



# Media Pack 2015

## Clitheroe to Colne

### Stage 2





# The Aviva Tour of Britain



**Global stars like Mark Cavendish, Andre Greipel, Zdenek Stybar and Sir Bradley Wiggins took part in the 2015 edition of the race.**

6

Reigning National Road  
Racing Champions

20

Teams from 10 Countries

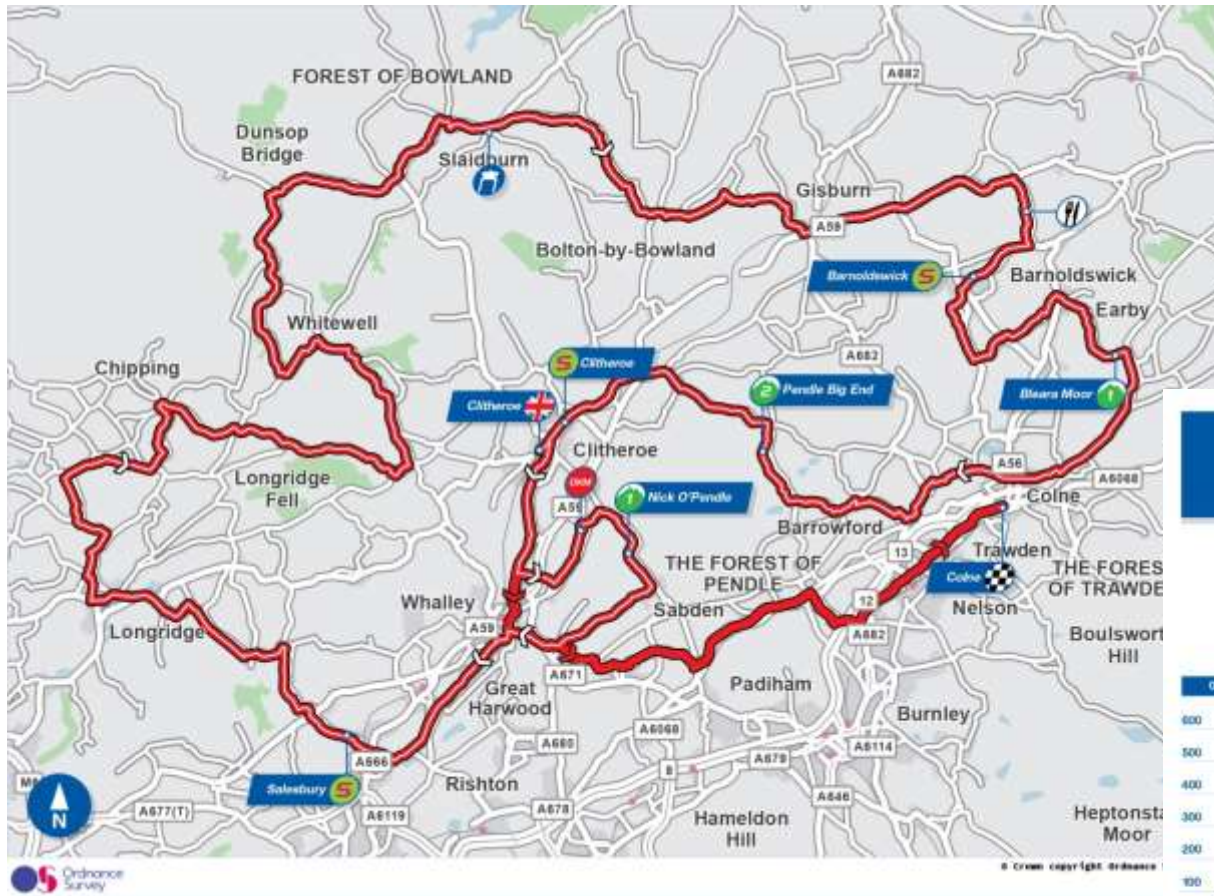
8

British Teams including  
Great Britain

10

Teams that raced in the  
2015 Tour de France

# Stage 2 Route



## STAGE 2 CLITHEROE to COLNE

Monday 7 September

Route profile and stage overview

f /ToBcycling @TourOfBritain #AvivaToB2015 @thetourcycling





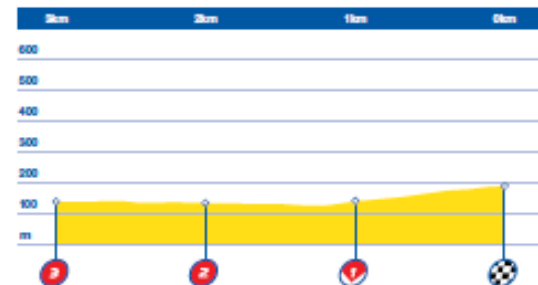
# Stage 2 Start

AVIVA  
TOUR OF  
BRITAIN



# Stage 2 Finish

AVIVA  
TOUR OF  
BRITAIN





# Event Stats and Figures



**8** Stages

**17** Counties

**24** YodelDirect Sprints

**22** SKODA KoM



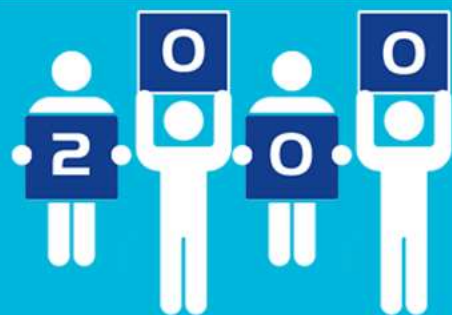
**41.37** kph  
Average Speed



**1,443.4**  
total Kilometres



**3.84** million  
calories burnt



Staff and Volunteers



**4,200**  
Hotel Nights



5,000m of barriers  
2,500m of branding

8 hours of  
Highlights



**24 hrs**  
.Live TV

**3** Countries



**50** Provided by  
Cars SKODA



1,000 Aviva London  
Cycle Participants

2,500 British Cycling  
Go-Ride Participants

**1** Articulated  
Lorry



19,862m total of ascent

3,453m total ascent of Stage 6

583m Hartside, highest point

Supplied by Yodel Official Logistics Partner



# The Official Race Jerseys

AVIVA  
TOUR OF  
BRITAIN



Awarded to the rider leading The Tour of Britain overall, the Aviva Yellow Jersey is what every rider in The Tour seeks to pull on. The Aviva Yellow Jersey is easily identifiable in the peloton, showing you who leads The Tour of Britain.

2015 Winner: Edvald Boasson Hagen



Awarded to the most consistent finisher in the Aviva Tour of Britain, the Chain Reaction Cycles Points Jersey. The first 15 riders across the finish line are awarded points, with the rider who has accumulated the most points wearing the Jersey.

2015 Winner: Owain Doull



Awarded to the best climber in the Aviva Tour of Britain, riders battle for points at designated SKODA King of the Mountains climbs along the route of Tour. The rider who has accumulated the most points wearing the SKODA King of the Mountains jersey.

