

2 0 1 9 A U D I E N C E & E X P O S U R E G U I D E



PORSCHE
CARRERA CUP
AUSTRALIA

TELEVISION COVERAGE

TELEVISION COVERAGE

	FOX SPORTS	Kayo	7
Adelaide 500			
Practice	●	●	
Qualifying	●	●	
Races	●	●	●
Highlights	●	●	●
Formula 1 Australian Grand Prix			
Practice			
Qualifying			
Races			●
Highlights			
Phillip Island 500			
Practice	●	●	
Qualifying	●	●	
Races	●	●	
Highlights	●	●	●
Darwin Triple Crown			
Practice	●	●	
Qualifying	●	●	
Races	●	●	
Highlights	●	●	●
Townsville 400			
Practice	●	●	
Qualifying	●	●	
Races	●	●	●
Highlights	●	●	●
The Bend SuperSprint			
Practice	●	●	
Qualifying	●	●	
Races	●	●	
Highlights	●	●	●
Bathurst 1000			
Practice	●	●	
Qualifying	●	●	
Races	●	●	●
Highlights	●	●	●
Gold Coast 600			
Practice	●	●	
Qualifying	●	●	
Races	●	●	●
Highlights	●	●	●

TELEVISION AUDIENCE - 2018

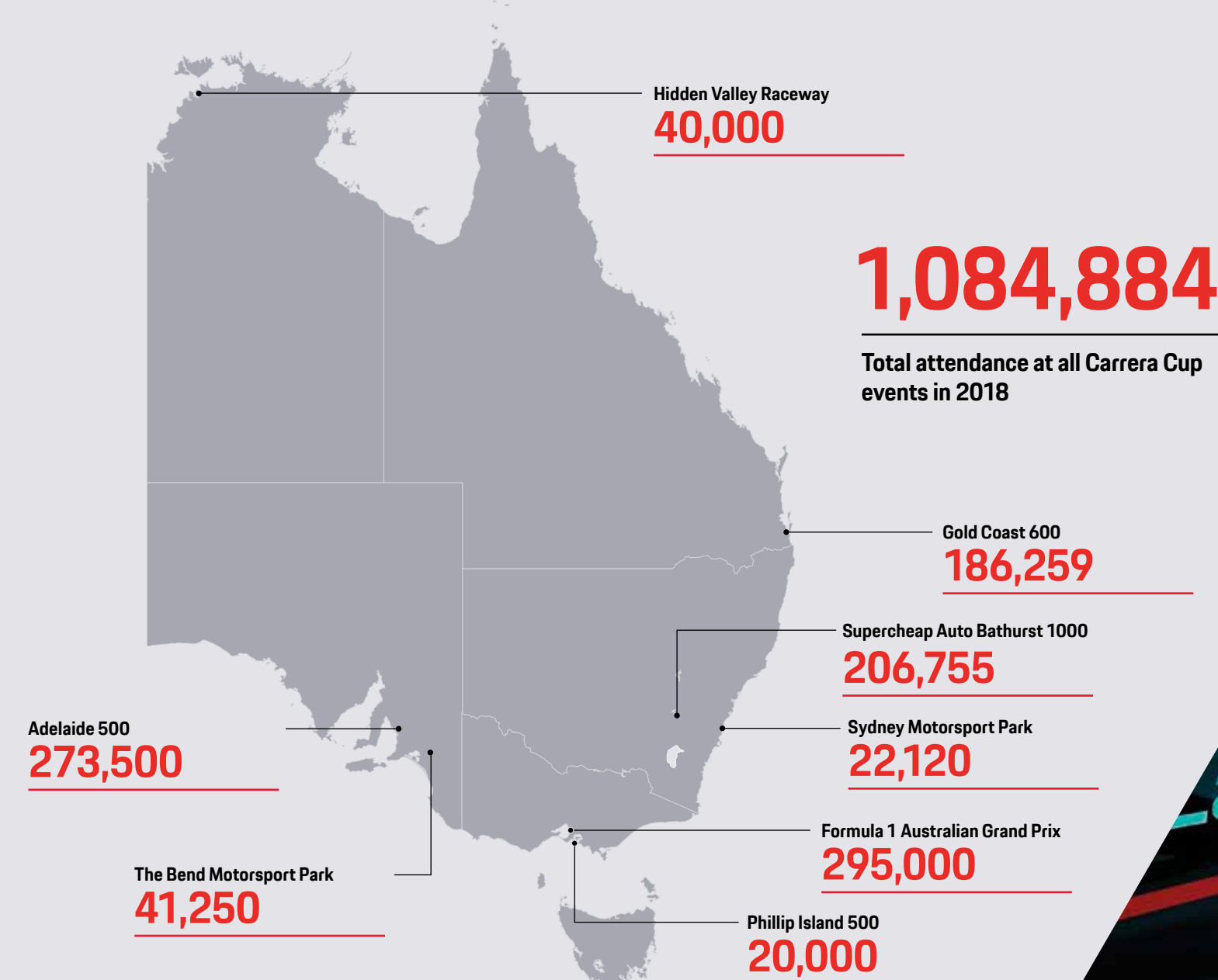
AUDIENCE	FOX SPORTS	NETWORK TEN	TOTAL AUDIENCE
ADELAIDE 500	166,302	753,685	919,987
AUSTRALIAN GRAND PRIX	262,681	800,106	1,062,787
PHILLIP ISLAND 500	194,861	32,615	227,476
DARWIN TRIPLE CROWN	211,294	46,563	257,857
SYDNEY SUPERNIGHT	173,169	23,612	196,781
THE BEND SUPERSPRINT	232,227	23,141	255,368
BATHURST 1000	410,304	1,734,567	2,144,871
GOLD COAST 600	289,864	499,495	789,359
TOTAL			5,854,486

