



# EFRA Media Partner 2018 AGM Report.



# RC Racing TV – Who are we?

Formed in 2005 by Motorsports professionals

EFRA Media Partners Since 2010

2018 is our 9<sup>th</sup> Season with EFRA and our 7<sup>th</sup> Live Streaming

12 Series -116 Episodes of RC Racing TV have been Broadcast

55000 subscribers on You Tube (+5000 in 2018)

RC TV FB Page has 25000 Followers – all organic

Constant improvement has been our mantra.



# 2018 EFRA European Tour

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

Encompassing – Netherlands, Austria, Italy, France, Italy, France, Austria,  
Portugal, Portugal and France

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



**RCRACING.TV** EFRA 1/8th IC TRACK  
EUROPEAN CHAMPIONSHIP  
2018 : ITALY

EFRA

**RCRACING.TV** 4WD 1/10th OFF ROAD  
EUROPEAN CHAMPIONSHIP  
2018 : FRANCE

EFRA

**RCRACING.TV** LARGE SCALE TOURING CAR  
EUROPEAN CHAMPIONSHIP  
2018 : FRANCE

EFRA SAMBA

**RCRACING.TV** LARGE SCALE OFF ROAD  
EUROPEAN CHAMPIONSHIP  
2018 : AUSTRIA

EFRA

DISTRIBUTION **RCR** REM SAMBA

**RCRACING.TV** 1/8th IC OFF ROAD  
EUROPEAN CHAMPIONSHIP  
2018 : PORTUGAL

EFRA

JCONCEPTS.NET

**RCRACING.TV** 8th ELECTRIC OFF ROAD  
EUROPEAN CHAMPIONSHIP  
2018 : FRANCE

EFRA

**RCRACING.TV** EFRA 1/10th ELECTRIC  
EUROPEAN CHAMPIONSHIP  
2018 : AUSTRIA

INFINITY EFRA

MotEch

**RCRACING.TV** EFRA 1/10th IC TRACK  
EUROPEAN CHAMPIONSHIP  
2018 : PORTUGAL

EFRA

INFINITY SHEPHERD micro racing

**RCRACING.TV** EFRA 2018 1/12th TRACK  
EUROPEAN CHAMPIONSHIP  
NETHERLAND

EFRA

Zen-Racing ROOPE WORLD CHAMPION MotEch

# 2018 EFRA European Tour

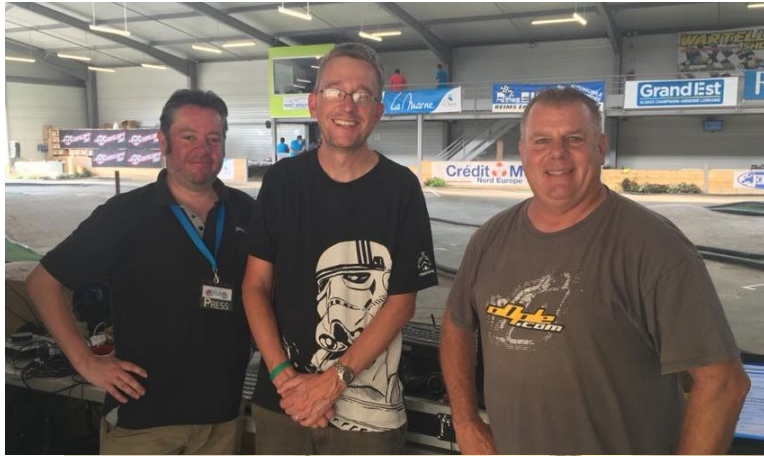
We covered 10 separate events, all of them with full Live Streaming.  
Crowning 16 European Champions

Encompassing – Netherlands, Austria, Italy, France, Italy, France, Austria,  
Portugal, Portugal and France

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



# 2018 EFRA RC TV Team



# Logistics!

- The Challenge is the Back to Back Nature of the Main Euros Season
- Getting the right people and kit to the right place, can be tricky!
- This Season:
  - Last minute Flight Cancellations
  - Incredibly Short Turnarounds
  - Kit lost in transit!And the odd curveball!



