

Tour de France
2023

sport on social

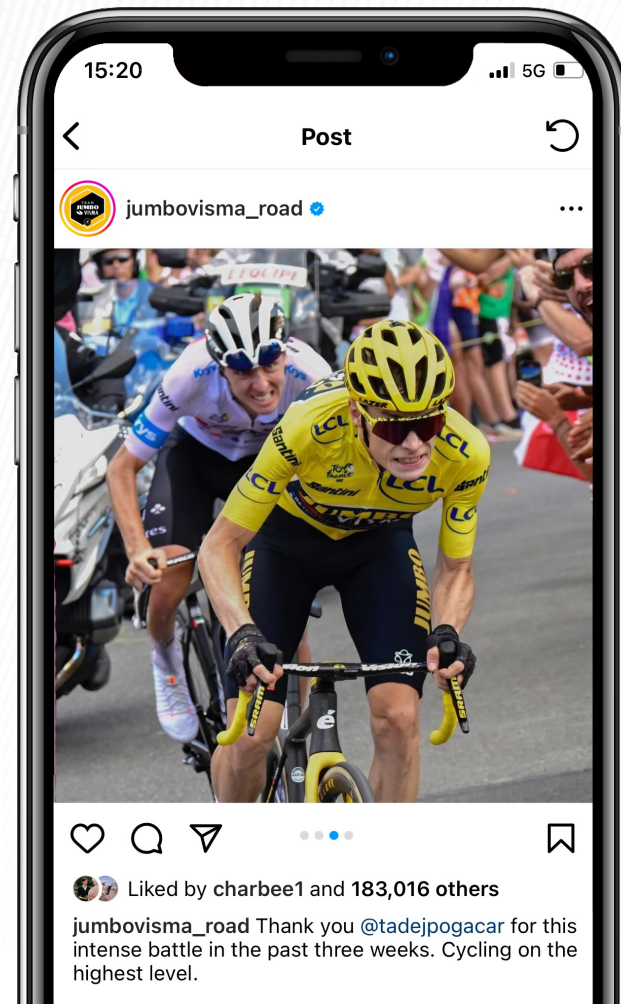
Tour de France 2023

powered by Redtorch



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introduction

Alex Ross, Co-founder, Redtorch

“Cycling is experiencing something of a renaissance.”

Approximately 26% of the global population now cycle worldwide.

While interest in riding bikes won't always translate into interest in the elite stuff, the success of Netflix's 'Tour de France: Unchained' documentary shows the clear appetite for elite cycling and served as the perfect amuse bouche for this year's Tour.

The question is: does the current buzz around cycling translate into success on social media?

Enter the **Tour de France 2023 Social Media League Table** - our annual report that ranks teams based on their social media performance during the Tour.

What's more, for the first time ever, we've analysed the social media performance of riders, as well as providing the usual mix of headlines, insights and takeaways.

So, while it's harder than ever for sport to stay relevant, the world of pro cycling has reasons to be optimistic, as demonstrated by the successful social media performance detailed in the following pages.

Enjoy the report, keep up the good work, and - if you've got any questions - don't hesitate to reach out.

Cheers
Alex

headlines



Team Jumbo-Visma secures 1st place on the Social Media League Table for the 2nd year in a row

Mirroring a 2nd victory for the team's rider Jonas Vingegaard who fuelled the team's 5m engagements, largely on Instagram.



Jonas Vingegaard dominates on-and-off track

In addition to his remarkable win, the Danish cyclist was featured in 8 out of 10 of the Tour de France's best-performing posts on Instagram, amassing 1.7m engagements alone. His own Instagram account gained the 3rd most new followers and had the 2nd highest engagements.



teams see most follower growth/engagement on Instagram

Over 16 teams gathered more than half of their follower growth/ engagement on Instagram – largely driven by teams collaborating with athletes to maximise audience reach.

mountain stage fuels engagements

Fan favourites Tadej Pogačar and Jonas Vingegaard were the star riders in the Pyrenees during Stage 6 – content featuring the winners of this mountainous ride accumulated 2.4m engagements (the highest in any one day).

global search interest experiences a year-on-year surge

An increase in interest from the majority of regions fuelled an overall +11% uplift in search interest – Central America experienced the largest YoY increase with 68% more searches vs 2022.

the impressive performance of Michael Woods contributes to an increase in North America's search interest

Search interest in Canada experienced a 49% boost, attributed to Michael Woods putting on a great performance in Stage 9, securing his first victory in one of the Tour's most iconic climbs.

Tour de France 2023 Social Media League Table

Teams ranked on their social media performance at the Tour de France 2023.

