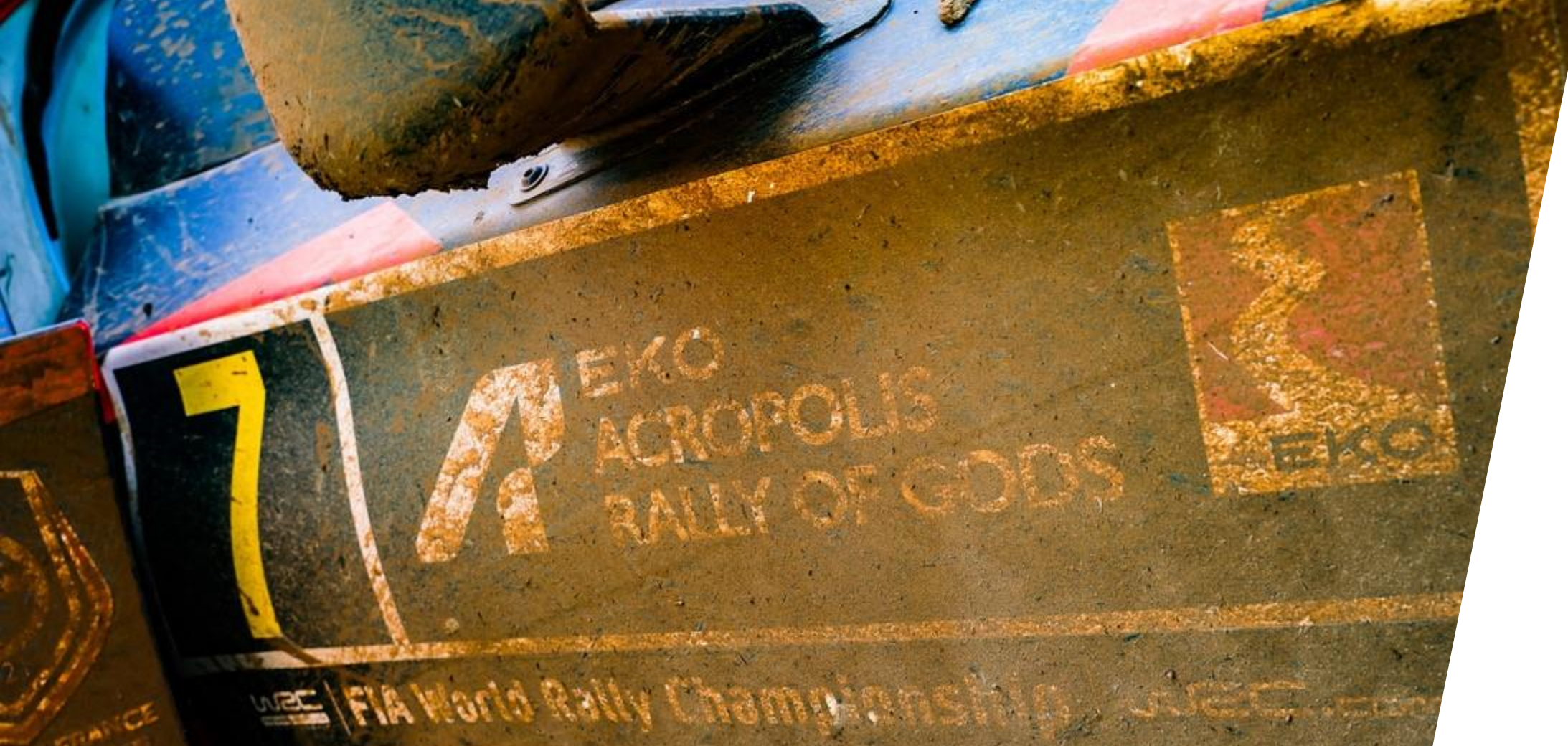




// EKO Acropolis Rally Greece

FIA World Rally Championship

Athens Forum

Simon Larkin

Senior Director - Events



// INTRODUCTION

“WRC IS AN EPIC MOTORSPORT ADVENTURE OF
MAN AND MACHINE AGAINST THE ELEMENTS”

EKO Acropolis Rally Greece embodies this more than
any other rally in the WRC



// ONE OF A KIND

- An epic motorsport adventure of man and machine against the elements
- Global competition featuring real cars on real roads racing against the clock
- The oldest and most authentic form of motor racing
- A year-long, multi-layered, content-rich visual spectacle



WRC

FIA WORLD RALLY
CHAMPIONSHIP

FIA WRC

FIA World Rally Championship



DEVELOPMENT //

Over the past eight years, the WRC has enjoyed a sustained, continued growth trend across all platforms.



