

KEY FIGURES



71st edition - August 20 to September 11, 2016
Galicia - Madrid
Podium 2016 : Quintana - Froome - Chaves

INTERNATIONAL MEDIA IMPACT

190 countries covered

70 hours live on international feed

23 broadcasters Live & highlights



1 400

accredited journalists
consultants and photographers



320

media covering the event

A SUCCESS OF AUDIENCE ON TVE

tve

140

hours of broadcast on TVE*

30

hours live on **1**
1h40 per stage on average

41

hours live on La 2 and Teledeporte
(Podiums & Interviews)



1.42

million TV viewers on average (18 stages)

1

12.3%
audience share on average

Up to

2.5

million TV viewers for the arrival at Aubisque-Gourette
(23% audience share)

Source: Kantar Media 2016 - Ind. 4+ *Live, Repeats and Highlights

A POWERFUL DIGITAL ECOSYSTEM

4.1M

single visitors (+10%)
on lavuelta.com during the event



250,000
downloads

of the official app
(+61% vs 2015)

14.6M

views of related videos (+440%)
(boosted by near-live)

237,000

followers
(+35% vs 2015)



590,000

fans on social media
(addition of different platforms)



254,000

fans
(+54% vs 2015)

SPECTATORS ON THE ROADSIDE

■ Parque Vuelta

20 partners with animations
Source of motivation for 75%
of the spectators at the arrival

■ Advertising caravan

17 brands / **31** vehicles in 2016

3 to 4

persons per group
on average

64%
Men



36%
Women

A passionate and family-friendly public



3h45

spent along the route
on average

48% of family groups including
33% with children