

FIM World Endurance in the media

TV coverage of the FIM EWC races in 2015 reached a total of **567 million** households around the world, including **195 millions** in 54 European countries, thanks to Eurosport.



The 24 Hour Le Mans race was broadcast live from start to finish with commentary in **20 languages**, including Polish, with magazines and highlights programmes complementing the live coverage. In Europe just the Eurosport's viewing figures averaged **8,5 million viewers**.

All four rounds were also broadcast on the FIM EWC dedicated Eurosport Player service and covered on the official Eurosport.com website with **3,5 million viewers**.



Between **200 to 300 international journalists** attend each FIM EWC event trackside, with additional **80 staff** responsible for the TV production. Daily press releases are sent to over **700 media** during each event.

The official FIMEWC.com website on average enjoys around a 100 thousand views per month with a **record of 245 thousand in July**. FIM EWC's social media channels enjoy a steady growth too, with the **Facebook page growing by over a 100% in 2015** and the most popular clip on YouTube, Suzuka start highlights, reaching over **500 thousand views**.

2016 will see all four FIM EWC rounds broadcast live on Eurosport and Eurosport 2 in Europe, including Poland, and worldwide via various TV partners.

Extensive TV coverage allows the sponsors to reach **significant media value**, with brands like Motul and Pirelli reaching between **650 thousand and 1,1 million Euro** already in 2013. With the significant increase in TV reach and viewing figures, these numbers enjoyed a further boost in 2015.

Motorcycle racing coverage is enjoying a growing popularity in Poland, with each race averaging around **200 thousand viewers**. As proven by Robert Kubica and Formula 1, the viewing figures are expected to enjoy a massive boost with a Polish team as a permanent entry in the FIM EWC series.

You are more than welcome to join the LRP Poland project as our key partner alongside such prestigious brands like BMW and Pirelli, and become a crucial part of our 2016 success.

Team LRP Poland

Follow our successful progress on the TV, the internet and on our social media channels.

YouTube



facebook

