For me the most interesting aspect of Dauncey and Hare, chapter 5: "The Economics of the Tour, 1930-2003" is the way in which the event went from being a purely national cycling competition to becoming an international commercial spectacular. Intended as a sales-booster for the newspaper L’Auto, the Tour evolved through corporate sponsorship and media diversification throughout the 20th century. By the 1960s, television had turned it into a major televised sports event, attracting millions of viewers and increasing its commercial value. This shift reflects broader cultural changes in France, moving from public to private recreation in the post-WWII consumer society. The evolution of the Tour illuminates’ issues of the heightened symbiosis between sports, media and commerce and brings to the forefront some quite grim examples of commercial imperatives re-imagining established cultural events. This poses questions about the tipping point between commercialism and cultural heritage in international sports events.