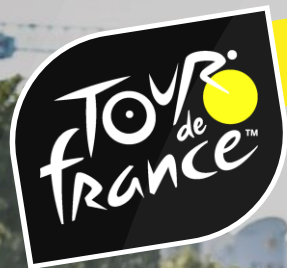
of the TV5 Monde audience is interested in sport

**28%**

of the audience regularly watch sports programs

**121**

INDEX of the TV5Monde audience that attended 1 or 2 sports events in the last 12 months



# TOUR DE FRANCE 2023 OFFER



MEN'S  
TDF

## LIVE COVERAGE

**FROM 01/07 TO 23/07**

2 feeds: MAGHREB-ORIENT & LATINAMERICA  
42 pre-credits 6" billboards  
42 post-credits 6" billboards  
336 trailers

## MAGAZINES

**"TOUR DE FRANCE ALL THE SPORT"**

**FROM 01/07 TO 23/07**

4 feeds: MAGHREB-ORIENT, LATINAMERICA,  
EUROPE & FBSM  
84 pre-credits 6" billboards  
84 post-credits 6" billboards

## LIVE COVERAGE

**FROM 23/07 TO 30/07**

2 feeds: MAGHREB-ORIENT & LATINAMERICA  
16 pre-credits 6" billboards  
16 post-credits 6" billboards  
128 trailers

## DIGITAL

**FROM 01/07 TO 31/07**

Nb of impressions: 150K  
TV5Monde's platform and digital ecosystem

4  
FEEDS

29  
live stages

163 programmes and 843 spots

WOMEN'S  
TDF