



EFRA Media Partner 2017 AGM Report.



RC Racing TV – Who are we?

Formed in 2005 by Motorsports professionals

RC Racing TV Show Launched November 2006

EFRA Media Partners Since 2010

First Live Stream – 2012 EFRA 2wd 1/10th Off Road

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

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

Over 75 Events Live Streamed Worldwide



RC Racing TV by the numbers!

11 Series -108 Episodes of RC Racing TV have been Broadcast

40 million Views of our Videos worldwide

Top Video seen by 11.7 Million people!

50000 subscribers on You Tube (+8000 in 2017)

RC TV group on Facebook has 8000 members

RC TV FB Page has 6300 Likes – all organic



2017 EFRA European Tour

We covered 10 separate events, all of them with full Live Streaming.
Crowning 14 European Champions and 1 World Champion

Encompassing – Netherlands, France, Spain, Switzerland, Italy, UK, Sweden, France, Croatia and France!

10 different Team members, in various combinations covered these events.



Story of The European Tour

- 100% Reliability.
- 1st Live Drone Race Footage integration
- 1st 1080P Live Stream
- Broadcast on Satellite, Wired, Wireless and 4G Internet

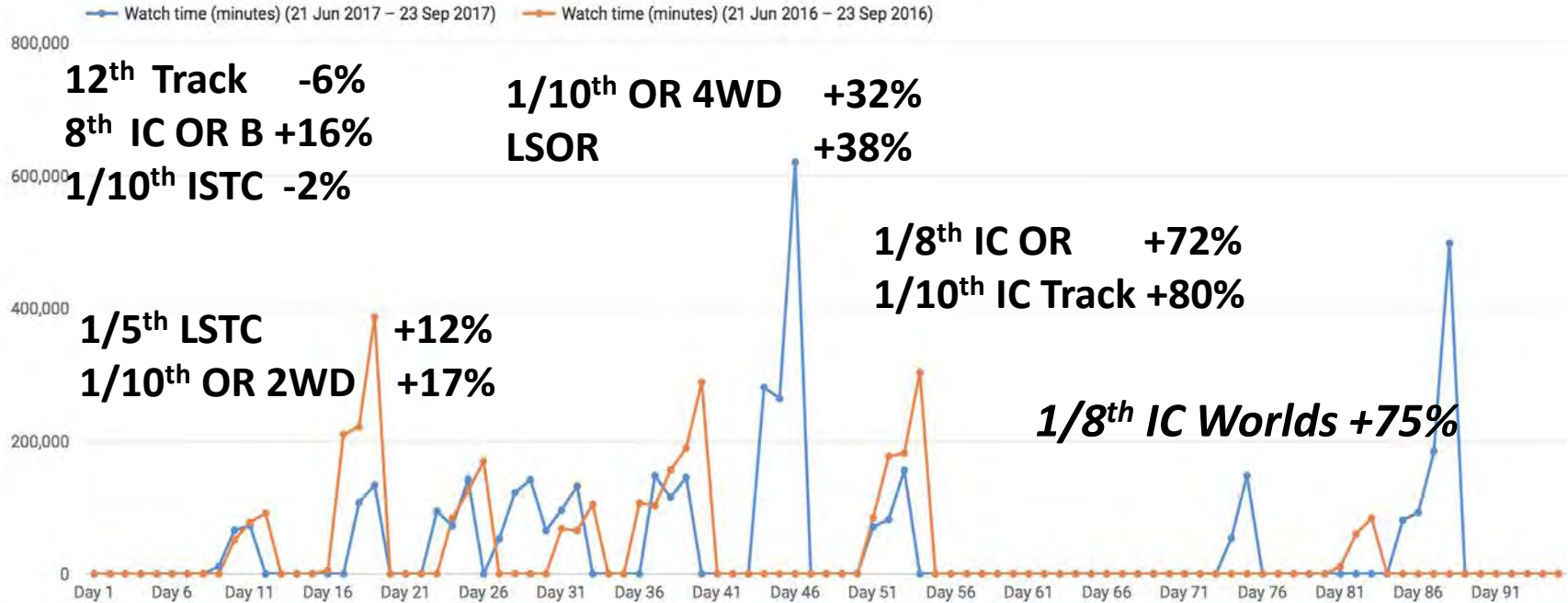


RC Racing TV 2017 Live Streams

More metrics ▾

Daily ▾

☐ Show growth ⓘ



Video

Geography

Date

More ▾



RC Racing TV 2017 Numbers

- 8.2 Million Minutes of viewing (live and On demand)
- Average Viewing Time For all Live events 25:03 Minutes
- EFRA / IFMAR 2017 Live Stream Views – 413,000
- Which if you remember last years presentation = about 140 Million Facebook Views!



Who's Watching?

Top Live Viewing Countries 2017

- 1- France
- 2- UK
- 3- Germany
