

Covering the Tour de France again!

On Saturday 3 July, the 97th Tour de France takes off from Rotterdam to finish after 3,600 km, 20 stages and 23 passes on Sunday 25 July on the celebrated final stage of the Champs Elysées. Euro Media France shall deploy all of its technical resources necessary for the coverage of the most famous cycling route for France Télévisions.

Euro Media France shall provide coverage of the ASO (Amaury Sport Organisation) event with 5 image bikes, 2 sound bikes and 2 vehicles equipped with on-board cameras.

The HFR 41 OBtruck, also used for back-up control, shall receive all of the signals at the finish and 3 HFi (intermediate receiver OBtrucks) will allow the relaying of images to the finish. Euro Media France will also deploy a cutting OBtruck (OBtruck 19) composed of 6 post-production units, as well as “Euro 50” for Le Nodal, a video library, the broadcasting of the unilaterals and the “play out” part.

This land-based device is accompanied by a complex air-based device, consisting of 2 planes, 2 relay helicopters and 2 filming helicopters, of which 1 is equipped with 2 gyro-stabilised cameras (Cineflex).

New developments for 2010:

- After having provided the first images of the Tour de France in HD, Euro Media France is getting ready to test the 3D, in order to prepare for future 3D “Live” filming.

- Another novelty linked to the change in route: the Arenberg pass section will mobilise 6 trail bikes for a single stage. These are dirt bikes which Euro Media France habitually uses for the images of the metalled roads from Paris-Roubaix.

In total, around 100 individuals shall be mobilised for a month in order to provide the images of the Tour to France Télévisions.



Euro Media Sports works at important international sporting events, including the Olympic Games, World Cup, the Tour de France and the Monaco F1 Grand Prix. The combined experience of its subsidiary companies (SFP, VCF, DVS and Symah Vision) has made Euro Media Sports a leader in HD sports broadcasting, providing RF connection technology, slow motion and high speed cameras and virtual and 3D graphics.

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