



dimension  
data

**A.S.O.**  
Amaury Sport Organisation

Case study

Amaury Sport Organisation | Europe, France | Sports and entertainment | All pillars

## Digital transformation helps A.S.O. grow social media fans for Tour de France by 141% in three years

### At a glance

#### Which services?

- technical and support services (digital business solutions)
- Managed Services for Enterprise Networks (network and wireless security)
- Managed Services for Data Centres (monitoring and managing cloud-based elements of the solution)
- Managed Services for Visual Communications (advanced collaboration)
- managed security services

#### Which technologies?

- Dimension Data Managed Cloud Platform
- Managed Centre

‘When you look at the impact innovation has had on the Tour de France and the digital world, you can see that the acceleration of our digital vision has been amazing.’

*Yann Le Moenner – CEO of Amaury Sport Organisation (A.S.O.)*

#### Why A.S.O. decided to ‘go digital’ with Tour de France

Selling broadcasting rights is a big revenue driver for Amaury Sport Organisation (A.S.O.). With both broadcasters and viewers embracing digital channels and technology, A.S.O. saw an opportunity to do the same, using digital innovation to grow the audience of the Tour de France.

[Read more](#)

#### How technology services enabled a new viewing experience

The technology services we provided to support the A.S.O.’s fan engagement strategy have evolved from focusing mainly on making data available to using data to tell great stories that draws in new viewers while bringing further enjoyment to long-standing fans.

[Read more](#)

#### What A.S.O. is looking at next

A reliable, secure technology environment enables A.S.O. to explore further digital innovation to enhance its digital ecosystem and unlock new sources of revenue. It’s also given the organisation a platform for adding more value to broadcasters and other partners.

[Read more](#)

## Case study

# ‘Our investment in digital innovation has been a big step forward in helping us attract new viewers. Our digital ecosystem does not compete with the live TV broadcast but complements it to increase our audience.’

*Julian Goupil – Media Director, Amaury Sport Organisation (A.S.O.)*

### Why A.S.O. decided to ‘go digital’ with Tour de France

*Selling broadcasting rights is the biggest revenue driver for Amaury Sport Organisation (A.S.O.). With both broadcasters and viewers embracing digital channels and technology, A.S.O. saw an opportunity to use digital innovation to grow the audience of the Tour de France.*

Amaury Sport Organisation (A.S.O.) is the organiser of over 50 major sporting events, including the Tour de France: the world’s top pro cycling contest with the biggest international viewing audience. In addition to revenue generated from event sponsors and merchandising sales, its greatest source of revenue comes from selling rights to broadcasters.

A.S.O.’s vision was to create a global digital ecosystem with its broadcasting and commercial partners. The aim was to use digital channels to complement the live broadcast and grow the race audience with content that would engage existing fans and attract a new, younger viewership.

The official Tour de France website was launched in 1995, and A.S.O.’s digital strategy evolved alongside changes in technology and viewer behaviour. In 2007, a social network community manager was hired and in 2011 the first official Tour de France mobile app was launched. However, it was A.S.O.’s decision to use live data in the 2015 race that took digital transformation to the next level.

### How technology services enabled a revolutionary viewing experience

*The technology services we provided to support the A.S.O.’s fan engagement strategy have evolved from focusing on making data available to using that data to tell great stories that draws in new viewers, while bringing further enjoyment to long-standing fans.*

It was in 2015 that Dimension Data was brought in as the official technology partner of the Tour de France. For the first time, GPS trackers were fitted to each bike to collect data on speed, distance between riders, and gradient – giving viewers an entirely new perspective on the race. That year, the focus was on simply making the live-tracking data available. In 2016 enhanced data visualisations helped us tell better stories with the data and, in 2017, machine learning and predictive analytics delivered real-time race predictions.

As these digital innovations evolved, so did the technology behind them. Automation and advanced monitoring through Dimension Data’s managed services simplified the management of the technology environment. Managed security services, including firewalling, incident and event monitoring, intrusion protection, and real-time predictive threat management protect against a range of external threats. Manage Centre brings everything together in one dashboard, helping our team ensure everything runs smoothly for a seamless digital experience.

### What A.S.O. can do next with data

*A reliable, secure technology environment enables A.S.O. to explore further innovation to enhance its digital ecosystem and unlock new sources of revenue. It’s also given the organisation a platform for adding more value to broadcasters and other partners.*

Today, live data is fed into an advanced analytics platform and made available on Race Center, the Tour de France website that brings together real-time graphic displays, news feeds, video streaming and social media. The cloud-connected data centre in our big data truck has evolved into a fully virtualised environment, as well as a hyperconnected collaboration hub that helps coordinate a technical and solution delivery team from around the world.

In 2017, over 3 billion data points were collected and analysed to give followers new levels of insight into team strategies and tactics. A.S.O.’s social media fans across all platforms grew from 2.7 million in 2014 to 6.5 million in 2017. In that same period, numbers were up for digital content: video views increased by more than 1,000% (from 6 million to 71 million). A.S.O. now has a powerful platform for exploring new ways to enhance the live TV viewing experience, create value for fans, broadcasters and sponsors, and ensure audience and revenue growth.

### Quantifiable business value demonstrated:

- social media fans increased by 141% from 2014 to 2017
- 1,000% growth in traffic to live-tracking website (Race Center) from 2014 to 2017
- a stable, solid TV viewership of 12 million per stage (international audience) between 2015 and 2017