

British Cycling's “Tour de Tech”

From Saddle to Stream

From Fans to Fanatics



What's British Cycling?

British Cycling is the national body behind every road sprint, mountain trail, BMX flip, and velodrome victory across Great Britain. With a pedal in everything from Olympic podiums to grassroots programs, they're in the business of growing riders, fans, and the sport itself. Their sights are squarely set on getting more people on bikes and keeping them coming back for more.

They don't just govern the sport, they set it in motion.

The Hitch

Great races. Good viewership. But where's the thrill?

British Cycling's premier events like the Tour of Britain, come with high-speed action, gruelling climbs, and strategy at every turn. But for fans, watching it unfold without context meant missing half the story. No heart-pounding heart rate stats. No pedal-to-the-metal power metrics. No data-fuelled drama on screen.

They needed to turn motion into emotion by elevating the viewing experience from passive, to edge-of-your-seat interactive.

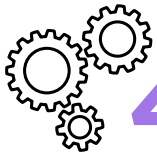
The Fix

A smart saddle. A cloud connection. A simple idea to turn fans into fanatics.

Tata Communications partnered with British Cycling to create a Proof of Concept via an organised cycling event in the South West of England. We engineered a real-time data-to-broadcast pipeline that puts fans on the handlebars, without ever leaving the screen.



Geared for Greatness



Fan Fact!

48%

of Gen Z wants richer overlays and stat-based visuals.

On-bike sensors (Insiders)

capture live metrics - heart rate, cadence, power, speed, location.

Graphics engines

transform numbers into compelling visual overlays.

A custom telemetry device

beams that data over 4G to the Tata Communications Cloud.

HTML5-based visuals

sync seamlessly with live footage from race-day cameras.

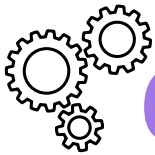
Fan Moments – Re-energised

Real-time rider stats that fans can see as the drama unfolds.

We didn't just test the tech, we road-tested it. In what was a joint innovation between Tata Communications, British Cycling, and industry partners, we pushed the boundaries of production to redefine fan experience as we know it. During the live race, we streamed real-time stats for a featured rider, using motorbike-captured video and cloud-powered overlays. A simple, elegant solution that shifted the fan experience from watching riders to feeling every push of the pedal.

The Gains

More data. More drama. More immersed and invested fans. This wasn't just an upgrade, it was a gear shift.



Fan Fact!

62% of Gen Z would pay for a VR/POV sports stream.

- **From spectators to superfans**

On-screen rider stats turned every screen into a command centre, where fans could now see the strain on a hill or feel the drafting strategy play out.

- **Cloud-born, race-ready**

With end-to-end cloud deployment, production was nimble, secure, and infinitely scalable.

- **Built for more than bikes**

The setup is sport-agnostic. Football, marathons, rally racing, you name it, we can level it up.

- **The first brick in a fan-first stack**

This isn't just a broadcast upgrade, it's the foundation for richer second-screen apps, hospitality-zone interactivity, and personalised content on the fly.

The Lynchpin

British Cycling had the race. Tata Communications added the rush.

We didn't just connect bikes to the cloud, we connected hearts to handlebars, stats to screens, and fans to the finish line.

This is Tata Communications Media, Entertainment and Sports in action. Bold, immersive, scalable, and built for what's next.



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