



RC Racing TV 2016  
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 1/10<sup>th</sup> Off Road

First EFRA HD Satellite Live Stream - 12<sup>th</sup> Track Italy 2014

New 3 Year Contract signed with EFRA to cover 16,17 and 18









our



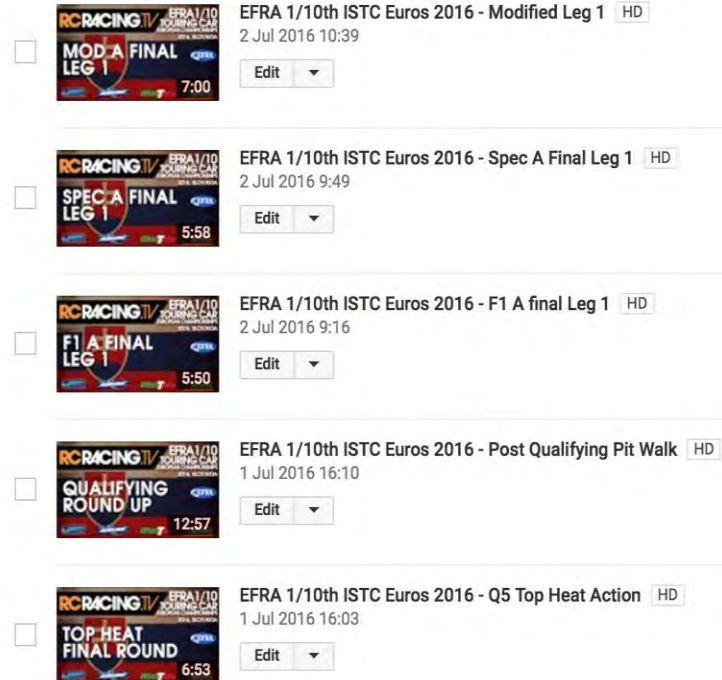
Except When someone "Threw" a Gazebo at the Satellite!










# 2016 Video Improvements

- Historic problem of “finding key action” in an 8 hour stream Solved!.
- Every “A” Final in every class was uploaded as a separate video.
- All Finals uploaded within 60 minutes of them Finishing.
- Also Top Heats and Pit Walks cut into separate clips.
- 111 Streams and clips in total!

