

RCRACING.TV

**RC Racing TV 2014
EFRA AGM
Report.**



RC Racing TV – Who are we?

Formed in 2005 by Motorsports professionals

First Event Covered – 2006 ISTC Worlds in Italy

First EFRA Event - TC Indoor Euros Finland 2010

First LiveStream – 2011 EFRA 2wd 1/10th Off Road

First LiveStreamed WC – Bangkok 10th Track 2011

First EFRA HD Satellite Livestream - 12th Track Italy 2014



RC Racing TV by the numbers!

8 Series -85 Episodes of RC Racing TV have been Broadcast

24 million Views of our Videos worldwide

Top Video seen by 6.5 Million people!!

24000 subscribers on You Tube (+9000 in 2015)

26 years of Viewing time so far in 2014

RC TV group on facebook has 4700 members (+2200 in 2015)



2014 EFRA European Tour

We covered 11 separate events crowning
10 European Champions and 3 “B”
Champions

Encompassing – Italy, Spain, Italy, Italy,
France, Spain, Spain, UK, Portugal and
finally back to Austria!

9 Live Streamed Events including our first
live “B” and a “Double Header”!



2014 – Our 5th Season as EFRA Partners

2010 – Started with simple Video Reports

2011 – Video Reports continue and improve

2012 – Moved to Live Streaming parts of events

2013 – Full Live Stream Event coverage

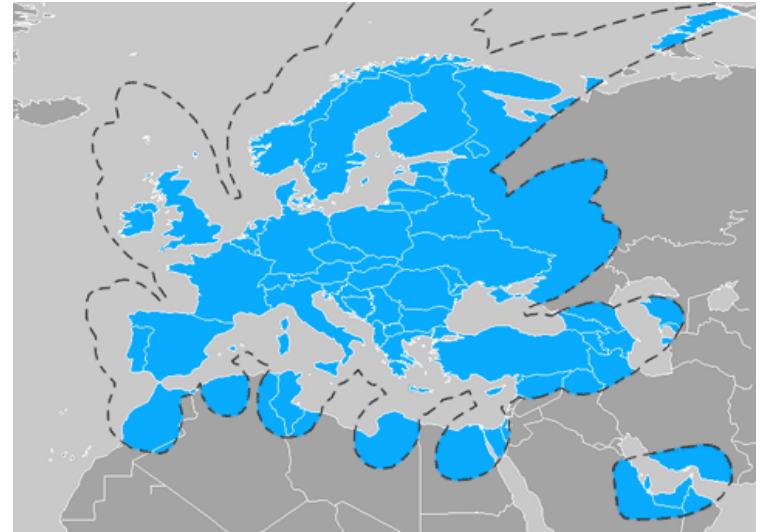
2014 – The Biggest Changes Yet!

Thanks to you, and the Backing of EFRA, in 2014 we introduced:-



Satellite Internet!

- Used for all EFRA Broadcasts (except 10th OR)
- 100% Reliable
- HD Live Streaming from anywhere.
- Clubs No Longer Need to put in High Bandwidth Internet.
- Some Logistical Challenges.
- Overall a complete game changer



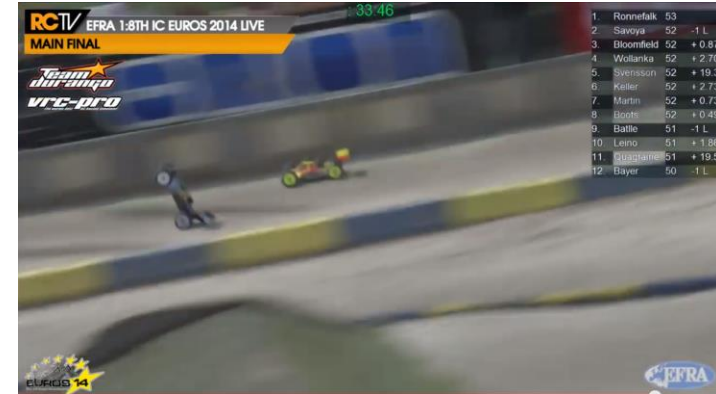
High Definition Live Streaming

- Every Event Streamed at 720P
- Over 200 Hours!
- Made Possible by our Satellite!



Live Stream – Live Timing

- RC TV Exclusive - Live Timing On Screen
- Huge Thanks to RC Timing (and James)
- Production Flexibility to use other Timing Systems
- Immeasurably improves the viewing experience!



Live Stream -RF Mobile Camera

- Takes the Viewer into the Event.
- Live News, Views & Interviews.
- Live Pit Walks!