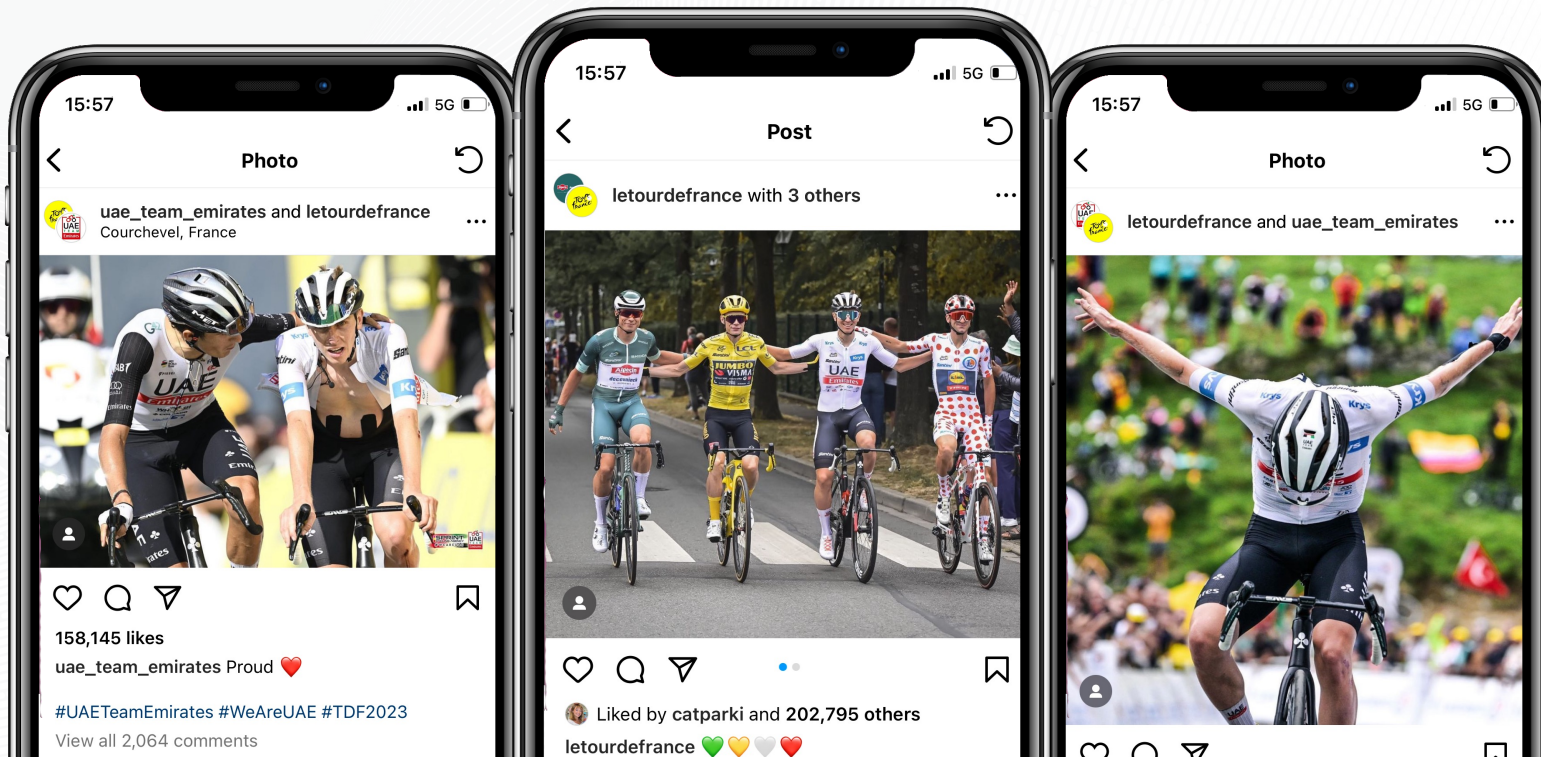
* UCI ProTeam

Team	2023	2022	Change	Race performance rank
Team Jumbo-Visma	1	1	0	2
AG2R Citroën Team	2	5	3	6
Groupama-FDJ	3	8	5	10
EF Education-EasyPost	4	7	3	14
UAE Team Emirates	5	3	-2	1
Ineos Grenadiers	6	2	-4	8
Team TotalEnergies*	7	4	-3	20
Movistar Team	8	11	3	16
Cofidis	9	21	12	7
Soudal-Quick-Step	10	6	-4	12
Bora-Hansgrohe	11	18	7	5

Team	2023	2022	Change	Race performance rank
Alpecin-Deceuninck	12	17	5	11
Lidl-Trek	13	12	-1	9
Astana Qazaqstan Team	14	10	-4	21
Team Jayco-AlUla	15	14	-1	4
Intermarché-Circus-Wanty	16	15	-1	19
Israel-Premier Tech*	17	16	-1	15
Arkéa-Samsic	18	9	-9	17
Uno-X Pro Cycling Team*	19	-	-	13
Lotto-Dstny*	20	13	-7	22
Team Bahrain Victorious	21	22	1	3
Team DSM-Firmenich	22	19	-3	18

Tour de France 2023

analysing the social media performance of official Tour de France accounts



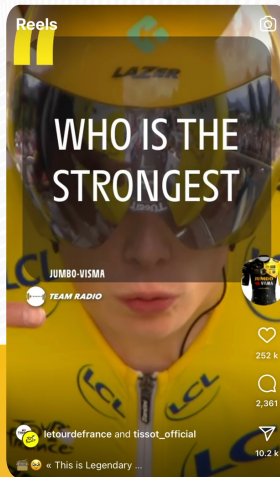
most engaged with posts from Tour de France accounts



