Media Pack 2015
Clitheroe to Colne
Stage 2
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 Start

[Map of Clitheroe with marked locations such as Start, Media, Technical, Promo Zone, Team, Hospitality, and School.]
Stage 2 Finish
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

- **2,000** Staff and Volunteers
- **4,200** Hotel Nights
- **5,000m** of barriers
- **2,500m** of branding
- **8 hours** of Highlights
- **24 hrs Live TV**
- **1,000** Aviva London Cycle Participants
- **2,500** British Cycling Go-Ride Participants
- **2,500** Guests

- **50** Provided by SKODA Cars
- **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**
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

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

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

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

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

72 hrs of Airplane Flight

4 TV Motos
6 Finish Cameras

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

8 Trucks
Combined Travel
29,000 km
## Average Viewing Figures

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

**Live Average**: 535,125

**Highlights Average**: 420,625

**H/L Repeat Average**: 74,125

*Source: BARB*
Stage 2 Coverage
Stage 2 Coverage
Broadcast Distribution Summary

13 TV Broadcasters

129 Number of Territories

116,487,600 Total Potential TV Reach
Regional TV

Other Regional Broadcasters on the event included:

Bespoke TV
London LIVE
Voice of My Own

Ribble Film
Notts TV
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
Cycling Tour of Britain

Here Wiggo! Here Wiggo!

No Greips, Ed

ANDRE GREIPEL won the penultimate stage of the Tour of Britain as Edvald Boasson Hagen moved to the verge of a second win in the event.

Greipel won a sprint finish at the end of the 227.1km stage to Ipswich. But Boasson Hagen, the 2008 Tour of Britain winner, was fifth to maintain a 13-second overall advantage. Barring an unlikely set of circumstances, Boasson Hagen (left) is likely to triumph in London today.

MARK CA Vendish was denied victory in the first stage of cycling's Tour of Britain yesterday after being clipped on the line by team Sky's Elia Viviani. Cavendish (right) looked in prime position to win the sprint at the end of the stage from Beverley to Wakefield as he led Lotto Belisol's Andre Greipel round the final bend. But in seeking to hold off his arch rival Greipel, Elia Viviani's Cavendish left space for the Italian to slip through on his left side and take victory by the narrowest of margins.

Cavendish fails to mind the gap

The sprint trio were part of a main bunch who hauled in a four-rider breakaway with two kilometres remaining to set up the thrilling finish. Sir Bradley Wiggins, riding for Team Wiggins, finished in the main bunch. "The line was just not coming quick enough," said Cavendish. "I looked over and I think I sensed too much of Greipel. If I'd kept the left-hand shot maybe I would have got it.

Today's stage is a 150.3km loop from Clitheroe to Colne.

We ride the final stage of the Tour of Britain

The Telegraph

National newspapers reporting on the race

13

Consecutive days coverage in the Telegraph

78 Pages of content in Total

Written Coverage National
Sky spring ambush on Cavendish's duel with Greipel

Viviani triumphs in Tour of Britain's first stage

It had been a Rocky Mountain ride with Mark Cavendish and a red cape on the day of the two sprinters at the Tour of Britain this year as everything was going their way. Tom Boonen, the Belgian who had to be content with the title of the day, was the last man standing, followed by Cavendish. "I had to lecture Cavendish in the lead pack that I would have to get it. But I was too concerned with the coming stage of Cervera and Greipel," Cavendish said. "I looked more for the sprint and I would have been in the lead pack had I not lectured Cavendish in the lead pack that I would have to get it. But I was too concerned with the coming stage of Cervera and Greipel." Cavendish said.