2015 Winner: Peter Williams



Each road stage of the Tour features three intermediate YodelDirect Sprints, where points are awarded towards the Jersey. Highly popular with fans, riders battle it out to be first across the sprint line to claim points, and also bonus seconds to be taken off their overall race time.

2015 Winner: Peter Williams





# Race Competitions and Awards

AVIVA  
TOUR OF  
BRITAIN



Premier Inn Best British Rider trophy is presented to the leading British rider at the end of each stage of the men's tour with the overall winner being presented after the final stage in the central London.

2015 Winner: Owain Doull

3

Rouleur

Rouleur Combativity Prize is awarded to the most aggressive and combative rider during the race. The most destructive rider is rewarded with a selection of regional cheeses relating to the area where the stage took place.

2015 Winner: Owain Doull

32

AVIVA

Aviva Team is the general team classification award which is calculated by adding the times of the best three riders from each team in the stage ridden. The prize rewards overall consistency of team and their riders throughout the course of The Tour.

2015 Winner: Cannondale - Garmin





# Domestic/Host TV

AVIVA  
TOUR OF  
BRITAIN



## ITV Broadcast

Stage 1 Shown live on ITV  
2-8 Shown live on ITV4  
1hr Highlights every evening  
Highlight shows repeated the following day

## Eurosport Broadcast

All 8 Stages shown live  
Post-Tour review programmes shown for 10 days following the race

72hrs of Airplane Flight



4 TV Motos  
6 Finish Cameras



42 Technicians  
2,500m of Cabling  
16 Terrabites of Archived Footage

8 Trucks  
Combined Travel  
**29,000km**



# TV Viewing Figures



## Average Viewing Figures

Stage		Live	Highlights	Repeat
Stage 1	Beaumaris to Wrexham	1,526,000	431,000	45,000
Stage 2	Clitheroe to Colne	422,000	502,000	35,000
Stage 3	Cockermouth to Kelso	327,000	385,000	36,000
Stage 4	Edinburgh to Blyth	303,000	519,000	52,000
Stage 5	Prudhoe to Hartside	323,000	463,000	53,000
Stage 6	Stoke-on-Trent to Nottingham	393,000	409,000	171,000
Stage 7	Fakenham to Ipswich	422,000	290,000	136,000
Stage 8	The London Stage	565,000	366,000	65,000



Live Average	535,125
Highlights Average	420,625
H/L Repeat Average	74,125
Source: BARB	