2nd



237k
engagements



1st



253k
engagements



3rd

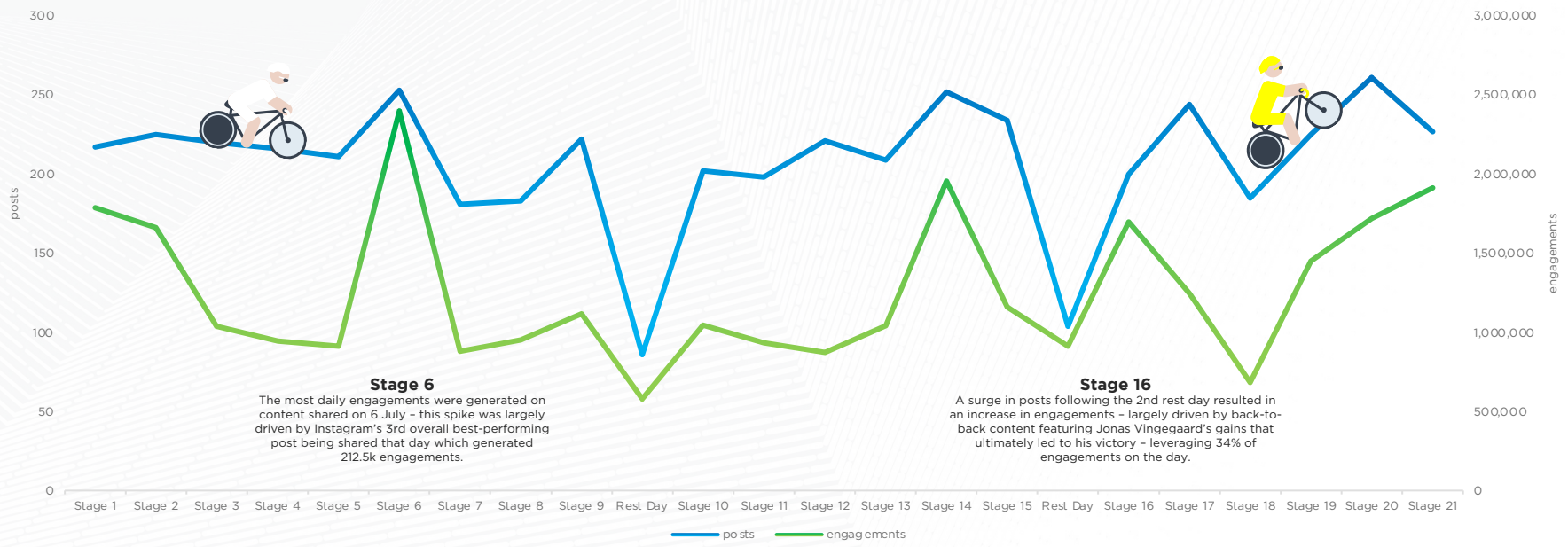


213k
engagements

most engaged with posts determined by number of reactions/comments/shares

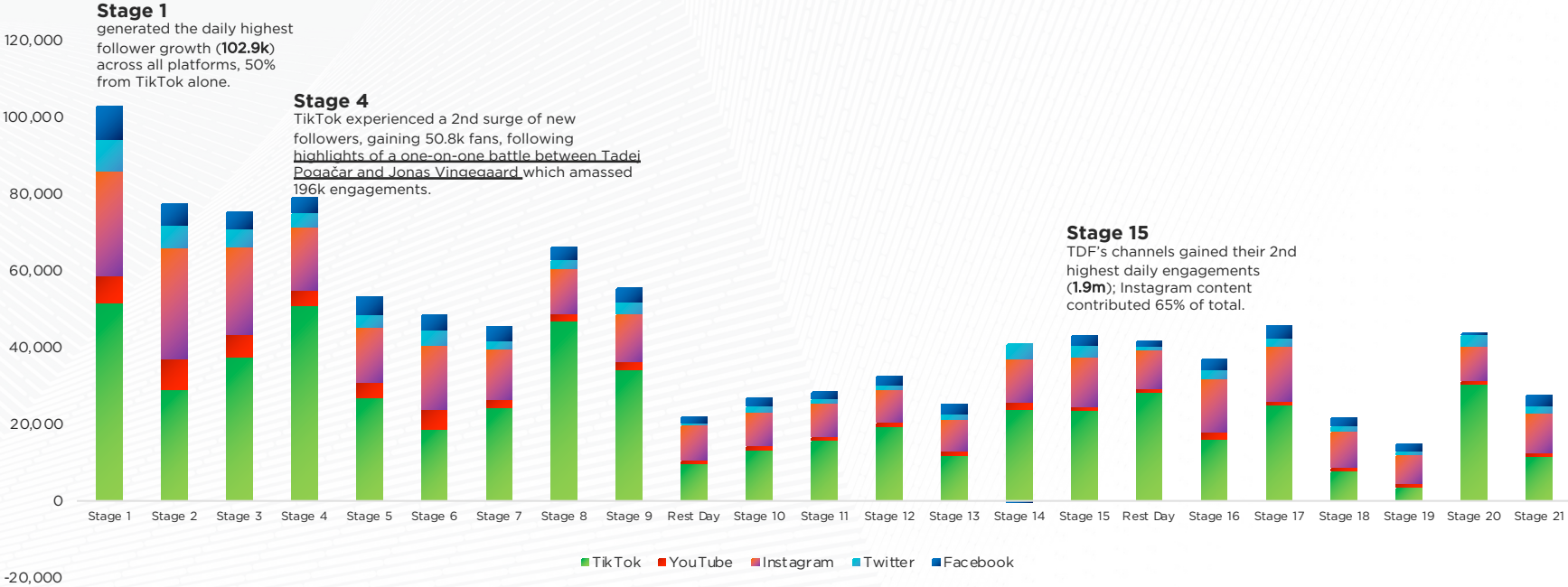
Tour de France accounts shared 893 posts (21% more than 2022), generating 2.1m engagements – a 8% YoY decrease

Instagram accumulated 67% of total engagements across just 9% of posts; 57% of content was produced on Twitter, 19% on Facebook.