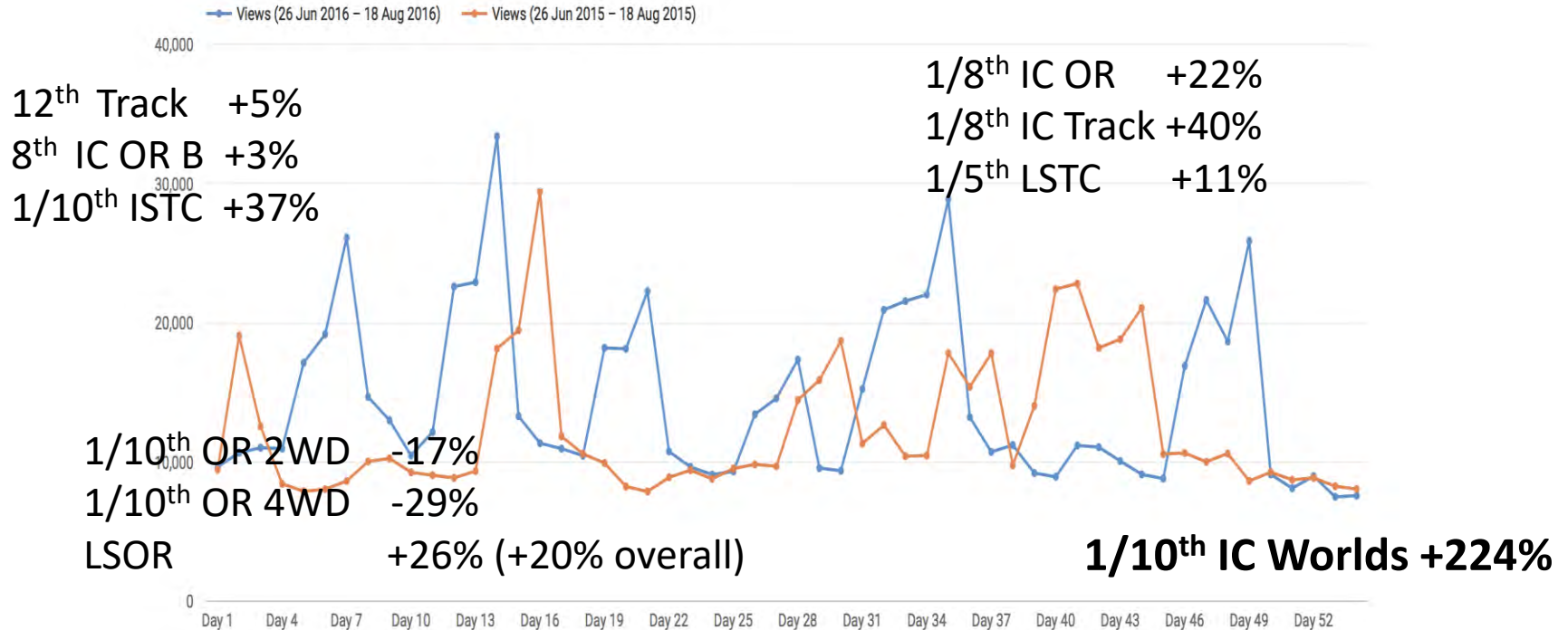


<input type="checkbox"/>		EFRA 1/10th ISTC Euros 2016 - Modified Leg 1 <span>HD</span> 2 Jul 2016 10:39 <a href="#">Edit</a>
<input type="checkbox"/>		EFRA 1/10th ISTC Euros 2016 - Spec A Final Leg 1 <span>HD</span> 2 Jul 2016 9:49 <a href="#">Edit</a>
<input type="checkbox"/>		EFRA 1/10th ISTC Euros 2016 - F1 A final Leg 1 <span>HD</span> 2 Jul 2016 9:16 <a href="#">Edit</a>
<input type="checkbox"/>		EFRA 1/10th ISTC Euros 2016 - Post Qualifying Pit Walk <span>HD</span> 1 Jul 2016 16:10 <a href="#">Edit</a>
<input type="checkbox"/>		EFRA 1/10th ISTC Euros 2016 - Q5 Top Heat Action <span>HD</span> 1 Jul 2016 16:03 <a href="#">Edit</a>





# RC Racing TV 2016 Live Streams





# Let's talk about Stats and Views!

Our worst performing Live Stream  
Just 188 “Peak concurrent Viewers”

But – over the first 24 Hours  
4080 total views  
2460 Unique viewers

“Pah Facebook videos get tens of thousands of views that's nothing”



# Let's talk about Stats and Views!

What is a View?

In Facebook 3 seconds (but actually less sometimes 0!)

In YT 15 Seconds

But – over the first 24 Hours

4080 total views

2460 Unique viewers

24.5 Minutes average View time

So 4080 views of 1470 seconds = 1,999,200 Facebook Views!!

And that's our WORST performing Live Video!



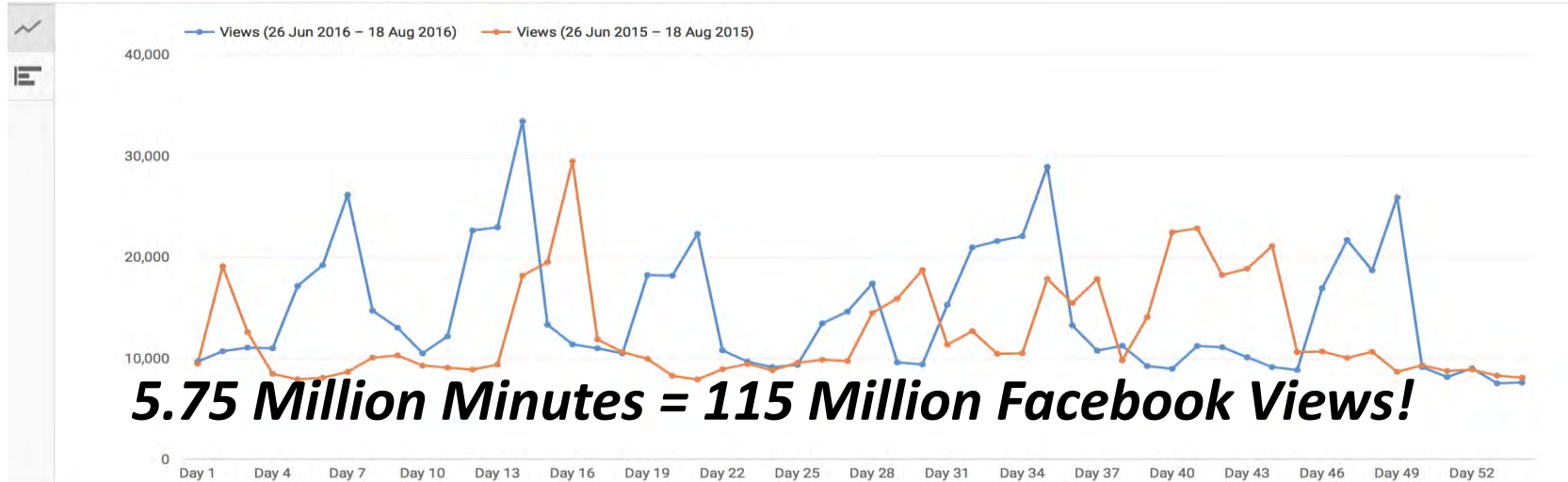
# RC Racing TV 2016 Live Streams

	WATCH TIME (MINUTES)	VIEWS	YOUTUBE RED WATCH TIME (MINUTES)	YOUTUBE RED VIEWS
26 Jun 2016 – 18 Aug 2016	5,740,319	778,601	21,359	2,721
26 Jun 2015 – 18 Aug 2015	4,268,294	668,523	0	0

More metrics ▾

Daily ▾

Show growth ⓘ





# RC Racing TV by the numbers!

10 Series -102 Episodes of RC Racing TV have been Broadcast

33 million Views of our Videos worldwide

Top Video seen by 9.7 Million people!!

42000 subscribers on You Tube (+9000 in 2016)

RC TV group on Facebook has 7600 members

New RC TV FB Page has 4000 Likes – all organic



# EFRA Facebook Page

- Used as EFRA News distribution Site on Social Media.
- 288,000 Total Post Reach!
- 1.1M Total impressions
- Hosted RCTV generated Photo Galleries.
- Daily written Reports distributed to RC News media



# RC Racing TV Show

Motors TV – The home of RC  
Racing TV

11<sup>th</sup> Series Starts in March!

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.
- Soon to have new UK outlet!



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



# To Sum Up – Media Partner 2016

- 2016 was a fantastic year! With Great Growth
- Thank you to all the Clubs, Organisers and National Federations
- Thanks most Of all to you at EFRA!
- 2017 Will be bigger and better – Lots More improvements planned!
- But, Please Again, No Date Clashes!



Questions ?

