

P O R S C H E P A Y N T E R D I X O N C A R R E R A C U P A U S T R A L I A

PORSCHE

PAYNTER DIXON

CARRERA CUP AUSTRALIA



AUDIENCE AND EXPOSURE GUIDE

PORSCHE

PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER

**paynter
dixon**

7 BROADCAST PARTNERSHIP

Porsche Paynter Dixon Carrera Cup Australia enjoys a world class broadcast package. In 2022, 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 2022.



Competitors and fans will again enjoy LIVE coverage of every Porsche Paynter Dixon Carrera Cup race in 2022 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 2022.



Channel Seven will be the broadcast partner for the Supercars Championship in 2022 and will broadcast the Townsville, Sandown, Bathurst 1000 & Gold Coast rounds across its free-to-air channels



Every Carrera Cup Australia race in 2022 will be available on both the Foxtel Go and Foxtel Play apps



Kayo Sports will offer LIVE coverage of every Porsche Paynter Dixon Carrera Cup Australia race in 2022



2 TELEVISION AUDIENCE

2021 TELEVISION AUDIENCE

AUDIENCE	FOX SPORTS	CHANNEL 7	TOTAL AUDIENCE
Rd1 - SANDOWN	736,000	-	736,000
Rd2 - THE BEND	328,000	-	328,000
Rd3 - TOWNSVILLE	349,000	1,109,008	1,458,008
Rd4 - BATHURST 1000*	461,000	848,727	1,309,727
Rd5 - BATHURST 1000**	526,000	3,064,454	3,590,454
		TOTAL	7,422,189

* Practice, Qualifying, Races 1 & 2: 01-03 Dec 2021

** Races 3 & 4: 04-06 Dec 2021

Source: Supercars / OZTam/ RegTAM
Ave. Daily audience -STV / FTA (FoxSports / Channel 7 Regional + Metro)