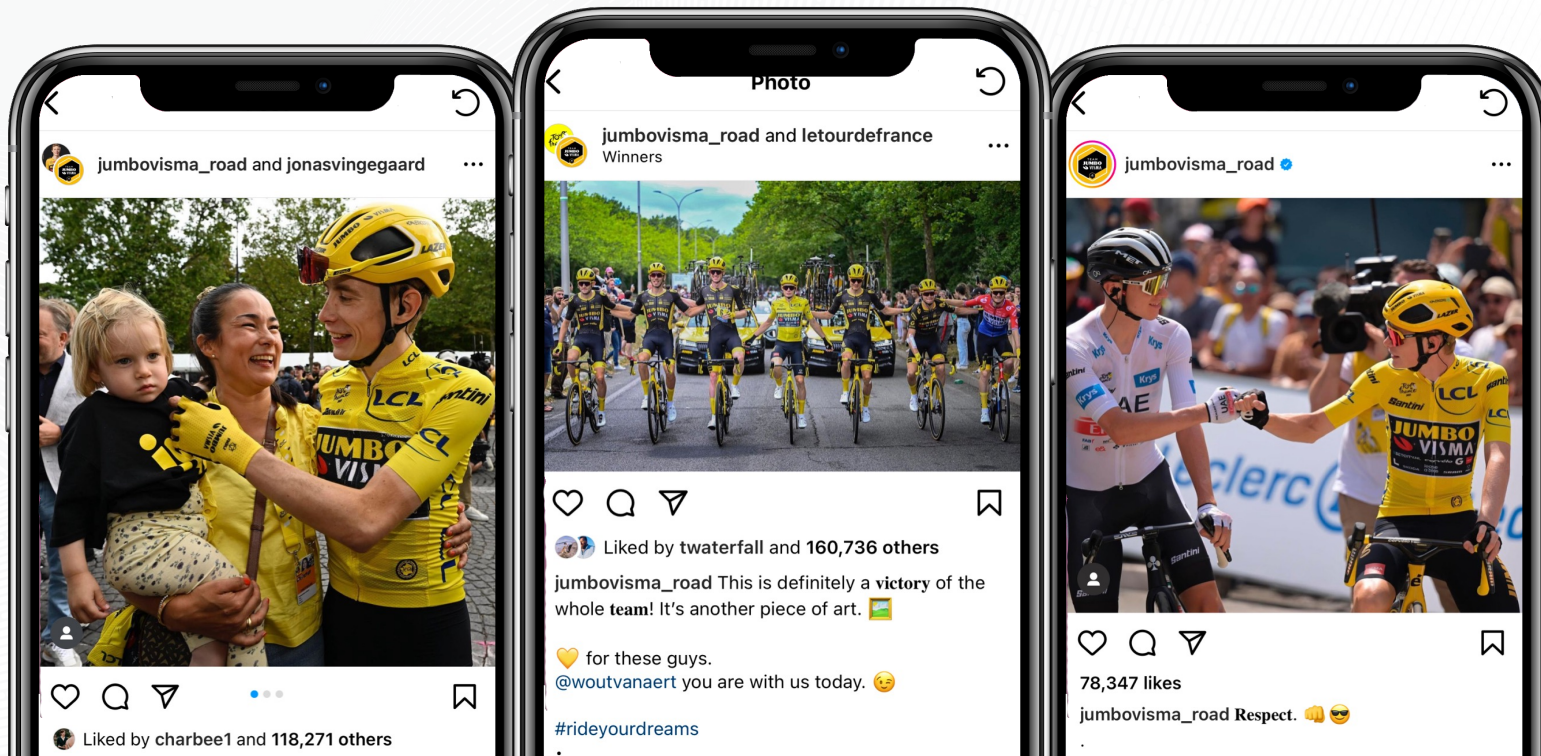


Tour de France accounts gained 1,055,278 new social media followers, 559,400 on TikTok

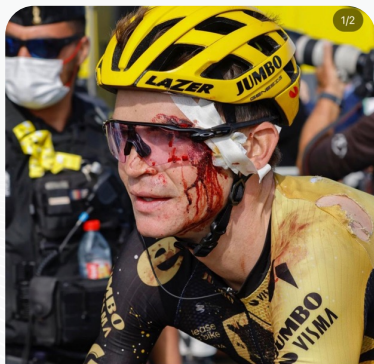
53% of new followers were generated on TikTok, more than any other platform, followed by Instagram (+132.8k).



social media performance of cycling teams



most engaged with team posts



1/2

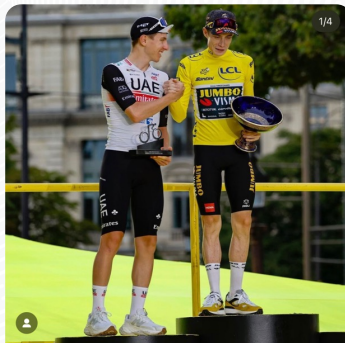
Liked by mdt sports and 170,167 others

jumbovisma_road Despite all his efforts for the team, this guy was so close to a top ten spot in the GC. 🥰

2nd



172k
engagements



1/4

183,977 likes

jumbovisma_road Thank you @tadejpogacar for this intense battle in the past three weeks. Cycling on the highest level.

Looking forward to the next one! 🥰👊

1st



177k
engagements



1/8

163,499 likes

jumbovisma_road Thank you for another amazing Tour de France @woutvanaert. 🙌 We wish you and Sarah all the best. ❤️

3rd



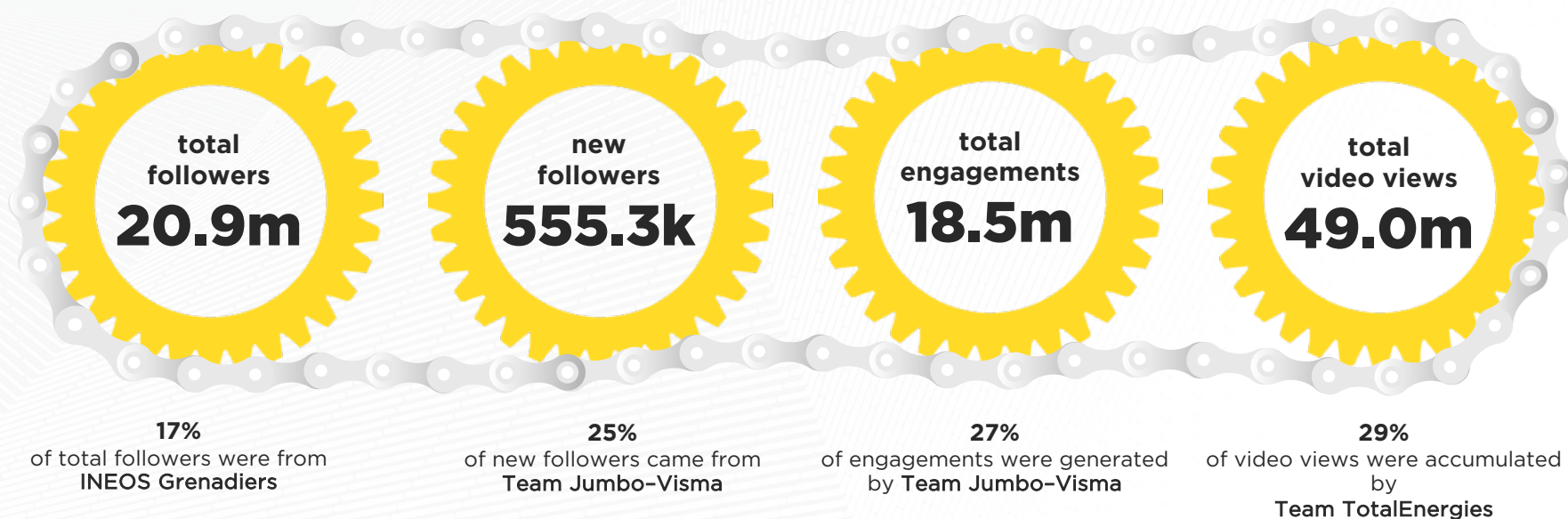
163k
engagements

most engaged with team posts determined by number of reactions/comments/shares.

the 22 teams produced 10,009 posts; Soudal-Quick-Step posted the most (852)