AVERAGE BROADCAST TIME*

2013 – 455:07 hrs
2020 – 1271:11 hrs



SOCIAL MEDIA COMMUNITY

2013 – 1.13 million
2020 – 5.3 million



AVERAGE TV AUDIENCE*

2013 – 47 million
2020 – 78 million



ONLINE VIDEO VIEWS

2013 – 6.5 million
2020 – 223 million



ON-SITE SPECTATORS

2013 – 3.3 million
2019 – 4+ million



ONLINE IMPRESSIONS

2013 – 499 million
2020 – 1.2 billion

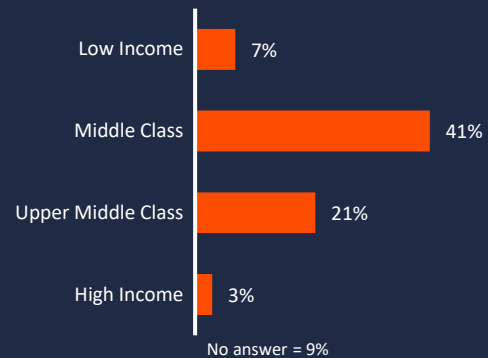
// FAN DEMOGRAPHICS

WRC World

- Fans buy WRC-licensed or tested products
- 4+ million on-site spectators a year
- 1.4 billion digital impressions a year
- Global fan base
- Loyalty to WRC above teams or drivers

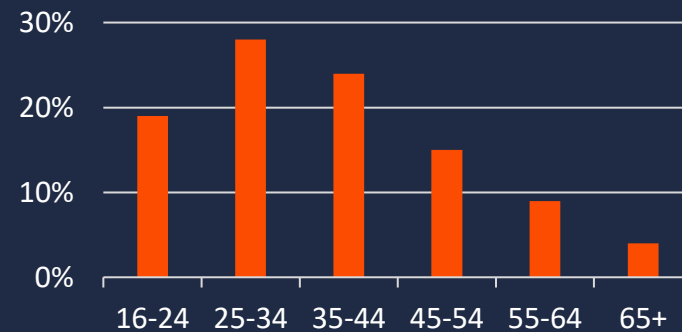


NET HOUSEHOLD INCOME



Source: Nielsen Sports

MAJORITY OF WRC FANS ARE AGED BETWEEN 18-34 YEARS



FAN INTEREST //

Stars

Up to 41% interest



Tier 1

Up to 37% interest



Tier 2

Up to 33% interest



Source: Nielsen Sports, SportsDNA



TV Coverage



OFFICIAL TV SCHEDULE

WRC Acropolis Rally Greece

September 09th – September 12th 2021

DATE (local)	DAY (local)	TIME (local)	TIME (GMT)	TIME (CEST)	DU R'	PROGRAMME
03.09.21	FRI	14:00	11:00	13:00	26'	The WRC Magazine
08.09.21	WED	20:00	17:00	19:00	60'	eSports WRC 2021 Final
09.09.21	THU	11:00	08:00	10:00	15'	News Feed 1 (Shakedown)
09.09.21	THU	18:00	15:00	17:00	60'	TV Live Stage 1 (SS1 Athens)
09.09.21	THU	20:00	17:00	19:00	15'	News Feed 2 (Ceremonial Start & SS1)
10.09.21	FRI	12:30	09:30	11:30	15'	News Feed 3
10.09.21	FRI	19:00	16:00	18:00	15'	News Feed 4
10.09.21	FRI	21:00	18:00	20:00	26'	Daily Highlights 1
11.09.21	SAT	12:00	09:00	11:00	15'	News Feed 5
11.09.21	SAT	13:00	10:00	12:00	60'	TV Live Stage 2 (SS10 Eleftherohori 1)
11.09.21	SAT	18:00	15:00	17:00	60'	TV Live Stage 3 (SS12 Eleftherohori 2)
11.09.21	SAT	19:30	16:30	18:30	15'	News Feed 6
11.09.21	SAT	21:00	18:00	20:00	26'	Daily Highlights 2
12.09.21	SUN	08:00	05:00	07:00	60'	TV Live Stage 4 (SS13 Tarzan 1)
12.09.21	SUN	11:00	08:00	10:00	15'	News Feed 7
12.09.21	SUN	13:00	10:00	12:00	90'	TV Live Stage 5 (SS15 Tarzan 2 – WOLF Powerstage)
12.09.21	SUN	15:30	12:30	14:30	15'	News Feed 8
12.09.21	SUN	19:00	16:00	18:00	26'	Daily Highlights 3
12.09.21	SUN	20:00	17:00	19:00	52'	Event Highlight Show