TOTAL TV AUDIENCE

7,422,189

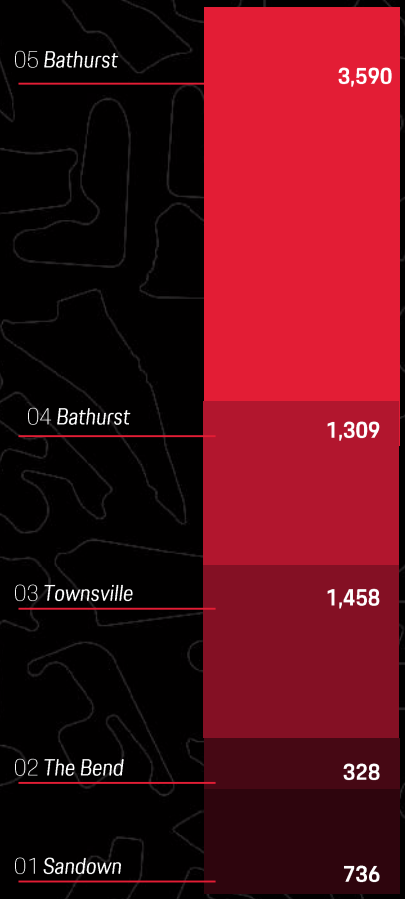
2019 VS 2021

+14.5%

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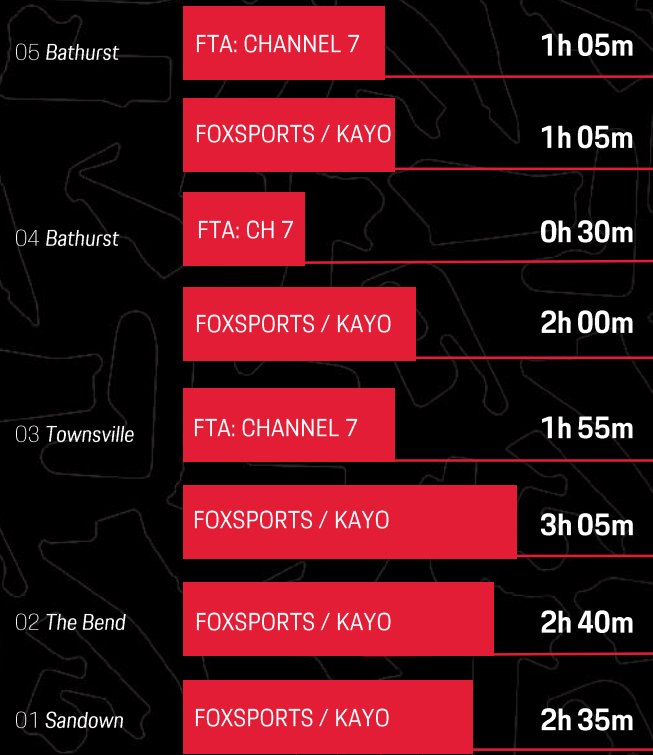
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3 TELEVISION AUDIENCE



7,422,189
TOTAL VIEWERSHIP OF
CARRERA CUP IN 2021

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



2021 BROADCAST DURATION BY ROUND
Cumulative live broadcast duration by round in 2021

14+ HOURS OF LIVE CARRERA CUP
COVERAGE IN 2021



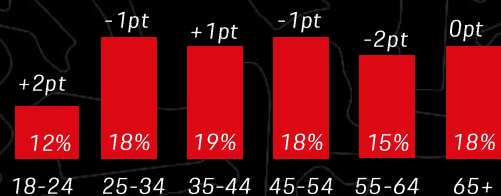
4 FAN DEMOGRAPHICS

2.65 MILLION FANS
NATIONALLY

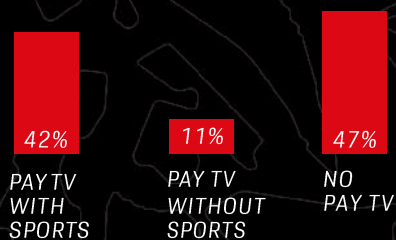
GENDER SPLIT 49/51 National Gender Split

71% MALE / **29%** FEMALE

AGE



PAY TV STATUS



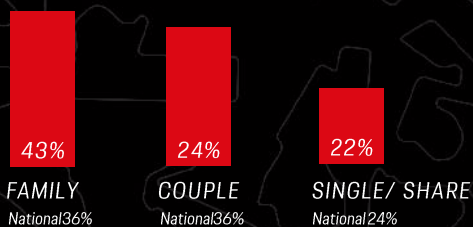
652 THOUSAND AVID
FANS NATIONALLY

AVERAGE HOUSEHOLD INCOME

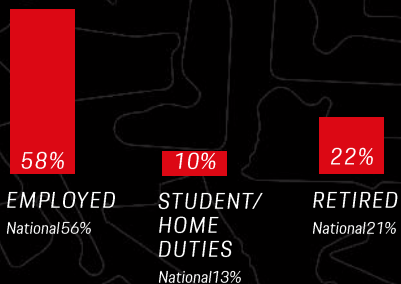
\$100k

94K National Population

HOUSEHOLD STATUS



EMPLOYMENT STATUS



SOURCE: NIELSEN SPORTS



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5 FAN INSIGHT

KEY CARRERA CUP INSIGHTS



Targeting the Right Consumers

Half of Carrera Cup fans are more likely to consider a product or service from sponsors
(+18% VS NAT. SAMPLE)



Strong Fan Retention

70% of Carrera Cup fans are spending more time than last year consuming Carrera Cup content



Online Channels are Increasing share of Consumption

30% more Carrera Cup fans are either watching races online or following events online



Motor Vehicle Ambassadors

61% of Carrera Cup fans intend to purchase a new car in the next 3 years or sooner



