

AUDIENCE AND

EXPOSURE GUIDE

2021



PORSCHE

PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER

PAYNTER DIXON

01

BROADCAST PARTNERSHIP

PORSCHE
PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER
PAYNTER DIXON

Porsche Paynter Dixon Carrera Cup Australia enjoys a world class broadcast package. In 2021, every race will be televised live on Fox Sports and Kayo Sports. Viewers can also stream the action via the Foxtel Go and Foxtel Play apps. In addition, Channel 10 will be the free-to-air broadcast partner for the Australian Grand Prix, while Channel 7 will be the broadcast partner for the Supercars Championship in 2021.



Competitors and fans will again enjoy LIVE coverage of every Porsche Paynter Dixon Carrera Cup race in 2021 on the Fox Sports network as the premier support category for the Supercars Championship and the Australian Grand Prix



Channel Ten will be the free-to-air broadcast partner for the Australian Grand Prix in 2021.



Channel Seven will be the broadcast partner for the Supercars Championship in 2021 and will broadcast 7 events in total cross its free-to-air channels

foxtel

Every Carrera Cup race in 2021 race will be available on Foxtel Go and Foxtel Play

Kayo

Kayo Sports will offer LIVE coverage of every Carrera Cup race in 2021



02

TELEVISION AUDIENCE

PORSCHE
PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER
PAYNTER DIXON

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

6,343,497

2019 YTD VS 2018

+8.01%



03

TELEVISION AUDIENCE

PORSCHE
PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER
PAYNTER DIXON

08 Gold Coast	925
07 Bathurst	1,799
06 The Bend	305
05 Townsville	544
04 Darwin	329
03 Phillip Island	250
02 Grand Prix	1,101
01 Adelaide	1,091

6,344,000

TOTAL VIEWERSHIP OF
CARRERA CUP IN 2019

08 Gold Coast	3h 40m
07 Bathurst	5h 56m
06 The Bend	3h 42m
05 Townsville	4h 39m
04 Darwin	3h 48m
03 Phillip Island	3h 13m
02 Grand Prix	3h 43m
01 Adelaide	4h 47m

BROADCAST DURATION
Cumulative broadcast duration by round

AUDIENCE SUMMARY
Cumulative audience by round ('000's)

33+

 HOURS OF CARRERA CUP COVERAGE

Source: Nielsen Sports

04

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

PORSCHE
PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER
PAYNTER DIXON

2.65

MILLION FANS
NATIONALLY

652

THOUSAND AVID
FANS NATIONALLY

GENDER SPLIT 49/51 National Gender Split

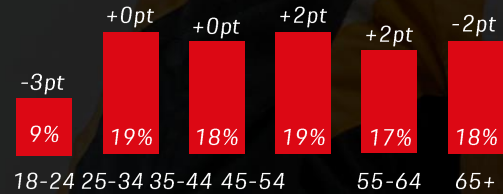
69% MALE / **31%** FEMALE

AVERAGE HOUSEHOLD INCOME

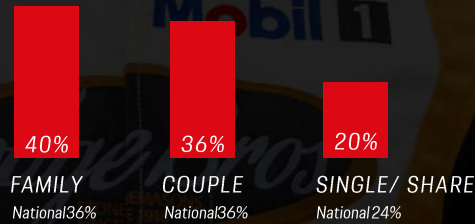
\$87.5k

+2% National Sample

AGE



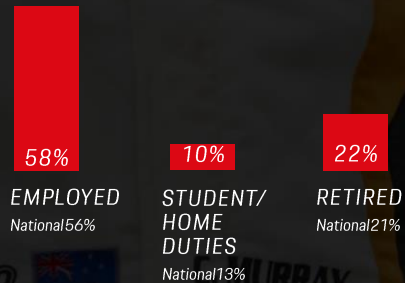
HOUSEHOLD STATUS



PAY TV STATUS



EMPLOYMENT STATUS



Source: Nielsen Sports

05

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

PORSCHE
PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER
PAYNTER DIXON

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) CarreraCup 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	6%	9%
25-34	19%	19%
35-44	18%	18%
45-54	21%	19%
55-64	19%	17%
65+	16%	18%