# Logistics!

Event		Comms		Tech 1	Tech 2	Trip Days	Internet
Limburg 12th	Dr	James S		Mat	Paul	April 5-9	Club
Austria ISTC	Fly	James S		Mat	Harry	June 27-1 July	Club
Italy "B"	Fly	James Stew		James	Zak	July 5-8	Rental (1)
France LSTC	Dr	Nick		Paul	Harry	July 11-15	Our Sat
Cassino 1/8th IC	fly	James s		James	Harry	July 18-22	Rental (1)
Riems O/R	Dr	Dave C		Paul	Kane	July 23-28	Club
Austria LSTC	Fly	Nick		Mat	Ash	July 25-29	Rental Sat (2)
Portugal 1/8th OR	Fly	Nick		Mat	Harry	Aug 1-5	Our Sat
Portugal 1/10th IC	Fly	James S		James	Ash	Aug 8-12	Our Sat
France Elec	Dr	Nick		Mat	James	Sep 14-16	4G (ours)





# Road Trips

- 4 Trips – Netherlands and France
- 3 x Eurotunnel and 1 “High Speed Catamaran”
- 4 Different Vehicles Used
- 1 High Speed Blowout



# Connectivity!

- Still the biggest issue!
- We had 3 Satellites “in Use” at one stage this season
- Some Clubs let us down and Some really stepped up!
- 4G Broadcasts from France and Portugal



# 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!)



# What Happened in 2018?

- Complete update of our Live Streaming System
- Reduced Equipment Overhead
- More Cameras (wireless in '19)
- Simultaneous Live -Streaming to Facebook Live
- New Timing Graphic Flexibility



# What Happened in 2018?

**RCTV** EFRA 1/8th ELECTRIC BUGGY EUROS  
A FINAL LEG #2

**RCTV** 05:32

1 / 1	SAR	8	4:13.032
2 / 8	MUS	8	4:17.963
3 / 5	CAN	8	4:18.784
4 / 8	BOO	8	4:20.742
5 / 7	BAT	8	4:24.381
6 / 10	SAR	8	4:26.636
7 / 2	RON	8	4:27.365
8 / 6	SAV	7	3:56.517
9 / 11	FIG	7	3:58.056
10 / 13	ZAN	7	4:00.417
11 / 9	WOL	7	4:03.119
12 / 12	BAL	7	4:03.337
13 / 4	ONG	2	0:59.357