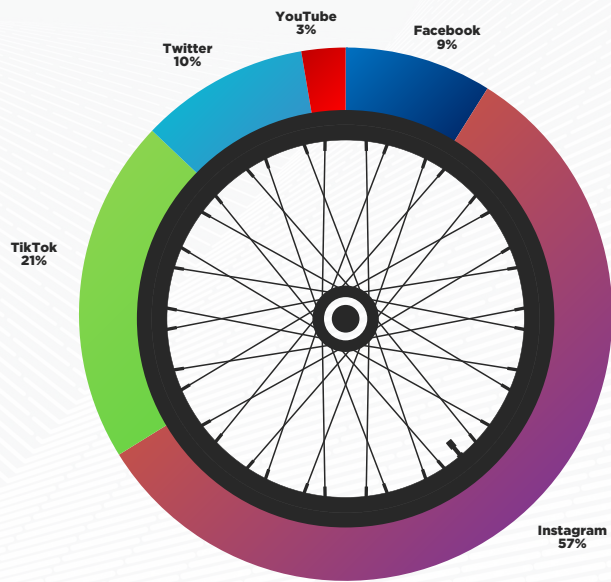
Team Jumbo-Visma shared 25% fewer posts (639) than **Soudal-Quick-Step** but generated 5m engagements – the highest number of any team.

social media performance (all teams)

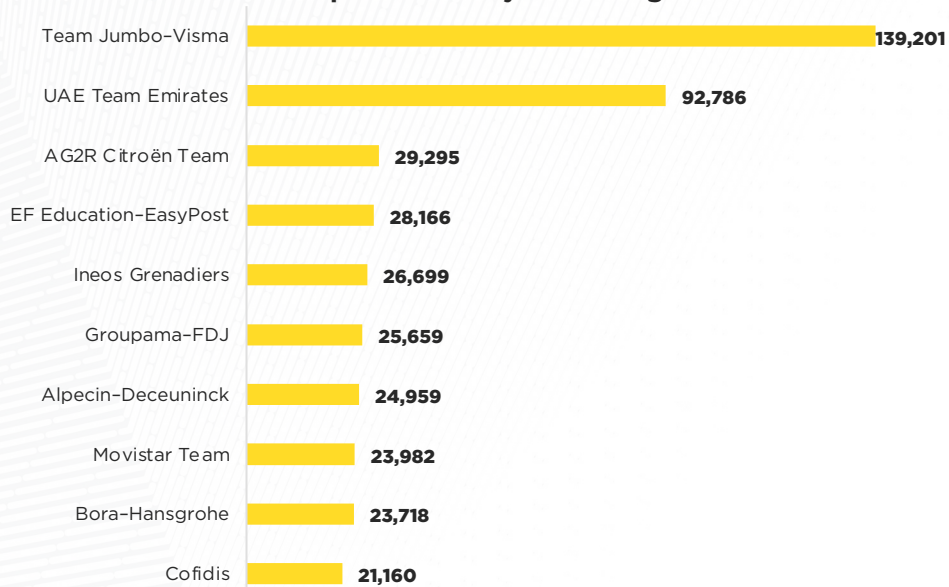


Team Jumbo-Visma gained 139,201 new followers (68% from Instagram), the highest number of any team

total team follower growth by platform



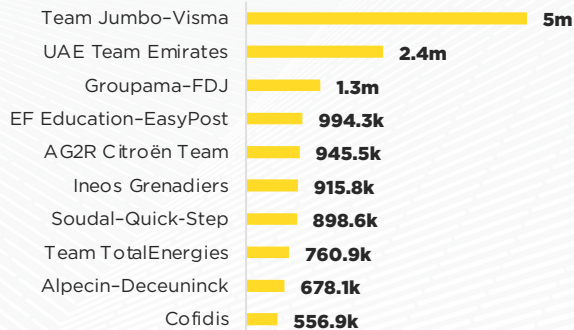
top 10 teams by follower growth



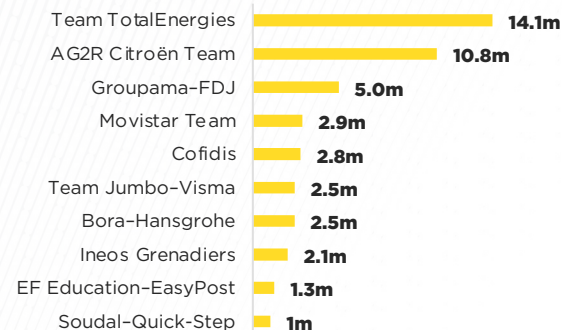
Team Jumbo–Visma amassed 5m engagements – more than any other team

Team TotalEnergies accumulated the highest number of video views (14.1m), largely driven by TikTok (97% of the team's total views).

