



Revolutionizing the fan experience of the Tour de France

Here's how you can stay connected to the world's greatest cycling race

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



Live tracking, race commentary, race and weather updates.



184 GPS tracked riders, transmitting a reading every second.



Over 3 million 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.

* Figures relate to 2020 race

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



3D Race Tracker

Augmented Reality App provides 3D views of the Tour de France



Over **590 users** for the limited release.



With riders up to **30km apart,** tracking is done in 3D to ensure accurate visualization across difficult terrain and large distances.



Additionally, there can be up to **40 different groups** of riders, especially in mountain stages where accurate tracking is vital.

> Sign up to the Digital Club Tour de France for exclusive access

* Figures relate to 2020 race

Fantasy Game

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

- 193,000 players - 39% increase on the previous year.
- Man vs. Machine - Fantasy game 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



Media Wall

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

Consolidated race insights from **8 data sources,** on **11 networks,** to multiple endpoints.

Over **50 stories published** on the Media Wall every day, capturing insights across a range of sources.

Machine learning models are trained using over 300 million historical records.

The **stage favourite prediction** uses a matrix of 150,000 decision trees.

NTT software made more than 100 trillion individual decisions during the 2020 race.

* Figures relate to 2020 race

Visit the [NTT Tour de France web page](#) for further insights into how we're helping to create the world's largest connected stadium.

Together we do great things