



RC Racing TV 2015
EFRA AGM
Report.



RC Racing TV – Who are we?

Formed in 2005 by Motorsports professionals

First Event Covered – 2006 ISTC Worlds in Italy

First RC Racing TV Show – November 2006

First EFRA Event - TC Indoor Euros Finland 2010

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

First Live Streamed WC – Bangkok 10th Track 2011

First EFRA HD Satellite Live Stream - 12th Track Italy 2014



RC Racing TV by the numbers!

9 Series -92 Episodes of RC Racing TV have been Broadcast

28 million Views of our Videos worldwide

Top Video seen by 7.8 Million people!!

33000 subscribers on You Tube (+9000 in 2015)

36 years of Viewing time so far in 2015 (24 in 2014)

RC TV group on facebook has 7000 members (+2300 in 2015)



2015 EFRA European Tour

We covered 10 separate events, 9 of them with full Live Streaming.

Crowning 10 European Champions and 3 “B” Champions

Encompassing – Slovakia, Italy, UK, Italy, Austria, Austria, UK, Germany, Portugal and Finally Turkey.

9 Separate Team members, in various combinations covered these events.



Story of The European Tour

We changed our transport policy!



Disaster Strikes in Italy!

Story of Our European Tour (2)

From Live Here -

To

Here in Just 40 Hours



De-rig
Drive 1800Km
5 Countries
Set up
On -Air!



Story of Our European Tour (3)

First Trip to Turkey!

Rented Satellite Equipment due to
Customs Delays

(And it took 15 days!)