Source: Nielsen Sports

AUDIENCE & EXPOSURE

EVENT ATTENDANCE - 2018

Carrera Cup attends some of the largest sporting events within the country directly connecting your brand to over 1,000,000 fans.



Source: Nielsen Sports



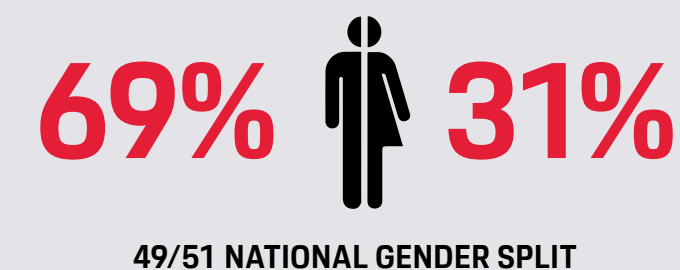
AUDIENCE & EXPOSURE

CARRERA CUP FAN INSIGHT

2.88 MILLION FANS
NATIONALLY

738 THOUSAND AVID
FANS NATIONALLY

GENDER

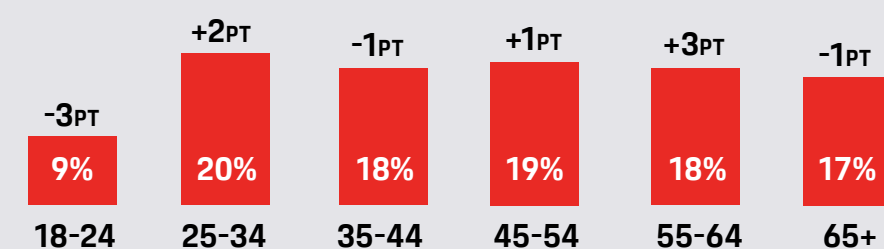


AVERAGE HOUSEHOLD INCOME

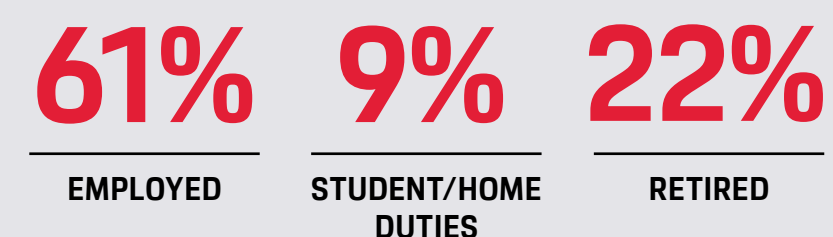


AGE

NATIONAL



EMPLOYMENT STATUS



Source: Nielsen Sports SportsLink 2018 (Jan to Sep) n = 1,041

AUDIENCE & EXPOSURE

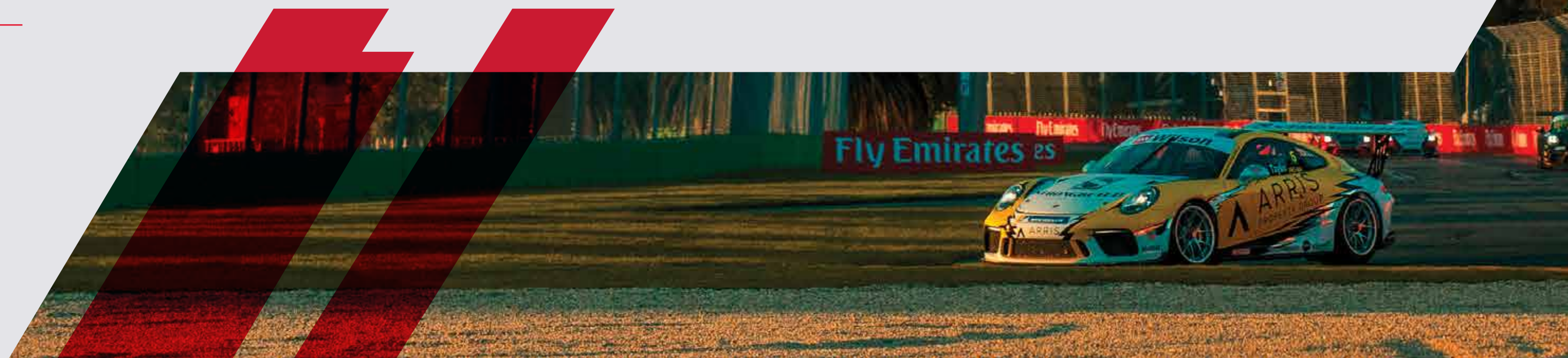
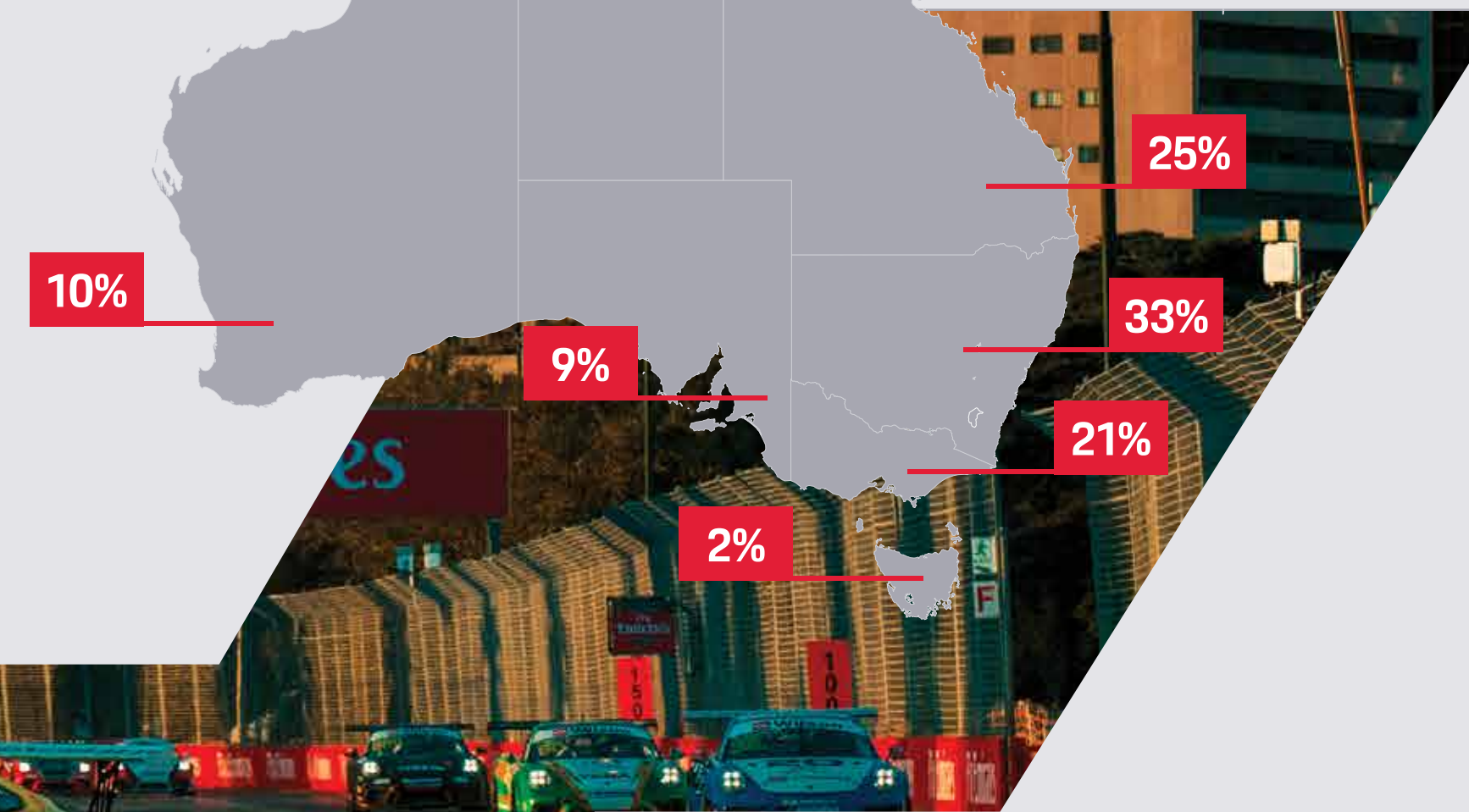
FANS BY STATE

