



GT3 Cup Challenge

New Zealand

Season Media Summary

The MotorSport Company's end of season report for the 2006-07 Battery Town Porsche GT3 Cup

Welcome to the end of season media summary. We have seen good growth across most mediums from last season, especially in the areas of TV and Web. Obviously the introduction of a dedicated Sky Sports program has lifted exposure of the sport and class massively. We look forward to working together with you to ensure this fantastic platform continues to produce similar sized growth in coming years. Please don't hesitate to contact me on 04 801 9559 or via bart@motorsport.org.nz if you require additional information or have any queries.

Television

Advertising on both TVNZ and Sky Sport schedules has had a significant impact on exposure of the series via television. Overall TV spend was \$40,000 and from the figures below you can see the sport received over half a million dollars in rate value advertising.

Advertising Spots

Sky Sport Channels

Month	Total Spots	Rate Value
December	168	\$75,600
January	192	\$86,400
February	168	\$75,600
March	198	\$89,100
April	174	\$78,300
Total:	900	\$405,000

TVNZ (Channel 1 & 2)

Event	Total Spots	Rate Value
Pukekohe	75	\$71,984
Ruapuna	36	\$13,994
Taupo	0	0
Manfeild	60	\$21,710
Timaru	44	\$23,465
Teretonga	24	\$16,700
Total	239	\$147,853

Below is a summary of the TV coverage throughout the season (in minutes) from both Powerbuilt Tools Motorsport and Fujitsu Motorsport NZ programmes. The original program screens first on TVNZ and is then repeated 6 times on Sky Sport channels. This resulted in over 174 hours of footage. That's more than 1 solid week of continuous New Zealand motorsport!

Powerbuilt Tools Motorsport

Sky Sport Channels

	Coverage Duration (min)	%		Coverage Duration (min)	%
NZV8s	504	32.9	NZV8s	3024	33.9
TRS	360	23.5	TRS	1890	21.3
MINI	168	10.9	MINI	1008	11.2
Formula Ford	168	10.9	Formula Ford	1008	11.2
PR	168	10.9	PR	1008	11.2
GT3	168	10.9	GT3	1008	11.2



Season Media Summary

Powerbuilt Tools MotorSport Audience Tracking

New Zealand

	Pukekohe 2006	Ruapuna 2006	Taupo 2007	Manfeild 2007	Timaru 2007	Teretonga 2007	Pukekohe Supercars
Date/Time Screened	19/11/2006, 3:15pm	03/12/06, 3:30pm	28/01/07, 3:00pm	25/02/07, 3:30pm	25/03/07, 4:15pm	08/04/07, 3:30pm	21 & 22/04/07
							Live Coverage
All People 5+							
Average Rating (Peak)*	2.6 (3.0)	1.7 (1.8)	1.2 (1.4)	1.6 (1.7)	2.4 (2.6)	2.3 (2.4)	2.9 (3.5)
Average Share (Peak)**	15.5% (17.2%)	13.3% (13.8%)	10.6% (12.3%)	13.9% (15.1%)	15.1% (15.9%)	20.5% (22.1%)	23.8% (25.8%)
Average Viewership (Peak)	99,700 (114,500)	66,300 (67,100)	47,000 (54,000)	59,500 (64,600)	91,500 (98,800)	86,400 (91,800)	108,800 (134,700)
Male 18 - 39							
Average Rating (Peak)	3.7 (4.2)	1.7 (2.0)	0.7 (0.8)	1.5 (1.8)	3.0 (3.6)	2.0 (2.6)	3.9 (5.1)
Average Share (Peak)	29.5% (34.6%)	15.5% (17.9%)	6.6% (7.3%)	28.9% (38.4%)	17.2% (21.8%)	31.7% (37.1%)	32.6% (44.9%)
Average Viewership (Peak)	22,200 (25,100)	10,100 (12,000)	8,900 (9,800)	10,000 (11,200)	17,900 (21,800)	12,300 (15,800)	23,100 (30,300)
Male 25 - 54							
Average Rating (Peak)	4.6 (5.2)	2.9 (3.1)	1.2 (1.3)	3.4 (3.7)	2.7 (3.7)	2.3 (2.9)	3.3 (5.3)
Average Share (Peak)	22.7% (25.0%)	22.5% (24.3%)	11.9% (12.6%)	26.2% (29.7%)	18.5% (24.6%)	35.2% (41.8%)	31.4% (39.7%)
Average Viewership (Peak)	39,000 (44,500)	23,900 (25,700)	10,400 (11,200)	28,500 (31,700)	22,800 (31,700)	19,300 (24,600)	28,700 (45,400)
Male 25 - 59 (SEG 1-4)							
Average Rating (Peak)	2.9 (3.9)	2.5 (2.7)	1.2 (1.5)	2.3 (2.6)	1.7 (2.9)	2.0 (3.1)	4.0 (6.0)
Average Share (Peak)	19.3% (23.5%)	20.8% (23.8%)	7.4% (9.1%)	20.0% (30.5%)	12.1% (19.6%)	27.3% (41.9%)	41.5% (52.0%)
Average Viewership (Peak)	19,900 (26,300)	16,800 (18,700)	6,800 (8,500)	15,400 (17,200)	11,100 (19,100)	12,700 (19,500)	18,800 (40,100)