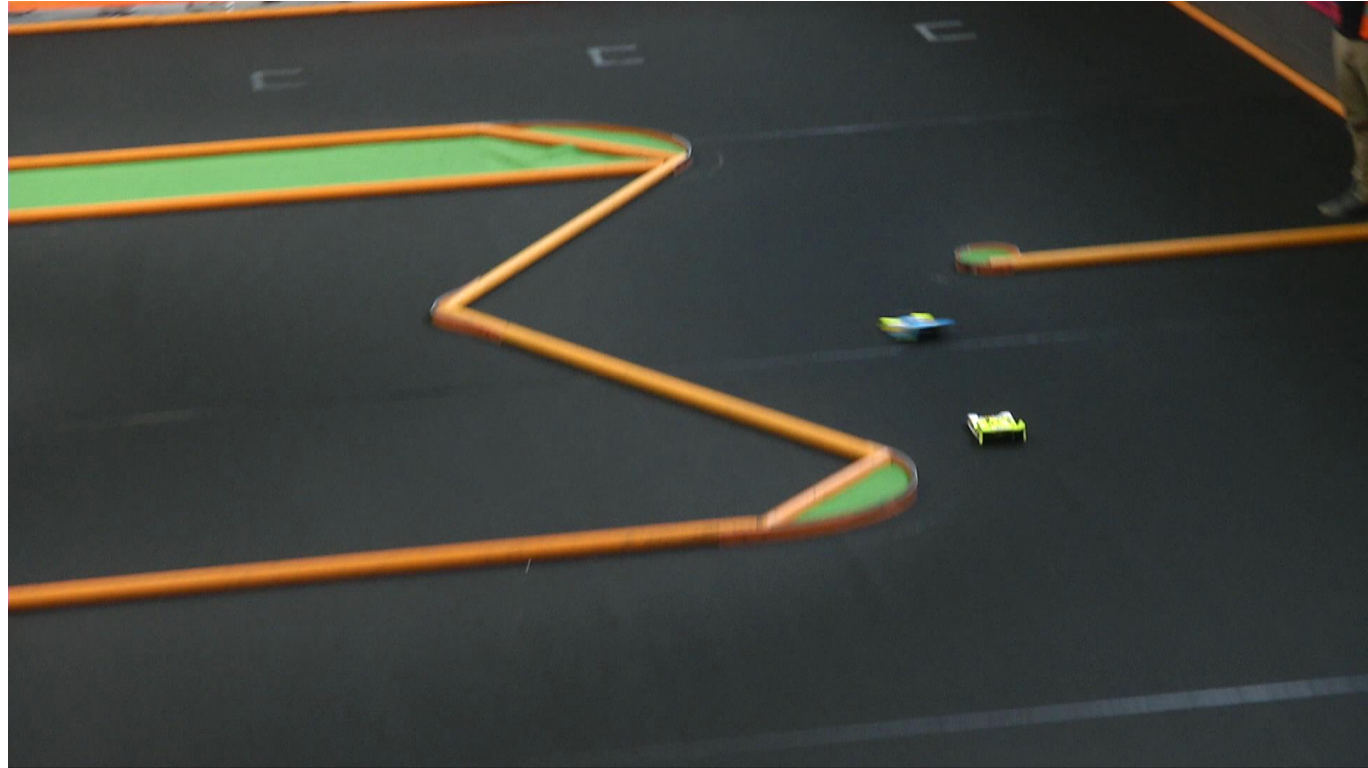


Live Stream 2015

In 2014 We Added-
High Definition
On Screen Live Timing
Mobile RF Camera

For 2015 –

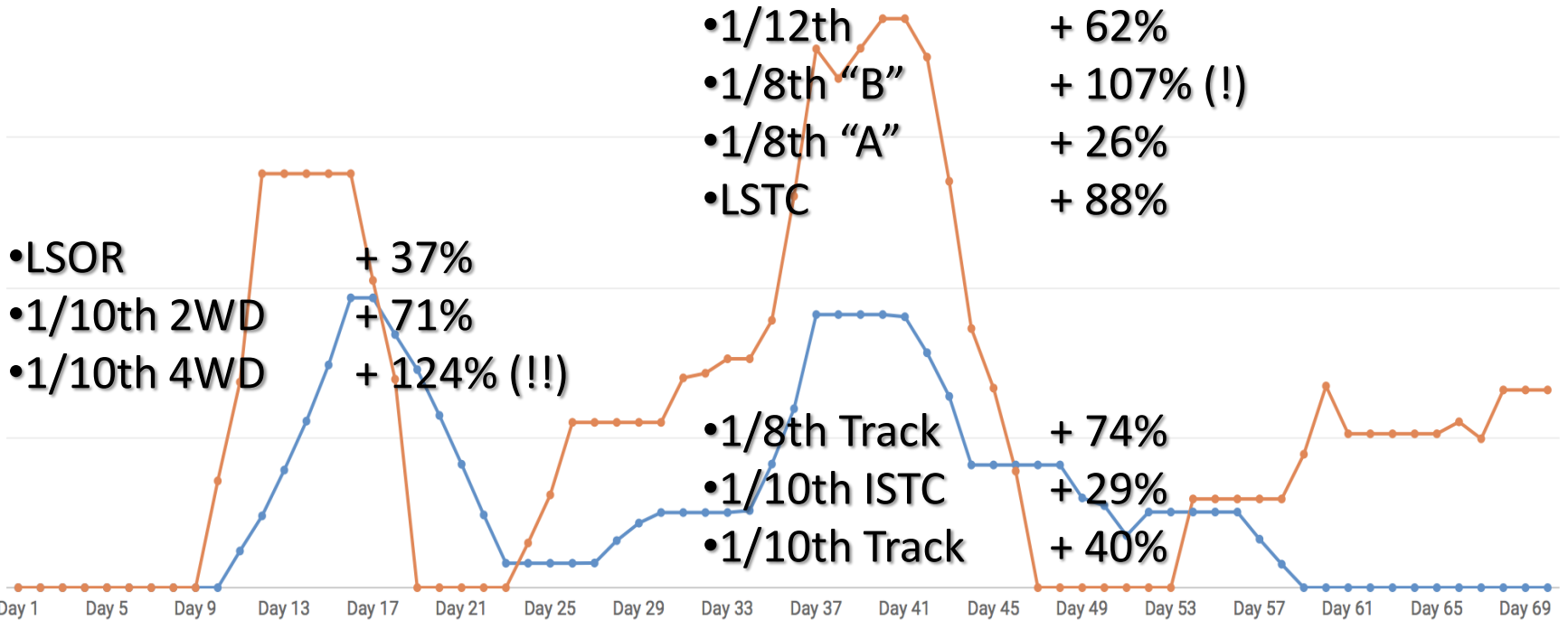
Action Replays!



RC Racing TV 2015 Live Stream

• Phenomenal Growth

— Views (4 Jul 2014 – 7 Sep 2014) — Views (30 Jun 2015 – 7 Sep 2015)