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STATE OF SHARE VOICE

METRO VS REGIONAL SPLIT

60%

OF FANS IN METRO AREAS



40%

OF FANS IN REGIONAL AREAS



79%

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

(+1% VS NAT. SAMPLE)

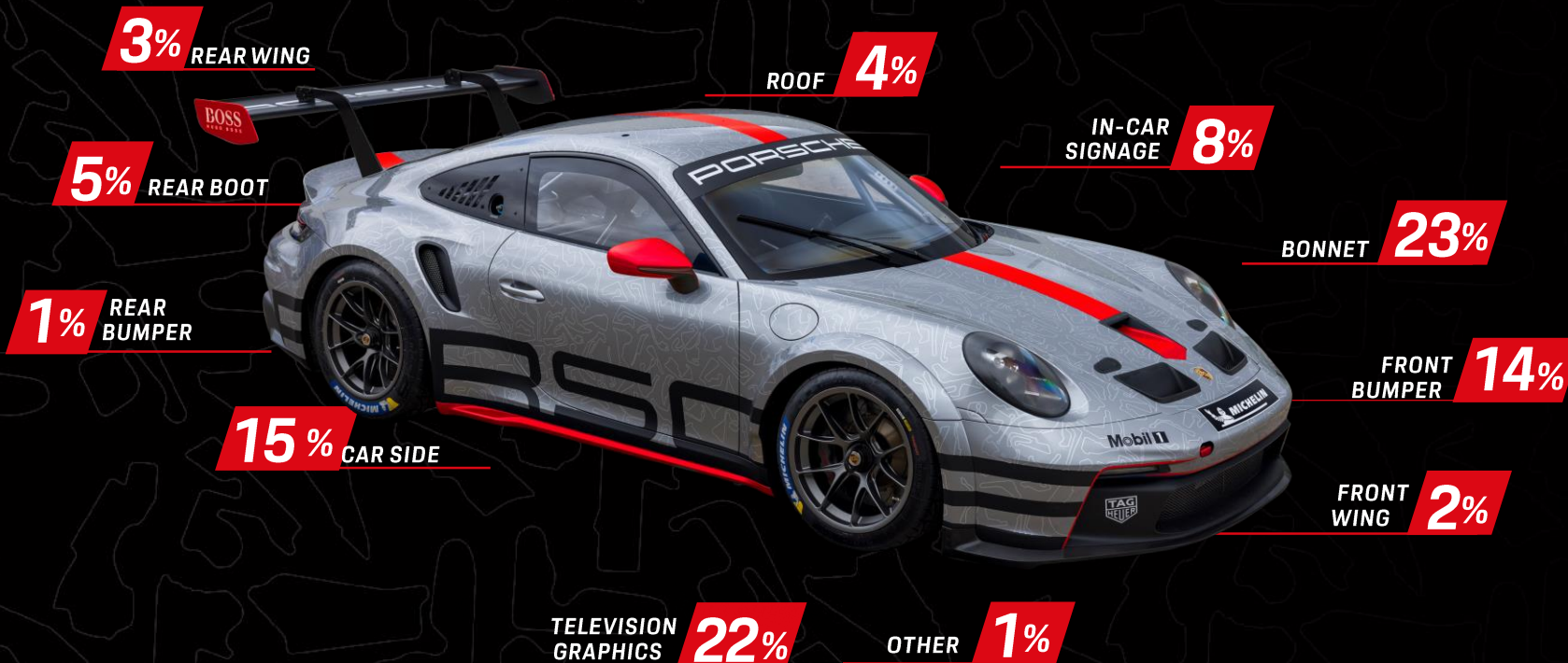


7 AUDIENCE AND EXPOSURE

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*.

Source: Nielsen Sports Q1 Database: 100% ME refers to 100% Media Equivalency value and are not comparable to Q1 media Value.



*Other assets include Driver suit, Driver apparel, Team apparel, Driver Helmet, Pit Lane & Transporter Branding and Promotional Signage.