

## Media Release

28 November 2013

# SBS's Tour de France coverage wins at ASC Media Awards

SBS's digital coverage of the 2013 Tour de France was recognised at the Australian Sports Commission (ASC) Media Awards in Melbourne last night, taking home the award for **Best Coverage of Sport through Digital Media**.

It is the second year in a row that SBS has taken home the award, with its digital coverage of the 2012 Tour de France winning the inaugural award last year.

SBS's multi-platform coverage of the Tour de France included the official Australian website, [www.sbs.com.au/tdf](http://www.sbs.com.au/tdf); the SBS Tour Tracker App and the Cycling Central Social Hub. This year the SBS Tour de France website recorded over 570,000 monthly unique browsers during the Tour while the SBS Tour Tracker App received over 280,000 downloads.

"SBS is a leader of digital sports coverage, delivering true multi-platform experiences that bring greater value to our audiences. To win this award two years in a row is well-deserved recognition of the success of our digital coverage of the Tour de France and the great team we have working at SBS," said Ken Shipp, Head of Sport at SBS.

The ASC Media Awards is Australia's premier sports media celebration and the only awards dedicated to recognising sports journalism, broadcasting and photography. They focus on analytical and insightful reporting and the presentation of sport and sporting issues, with the ultimate aim of fostering improved coverage of key issues within sport.

*ENDS*