

BROADCAST COVERAGE 2019

FUN CUP CHAMPIONSHIP

V2A - updated 15th January 2020

PRODUCTION OVERVIEW

- **8 x programmes produced**
 - 4 x 60' shows
 - 3 x 30' shows
 - 1 x 120' season review show

- **2 x TV broadcast channels**
 - Front Runner
 - Sky Sports

- **3 x Video On Demand channels**
 - Motorsport.TV
 - Samsung TV Plus
 - Youtube

- **146 slots to date***

- **90 hours* of TV coverage to date PLUS significant VOD coverage**

PROG	EVENT	DUR	SLOTS	TV HOURS
#1	BRANDS HATCH	60'	23	15.5
#2	OULTON PARK	30'	20	10
#3	CROFT	30'	17	8.5
#4	ZANDVOORT	60'	23	15
#5	ANGLESEY	60'	19	11.5
#6	SILVERSTONE	30'	21	10.5
#7	OULTON PARK	60'	18	11
#8	SEASON REVIEW *	120'	4	8
		7.5hrs	146*	90*

* to date, as of 14/1/2020 - further Season Review repeat viewings to come in Jan/Feb 2020

BROADCAST CHANNELS

SKY SPORTS UK

Over 7.5 million households in the UK subscribe to the platform and its on-demand subscription service, Now TV. Fun Cup coverage is aired through the weekly 'Fast Zone' programme - making it one of only a handful of UK motorsport championships to receive regular coverage on Sky Sports. The programmes are broadcast primarily on the Sky Sports Action, Sky Sports Mix and Sky Sports Arena channels, which have an average weekly reach of more than 1.5 million viewers.

FRONT RUNNER

Available on Freesat and Sky, Front Runner is a fast-growing sports channel, which is largely dedicated to motorsport programming between 09.00 - 18.00hrs 7 days per week.

This year, the channel has seen a huge increase in weekly reach: An average of 112,000 viewers per week, compared to 33,000 from the same period in 2018 - an increase of 240%.

MOTORSPORT.TV

Motorsport.tv is an online video on demand channel, dedicated to national and international motorsports. Programmes on Motorsport.tv are available free of charge. In addition to a huge library of highlights programmes, the channel also provides live coverage of a number of international motorsport events.

SAMSUNG TV PLUS

New for 2019, all Fun Cup programmes now appear on Samsung TV's video on demand service, Samsung TV Plus. This is available to all owners of Samsung Smart TVs across the UK and the service currently has over 800,000 viewers.

HEADLINE STATS

- **90 hours of TV coverage to date**
 - **Record figures** - surpassing the previous benchmark (82 hours) set in 2017
 - **A 17% increase** on the 77 hours of TV coverage achieved in 2018
 - In addition to these TV figures (which are for Front Runner & Sky Sports only), there is also significant Video On Demand coverage through Motorsport.TV, Samsung TV Plus and Youtube
- **146 TV slots to date**
 - **Record equalling:** Matches the previous record set in 2017 - and there are still additional air-times to come for the season review show
 - **A 25% increase** on the 117 slots achieved in 2018
 - In addition to these TV figures (which are for Front Runner & Sky Sports only), there is also significant Video On Demand coverage through Motorsport.TV, Samsung TV Plus and Youtube
- 38% of slots (56) were either prime time or strong secondary slots.
- 33 of the slots were prime-time (23% of total slots)
 - **A new record** - the previous best was 28 slots (19% of total) set in 2017
 - **A 57% increase** on 2018, when there was a total of 21 prime-time slots
- Over the past 3 years (2017-19) Fun Cup has averaged 83 hours of TV coverage per year, compared to an average of 32.5 hours over the previous 3 years (2014-16). **An increase of 155%.**
- Over the past 3 years (2017-19) Fun Cup has averaged 138 TV slots per year, compared to an average of 62 slots over the previous 3 years (2014-16). **An increase of 123%.**

AIR TIME DEFINITIONS

PRIME TIME	Every day:	18.00hrs – 22.59hrs
SECONDARY	Weekday:	17.00hrs – 17.59hrs or 23.00hrs – 23.59hrs
	Weekend:	09.00hrs – 17.59hrs or 23.00hrs – 23.59hrs
DAYTIME	Weekday:	09.00hrs – 16.59hrs

YEAR-ON-YEAR COMPARISON

(i) NUMBER OF TV SLOTS

YEAR	SLOTS
2019	146*
2018	121
2017	146
2016	54
2015	67
2014	66
2013	69

* to date (as of 15/1/20) - additional repeat slots for season review expected in Jan/Feb 2020.

(ii) HOURS OF COVERAGE

YEAR	TV HOURS
2019	90*
2018	77
2017	82
2016	28.5
2015	36
2014	33
2013	34.5

* to date (as of 15/1/20) - additional repeat slots for season review expected in Jan/Feb 2020.

(iii) NUMBER OF PRIME-TIME TV SLOTS

YEAR	SLOTS
2019	33*
2018	21
2017	28
2016	20
2015	17
2014	18
2013	16

* to date (as of 15/1/20) - additional repeat slots for season review expected in Jan/Feb 2020.