# Stage 2 Coverage





# Stage 2 Coverage

AVIVA  
TOUR OF  
BRITAIN





# Broadcast Distribution Summary



**13** TV Broadcasters

**129** Number of Territories



**116,487,600**  
Total Potential TV Reach

# Regional TV



8 Regional BBC  
Broadcasters  
**BBC**

7 Regional ITV  
Broadcasters  
**itv**

8 Live News  
Reports



Other Regional Broadcasters on the event included:

Bespoke TV

Ribble Film

London LIVE

Notts TV

Voice of My Own

STV



# Radio Coverage



BBC 5Live also  
Broadcast from  
the Aviva Tour of  
Britain

27

Live & Pre-Recorded radio  
interviews with organisers

9

Different regional BBC  
Radio Stations

9

Different commercial  
Radio Stations

3

Entire radio programmes  
broadcast from location at  
Tour of Britain





# Written Coverage National

AVIVA  
TOUR OF  
BRITAIN



**13** National newspapers – reporting on – the race —

**13** The Telegraph  
Consecutive — days coverage in the Telegraph

**78** Pages of — content in Total —



[illegible]



# Written Coverage Regional

**AVIVA**  
**TOUR OF  
BRITAIN**



**33** Regional  
newspapers –  
reporting on –  
the race

**10** Page  
supplements in 3  
regional titles

**132** Pages of  
content in  
Total





# Written Coverage Regional



**360,000**

the total average daily readership from 16 of the major regional titles

**3.1 million**  
Total Potential Reach

**824,515**

average readership of the Evening Standard

**1.9 million**

total average daily online audience from 35 major regional newspapers





# Stage 2 Coverage

## COLNE TIMES

**BLUES FESTIVAL**  
THRILLS THOUSANDS

**CLARETS**  
POSTER

STAR NAMES IN PENDLE FOR TOUR OF BRITAIN SPECTACLE

## ALL EYES ON SIR BRADLEY



By Mike Evans  
Colne correspondent  
The arrival of world-famous cycling legend and three-time Tour of Britain winner Sir Bradley Wiggins to Pendle today for the first time will be a major event for the town.

Wiggins will be leading the team of British cyclists who will be competing in the Tour of Britain stage race which starts in Pendle today.

Wiggins is the only British cyclist to have won the Tour of Britain and he is expected to be a strong contender for the overall title.

## Cavendish is pipped to the line by Viviani



Rodriguez narrows the gap on first place with win



## Pendle welcomes cycling elite



Twilight ride video

A video of the twilight ride which took place in Pendle today has been uploaded to the town's website. The video shows the cyclists riding along the roads of Pendle in the evening, with the sun setting in the background.

## Stunning scenery will greet cyclists



Real benefits from the tour

### Recycled bikes to go to Kenyan street children



Log on to dedicated Tour website

DID YOU KNOW?

## Long wait ends as tour's big day arrives

Thousands of people had to wait for the start of the Tour of Britain stage race which begins today in Pendle. The race is expected to be a major event for the town and will attract a large crowd of spectators.

### When to watch and when

The race will start at 10am and will run for 100 miles. It is expected to be a very competitive race and will attract a large crowd of spectators.

## The Grange at Buckshaw

Affordable, stress-free, assisted living. The Grange at Buckshaw is a retirement community offering a range of services and facilities for its residents.

## BMX bid gets boost



BMX rider's bid to compete in the world cup has been boosted by a donation from the town council.

**ifts**

**Milticare**

**Mobility**

339

For more information, contact Milticare Mobility on 01234 567890.



# Cycling Media Coverage



**12** Page special report  
in **Cycling Weekly**

## Rouleur

Official magazine partner  
produced:

**8** Race Previews

**1** Rider Feature, Behind the  
scenes feature and Tour of  
Britain Quiz

**5** Pages of content in the  
Official Race Programme

Further Online News from:

**cyclingnews.com**  
THE WORLD CENTRE OF CYCLING



**RCUK**  
ROADCYCLINGUK

**Cycling** *velo*  
WEEKLY  
**road.cc**  
pedal powered



# Online Coverage



**BBC SPORT**

8 Days of race reports

6 Supplementary TOB articles

1 Special feature

4 Pre-race articles

**sky SPORTS**

8 Days of race reports

8 Days of Live Stage Updates

13 Team Sky features

1 TOB Competition Prize Draw

7 Exclusive online interviews

13 Pre-race articles



Online coverage  
also included BT  
Sport, Eurosport,  
ESPN, Yahoo  
and MSN



# Stage 2 Coverage

ESPN

## Petr Vakoc storms to second stage Tour of Britain victory

14 Sep 2015



Petr Vakoc, 23, of the Quick-Step team, won the second stage of the Tour of Britain, a 159.3km ride from Clitheroe to Colne. He took the lead from Mark Cavendish's team-mate, Peter Dinkley, in the final kilometre.