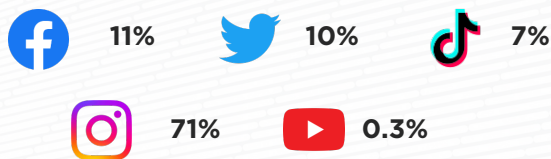
top 10 teams by engagement



top 10 teams by video view



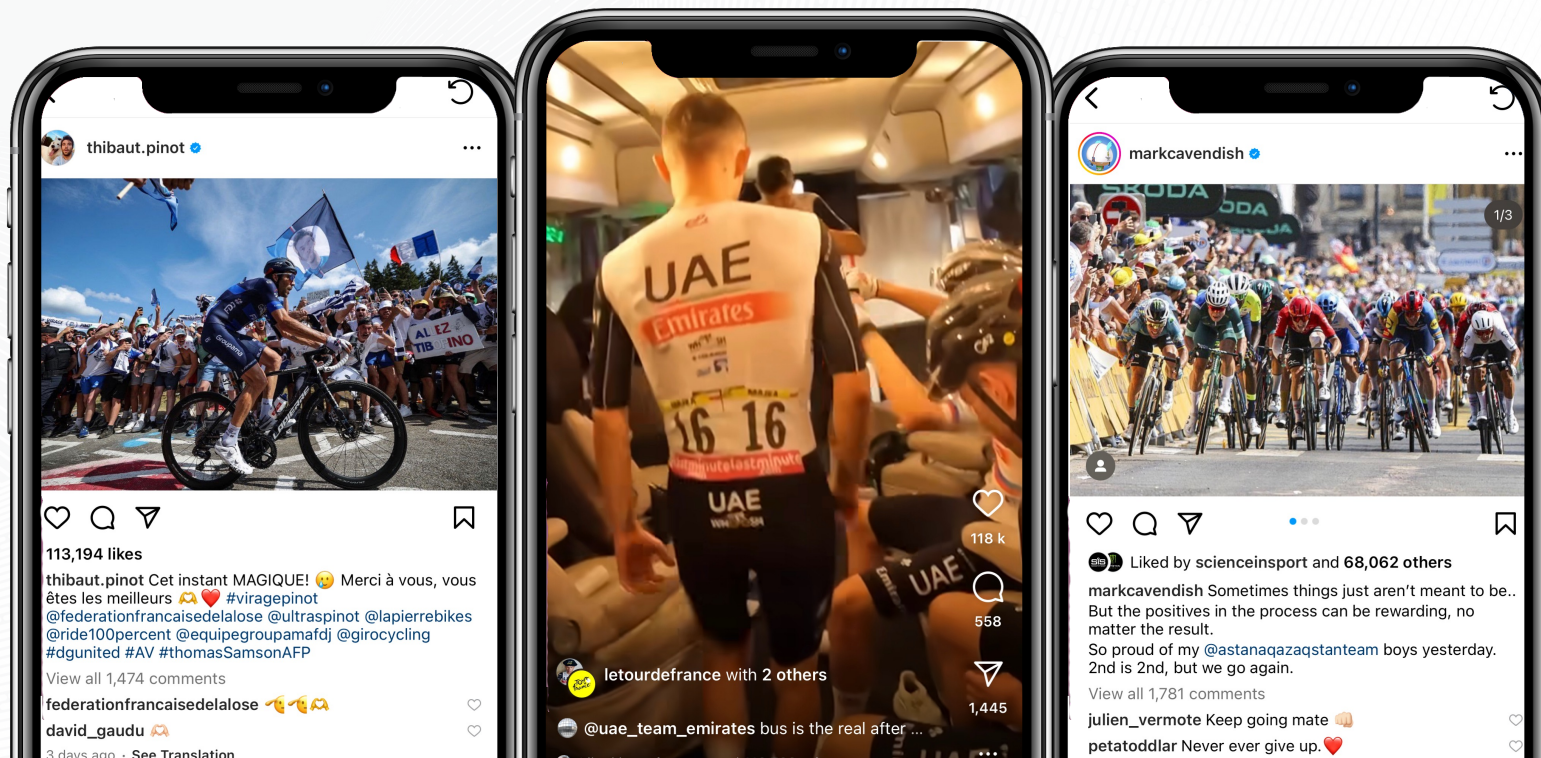
total team engagements by platform



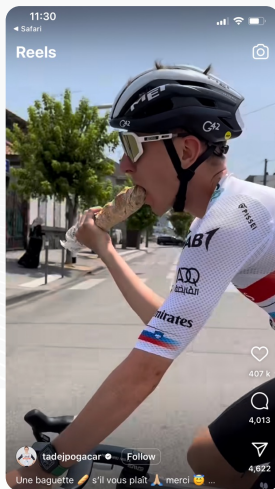
total team views by platform



social media performance of riders



most engaged with posts from riders



2nd



395k
engagements



1st



401k
engagements



3rd



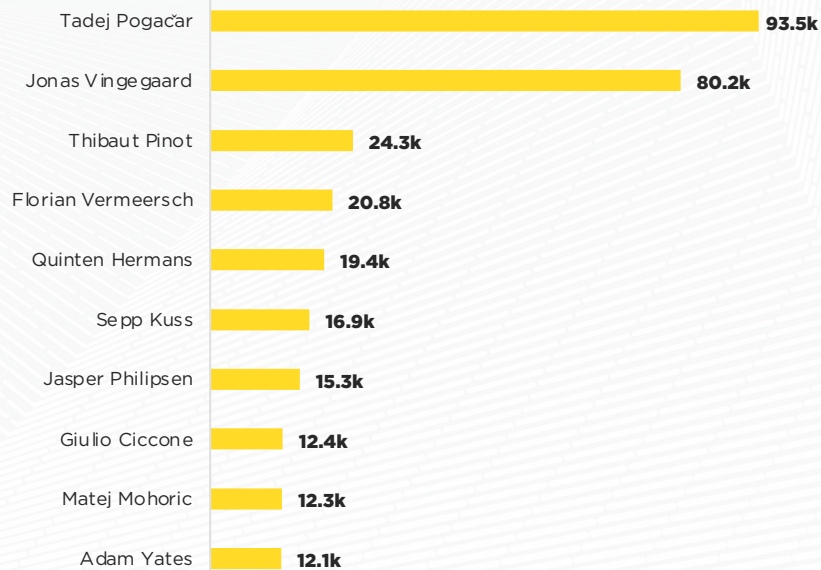
388k
engagements

most engaged with posts determined by number of reactions/comments/shares.

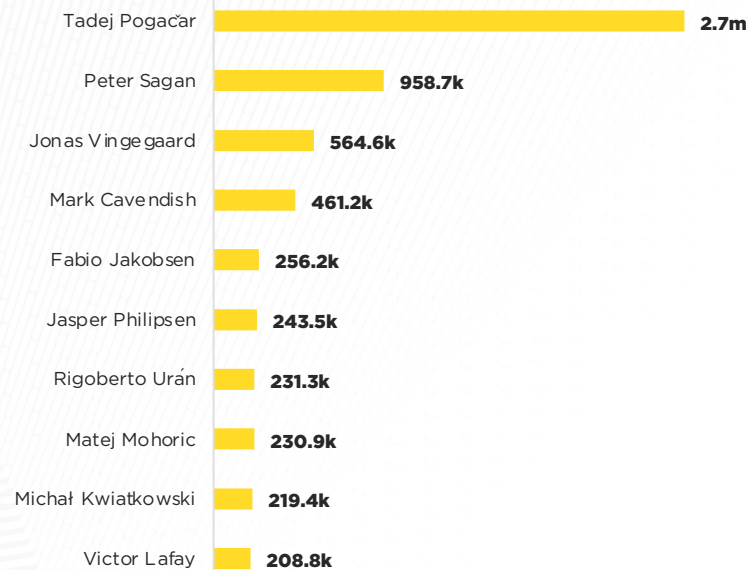
Tadej Pogačar accumulated the highest follower growth (93.5k) and the most engagements (2.7m) of any rider

The Slovenian rider accounted for 92% of his team's total engagements.