// TV Coverage

- Top Broadcasters
 - Cosmote
 - ERT
 - Canal+ (France)
 - YLE (Finland)
 - SVT (Sweden)
 - Discovery / Eurosport (Pan-Regional)
 - J-Sports (Japan)
- 50 broadcasters covering over 150 countries

News Coverage through:

- Reuter
- SNTV
- Red Bull Content Pool
- EBU



// TV Coverage

- Total coverage – EKO Acropolis Rally Greece

719:02

Broadcast Time (hh.mm)

47.963

Cumulative Audience (m)



// Media Coverage

- WRC in 2021

	TV	PRINT	WEB-TV	ONLINE	SOCIAL MEDIA	TOTAL
CUMULATIVE AUDIENCE* (M)	557.207	-	19.830	-	-	577
VIDEO VIEWS (M)	-	-	42.508	-	190.801	233.3
EVENT IMPRESIONS (M)	-	1,420.57	284.68	81,074.86	634.25	83,378,548
BROADCAST TIME (hours)	7967:06:45	-	807:29:46	-	-	8774:36:31
ARTICLES / POSTS (#)	-	2,289	-	18,667	20,608	41,564



// 2021 DIGITAL

OVERVIEW OF THE 2021 DIGITAL WRC PLATFORMS

WRC Followers

10+ Million

- Facebook 2.7 Million
- Twitter 340,000
- Instagram 1.6 Million
- Tiktok 100,000
- YouTube 660,000
- WRC.com & App 6+ Million

• Total Impressions 1.2 Billion

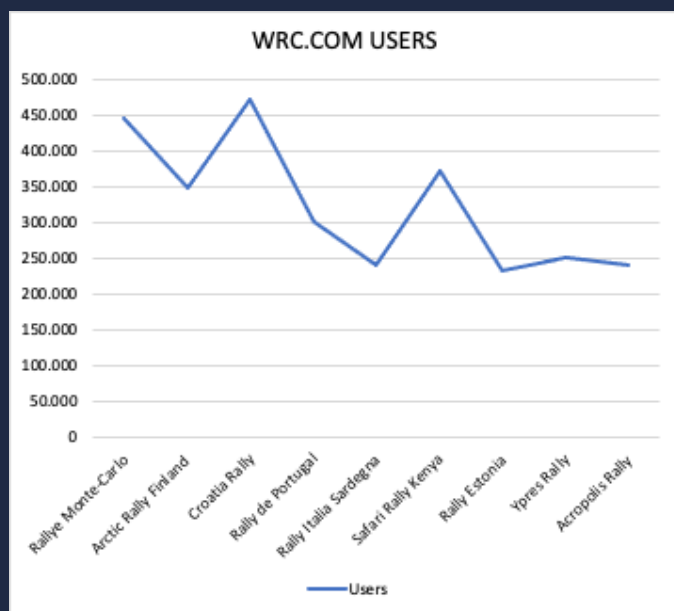
• Total video views 223+ Million

• Total number of Posts 10,600+



// DIGITAL – WRC.com

	2021	2021 Avg.
Users	240K	323K
Page Views	1.8M	2.1M
Sessions	622K	797K
Avg. Session Duration	03:31	03:34