- 4 - Italy
- 5- Spain

Top Viewing Countries (adjusted for Population)

- 1- Sweden
- 2 - Finland
- 3- Switzerland

Top "On Demand" Country – USA

Top Viewing country of IFMAR Worlds – Japan!

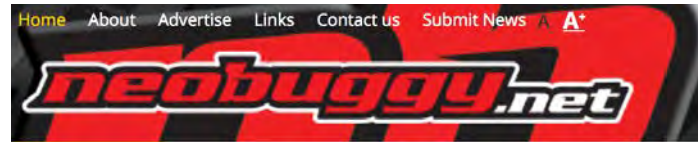
EFRA / RCTV Facebook Pages

- Used as main EFRA News distribution Sites on Social Media.
- Main Hosting destination of European Championships
- 1.2M Total Post Reach
- 2.92M Total impressions



Media@EFRA.WS

- Hugely improved presence in other RC Media Outlets.
- Written Reports distributed to RC News media after Qualifying and the Finals.
- Great Uptake!



RC Racing TV Show

- Now Available Worldwide anytime on “Motor Trend on Demand”
- All Motor Sport Fans
- Race Commentary by John Hindhaugh
- Also New UK broadcast partner – FrontRunner TV
- Asian Distribution Agreement Signed!



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



MOTOR TREND

ON DEMAND



RCRACING.TV



OPEN WHEEL [See all episodes](#)

TOYOTA RACING SERIES



BRDC FORMULA 3 CHAMPIONSHIP

JAPANESE SUPER FORMULA
CHAMPIONSHIP

FIA F3 CHAMPIONSHIP

OTHER MOTORSPORT [See all episodes](#)

RC RACING SERIES



AUSTRALIAN V8 UTE RACING SERIES



FIA EUROPEAN TRUCK RACING



NEW ZEALAND JETSPRINTS

RACING NEWS [See all episodes](#)

GP CONFIDENTIAL



MOBIL 1 THE GRID



MOTORSPORT MUNDIAL

LIVE EVENTS

AUG 11, 2017



SAT., AUG. 12, 3:00AM ET, RC RACING EFRA 1/10TH NITRO TRACK EUROS FINALS - FRANCE

Sat., Aug. 12, 3:00am ET, RC Racing EFRA 1/10th Nitro Track Euros F...



SAT., AUG. 12, 1:00PM ET, FIM SPEEDWAY GRAND PRIX - SWEDEN

Sat., Aug. 12, 1:00pm ET, FIM Speedway Grand Prix - Sweden

LIVE EVENTS SCHEDULE

AUGUST 2017

Sat., Aug. 12, 3:00am ET, RC Racing EFRA 1/10th Nitro Tra...

