

Media Release



SBS EXTENDS EXCLUSIVE TOUR DE FRANCE FEMMES AVEC ZWIFT FREE-TO-AIR BROADCAST DEAL TO 2030

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SBS has extended its exclusive free-to-air broadcast rights for the Tour de France Femmes avec Zwift until 2030. The agreement ensures Australian audiences will continue to enjoy live and exclusive coverage of the race across SBS's free-to-air platforms, including SBS On Demand, for the next five years.

The Tour de France Femmes avec Zwift was launched in 2022 and has shown sensational growth in its first four editions, prompting SBS to extend its initial four-year agreement with the owners and organisers of the race, Amaury Sport Organisation (A.S.O).



2025 Tour de France Femmes

This five-year extension reflects the network's commitment to both the women's and men's races, giving Australian cycling fans certainty around the broadcast of all Tour de France races through until 2030.

Olympic road cycling champion Grace Brown, who joined the SBS commentary team this year, announced the deal at SBS's 2026 Upfronts in Sydney today.



"This is a major milestone," Brown said. "This is history. We are honoured to shine a national spotlight on the women's peloton - the power, the grit, the drama - and deliver it to living rooms across the country."

SBS Director of Sport Ken Shipp added: "SBS has long been a champion of women's cycling, broadcasting many of the biggest Australian and international road races. We always believed the Tour de France Femmes avec Zwift would resonate with our audience, and we're proud to have supported its growth over the past four years. The way it's tracking, it's clear the Tour has enormous potential and is on course for lasting, meaningful success. We're excited to continue bringing women's cycling to an appreciative and growing audience."

SBS has also extended its agreement to broadcast La Vuelta Femenina by Carrefour.es to 2030, ensuring fans will have long-term free-to-air access to another of cycling's Grand Tours.

Julien Goupil, Media and Partnerships Director of A.S.O, said: "SBS has been an all-time partner for over 35 years, and this extended broadcast of the Tour de France Femmes avec Zwift and La Vuelta Femenina by Carrefour.es is excellent news for women's cycling, further strengthening the growth of the sport. This initiative complements SBS's ongoing commitment to cycling in general, reaffirming their role as one of the most valuable partners of the Tour de France and the cycling community as a whole."

Over 100 million hours of the 2025 Tour de Frances Femmes avec Zwift were watched across 50 European countries (an 89% increase year on year) and almost 26 million French viewers tuned in (a 42% increase year on year)¹.

In Australia, SBS achieved a Total TV Reach of 1.8 million for the 2025 Tour de France Femmes, and grew third-party platform views by 99% year on year (11.7 million)².

This agreement sets up an extraordinary winter festival of global sport on SBS next year, as the FIFA World Cup 2026™, Tour de France and Tour de France Femmes avec Zwift combine in a thrilling broadcast schedule across two months, all live and free on SBS and SBS On Demand.

Fans will be glued to their screens from 11 June, when the FIFA World Cup 2026™ embarks on a five-week journey to the final (19 July), before the Tour de France begins in Barcelona on 4 July, ending in Paris on 26 July. Then the Tour de Frances Femmes avec Zwift launches in Lausanne on 1 August, bringing the sporting extravaganza to a fitting close in Paris on 9 August.

¹ Source: Amaury Sports Organisation and France Television

² Reach to Date Source: OzTAM VOZ data, When Watched 06/07/2025 – 10/08/2025, Total People, Reach (Broadcast 1 min and BVOD 15 secs), Includes all events with *2025 Tour de France Femmes*. Total TV refers to Broadcast TV and BVOD. Social Media Source: Sprout Social



SBS Audience Testimonials for the 2025 Tour de France Femmes avec Zwift.

"Huge thank you for the TdF Femmes. [...] Commentary was informed, and it was a breath of fresh air to see the respect the commentators showed for each other, and amazing to see a mixed gender commentary team where the female voices weren't talked over and marginalised. Bridie O'Donnell and Matt Keenan particularly made a fantastic pairing."

"You have done a wonderful job this year with coverage of the TDF and TDF Femmes. Super job by commentating and complete coverage. Also really enjoyed the after-race coverage and the nightly recaps."

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