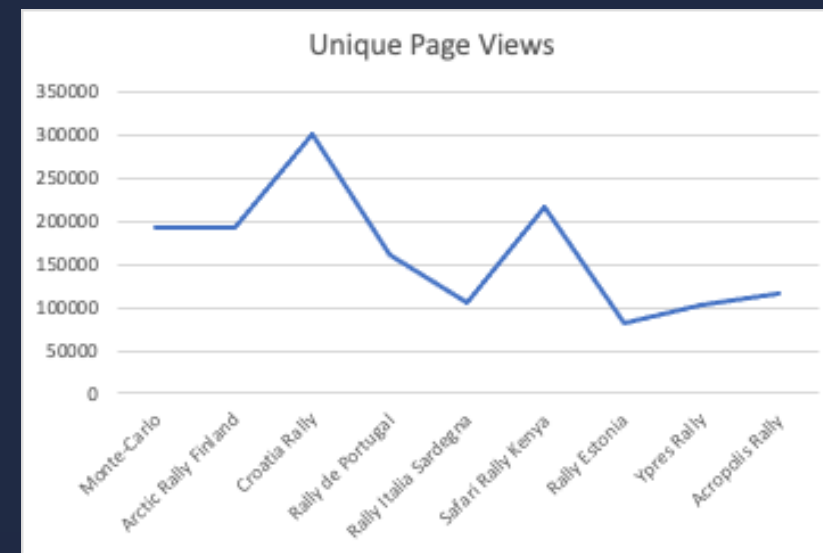


	Country	Users	% Δ	Pagevie...	% Δ	Sessions	% Δ	Avg. Sessi...	% Δ
1.	Greece	43,371	1,677.5% ↑	253,124	2,135.7% ↑	90,066	2,002.9% ↑	00:03:58	30.9% ↑
2.	Finland	34,205	149.7% ↑	251,358	302.0% ↑	104,496	315.8% ↑	00:04:39	20.2% ↑
3.	Estonia	19,494	-28.8% ↓	151,048	12.0% ↑	56,681	16.0% ↑	00:03:30	1.6% ↑
4.	United Kingdom	18,904	9.8% ↑	103,830	59.7% ↑	45,299	60.3% ↑	00:02:33	19.7% ↑
5.	Belgium	17,249	101.1% ↑	119,352	218.5% ↑	49,587	254.2% ↑	00:02:53	10.6% ↑
6.	France	11,540	55.4% ↑	80,639	126.2% ↑	30,109	147.8% ↑	00:03:17	7.5% ↑
7.	Spain	10,526	44.8% ↑	62,422	98.3% ↑	25,079	118.9% ↑	00:02:36	5.7% ↑
8.	Sweden	8,831	62.5% ↑	61,144	138.9% ↑	24,071	161.8% ↑	00:03:17	13.1% ↑
9.	Italy	6,638	36.8% ↑	40,023	100.3% ↑	15,645	103.8% ↑	00:03:01	18.0% ↑
10.	United States	5,623	4.2% ↑	29,898	25.3% ↑	10,866	22.5% ↑	00:02:46	8.6% ↑

Data was accumulated from 06-15 September. Data source: Google Analytics

// DIGITAL – WRC.com news

		2021	2020	2019
Avg. clicks top 10 stories	English	4605	5638	4977
	French	307	415	793
	Spanish	364	436	402



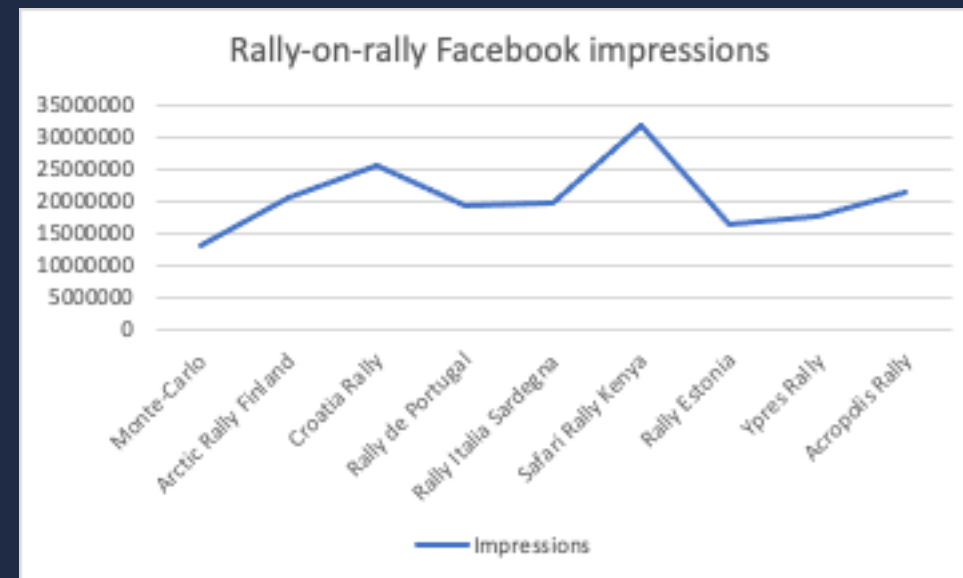
MOST-READ STORY
[Live stream schedule](#)