METRO V REGIONAL SPLIT



79% of Carrera Cup fans live on the eastern seaboard where six of the eight 2017 events were held. (-2% v Nat. Sample)

Source: Nielsen Sports SportsLink 2018 (Jan to Sep) Carrera Cup Fans n = 1,041



AUDIENCE & EXPOSURE

CARRERA CUP FAN INSIGHT

GENDER	Nat Sample	Carrera Cup	HOUSEHOLD INCOME	Nat Sample	Carrera Cup
Male	49%	70%	Under \$60k	12%	12%
Female	51%	30%	\$60k to \$100k	18%	19%
			\$100k to \$200k	19%	19%
			\$200k +	18%	18%

AGE	Nat Sample	Carrera Cup
18 to 24	12%	12%
25 to 34	18%	19%
35 to 44	19%	19%
45 to 54	18%	18%
55 to 64	15%	17%
65+	18%	16%

Source: Nielsen Sports

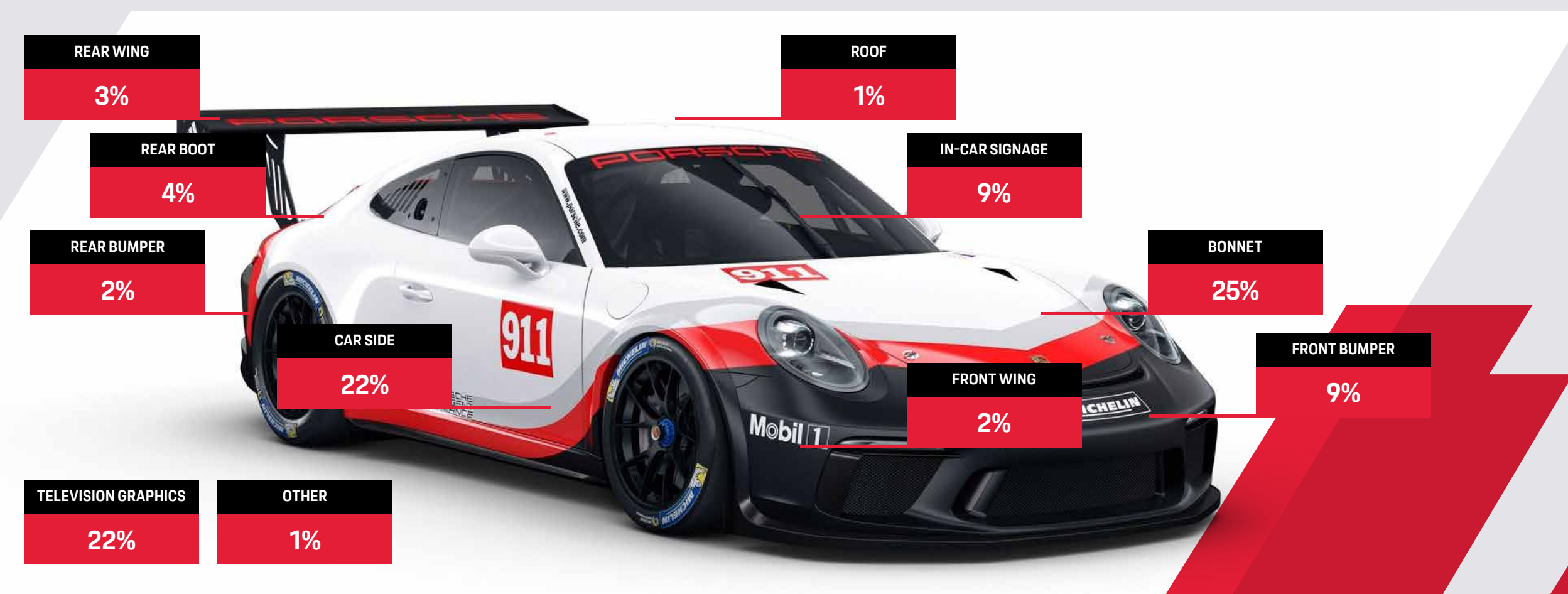


AUDIENCE & EXPOSURE

ASSET VALUE BREAKDOWN

Effective race car branding not only ensures a race car looks great on track, but also guarantees the best possible coverage for team partners.

This diagram illustrates a breakdown of average coverage for a Carrera Cup entry – including both race car branding and other assets.



*Other assets include Driver Suit, Driver Clothing, Team Clothing, Driver Helmet and Pit Branding.

PORSCHE

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