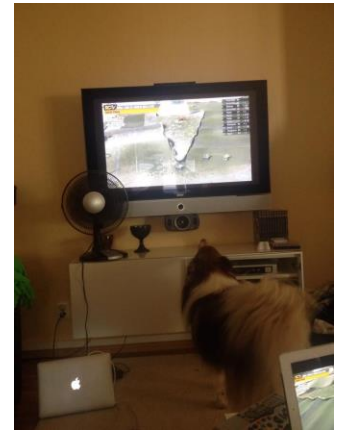
RC Racing TV 2014 Live Stream

- 214 Hours Of Live Broadcasting
- All in HD
- All archived to You Tube
- All day Live Commentary, including JH.
- Over 4,250,000 minutes of Viewing
- Like for like increase of 40% in Numbers and minutes
- 10,000 unique viewers in 24 hours for 1/8th OR Track finals!



Live Stream Community!

- Interaction Through Facebook, You Tube, Twitter and RC Racing.tv
- Top Viewing Countries of the Live Streams
 - 1- France
 - 2- UK
 - 3- USA
 - 4- Italy
 - 5- Spain
- Total Live Stream Views (so far!) - 176,000
- Average Live View time - 32 Minutes!



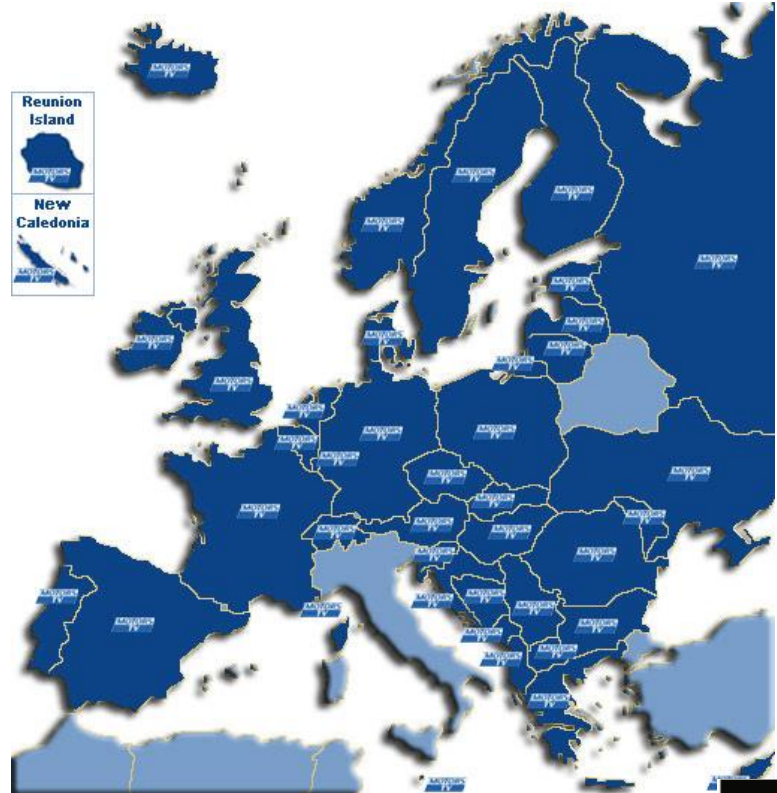
RC Racing TV

Motors TV – The home of RC
Racing TV

9th Series Starts in December!

Features all EFRA “A” Events

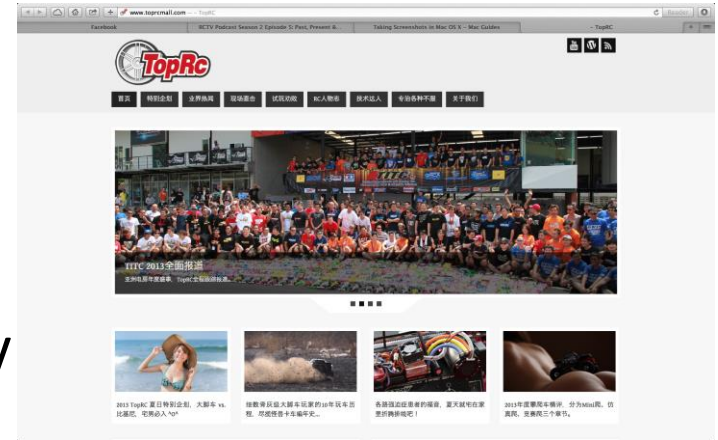
Reach of over 107 Million in 45
countries – Now on FreeView in UK



What we Said we Would do this year!

1- Back Catalogue

- Back Catalogue (Up to S8) Digitised.
- Available for all EFRA associations and bodies.
- Freedom to change some elements.
- Work in unison for local / regional TV Presence
- Now Available - after a false start



2 - World Championships!

- RC Racing TV bid for the Live Streaming Rights for all IFMAR World Championships 2014 – 2015
- We Lost 😞
- BUT – We raised the Bar, and thanks to EFRA all World Championships are now Free to View



To Sum Up -Live Stream 2015

- 2014 was a fantastic year!
- Thank you to all the Clubs, Organisers and National Federations
- We Were able to make a Massive investment thanks to the ongoing support of EFRA.
- 2015 Will be bigger and better – Lots of improvements planned!
- But, Please No Date Clashes!



Questions ?

