

FORMULA 3
EURO SERIES



F3 Euro Series

Media Facts 2008

Period of Measurement:

01. Nov. 2007 – 31. Oct. 2008

Cologne, 21. November 2008

DMSB
Deutscher Motor Sport Bund e.V.

FFSA

KUMHO



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Impressive media presence for the Formula 3 Euro Series

Impressive media presence for the Formula 3 Euro Series

The Formula 3 Euro Series does not only represent a constant for young up-and-coming racing drivers alone. The most competitive young-gun series on our planet also has established excellently in the media. Despite increasing international competition, the Formula 3 Euro Series has consolidated its strong coverage position, in its sixth season, and even succeeded in extending it in several areas. Both in the electronic media and in the print-coverage area, the series that has produced current Formula 1 aces such as reigning World Champion Lewis Hamilton, Nico Rosberg, Timo Glock, Sebastian Vettel and Adrian Sutil as well as successful DTM drivers such as Paul di Resta and Alexandre Prémat represents a well established constant. This is the result of the 2008 season's now available media data.

In Germany, all the races were covered – as usual – live by TV station Premiere. In addition, race résumés were brought by sports channel DSF and news channel n-tv. Nationwide, the Formula 3 Euro Series coverage amounted to a total of 97 hours. On the international market, Formula 3 Euro Series pictures were broadcasted by 49 stations in 53 countries. The technical range of all the stations added up to some 588 million households and the coverage duration to more than 1042 hours. And thanks to the coverage in South Africa, the Formula 3 Euro Series made its first appearance on the African TV market.

Meanwhile, the print media also continued to extensively cover the Formula 3 Euro Series: altogether, 2769 stories dealing with the young-gun series were published – with a total print run of nearly 440 million. The official website, www.f3euroseries.com, achieved a total of 3,448,118 page views, representing a monthly average of 287,343 clicks. Compared to the 2007 value (monthly average 198,679), this figure represents an increase of more than 44 percent. The ten Formula 3 Euro Series events of the 2008 season – held in Germany, France, Great Britain, Italy, the Netherlands and Spain – were attended by a total of 656,000 visitors.

FORMULA 3 EURO SERIES



TV 2008

TV 2008

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)	9.800.000
	Average per event	(cumulated)	980.000
Broadcast time	Total	(hh:mm:ss, cumulated)	97:02:13
	Average per event	(hh:mm:ss, cumulated)	09:42:13

TV Coverage International (preliminary data / per year)

Total Coverage (Europe without Germany America, Asia, Africa, Oceania, Others)	Broadcast time	(hh:mm:ss, cumulated)	1042:49:51
	Technical reach	(in TV households)	588.228.975
	Viewer Rate	(cumulated)	57.354.000
	Broadcasts		2.307
	Broadcast stations		49
	Reached countries		53
Europe (without Germany)	Broadcast time	(hh:mm:ss, cumulated)	893:43:24
	Technical reach	(in TV households)	115.305.537
	Viewer Rate	(cumulated)	42.003.000
	Broadcasts		1.090
	Countries		(Czech Republic, Denmark, Finland, Greece (incl. Cyprus), Italy, Netherlands, Norway, Portugal, Russia, Slovakia, Sweden, United Kingdom / plus France & Pan-European broadcasts)
North America	Broadcast time	(hh:mm:ss, cumulated)	04:44:10
	Technical reach	(in TV households)	69.700.000
	Viewer Rate	(cumulated)	3.115.000
	Broadcasts		50
	Countries		(Canada, USA)
South- & Central America	Broadcast time	(hh:mm:ss, cumulated)	46:33:25
	Technical reach	(in TV households)	41.751.803
	Viewer Rate	(cumulated)	3.600.000
	Broadcasts		151
	Countries		(Brazil, Uruguay, plus Pan-Latin American broadcasts)

Source: IFM Medienanalysen, WIGE Communication,

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TV 2008 continued

TV Coverage International (continued)

Asia	Broadcast time	(hh:mm:ss, cumulated)	88:28:05
	Technical reach	(in TV households)	333.653.515
	Viewer Rate	(cumulated)	8.636.000
	Broadcasts		915
	Countries		(Thailand, Saudi-Arabia, United Arab Emirates, plus Pan-Asian broadcasts)
Africa	Broadcast time	(hh:mm:ss, cumulated)	00:38:42
	Technical reach	(in TV households)	2.340.650
	Viewer Rate	(cumulated)	not available
	Broadcasts		6
	Countries		(South Africa)
Oceania	Broadcast time	(hh:mm:ss, cumulated)	04:08:15
	Technical reach	(in TV households)	18.377.470
	Viewer Rate	(cumulated)	not available
	Broadcasts		45
	Reached Countries		(Australia, New Zealand, plus Pan-Oceanian broadcasts)
Broadcasters with International coverage	Broadcast time	(hh:mm:ss, cumulated)	02:16:55
	Technical reach	(in TV households)	7.100.000
	Viewer Rate	(cumulated)	not available
	Broadcasts		25
	Countries		(Middle East, Northern Africa)
Other broadcasters	Broadcast time	(hh:mm:ss, cumulated)	02:16:55
	Technical reach	(in TV households)	not available
	Viewer Rate	(cumulated)	not available
	Broadcasts		25
	Countries		(Airlines)

TV 2008 continued

Source: IFM Medienanalysen, WIGE Communication,

FORMULA 3 EURO SERIES



Print 2008

Print National (Germany) (per year)

Print Run	Total	184.872.869
	Average per event	18.487.287
Clippings	Total	584
	Average per event	58

Print International (per Year)

Total (without Germany)	Print Run total	254.012.524
	Clippings total	2.185
Austria	Print Run total	1.636.087
	Clippings total	26
France	Print Run total	18.845.053
	Clippings total	146
Finland	Print Run total	13.175.549
	Clippings total	133
Great Britain	Print Run total	80.095.851
	Clippings total	364
Italy	Print Run total	1.578.790
	Clippings total	17
Netherlands	Print Run total	57.080.193
	Clippings total	394
Spain	Print Run total	73.220.169
	Clippings total	855
Switzerland	Print Run total	8.380.832
	Clippings total	249

Print 2008

Source: Press Watch



Additional Media Facts 2008

Spectators

Hockenheim I	93.000
Mugello	15.000
Pau	30.000
Norisring	140.000
Zandvoort	48.000
Nürburgring	85.000
Brands Hatch	26.800
Barcelona	35.800
Le Mans	18.000
Hockenheim II	165.000
Total	656.600
Average per event	65.660

Internet (www.f3euroseries.com)

Page Impressions	
Total	3.448.118
Average per month	287.343

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