

AUDIENCE AND

EXPOSURE GUIDE

2020



PORSCHE
PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE

01

BROADCAST PARTNERSHIP

PORSCHE
PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE

EVERY RACE LIVE, IN HD AND AD BREAK FREE ON FOX SPORTS AND KAYO SPORTS. THE 2020 SEASON WILL SEE FREE-TO-AIR LIVE COVERAGE AND REPLAYS ON CHANNEL 10 INCREASING TO RECORD LEVELS, DELIVERING A WORLD CLASS BROADCAST PACKAGE.



Competitors will again enjoy LIVE coverage of every Porsche PAYCE Carrera Cup race in 2020 including Adelaide 500, Townsville, Darwin, Sydney Night race, The Bend OTR 500, Bathurst 1000, Gold Coast 600 and all four races of the Australian Grand Prix.



Channel Ten will showcase five free-to-air rounds at each major race on our 2020 calendar including: Adelaide; Australian Grand Prix, Townsville, Bathurst and Gold Coast.



Every race will be available on Foxtel Go and Foxtel Play.



LIVE coverage of every Carrera Cup race.



02

TELEVISION AUDIENCE

PORSCHE
PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER
PAYCE

2019 TELEVISION AUDIENCE

AUDIENCE	FOX SPORTS	NETWORK TEN	TOTAL AUDIENCE
ADELAIDE 500	334,487	756,361	1,090,848
AUSTRALIAN GRAND PRIX	253,919	846,678	1,100,597
PHILLIP ISLAND 500	250,179	---	250,179
DARWIN TRIPLE CROWN	298,384	30,718	329,102
SYDNEY SUPERNIGHT	230,945	312,693	543,638
THE BEND SUPERSPRINT	278,605	26,468	305,073
BATHURST 1000	547,274	1,252,754	1,799,028
GOLD COAST 600	403,805	521,227	925,032
		TOTAL	6,343,497

Source: Nielsen Sports

TOTAL TV AUDIENCE

2019 YTD vs 2018

6,343,497 **+8.01%**



03

TELEVISION AUDIENCE

PORSCHE

PAYCE
CARRERA CUP
AUSTRALIA

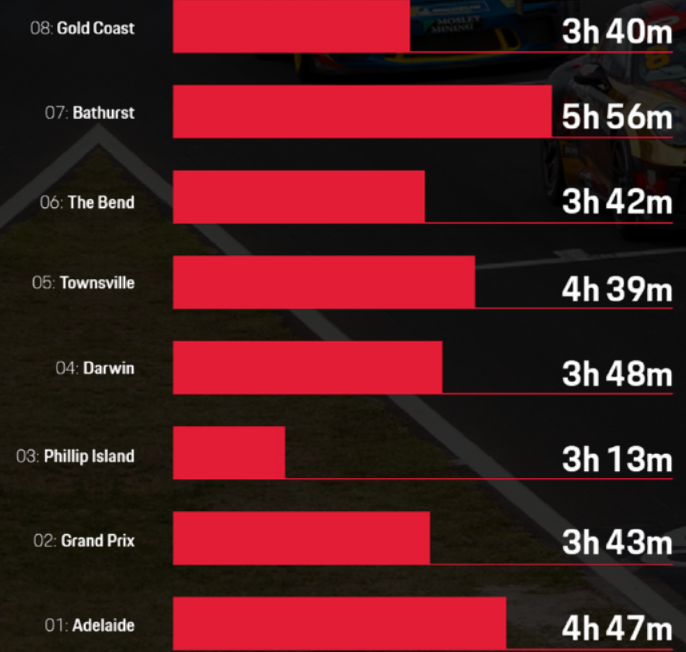
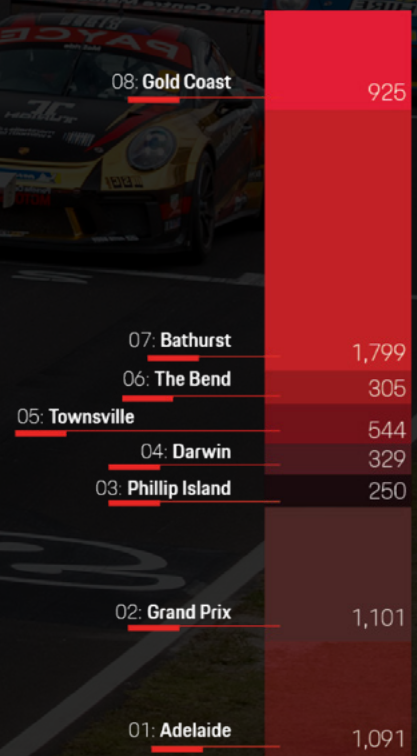
TITLE PARTNER

