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## **RECORD-BREAKING 430 MILLION VIEWERS FOR THE 2009 WTCC SEASON**

- **+23% worldwide audience increase compared to 2008**
- **1,040 hours of total broadcasts across 160 territories**
- **First ever FIA World Championship produced in HD**

**The 2009 season of the FIA World Touring Car Championship (WTCC) drew record viewing figures with a cumulative global audience of 430 million different viewers according to the annual broadcast report published by independent German Institute IFM.**

The 2009 audience figures represent an increase of 23 per cent of the year-on-year ratings and a gain of 80 million viewers over the 350 million that tuned in during an equally exciting 2008 season. Throughout the 2009 season, the WTCC was carried by 75 TV networks worldwide (incl. 50 free-to-air channels and 25 cable & satellite networks or pan-regional channels) over more than 160 countries. The global TV coverage generated over 1,040 hours of dedicated WTCC broadcasts, a significant 15 per cent increase over 2008.

Eurosport is the "host broadcaster" of the FIA WTCC and its live umbrella coverage throughout Europe and Asia Pacific was up by 10 per cent to 41 million viewers thanks to its innovative HD production. Overall, Eurosport's viewership now accounts for less than 10 per cent of WTCC's worldwide cumulated audience, highlighting how much WTCC has grown beyond the Eurosport TV platform.

As a key part of its strategy, WTCC continued to broaden its global appeal in 2009 with an increased geographic spread of events around the world. Europe staged the majority of races (Spain, France, Czech Republic, Portugal, United Kingdom, Germany, Italy), South America and Asia hosted two rounds each (Brazil & Mexico, Okayama & Macau), while Morocco organised the first ever WTCC race in Africa on the spectacular street circuit of Marrakech.

The WTCC continuous growing popularity and success also resulted in an increase in event attendance with 761.000 spectators enjoying the races (+12 per cent vs. 2008) while the website traffic generated 8.2 million page views (1).

Jacques Raynaud, Vice-Chairman of Eurosport Group and Eurosport Events (promoter of the WTCC through its subsidiary KSO), commented: *"WTCC is now firmly established and perceived as a true motorsport World Championship and we are extremely satisfied to see how it continues to break audience records season after season. These outstanding viewing figures prove that the WTCC's popularity is growing steadily and appeals to large, diversified audiences.*

*This success results from the excellent event's format which is compact, dynamic and entertaining and the high standard television broadcast that has seen the introduction of our landmark production in native HD. Our continuous innovations and a permanently renewed suspense have contributed to boost audiences. We look forward to continuing our development in 2010 and working with all our stakeholders to deliver another successful year."*

*"The analysis of the data clearly shows that the WTCC has continued its growth towards a truly global motorsport property. It is one of the best motorsport series in terms of ROI and one of very few that has shown a growing international media impact over the past years in a difficult TV environment, which has seen other motorsport competitions struggling."* added Ulrich Lacher, Managing Director of IFM International (2).

The 2010 WTCC season will start on March 5-7 with the HSBC Race of Brazil at the Autódromo Internacional de Curitiba.

(1) Source: Nedstat / WTCC website and Eurosport's sites - Jan-Dec. 2009.

(2) IFM is the world's leading sports research consultancy, specialising in media and sponsorship research and analysis, television viewing data collection and measurement of sponsorship ROI.