



F3 Euro Series

Media Facts 2007

Period of Measurement:

01. Nov. 2006 – 31. Oct. 2007

Cologne, 03. December 2007

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TV 2007

TV Coverage National (Germany) (per year)

(Live on Premiere, re-live on DSF, Highlights on n-tv, Eurosport and some local TV stations)

Viewer Rate	Total	(cumulated)	11.240.000
	Average per event	(cumulated)	1.124.000
Broadcast time	Total	(hh:mm:ss, cumulated)	69:43:02
	Average per event	(hh:mm:ss, cumulated)	06:58:18

TV Coverage International (preliminary data / per year)

Total Coverage	Broadcast time	(hh:mm:ss, cumulated)	578:34:31
(Europe without Germany	Technical reach	(in TV households)	482.571.081
America, Asia, Oceania,	Viewer Rate	(cumulated)	80.156.400
Others)	Broadcasts		1.760
	Broadcast stations		41
	Reached countries		21

Europe (without Germany)	Broadcast time	(hh:mm:ss, cumulated)	425:37:40
	Technical reach	(in TV households)	168.620.000
	Viewer Rate	(cumulated)	65.756.400
	Broadcasts		506
	Countries	(Czech Republic (incl. Slovakia), France, Finland, Greece (incl. Cyprus), Italy, Netherlands, Portugal, Russia, Spain, United Kingdom / plus Pan-European broadcasts)	

North-, South- and Central	Broadcast time	(hh:mm:ss, cumulated)	84:22:27
America	Technical reach	(in TV households)	111.251.803
	Viewer Rate	(cumulated)	not available
	Broadcasts		222
	Countries	(Brazil, Canada, USA, Venezuela, plus Pan-Latin American broadcasts)	

Asia	Broadcast time	(hh:mm:ss, cumulated)	60:59:21
	Technical reach	(in TV households)	177.221.808
	Viewer Rate	(cumulated)	9.000.000
	Broadcasts		918
	Countries	(Lebanon, Thailand, United Arab Emirates, plus Pan-Asian broadcasts)	



TV 2007

(continued)

TV Coverage International *(continued)*

Oceania	Broadcast time	(hh:mm:ss, cumulated)	3:35:33
	Technical reach	(in TV households)	18.377.470
	Viewer Rate	(cumulated)	not available
	Broadcasts		54
	Reached Countries	(Australia, New Zealand, plus Pan-Oceanian broadcasts)	
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Others with int. Coverage	Broadcast time	(hh:mm:ss, cumulated)	3:59:30
	Technical reach	(in TV households)	7.100.000
	Viewer Rate	(cumulated)	not available
	Broadcasts		60
	Countries	(Middle East, Northern Africa, Airlines)	



Print 2007

Print National (Germany) (per year)

Print Run	Total	162.603.352
	Average per event	16.260.335
Clippings	Total	549
	Average per event	55

Print International (per Year)

Total (without Germany)	Print Run total	370.448.052
	Clippings total	2.685
Austria	Print Run total	1.807.700
	Clippings total	18
France	Print Run total	52.357.777
	Clippings total	338
Finland	Print Run total	16.619.277
	Clippings total	159
Great Britain	Print Run total	109.737.938
	Clippings total	551
Italy	Print Run total	5.878.194
	Clippings total	31
Netherlands	Print Run total	93.809.862
	Clippings total	561
Spain	Print Run total	65.775.026
	Clippings total	777
Switzerland	Print Run total	24.462.278
	Clippings total	250



Additional Media Facts 2007

Spectators

Hockenheim I	101.000
Brands Hatch	18.000
Norisring	141.000
Magny Cours	73.000
Mugello	14.138
Zandvoort	74.500
Nürburgring	117.000
Barcelona	42.000
Nogaro	20.000
Hockenheim II	152.000
Total	752.638
Average per event	75.264

Internet (www.f3euroseries.com)

Page Impressions	Total	2.384.142
	Average per month	198.679



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