

Tour de France 2013

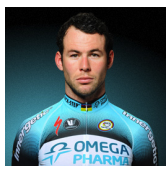
SOCIAL MEDIA RACE - STAGE 10 - 17

TOP 5 GAINING NEW FOLLOWERS

(TWITTER FOLLOWERS ADDED FROM JUNE 29, 2013 - JULY 17, 2013)



Christopher Froome
55,919
@chrisfroome



Mark Cavendish
38,621
@MarkCavendish



Alberto Contador
28,277
@albertocontador



Marcel Kittel
16,221
@marcelkittel



Bauke Mollema
16,163
@BaukeMollema



GENERAL CLASSIFICATION

Stage 1 - Stage 17

(# OF NEW LIKES FOR TEAM PAGE FROM JUNE 29, 2013 - JULY 17, 2013)



20,048



15,086



13,318



10,292



8,680



6,763



6,281



6,127



6,030



4,922

Random selection of 4 teams under Top 10



4,328



2,296



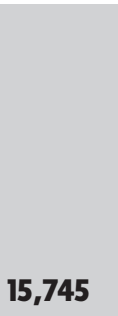
2,239



1,128

TOP 5 FAN PAGE GROWTH

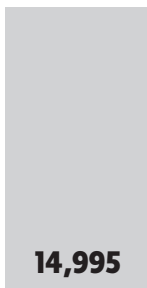
(FACEBOOK FANS ADDED FROM JUNE 29, 2013 TO JULY 17, 2013)



15,745



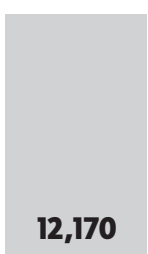
Peter Sagan



14,995



Rui Costa



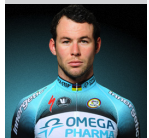
12,170



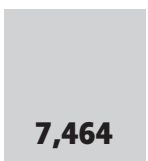
Chris Froome



10,960



Mark Cavendish



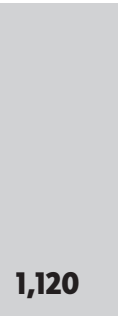
7,464



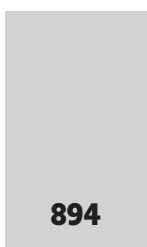
Nairo Quintana

TOP 5 TEAM PAGE GROWTH

(FACEBOOK FANS ADDED ON JULY 17, 2013 : STAGE 17)



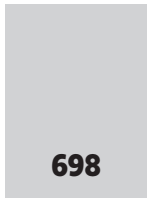
1,120



894



747



698



282



720,971
TOTAL TWEETS WITH #TDF
FROM 06/29/2013 - 07/17/2013



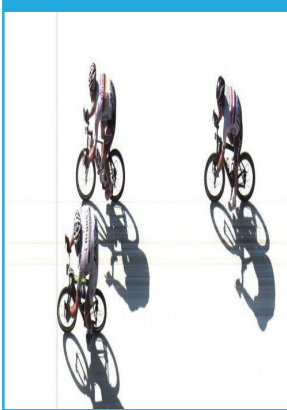
120,428
TOTAL TWITTER FOLLOWERS
ADDED FOR ALL TEAMS
FROM 06/29/2013 - 07/17/2013



125,905
TOTAL FACEBOOK LIKES
ADDED FOR ALL TEAMS
FROM 06/29/2013 - 07/17/2013

The top tweets were selected for each stage.

Stage 10



Source: Le Tour de France (@letour)
"The pirate @marcelkittel! Retweet for him #TDF pic.twitter.com/yqFV51dRyo"
9 July 2013, 8:56 AM. Tweet.

Stage 11



Source: MARCA (@marca)
"Tony Martin gana y Froome saca 2' a Contador y Valverde http://ow.ly/mPL2y #TDF"
10 July 2013, 8:42 AM. Tweet.

Stage 12



Source: BBC News (World) (@BBCWorld)
"The hazards of being a Tour de France worker: "Fans throw things at us... sometimes stones" http://bbc.in/18bVBRU #NewsFromElsewhere #TDF"
11 July 2013, 11:59 AM. Tweet.

Stage 13



Source: Le Tour De France (@letour)
"**** Security Message for Saturday, Sunday, & alps stages: do not run beside the riders, please respect the race, riders and @letour *** #TDF"
12 July 2013, 8:47 AM. Tweet.

Stage 14



Source: BBC Sport (@bbesport)
"Italy's Matteo Trentin wins stage 14 of the Tour de France. Britain's Chris Froome retains yellow jersey http://bbc.in/12L7HsJ #tdf"
13 July 2013, 7:59 PM. Tweet.

Stage 15



Source: Team Sky (@teamsky)
"Chris Froome and @TeamSky put in a stunning ride to win stage 15 of the #TDF on Mont Ventoux in yellow. what a finish! #VaVaFroome"
14 July 2013, 7:32 AM. Tweet.

Stage 16



Source: Change.org (@change)
"Cycling is for everyone, not only men!" -Charlotte from Sweden commenting on http://chn.ge/1583gKw #TDF"
16 July 2013. Tweet.

Stage 17



Source: Change.org (@change)
Tour de France director on allowing women to compete: "We are saying nothing for the moment." http://chn.ge/1583gKw #TDF"
17 July 2013. Tweet.