06

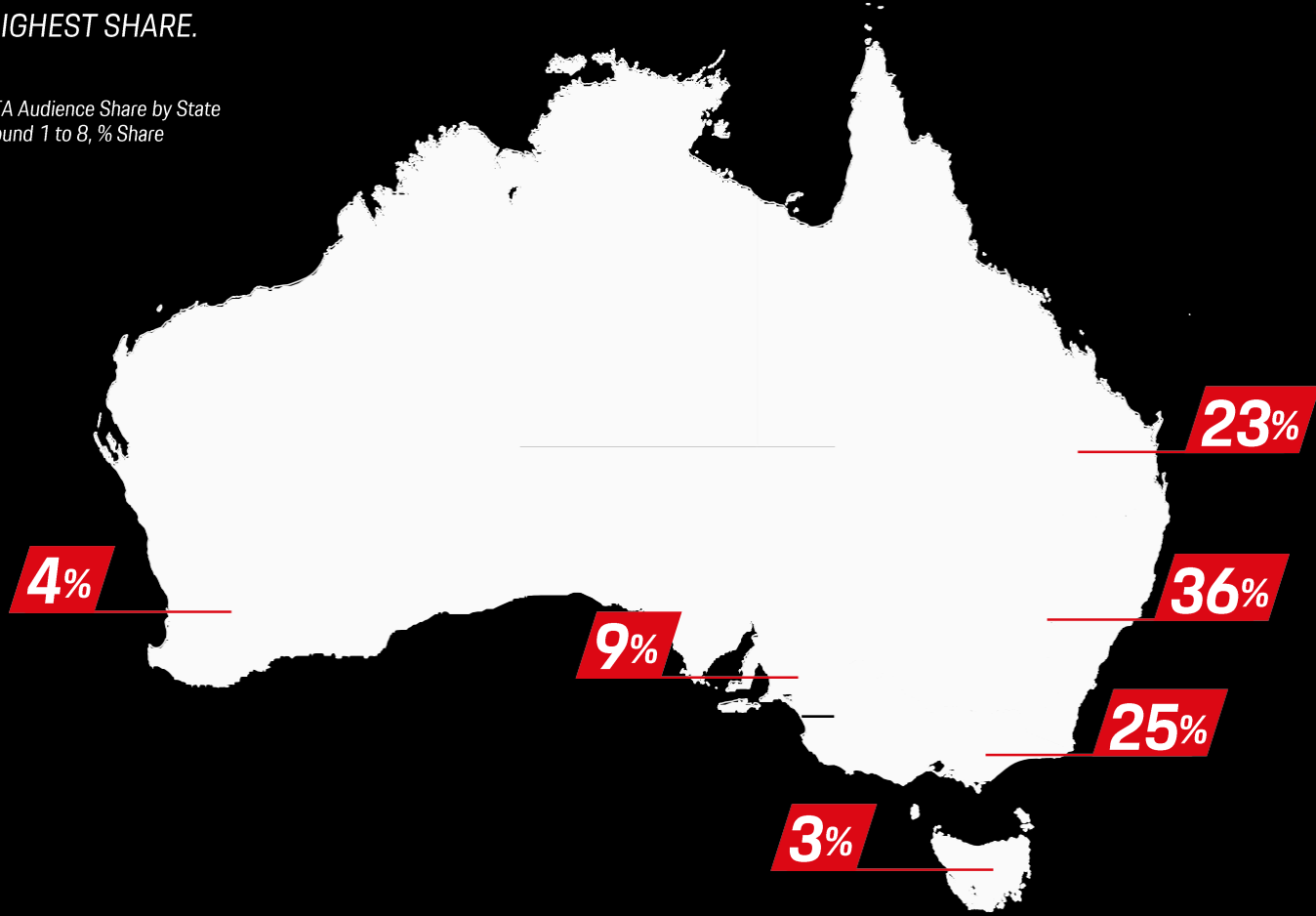
STATE OF SHARE VOICE

PORSCHE
PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER
PAYNTER DIXON

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



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

PORSCHE
PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER
PAYNTER DIXON

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 apparel, Team apparel, Driver Helmet, Pit Lane & Transporter Branding and Promotional Signage.
Source: Nielsen Sports QI Database: 100% ME refers to 100% Media Equivalency value and are not comparable to QI media Value.

CONTACTS

PORSCHE
PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER
PAYNTER DIXON

PORSCHE CARS AUSTRALIA CONTACTS

TONI ANDREEVSKI

Director - Marketing & Motorsport

Phone: +61 3 9473 0996

Email: toni.andreevski@porsche.com.au

MATLEENA PUKKILA

Motorsport Operations Manager

Phone: +61 3 9473 0913

Email: matleena.pukkila@porsche.com.au

TROY BUNDY

Head of Motorsport

Phone: +61 3 9473 0941

Email: troy.bundy@porsche.com.au

STEPHEN ROBERTSON

Motorsport Sporting & Technical Manager

Phone: +61 3 9473 0603

Email: stephen.robertson@porsche.com.au

ANGUS THOMPSON

Motorsport Communications Manager

Phone: +61 3 9473 0909

Email: angus.thompson@porsche.com.au

PAUL GIRT

Part Sales

Phone: +61 3 9473 0983

Email: paul.girt@porschemelbourne.com.au