PAYCE

BREAKDOWN

6,344,000

TOTAL VIEWERSHIP OF
CARRERA CUP IN 2019



BROADCAST DURATION
Cumulative broadcast duration by round

AUDIENCE SUMMARY
Cumulative audiences by round ('000s)

33+

 HOURS OF CARRERA CUP
COVERAGE IN 2019

04 YEARS

AUDIENCE AND EXPOSURE

PORSCHE

PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE

2.65 MILLION FANS
NATIONALLY

652 THOUSAND AVID
FANS NATIONALLY

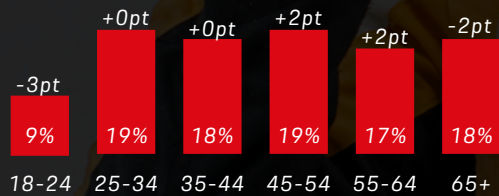
GENDER SPLIT 49/51 National Gender Split

69% MALE / **31%** FEMALE

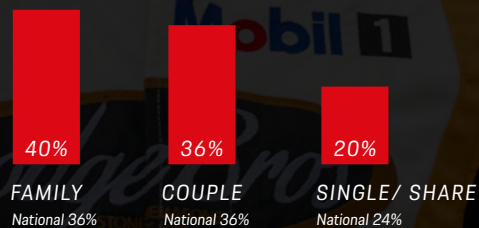
AVERAGE HOUSEHOLD INCOME

\$87.5k
+2% National Sample

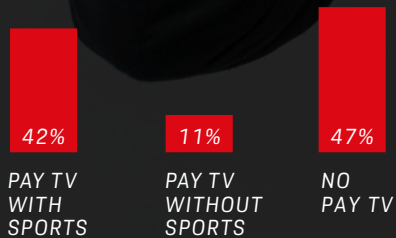
AGE



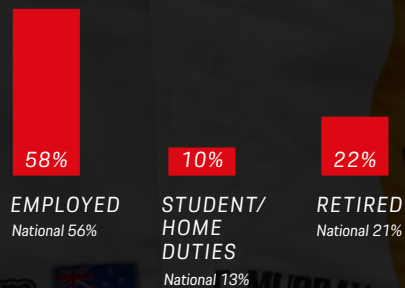
HOUSEHOLD STATUS



PAY TV STATUS



EMPLOYMENT STATUS



05

AUDIENCE AND EXPOSURE

PORSCHE

PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE

METRO V REGIONAL SPLIT

56%

OF FANS IN METRO AREAS



44%

OF FANS IN REGIONAL AREAS



76%

OF CARRERA CUP FANS LIVE ON THE EASTERN SEABOARD WHERE SIX OF THE EIGHT EVENTS WERE HELD.

Source: Nielsen Sports SportLink 2019 (Jan to Sep) Carrera Cup Fans n = 966

CARRERA CUP FAN INSIGHT

GENDER	NAT SAMPLE	CARRERA CUP
MALE	49%	70%
FEMALE	51%	30%

AGE	NAT SAMPLE	CARRERA CUP
18-24	12%	12%
25-34	18%	19%
35-44	19%	19%
45-54	18%	18%
55-64	15%	17%
65+	18%	16%

HOUSEHOLD INCOME	NAT SAMPLE	CARRERA CUP
UNDER \$60K	12%	12%
\$60K TO \$100K	18%	19%
\$100K TO \$200K	19%	19%
\$200K+	18%	18%

Source: Nielsen Sports



06

STATE OF SHARE VOICE

PORSCHE
PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYCE®

80% OF THE FREE-TO-AIR RATINGS HAVE COME FROM NSW, VICTORIA AND QUEENSLAND, WITH NSW DOMINATING THE HIGHEST SHARE.

FTA Audience Share by State
Round 1 to 8, % Share



07

A U D I E N C E & E X P S O U R E

PORSCHE
PAYCE
CARRERA CUP
AUSTRALIA

TITLE PARTNER
PAYCE

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.