*Refers to % of all people with televisions watching Powerbuilt Motorsport at that time

**Refers to % of all people watching television at that time

Season Media Summary

Season Press Coverage

Press Clippings for Porsche GT3 by publication

	Article	Article & Photo
Sunday Star Times	0	0
Sunday News	0	0
NZ Herald	2	1
Dominion Post	1	0
The Press	1	0
Otago Daily News	0	0
Herald on Sunday	0	0
Regional Papers	11	6
Magazines	17	13
Total	32	20
Average size cm ²	160.7	217
NB: Figures do not include Results, In Brief or Profile articles		

Collateral Printed

Item	No. Printed
Event Posters	4,800
Programmes published	9,000

Press Coverage for Porsche GT3

Porsche GT3 Press Clipping Coverage		
	# Articles	Total cm ²
By region - Northern	7	645
By region - Central	4	123
By region - Southern	17	2488
Magazines	33	6249.82
Press Coverage total (Column cm²)	61	9505.82

Season Media Summary

Radio/Web/Spectator

This year, The Motorsport Company had an exclusive rights deal with The Radio Network. The full rack rate value of the deal was equivalent to over \$1 million. Nationally, this gave us access to major radio stations like Classic Hits, Newstalk ZB and Radio Sport. Below is a comprehensive breakdown of radio advertising spots for the season (excluding the A1GP & V8 Supercars rounds)

30 second radio advertising spots round by round

	Newstalk ZB	Hauraki	Classic Hits	Radio Sport	ZM	Rate Value
Pukekohe	276	276	276	96	276	\$956,940
Ruapuna	216	96	216	96	156	\$29,640
Teretonga	216	156	216	96	156	\$50,460
Timaru	346	156	276	96	216	\$38,520
Manfeild	360	120	360	60	300	\$20,400
Total	922	432	852	252	672	
Total listener numbers weekly						
Nationwide	423,000	219,000	383,000	193,000	349,000	\$1,095,960

Website Hits:

Motorsport.co.nz

Month	Hits	Pages	Visits
Nov-06	2,752,127	159,027	41,397
Dec-06	1,345,254	93,140	37,075
Jan-07	2,195,458	123,199	39,901
Feb-07	2,007,562	121,875	36,446
Mar-07	2,326,827	143,120	42,371
Apr-07	2,167,127	132,633	39,522

Spectator Numbers

Pukekohe	16,270
Ruapuna	15,420
Taupo (A1GP)	80,000 (4 days)
Manfeild	14,105
Timaru	12,392
Teretonga	16,835
Pukekohe (Supercars)	132,500 (3 days)