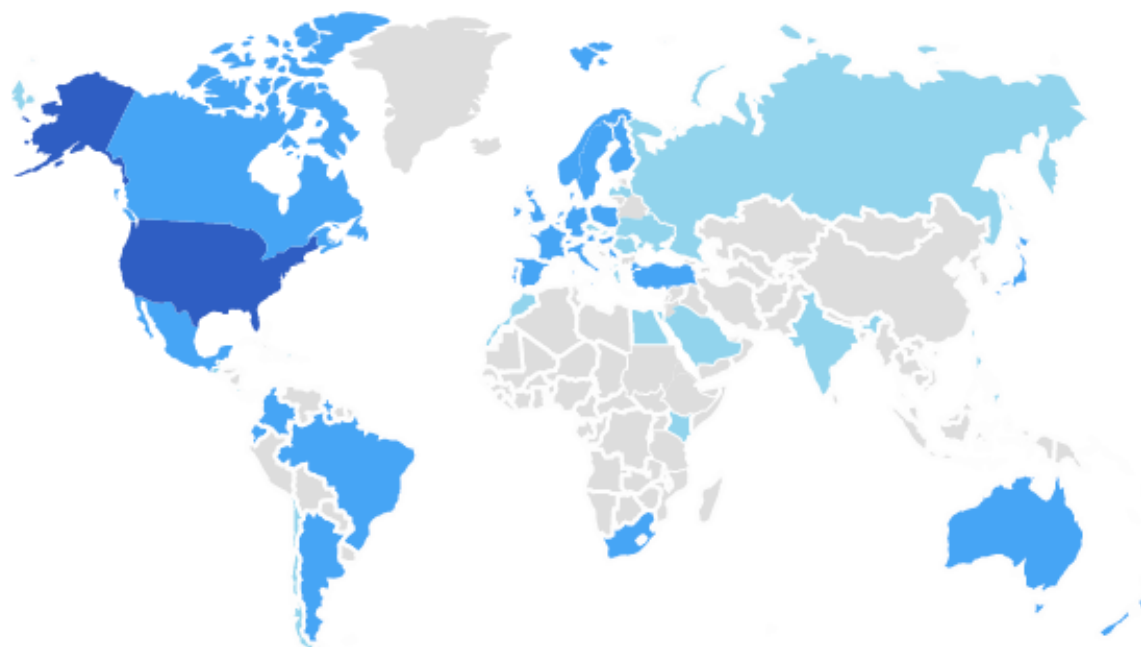


Broadcast



Countries where LIVESTREAM / VOD or coverage received

- = OTA, LiveStream, VOD
- = LiveStream, VOD
- = LiveStream



15.2 MILLION
GLOBAL AUDIENCE

(cum based on live streams, VOD, YouTube, and video clips by news sources)



62 COUNTRIES
LIVE STREAM

(Global Cycling Network, Tour Tracker)



5 HOURS - LIVE

OVER THE AIR
LOCAL / REGIONAL

37,000 total viewers



30 MINUTE

OVER THE AIR - DELAY
SIX STATE REGION

21,000 Viewers



5 HOURS - LIVE

TOUR TRACKER
46 COUNTRIES

11,000 Viewers



VOD

EUROSPORT+ / YOUTUBE / WEB
VIDEOS

342,000 Viewers

:Sources GCN, Cision, Meltwater, MPTV, Tour Tracker, CW-Baltimore, YouTube