

Together with A.S.O. we're creating the world's largest connected stadium

3,400km of 'connected' people, places and things

New insights, visualizations and predictions deliver a data-driven experience across any device, wherever you are in the world.

Race Center

> Click here to visit the official live tracking site of the Tour de France







second.



readings per stage are registered across all riders – providing data and deeper insights into rider performance.



Over 33 million visits - 70% increase on the previous year.



LeTourData

> Click here to view near-live, data-led storytelling

- 53 data records e.g. gradient, weather, time gaps transmitted per second, per rider.
 NTT processes nearly 160 million data records
 - per stage.

 9.1m impressions on @LeTourData.
- 68% increase in engagement highlights greater
- fan interest in Tour de France insights.

 Published on: Broadcast, Twitter, Instagram,
- Race Center.

* Figures relate to 2020 race





> Click here to play the game and pit yourself against the NTT machine predictor

Fantasy Game

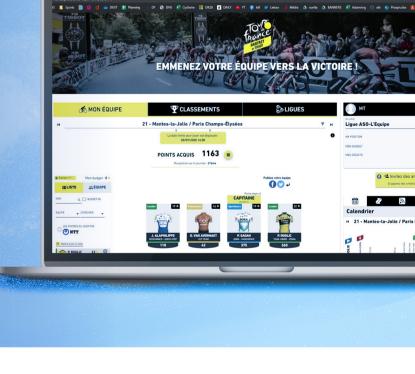
193,000 players - 39%

increase on the previous year.

- Man vs. Machine Fantasygame players go head-to-head
- with the NTT predictor.

 The stage favourites

 prediction is over 70%
- accurate in predicting the winner coming in the top five.
- * Figures relate to 2020 race



Real time, dynamic content and data insights delivered through the NTT Services Portal

Media Wall

8 data sources, on 11 networks,

decisions during the

2020 race.

Over **50 stories published** on the

Media Wall every day, capturing insights across a range of sources.

Machine learning The models are trained

The stage favourite prediction uses a matrix of 150,000

NTT software made more than 100 trillion individual

* Figures relate to 2020 race

using over 300 million

historical records.

<u>Visit the NTT Tour de France web page</u> for further insights into how we're helping

decision trees.