



2010 EFRA / RC Racing Season Report

Presented by

Nick Daman, Director – RC Media Services

RC Media Services – Producers of



Overview

2010 was the first year of RC Racing and EFRA working together to provide internet reports, Video, still and Text on www.efra.ws. The aim being, to both promote the sport, and EFRA's associate members.

We attended and reported on 13 different championships in 9 different Countries, from February to the end of September, including a run of 7 events in 8 weeks!

The Team was

Nick Daman

Mat McCallum

Oli Meggitt

Paul Bateman and

Nathan Blair.

Production

Over the course of the season in addition to the text and still photos we produced 96 video reports!! To date these have received over 136,000 views (with around 3-4000 views being added every week.

The original contract stated that we were to provide coverage of the press conferences only, but thanks to the co operation of the whole RC family we have been able to produce a wide range of varied reports, race action, news updates, interviews, opinion and even weather reports (mainly from Austria!)

We are particularly pleased that we have been able to work with and promote other RC specialist media outlets, Red RC, Neo Buggy and Oople for example as it shows that they have accepted our role as EFRA media partners and not as rivals to their sites.

Thanks also to the many members of the EFRA Associate members whom we spoke especially Oscar Jansen, Martin Hudy, Toni Reinhard and many others who helped "fill in the gaps" of our knowledge at some of the events!!

One of the positive things we gained from the year was the ability to give a number of people experience in working for EFRA and RC Racing, we now have a very solid team who are all capable of producing quality reports, and also have distinct styles, this enables our productions to consistently feel fresh even when we are reporting from many events in a very short timeframe.

Looking forward to 2011 (If we are asked to return!) I can guarantee that we will continue to push forward to improve our product both visually and in content, and we fully intend to film 2011 events in High Definition!

International TV Coverage

Whilst we are thrilled with the reception and number of views our videos have had, the real promotional tool for EFRA and the Associate members is our TV Show, RC Racing.

The EFRA Indoor Electric TC championships and EFRA 12th Track championships have already featured on the show, and all the championships we filmed at this summer will be featured on the Show during Series 5, which starts in November on Motors TV worldwide.

RC Racing Series 5 - Provisional Running order

Episode	Air Date	Race 1	Race 2	Race report	Features
1	Nov	IFMAR 1/10th A final 1	IFMAR 1/10th A final 2	EFRA 1/8th Track	1/10th Worlds
2	Dec	EFRA 1/8th Buggy	IFMAR 1/10th A final 3		EFRA 1/8th OR
3	Jan	EFRA1/10th IC A		EFRA 1/5th Off Road	EFRA 1/10th IC EFRA 1/10th 2wd
4	Feb	EFRA1/10th 2WD A1	EFRA 1/10th 2WD A2	EFRA 1/5th TC	
5	Mar	1/8th Buggy Worlds Semis	EFRA 1/10th 2WD A3		1/8th worlds
6	Apr	1/8th Buggy Worlds Final		EFRA 1/5th F1 EFRA 1/10th TC	1/8th worlds EFRA 1/10th 4wd
7	May	EFRA 1/10th 4wd A1 EFRA 1/10th 4wd A3	EFRA 1/10th 4wd A2	Elec	
8	Jun		Neo Buggy		TBC

The reach and viewership of RC Racing is massive!

The program can be seen in 55 countries across Europe and Africa as well as 10 further nations in the far east and Indian sub continent. The Reach in Europe is over 75 Million Homes whilst a further 400 Million homes are covered worldwide!

Each monthly episode of the show plays between 7 and 11 times (depending on territory) and we estimate conservatively, that around 700,000 people view the show each month in

Europe with a further 2 million worldwide (unfortunately there are no statistics for the world wide viewers.

Series 5 will feature heavy EFRA logoing as well as promoting the Associate members graphically and in commentary.

Looking ahead

Firstly can I say that we would appreciate any feedback – positive or otherwise from the committee or associate members, our one aim for 2011 (if retained) is to improve on the work we did this year.

That said the 2 main areas where we believe EFRA can help us improve are both logistical.

1 – Internet

At a number of the tracks the internet was either not available or of too low a speed for us to upload video to our hosting site. We would like it to be made mandatory for organisers to either provide a suitable high speed connection to which we have uncontended access – ie no other media will use that connection, it can be used for other purposes. Or if that is not available then the organisers should provide us with (and cover the cost of) a 3G “Dongle or Pen” with access to the local Cellular network operator (and relevant software for MAC integration).

2- Camera positions.

Whilst this caused a real problem in France due to the organisers, on the whole we have had nothing but excellent co-operation from all the other countries. However we would like to produce a small document outlining what we would require that can be sent to the organisers well in advance so they can build the necessary structure or make sure there is room for us on a existing one.

Live Video Streaming

At events where there is enough internet capacity we would like to investigate providing live streaming of the main finals. We would work in conjunction with the event Organisers to provide a “fixed” camera for the majority of the meeting, but for the main finals we would connect the feed to our main broadcast camera and provide directed moving camera pictures with “commentary” – we feel this feature would drive a huge amount of traffic to the EFRA site (though it will actually be hosted elsewhere) and enable us to give more value to the associate members, by promoting their brands in the “broadcast” and live interviews!

Finally we'd like to thank the EFRA executive for having the confidence to award us the media partnership. We believe we have delivered on our promises and will actively strive to improve in all ways in 2011

Contact Details

Nick Daman – Director.

RC Media Services Ltd.

107 Riverstone Way, Northampton, NN4 9QW

www.rcracing.tv

(44) 7789 200851

nldaman@yahoo.co.uk

