

Ignite tomorrow — today.

Edge to fans:

Transforming the Tour de France and Tour de France Femmes avec Zwift through data-driven innovation

Partnership and coinnovation take the race to new heights

For the past decade, NTT DATA has proudly served as the Official Technology Partner of Amaury Sport Organisation (A.S.O.), the organizer of the prestigious Tour de France. Our enduring partnership has transformed the management of this iconic cycling event and taken the fan experience to new heights.



Our technology helps to create a thrilling digital experience for fans and followers of the race, lifts the profile of the women's race and brings all fans closer to the action.

[Play the video](#)



Look out for our live rider tracking, television graphics and predictive analytics on social media and mobile screens around the world.

[Learn more](#)

All you need to know about this year's races

Tour de France race



Date:
29 June - 21 July 2024



Total distance:
3,492km



Stages:
21 stages



Number of riders:
22 teams of 8 riders



Tour de France Femmes avec Zwift



Date:
12 - 18 August 2024



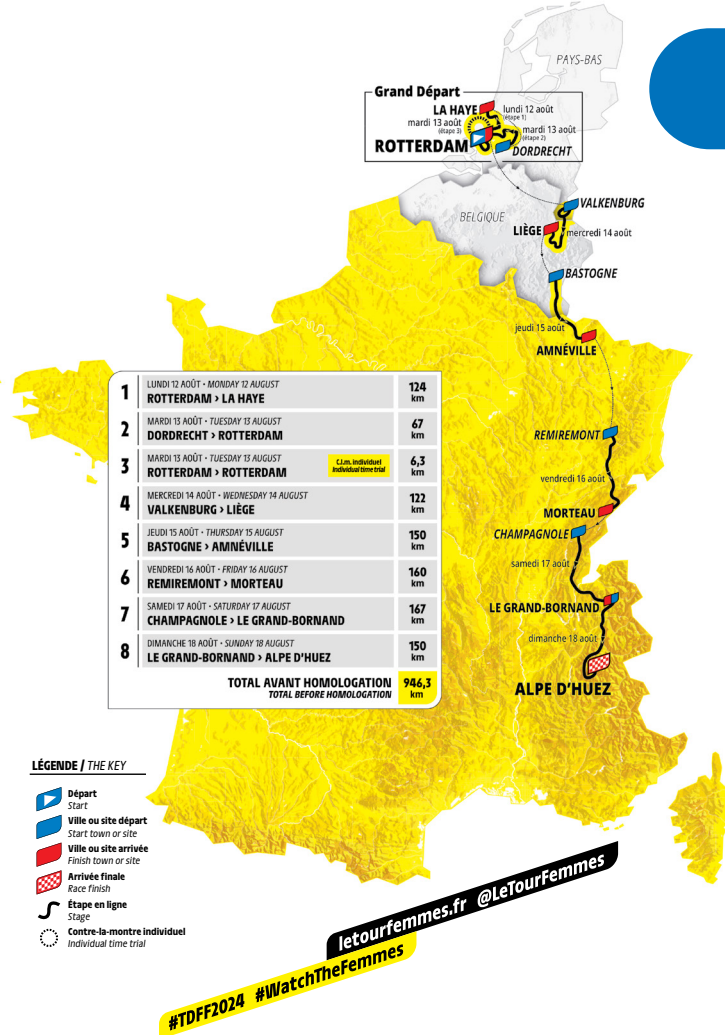
Total distance:
946.3km



Stages:
8 stages

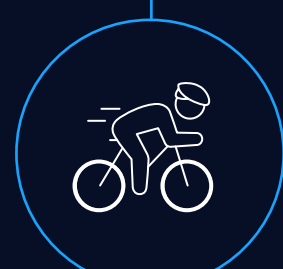


Number of riders:
22 teams of 7 riders



The biggest moments in data and unique insights across both races

Follow all the action



Race Center

Our official live-tracking platform

[Follow the Tour de France](#)

[Follow the Tour de France Femmes avec Zwift](#)

We're helping to take women's cycling to the next level. Watch out for the best digital coverage of an women's cycling race.



Meet Marianne

Kiosks hosting our digital human, Marianne, will be installed in the NTT DATA Tech Truck. Marianne will incorporate general and real-time race data and information. A ChatGPT integration powers our digital human technology to create a more human-like experience.



Fantasy League

Play the game for both races and pit yourself against the NTT DATA machine predictor.

[Play Tour de France Fantasy League](#)

[Play Tour de France Femmes avec Zwift Fantasy League](#)

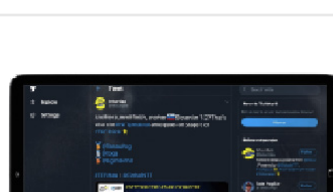


Strava Clubs

Compare yourself to the Tour de France and Tour de France Femmes avec Zwift Strava clubs and keep an eye out for Strava stories on the broadcast and @letourdata.

[Visit Le Tour Club](#)

[Visit Le Tour Femmes club](#)



Media wall

Real time digital insights in the race on-site in the official villages of the Tour de France and Tour de France Femmes avec Zwift.

Edge to fans: data and insights power the Tour de France and Tour de France Femmes avec Zwift

Visit our [Tour de France webpage](#) for more information

Join the conversation