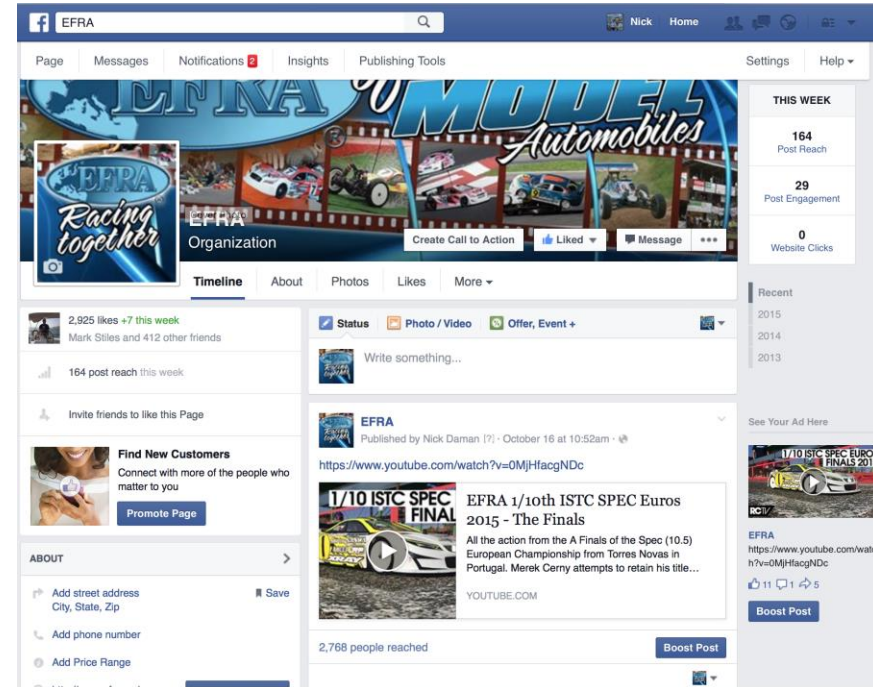
Live Stream Community!

- Most Popular RC Live Streams in the World!
- Top Viewing Countries of the Live Streams
 - 1- France
 - 2- UK
 - 3- Netherlands
 - 4- Italy
 - 5- USA
 - 6- Spain
- Total Live Stream Views (so far!) - 271,000
- Average Live View time - 29 Minutes!



EFRA Facebook Page

- Used as EFRA News distribution Site on Social Media.
- 1700% Growth during the Live Stream Season.
- 235,000 Total Post Reach!
- Hosted RCTV generated Photo Galleries.











The screenshot displays the EFRA Facebook page interface. At the top, the page name 'EFRA' is visible, along with navigation options like 'Page', 'Messages', 'Notifications', 'Insights', and 'Publishing Tools'. The main header features a large banner for 'EFRA MODEL Automobiles' with a 'Racing together' logo. Below the banner, the page is categorized as an 'Organization' and includes buttons for 'Create Call to Action', 'Liked', and 'Message'. The 'Timeline' tab is active, showing a post from Nick Daman published on October 16 at 10:52am. The post is a video link titled '1/10 ISTC SPEC Euros 2015 - The Finals' from YouTube, with a description: 'All the action from the A Finals of the Spec (10.5) European Championship from Torres Novas in Portugal. Merekerry attempts to retain his title...'. The post has reached 2,768 people. On the right side, a summary for 'THIS WEEK' shows 164 Post Reach, 29 Post Engagement, and 0 Website Clicks. Below this, there are sections for 'Recent' posts (2015, 2014, 2013) and 'See Your Ad Here'.



2016 Reporting Improvements

- Ability to “Cut out” Sections of the Live Stream to become their own clips!
- No need to scroll through an 8 hour Stream.
- Eg. – 1st Leg of A final up before 2nd leg begins!
- Post Practice and Qualifying reports become relevant and informative.

<input type="checkbox"/>		EFRA 1/10th IC Track Euro A 2015 - PRESS CONFERENCE HD 5 September 2015 at 17:39 Edit
<input type="checkbox"/>		EFRA 1/10th IC Track Euro B 2015 - PRESS CONFERENCE HD 5 September 2015 at 15:58 Edit
<input type="checkbox"/>		EFRA 1/10th IC Track Euros A 2015 - Main Final HD 5 September 2015 at 15:25 Edit
<input type="checkbox"/>		EFRA 1/10th IC Track Euro B 2015 - Main Final HD 5 September 2015 at 14:14 Edit
<input type="checkbox"/>		EFRA 1/10th IC Track Euros A 2015 - Semi Final A HD 5 September 2015 at 11:56 Edit
<input type="checkbox"/>		EFRA 1/10th IC Track Euros A 2015 - Semi Final B HD 5 September 2015 at 11:52 Edit
<input type="checkbox"/>		EFRA 1/10th IC Track Euros 2015 - Saturday: Finals Day Live! HD 4 September 2015 at 17:00 Edit
<input type="checkbox"/>		EFRA 1/10th IC Track Euros 2015 - Press Conference HD 4 September 2015 at 15:04 Edit