LIVE UPDATES TOTAL PAGE VIEWS

	Rallye Monte-Carlo	Arctic Rally Finland	Croatia Rally	Rally de Portugal	Rally Italia Sardegna	Safari Rally Kenya	Rally Estonia	Ypres Rally Belgium	Acropolis Rally
Page Views	25,659	17,631	22,289	18,772	13,281	33,274	24,036	20,820	15,141

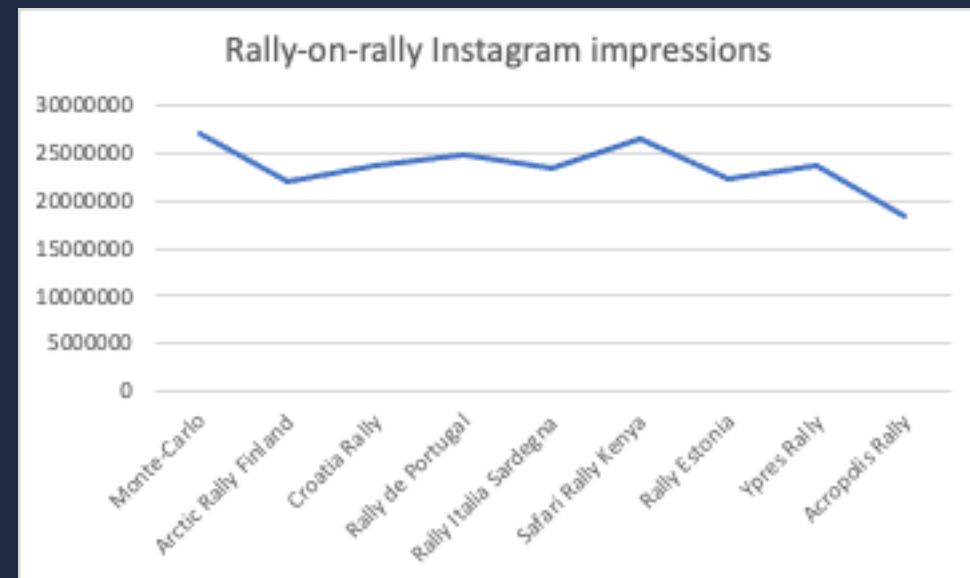
// SOCIAL – Facebook

- IMPRESSIONS: 21.6M
- 3s VIDEO VIEWS: 2.5M
- 10s VIDEO VIEWS: 1M
- 30s VIDEO VIEWS: 596K
- ENGAGEMENTS: 170K
- TOP PERFORMING POST: [Shakedown](#)



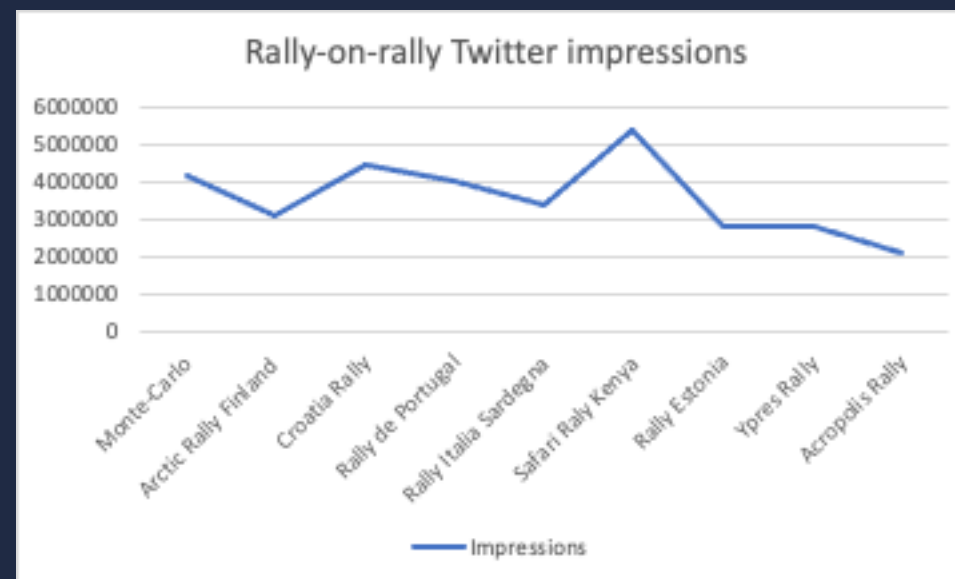
// SOCIAL – Instagram

- IMPRESSIONS: 18.5M
- VIDEO VIEWS: 3.1M
- ENGAGEMENTS: 804K
- TOP PERFORMING POST: [Recce photo special](#)