top 10 riders by follower growth

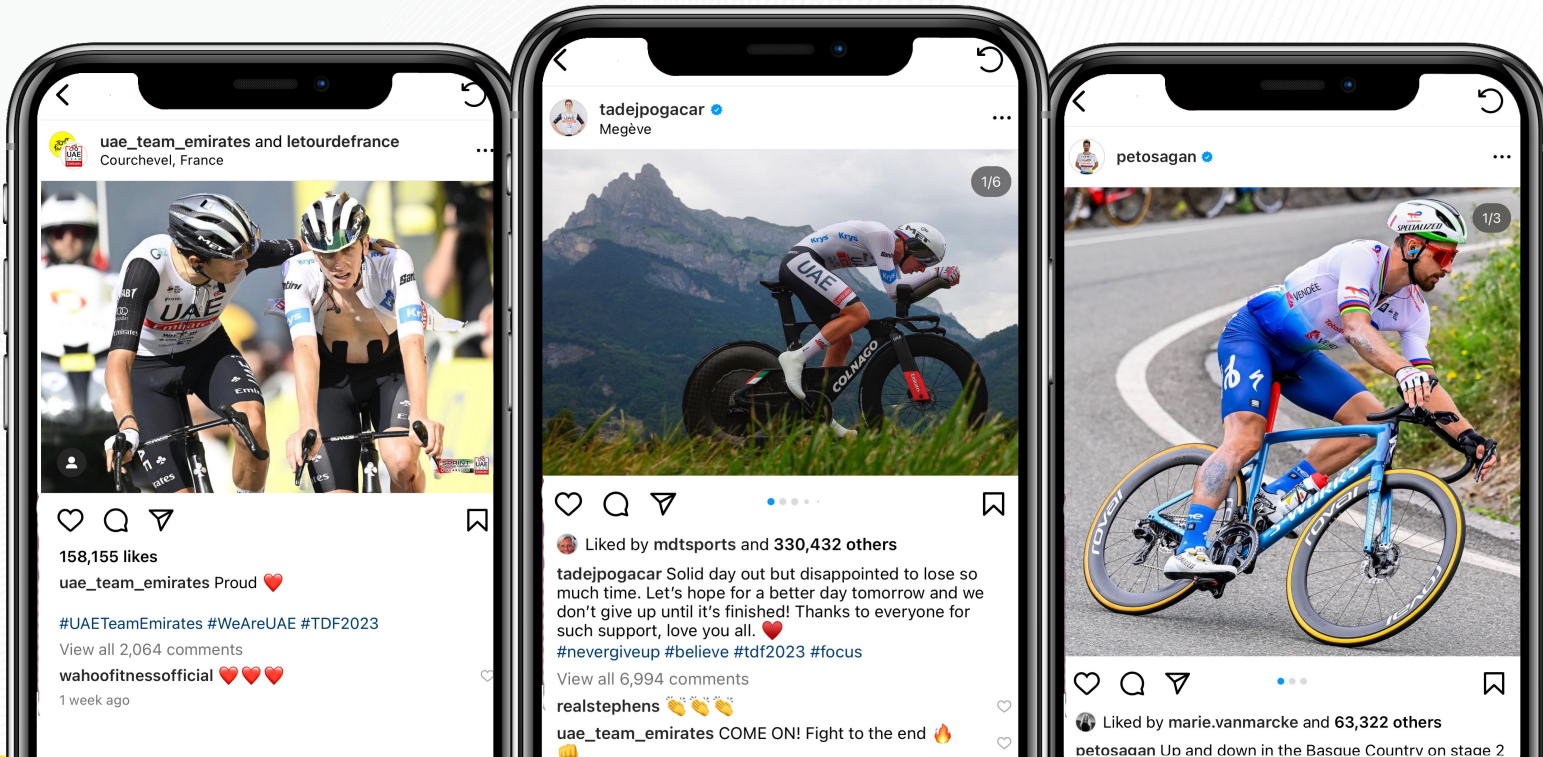


top 10 riders by engagements



global search interest

analysing the Google Search interest generated worldwide during the Tour de France 2023



Central America sees the largest increase in search interest

Largely driven by interest in Costa Rica as rider Andrey Amador competed for the first time since 2020, and notably led stage 11 in this year's Tour.

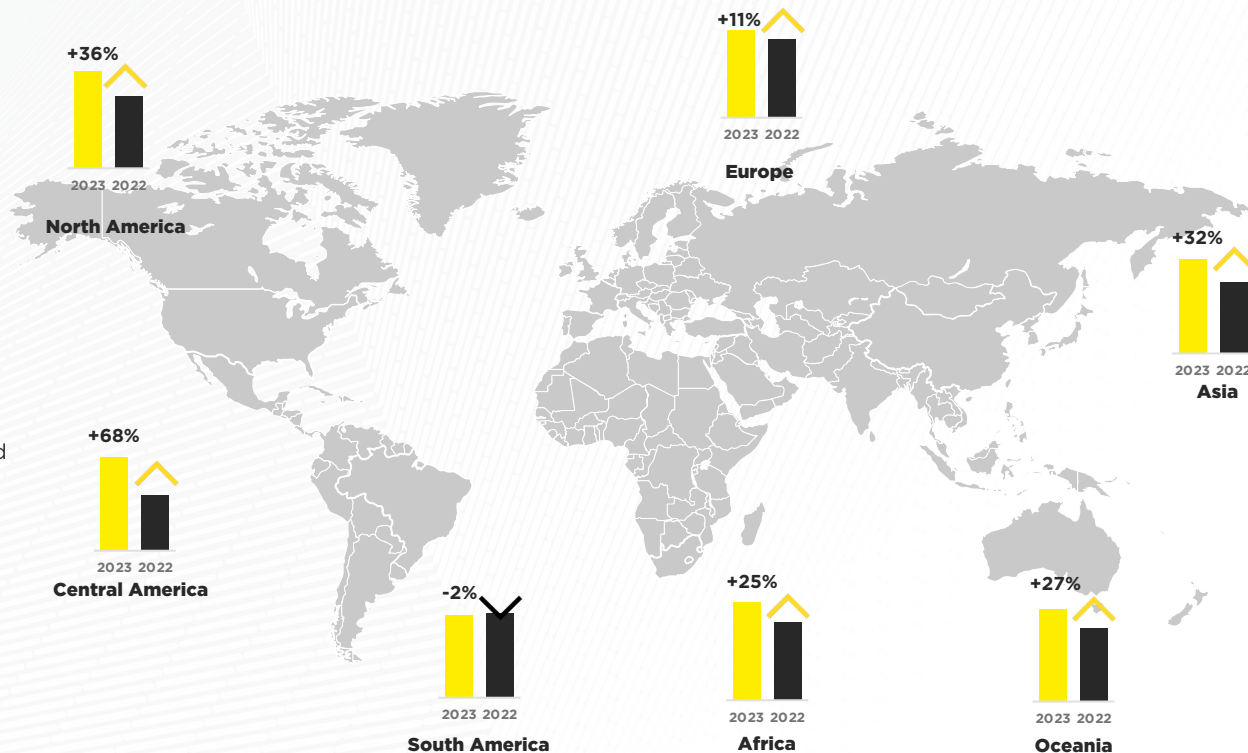
North America experiences a rush of interest