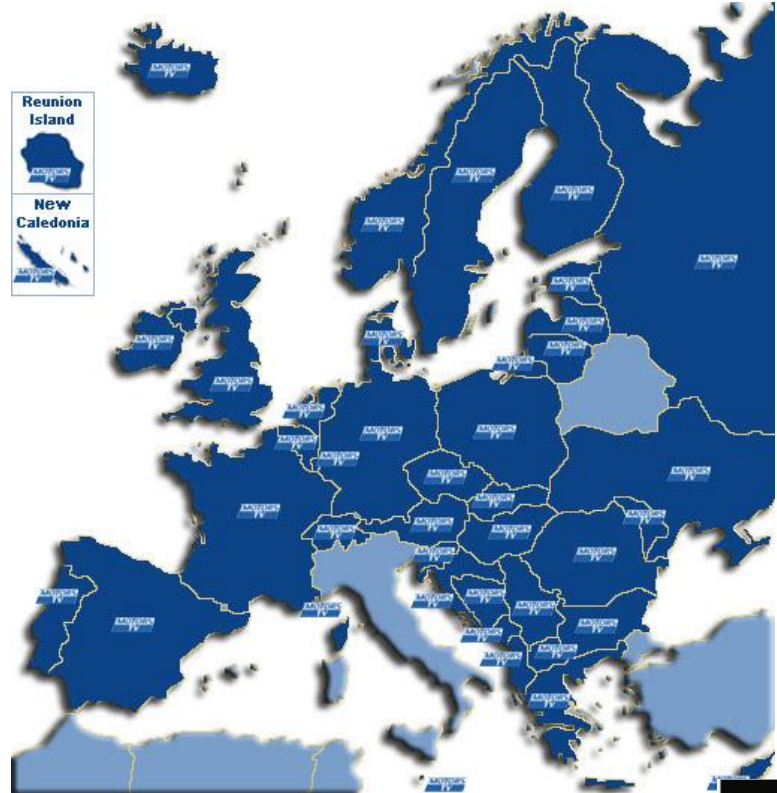
RC Racing TV Show

Motors TV – The home of RC
Racing TV

10th Series Starts in December!

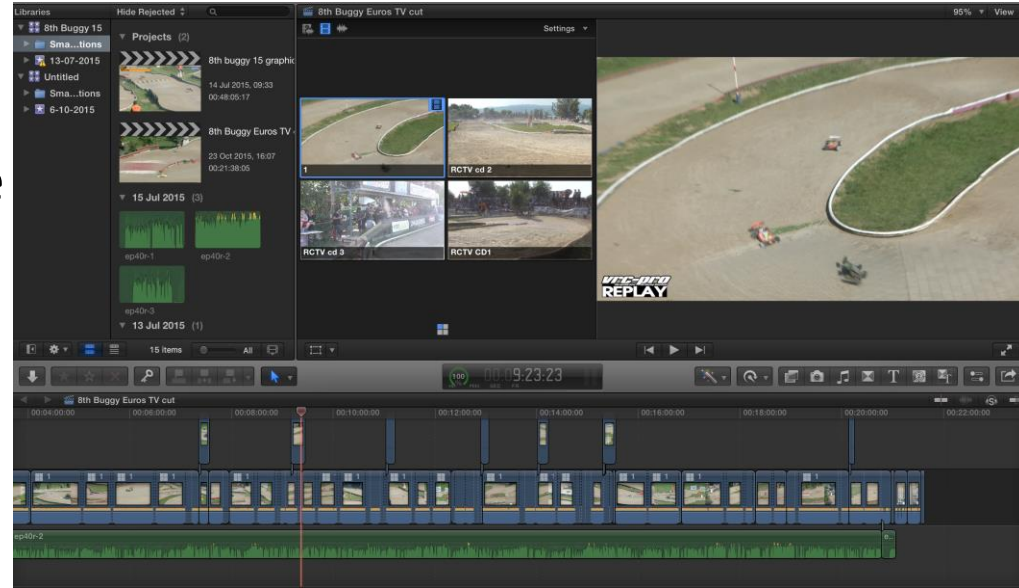
Features all EFRA “A” Events

Reach of over 107 Million in 45
countries – Now Available in North
and South America as well!



RC Racing TV Show

- 500,000 Viewers Per Episode
- All Motor Sport Fans
- Race Commentary by John Hindhaugh.



It is the Greatest Promotion of Our Sport to Potential New Racers Anywhere, on Any Platform!



To Sum Up -Live Stream 2015

- 2015 was a fantastic year! With Remarkable Growth
- Thank you to all the Clubs, Organisers and National Federations
- Thanks most Of all to you at EFRA!
- 2016 Will be bigger and better – Lots More improvements planned!
- But, Please Again, No Date Clashes! (thanks for 2015 😊)



Questions ?