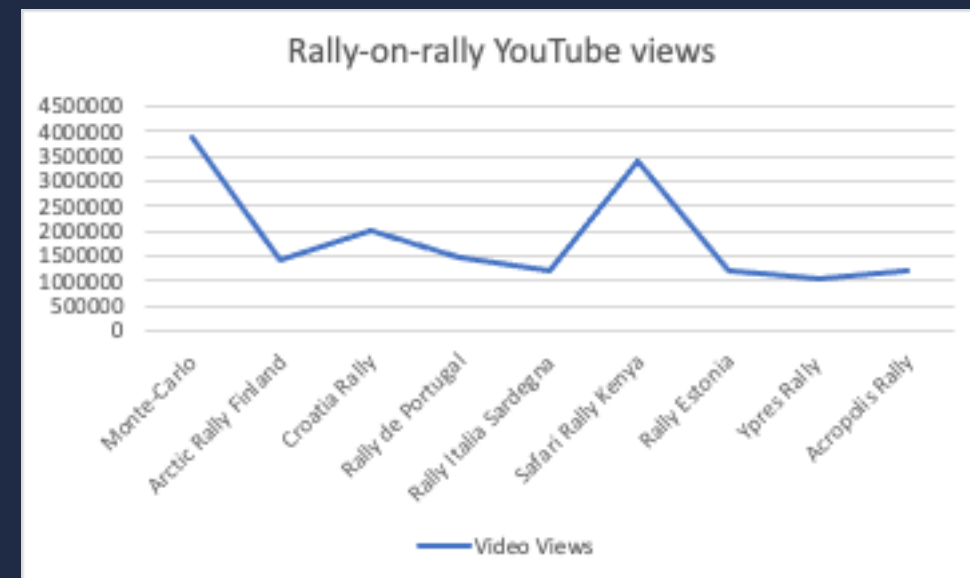
// SOCIAL – Twitter

- NUMBER OF TWEETS: 106
- IMPRESSIONS: 2.1M
- VIDEO VIEWS: 48K
- ENGAGEMENT: 21K
- TOP PERFORMING POST: [Rovanperä victory post](#)



// SOCIAL – YouTube

- VIDEOS PUBLISHED: 25
- VIDEO VIEWS: 1.2M
- ENGAGEMENTS: 32K
- NEW SUBSCRIBERS: 3003
- TOP PERFORMING VIDEO: [Shakedown](#)



// NEWS OUTCOMES

EKO Acropolis Rally Greece generated 3,760 hits. Major news outlets included:

	Reach		Reach
Yahoo! Japan	99.9M	Hurriyet (TUR)	35.1M
ESPN (USA)	69.4M	Times of India	29.3M
The Washington Post (USA)	67.2M	Yahoo! Sports (USA)	28M
MSN Japan	65.2M	Le Figaro (FRA)	24.6M
AS.com (ESP)	59.2M	Focus Online (GER)	22.7M
Marca.com (ESP)	56.3M	Onet.pl	19.8M
Infobae (ARG)	43.1M	BBC Sport (GBR)	18.4M

NEWS OUTCOMES

Rallye Monte-Carlo	Arctic Rally Finland	Croatia Rally	Vodafone Rally de Portugal	Rally Italia Sardegna	Safari Rally Kenya	Rally Estonia	Renties Ypres Rally Belgium	EKO Acropolis Rally Greece
3640	2940	3790	3080	2470	3830	3115	2980	3760

// eSports WRC 2021 Grand Final

- Held in the Athens Olympic Velodrome
- Frenchman Nexl claimed his third world title
- 13 WRC broadcast partners streamed the final
- The final gained 48.2K views on Facebook and a further 17K on YouTube
- There were 766K impressions in Instagram Stories
- Streamed on Twitch to Spanish audiences with an eSports specialist commenting



// THE FUTURE OF WRC



// NEXT GENERATION WRC

- **Next World Rally Car**
 - Arrives in 2022, as evolution of current regulation
 - Meets future priorities for participating manufacturers
 - Delivers undiminished raw excitement of rallying
- **Key Changes**
 - Hybrid technology added to drive-train
 - More variety in body style allowed
 - More cost efficient way of building chassis
- **Relevant for the future**
 - Launch of new cars always boosts interest
 - WRC is only major motorsports with road sections
 - Hybrids will boost efficiency on roads & on stages
 - More authentic and relevant application than in any other category





// Thank you

Simon Larkin
WRC Promoter GmbH