



MEDIA RELEASE



MORE THAN SIX MILLION SPORTS FANS STAY WITH SBS FOR TOUR DE FRANCE AND TOUR DE FRANCE FEMMES AVEC ZWIFT

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Following the success of the FIFA World Cup 2026™ broadcast in June-July, sports fans continued to tune in to SBS for more of the world's great sporting celebrations, the Tour de France (4-26 July) and Tour de France Femmes avec Zwift (1-9 August), which together attracted a Total TV Reach of 6.15 million.

There were 5.21 million viewers (Total TV Reach) for the 21-stage Tour de France, which included a two-week crossover with the FIFA World Cup 2026™, and 1.51 million for the 9-stage Tour de France Femmes avec Zwift.

SBS On Demand made a stronger contribution to cycling audiences this year, with 28.6% of Total TV viewing for the Tour de France, and 19.7% for the Tour de France Femmes avec Zwift.



Tadej Pogacar Image: Getty Images



Demi Vollering Image: Getty Images

SBS Sport leveraged high-profile commentary by Australia's only Tour de France winner, Cadel Evans, and cycling stars Caleb Ewan and Grace Brown, and used its unique access to riders to

provide audiences with 360-degree coverage as Tadej Pogacar claimed his fifth Tour de France and Demi Vollering won her second Tour de France Femmes avec Zwift.

SBS Sport grew its 2026 Tour de France third-party platform performance by 450% YOY (660 million views on SBS Sport social media platforms across both races), including an increase of 405% YOY (555 million views) for the Tour de France, and 812% YOY (106 million views) for the Tour de France Femmes avec Zwift.

SBS Director of Sport, Ken Shipp, said: “SBS has provided a feast of global sport to all Australians over the last two months, and we’re delighted that our audience has responded in huge numbers, both for the FIFA World Cup 2026™ and the world’s greatest cycling races.

“Broadcasting the Tour de France and Tour de France Femmes avec Zwift is an exceptionally complicated labour of love for our dedicated SBS team, both on camera and behind the scenes, and once again they have taken fans on a magnificent month-long journey, following the world’s best cyclists through the stunning landscapes of Europe and providing unique insight to the riders and the race.”

SBS’s live, free and exclusive coverage of cycling’s final Grand Tour of the year, La Vuelta a Espana, will begin on 23 August (AEDT) on SBS2 (formerly SBS VICELAND) and SBS On Demand.

Following overall victories to Jonas Vingegaard (Giro d'Italia) and Pogacar (Tour de France), the Vuelta presents one last opportunity for the world’s best male riders to capture a Grand Tour title this year.

This year’s Vuelta starts in Monaco on 22 August (European time) before entering France and finishing in Granada on 13 September.

Pogacar will bid to win a second consecutive Grand Tour this year, while four-time Vuelta winner Primož Roglič, Joao Almeida and Wout van Aert are also in the line-up and primed to produce more fireworks as the fascinating 2026 World Tour season continues to unfold.

Audience testimonials:

“Thank you SBS for the past weeks of magnificent Tour de France and Tour de France Femmes. A real credit to all that bring this presentation to our screen. It has been such a beautiful 6 weeks”

“Just a note to thank you all for your incredible work covering the Tour this year. This year is the first time I’ve been able to watch all the stages, and the coverage and commentary has been world class. It’s really been a highlight of my year, so a huge thank you to everyone who worked on it”

“I want to express gratitude for SBS’ outstanding and extensive coverage and commentary of world cycling. The commentary team is experienced and deeply knowledgeable, thoroughly informed and wholly engaging. Thank you”

Sources:

- OTAM VOZ National data, When Watched, 04/07/26 - 11/08/26, All TdF and TdFF content, Total People, Reach (1 min Broadcast, 15 secs BVOD)
- Tour de France: OTAM VOZ National data, Consolidated 7, 04/07/26 - 28/07/26, Total People, Reach (1 min Broadcast, 15 secs BVOD) Reach, BVOD contribution based on Consumption hours
- Tour de France Femmes: OTAM VOZ National data, Consolidated 7 till 04/08/26, 01/08/26 - 11/08/26, Total People, Reach (1 min Broadcast, 15 secs BVOD), BVOD contribution based on Consumption hours
- Source of Audience testimonials: Zendesk
- Source for social media: Sprout Social.

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