Wiggins goes on Tour for one last time

Petr Vakoc produced a fine solo performance to clinch victory in stage two of the Tour of Britain in Colne. The Czech seized the yellow jersey after the stage's 20km of stage alone once the rest of the initial eight-man breakaway had been swallowed up by the chasing pack. Vakoc will start today's stage from Cockermouth to Keswick with an 8-second advantage. Owain Doull, of Team Wiggins, was the best-placed Briton in sixth to maintain his fine start. Vakoc, who led the Stelvio at the foot of the final climb, will start today's stage from Cockermouth to Keswick with an 8-second advantage.
33 Regional newspapers – reporting on the race

10 Page supplements in 3 regional titles

132 Pages of content in Total

Cycling stars delight crowd at most popular event in town ‘for decades’

Burnley Express

Region is re

PEDAL POWER

The tour is coming to town!

SEE HISTORY IN THE MAKING

Crowds enjoy tour as cycle fever takes hold
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
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:
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

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 33-year-old Czech rider, of the Quick-Step team, went clear with seven miles to go.
33 Different publications reporting on the race

8 Consecutive days of reporting in: Gazetta Dello Sport, L’Équipe and Times of India

Coverage of the race across all 6 Continents
Live Spectators

Start
110,000

Stage 8 London
250,000

Finish
660,000

1.2 million
Total Overall Spectators
185,000
Stage 2 Spectators
Engaging the community

1,835 Children entered competition to design Stage 3 Start flag

390 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 received 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
- 486,000 Unique Users
- 665,000 Visits
- Average age: 45-54

Year Round
(1st Jan - 30th Sept)
- 800,000 Unique Users
- 1,200,000 Visits
- 4.3 million Page Views
- 177 Countries
- 23 million Advert Impressions
- 48,000 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

Facebook
- 402k total reach
- 3.7k new likes
- 39k total likes
- 14.4k video views

Twitter
- 238k profile visits
- 44.5k links clicked
- 5.5k new followers
- 74.2k total followers

Instagram
- 169 posts made by The Tour
- 116 average likes per post
- 305 most likes for single post
- 28.7k individual tweets using #AvivaTOB2015
- 34.3k individual tweets using #TourofBritain
- 465.7k impressions per day
- 13.1 million total tweet impressions

More engagement using #WIGGINS
- 48%

Aviva Tour of Britain
Social Media Examples

@PeterKennaugh
Thanks to everyone who supported the tour of Britain presentation amazing support!

@EurosportUKTV · Sep 13
All good things must come to an end! LIVE coverage of the final #AvivaToB2015 (BE2 3.15pm) & #LV2015 (BE1 5.30pm) stages #homeofcycling

@PetrYakoč
Can't describe how happy I am to win stage at @TourofBritain and take the yellow jersey! @Etixx_QuickStep #OurWay

Ben Swift
That was quite an epic stage. Awesome crowds out there on the climbs, so nice to race on local roads. Think I will sleep well tonight.
Social Media Examples

Alex Dowsett @alexanddowsett
Tour of Britain, London, goosebumps.

Owain Doull @owaindoull
Over the moon to finish 3rd overall and win the points Jersey at @TourofBritain it’s been an amazing week with the @OfficialWIGGINS boys

Mark Cavendish @MarkCavendish
WHAT A SPRINT by @FredoGaviria today in @TourofBritain Wowl Love riding with this kid in @Etixx_QuickStep Proud of you dude.

Mark Stringfellow @easycompany06 · Sep 11
Nice too see large crowds around peaks cheering on the riders today #AvivaToB2015

consuelapam @Consuelaj53 · Sep 13
Thank you @TourOfBritain and all the teams had a great time in stage 7 & 8 #immense #AvivaToB2015

Ginny Gray @ginny_gray · Sep 13
Amazing afternoon watching #AvivaToB2015 such a good atmosphere

Pete Williams @Petewilliams29
Day 8. London Massive thanks to all @ONEProCycling for helping me secure KoM & Sprint Jersey #AvivaToB2015 happy

Tao Geoghegan Hart @tsgheoghegan
Fantastic wk @TourOfBritain. Huge thanks @BritishCycling for having me. Special to have such incredible support all race & especially today!