RcTune.com

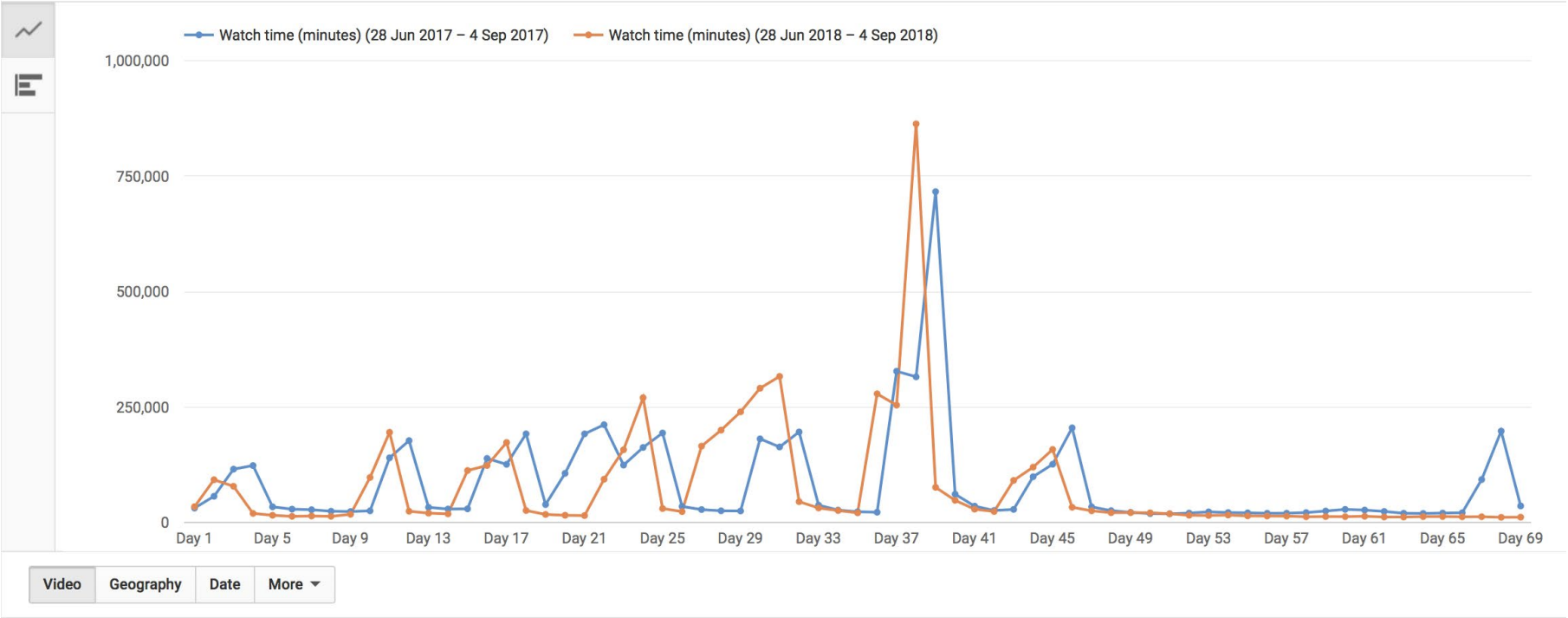


# RC Racing TV 2018 YouTube Live

More metrics ▾

Daily ▾

Show growth ⓘ



Video

Geography

Date

More ▾



# RC Racing TV 2017 to 2018

## You Tube Numbers

- 2017 - 8.20 - Million Minutes of viewing (live and On demand)
- 2018 - 8.28 - Million
  
- 2017 Average Live Viewing Time 25:03 Minutes
- 2018 - 24:52 Minutes
  
- 2017 EFRA / IFMAR Live Stream Views - 413,000
- 2018 EFRA Live Stream Views - 404,000



# Facebook Live

- First Season FB Live broadcasting
- Phenomenally Successful
- 12.6M Total Post Reach
- 5.7M Views
- 1.7M 30 Second Views
- 200,000+ interactions
- 4.5 Million Minutes Viewed
- 25,000 Followers

**RC Racing TV** was live.  
Published by Nick Daman [?] · 10 August · 🌐

Day 2 for the EFRA 1/10th IC Track European Championships in Villa Real, Portugal! Qualifying, Super Pole and a sprinkling of lower finals!

RC TV	04:00
1/77 SOU	0 00:00.000
2/78 MAC	0 00:00.000
3/79 CHE	0 00:00.000
4/71 SOU	0 00:00.000
5/72 COE	0 00:00.000
6/73 GRA	0 00:00.000
7/74 GAN	0 00:00.000
8/75 PIN	0 00:00.000
9/76 DA	0 00:00.000

**671,492** People reached

**37,751** Engagements

[Boost Post](#)

👍❤️😄 330

177 Comments 83 shares 66K views







# 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
- International Distribution



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



# To Sum Up – Media Partner 2018

- 2018 was another fantastic year!
- FB Live Brought a massive new audience and huge growth
- Thank you to all the Clubs, Organisers and National Federations
- Thanks most of all to you at EFRA!
- But, PLEASE!!!! No Date Clashes!



# 2019 Live Streaming

- Current Media Partner Contract has come to an End.
- Differentiates – Especially against the “E” Series
- Increases Entries
- Encourages new drivers to enter European Championships
- Gives Feel Good factor about EFRA
- You’ve invested in us, we have invested in our broadcasts – let’s carry on investing in the future of RC Racing Together



Questions ?