EF Education–EasyPost's rider Neilsen Powless started strong by taking the mountain classification lead.

'Tour de France: Unchained' also saw extraordinary success, with a higher demand than 99% of titles in the genre over the last month (July).

South American interest drops

With 4 South American cyclists missing out on the top 30 in Stage 1, and only 3 out of 6 finishing the Tour, South American search interest dropped by 2%.



Andrey Amador's impressive performance in Stage 11 fuels Costa Rica's search interest

The Costa Rican rider was largely the reason for an increase in interest of 81% from his home country, following his return to Tour de France after a 2-year break and taking the lead in Stage 11.

Spain experiences highest search interest

With the competition starting off in the Spanish hills, coupled with a win for rider Carlos Rodriguez, Spain headed the top 20 list for search interest.

Canada experiences uplift in search interest

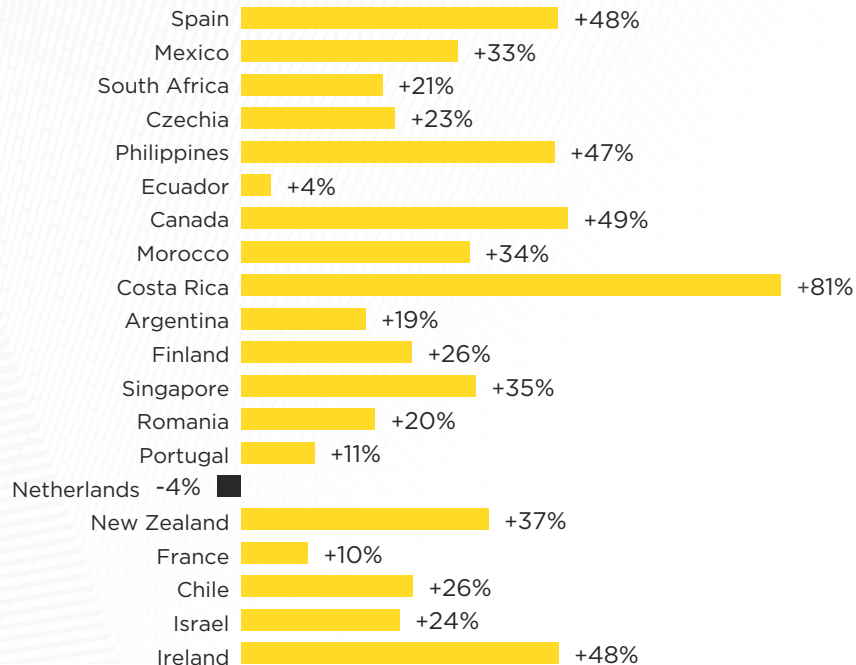
Rider Michael Woods put on an impressive display to clinch his first Tour de France victory on one of the most iconic climbs – the Puy de Dôme.

interest in Netherlands decreases -4%

This was most likely due to there being only 2 Dutch riders making the top 10.

Although Wilco Kelderman placed 3rd overall, 2 other Dutch riders DNFed halfway through.

search interest from top 20 countries



methodology

social media performance

The Redtorch-powered collection of proprietary SportOnSocial tools analysed the social media pages of the Tour de France 2023 and its 22 competing teams on the following platforms:

- **Facebook**
- **Instagram**
- **Twitter**
- **YouTube**
- **TikTok**

The monitoring period covered the entire Tour: 1-23 July 2023.

Engagements included reactions/comments/shares/retweets.

Video views were collected on every platform except Twitter/Instagram.

League Table

The SportOnSocial League Tables are annual reports that rank sports, leagues or events based on their social media performance.

SportOnSocial Rank = a scoring system to calculate social media performance based on total growth, engagements and video views on Facebook, Instagram, Twitter, YouTube, TikTok.

Race performance rank = a scoring system to calculate team performance: a combination of final team classification, final individual standings, final sprint standings, final mountain standings.

SportOnSocial differential = the gap between where a team finished on SportOnSocial vs team performance position - if we assume social media performance is dictated by team performance, then a score of, for example +8 would suggest a team performed 8 places higher than expected on social media.

global search interest

Google has over 90% of the search engine market and 5 billion users worldwide. As it is the most representative method of measuring global interests, Google Trends data was used to reflect the searches made by users throughout Tour de France.

- Each country was individually measured by the 'Tour de France' search topic for the entirety of the race in both 2022 and 2023.
- An index score was calculated by averaging each weekly index score over the event period in the 2 years.
- The percentage illustrates the direction of change.

countries included

Europe: Italy, Belgium, Netherlands, Hungary, Portugal, Slovenia, Spain, France, Switzerland, Denmark, Austria, Germany, Czechia, Norway, Slovakia, United Kingdom, Sweden, Ireland, Romania, Poland, Finland, Luxembourg, Finland, Croatia, Greece

Africa: South Africa, Morocco, Algeria

South America: Colombia, Ecuador, Venezuela, Chile, Argentina

Central America: Costa Rica, Honduras

Oceania: Australia, New Zealand

Asia: Philippines, Singapore, Malaysia, Israel, Japan

North America: Canada, United States, Mexico

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This report has been compiled by Redtorch analysts using a collection of proprietary SportOnSocial tools, desk research and third-party tech.



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