Vakoc, who was beaten at the inaugural European Games in Belarus, employed his aggressive time-trialling skills to secure victory over seven good-time rivals. His delight was evident by his clear elation at the finish line. He held off a group of favourites, including Cavendish, who were chasing for a second stage win.

ESPN Sport

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Formula 1 | Cricket | Rugby U | Rugby L | Tennis | Golf | Athletics

Calendar

## Tour of Britain: Petr Vakoc wins stage two to take overall lead



Mark Cavendish's team-mate Petr Vakoc won Monday's second stage at the Tour of Britain to take the overall lead.

The 23-year-old Czech rider, of the Quick-Step team, went clear with

### Top Picks

Bolt to sit out Diamond League  
07 Sep 2015 | ATHLETICS

Murray & Konta aim for last  
07 Sep 2015 | TENNIS

### Featured in this story

Sport on the BBC  
Radio 5 live podcast

sky SPORTS

Try Moz Pro for Free!

## Tour of Britain: Petr Vakoc takes overall lead with solo stage two win

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# Written Coverage International



**33** Different publications reporting on the race

**8** Consecutive days of reporting in: Gazzetta Dello Sport, L'Equipe and Times of India





# Live Spectators

AVIVA  
TOUR OF  
BRITAIN



Start



110,000



660,000

Finish



185,000



Stage 8 London  
250,000

1.2million  
Total Overall  
Spectators





# Stage 2 Spectators





# Engaging the community

**1,835**

Children entered competition to design Stage 3 Start flag



Nursery & School children in Cockermouth took part in healthy eating and exercise lessons

**36**

East Lothian schools took part in a design the Jersey competition



**100**

schools recieved special Aviva packs including the distribution of **25,000** flags



**26,000**

leaflets distributed around the routes to engage local communities

Guinness World Record broken for the World's largest paper cup



# Website Stats and Figures

## Race Week

**486k**

Unique Users

**665k**

Visits

**2.5 million**  
page views



**32%**



**68%**

**45-54**  
average age



## Year Round

(1st Jan - 30th Sept)

**800k**

Unique Users



**1.2 million**  
Visits

**4.3 million**  
Page Views

Visitors from  
Countries

**177**

**23 million**  
Advert Impressions



**48k**  
Click Throughs

### Top 10 Nations

-  1. USA
-  2. Netherlands
-  3. France
-  4. Norway
-  5. Spain
-  6. Italy
-  7. Ireland
-  8. Germany
-  9. Belgium
-  10. Australia



# Social Media Stats and Figures

AVIVA  
TOUR OF  
BRITAIN



Facebook

402k total reach

3.7k  
new likes



Like

39k  
total likes



14.4k video views

Instagram



169 posts made  
by The Tour

116

average likes  
per post

305

most likes for  
single post

48% more engagement  
using #WIGGINS

238k  
profile visits

Twitter



44.5k  
links clicked

5.5k  
new followers

74.2k  
total followers

28.7k individual tweets using  
#AvivaTOB2015

34.3k individual tweets using  
#TourofBritain

465.7k  
impressions per day

13.1 million  
total tweet impressions

6.7k

10.5k

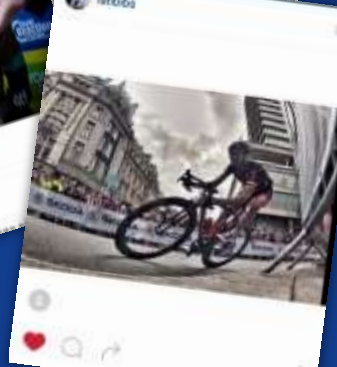
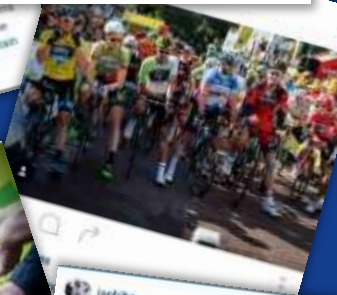
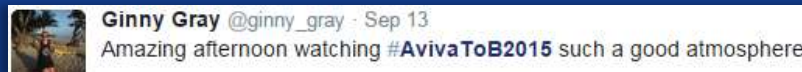
2.1k

# Social Media Examples





# Social Media Examples





# Branding







# SweetSpot

SweetSpot Group  
Rathbone House  
4a Heath Road  
Weybridge  
Surrey, KT13 8TB

01932 831 485  
[tourofbritain.co.uk](http://tourofbritain.co.uk)

