



Telling better stories with data at the Tour de France 2016

Here's what you can look forward to.

About this year's race

- Grand Départ date**
Saturday 2 July
- Border crossings**
Visiting 3 neighbouring countries: Spain, Principality of Andorra, Switzerland
- Longer distance**
3,535 km versus 3,360 km in 2015
- Stages**
9 flat stages, 1 hilly stage, 9 mountain stages, 4 summit finishes: Andorre Arcalis, Mont Ventoux, Finhaut-Emosson and Saint-Gervais Mont Blanc, 2 individual time trial stages, 2 rest days
- Route**
La Manche to Paris, visiting 16 new places along the route
- Finish date**
Sunday 24 July

New ways of capturing race data

- Next-generation tracking devices**
Enhanced coverage and range: up from 100m in 2015 to 1,000m in 2016
- Bigger data truck with cutting-edge technology**
The end-to-end hub for all tracking and analytics activities, equipped as a highly flexible and powerful data centre

New insights into race tactics and more data

In addition to live speed, distances between groups of riders, and position in the peloton, we also track ...



Live gradient for every rider
The higher the gradient, the steeper the hill, the harder the rider must work



Live wind speed and direction
Strong headwinds cause lower speed; strong crosswinds eliminate slipstreams

New ways of analysing race data

This year's analytics platform delivers...

- Increased processing power and performance improvements**
Handling even more data, even faster
- Intelligent data handling**
Improved handling of real-world data challenges, automatically bridging transmission gaps
- Time trial functionality**
New features to provide insights into time trial stages
- Even more accurate gaps and groups calculations**
A detailed view of the race in action

New ways of displaying and publishing race data

- New commentator's app**
Puts race data at the fingertips of accredited media
- New television graphics**
Giving broadcasters more options to display live data during broadcasts
- New Tour de France Race Center website**
A second-screen hub integrating all live content during the race
- Updated live-tracking website**
Follow your favourite riders on a website that's easy to navigate and incorporates a range of new features
- Professional cycling insights**
Adding strategy commentary from a cycling journalist

We're telling better stories through data!

How does the solution work?

- Each rider is fitted with a GPS tracker.
- The trackers communicate with each other and with sensors in the race as well as vehicles to create a mesh network.
- The data is streamed from the race vehicles to the aircraft.
- The data is relayed to the Dimension Data big data truck.
Inside the data truck the data is captured and analysed using an advanced digital analytics platform, powered by our cloud.
- Upload of data from the Dimension Data truck to the Dimension Data cloud.