Aug 12 | 08:00 am

Sat. Aug. 12, 1:00pm ET, FIM Speedway Grand Prix - Sweden

FILTER BY EVENT/SERIES:

ALL SERIES/SHOWS

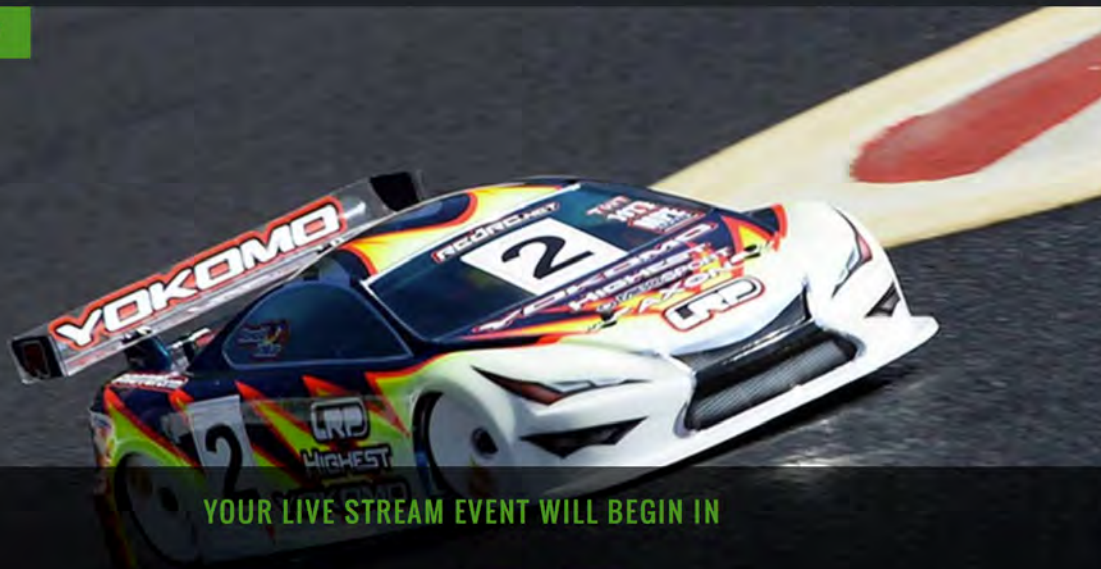
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TOMORROW



YOUR LIVE STREAM EVENT WILL BEGIN IN

12h:37m

Sat., Aug. 12, 3:00am ET, RC Racing EFRA 1/10th Nitro Track Euros Finals -
France

Help



LIVE EVENTS SCHEDULE

AUGUST 2017

Sat., Aug. 12, 3:00am ET, RC Racing EFRA 1/10th Nitro Tra...

Aug 12 | 08:00 am

Sat., Aug. 12, 1:00pm ET, FIM Speedway Grand Prix - Sweden

Aug 12 | 06:00 pm

Sat., Aug. 12, 2:20pm ET, Pirelli World Challenge TC/TCA/...

Aug 12 | 07:20 pm

Sat., Aug. 12, 3:30pm ET, Pirelli World Challenge SprintX...

Aug 12 | 08:30 pm

Sat., Aug. 12, 5:00pm ET, Pirelli World Challenge GTS Rac...

Aug 12 | 10:00 pm

Sat., Aug. 12, 7:00pm ET, Pirelli World Challenge TC/TCA/...

Aug 13 | 12:00 am

Sun., Aug. 13, 12:20pm ET, Pirelli World Challenge GTS Ra...

Aug 13 | 05:20 pm

Sun., Aug. 13, 2:20pm ET, Pirelli World Challenge SprintX...

Aug 13 | 07:20 pm

FILTER BY EVENT/SERIES:

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ADAC GT MASTERS



THE
ENTHUSIAST
NETWORK

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What's Planned for 2018?

- Complete update of our Live Streaming System
- Reduced Equipment Overhead
- More Wireless Cameras
- Simultaneous Live -Streaming to Facebook Live (or Twitch or anywhere!)



To Sum Up – Media Partner 2017

- 2017 was another fantastic year! With Great Growth
- Thank you to all the Clubs, Organisers and National Federations
- Thanks most of all to you at EFRA!
- 2018 Will be bigger and better – Lots More improvements planned!
- But, Like this year, No Date Clashes!



Questions ?

