

MEDIA ANALYSIS

ROUNDS 1-12 2008



TELEVISION COVERAGE & AUDIENCES

THRUXTON 18-20 APRIL – ROUND 1



Date	Description	Channel	Start Time	End Time (Hours)	Duration	Individuals		
						TVR	000s	Share %
20/04/2008	Live		12:30	16:30	04:00	0.31	175.687	1.60
20/04/2008	Highlights		19:30	21:00	01:30	0.04	19.806	0.08
21/04/2008	Highlights		13:00	14:00	01:00	0.01	1.864	0.03
22/04/2008	Highlights		20:30	22:00	01:30	0.02	14.053	0.05
23/04/2008	Highlights		01:11	02:03	00:51	0.17	96.681	4.66
23/04/2008	Highlights		02:11	03:03	00:51	0.05	27.770	2.44
24/04/2008	Extra Show		19:00	20:00	01:00	0.00	0.106	0.00
26/04/2008	Highlights		16:15	17:15	01:00	0.06	34.591	0.32
29/04/2008	Highlights		01:35	02:27	00:52	0.07	39.196	3.70
29/04/2008	Highlights		02:35	03:27	00:52	0.01	5.062	0.63
01/05/2008	Highlights		20:30	22:00	01:30	0.01	3.596	0.02
02/05/2008	Highlights		13:00	14:30	01:30	0.00	0.196	0.00
03/05/2008	Highlights		21:30	23:00	01:30	0.00	1.041	0.01
04/05/2008	Highlights		18:45	21:45	03:00	0.01	7.700	0.03

Total programming duration	20:58
Total Eurosport audience	258,641
Total C4 audience	168,709
Total combined audience	427,350



KEY

- TVR Television Rating – expressed as a percentage of the population
- 000s Average audience, all individuals, expressed in thousands
- Share Share of viewing at the time – expressed as a percentage of all those viewing tv at that time

Source: Sports Marketing Surveys

ATTENDANCE FIGURES

YEAR	2004	2005	2006	2007	2008	07-08
FIGURE	22000	21400	28100	25300	25278	-22

2004-2007 Source: Dorna UK
2008 Source: MSVR

TELEVISION COVERAGE & AUDIENCES

OULTON PARK 3-5 MAY – ROUND 2



Date	Description	Channel	Start Time	End Time (Hours)	Duration	Individuals		
						TVR	OOOs	Share %
05/05/2008	Live		12:30	16:30	04:00	0.28	158.046	1.80
05/05/2008	Highlights		19:30	21:00	01:30	0.08	44.450	0.18
06/05/2008	Highlights		17:00	18:30	01:30	0.00	0.703	0.01
07/05/2008	Highlights		02:00	02:53	00:53	0.09	50.995	4.02
07/05/2008	Highlights		03:00	3:53	00:53	0.01	6.138	0.74
08/05/2008	Extra Show		19:00	20:00	01:00	0.02	10.405	0.06
10/05/2008	Highlights		19:30	20:15	00:45	0.04	24.519	0.13
11/05/2008	Highlights		07:31	08:24	00:52	0.24	135.290	4.10
11/05/2008	Highlights		08:31	09:24	00:52	0.08	45.250	0.91

Source: Sports Marketing Surveys

Total programming duration	12:16:20
Total Eurosport audience	238,122
Total C4 audience	237,673
Total combined audience	475,795
Cumulative 2008 Season	903,145



ATTENDANCE FIGURES

YEAR	2004	2005	2006	2007	2008	07-08
FIGURE	24700	25000	23600	21700	24500	+ 2800

2004-2007 Source: Dorna UK
2008 Source: MSVR

TELEVISION COVERAGE & AUDIENCES

BRANDS HATCH GP 10-11 MAY - ROUND 3



Date	Description	Channel	Start Time	End Time	Duration	Individuals		
						TVR	OOOs	Share %
11/05/2008	Live	BRITISH EUROSPORT E2	13:00	14:30	01:30	0.28	161.285	1.91
11/05/2008	Live	BRITISH EUROSPORT E2	15:15	17:00	01:45	0.24	134.442	1.40
11/05/2008	Highlights	BRITISH EUROSPORT E2	19:00	20:30	01:30	0.04	20.931	0.11
12/05/2008	Highlights	BRITISH EUROSPORT E2	14:30	16:00	01:30	0.01	3.951	0.07
14/05/2008	Highlights	BRITISH EUROSPORT E2	18:45	20:15	01:30	0.03	15.659	0.09
14/05/2008	Highlights	4	00:35	01:28	00:52	0.20	113.428	3.87
14/05/2008	Highlights	1	01:35	02:28	00:52	0.07	37.831	2.81
15/05/2008	Extra Show	BRITISH EUROSPORT E2	21:15	22:15	01:00	0.01	4.744	0.02
18/05/2008	Highlights	4	07:29	08:20	00:50	0.29	165.122	5.59
18/05/2008	Highlights	1	08:29	09:20	00:50	0.08	47.732	1.01
20/05/2008	Highlights	BRITISH EUROSPORT E2	19:00	20:30	01:30	0.07	38.297	0.19
25/05/2008	Highlights	BRITISH EUROSPORT E2	12:00	13:30	01:30	0.01	6.143	0.06

Source: Sports Marketing Surveys

Total programming duration	15:12:08
Total Eurosport audience	385,451
Total C4 audience	364,113
Total combined audience	749,564
Cumulative 2008 Season	1,652,709



ATTENDANCE FIGURES

YEAR	2004	2005	2006	2007	2008	07-08
FIGURE	25200	27000	20000	34000	31500	-2500

2004-2007 Source: Dorna UK
2008 Source: MSVR

TELEVISION COVERAGE & AUDIENCES

DONINGTON PARK 24-26 MAY - ROUND 4



Date	Description	Channel	Start Time	End Time (Hours)	Duration	Individuals		
						TVR	OOOs	Share %
26/05/2008	Live	BRITISH EUROSPORT 2	12:30	16:30	04:00	0.31	176.332	1.58
26/05/2008	Highlights	BRITISH EUROSPORT 2	20:45	21:45	01:00	0.03	14.814	0.06
27/05/2008	Highlights	BRITISH EUROSPORT 2	19:45	20:45	01:00	0.02	11.958	0.05
28/05/2008	Highlights	4	01:03	01:54	00:51	0.16	88.142	4.01
28/05/2008	Highlights	1	02:03	02:54	00:51	0.05	26.772	2.33
28/05/2008	Highlights	BRITISH EUROSPORT 2	19:15	20:30	01:15	0.02	9.628	0.04
29/05/2008	Extra Show	BRITISH EUROSPORT 2	19:45	20:45	01:00	0.02	9.017	0.04
31/05/2008	Highlights	BRITISH EUROSPORT 2	19:45	21:45	02:00	0.01	3.419	0.02
01/06/2008	Highlights	4	06:56	07:49	00:52	0.24	135.732	6.14
01/06/2008	Highlights	1	07:56	08:49	00:52	0.07	40.086	1.02
03/06/2008	Highlights	BRITISH EUROSPORT 2	17:15	18:45	01:30	0.01	7.435	0.05
04/06/2008	Highlights	BRITISH EUROSPORT 2	19:15	20:30	01:15	0.03	14.638	0.07
07/06/2008	Highlights	BRITISH EUROSPORT 2	18:30	19:30	01:00	0.00	0.461	0.00
09/06/2008	Highlights	BRITISH EUROSPORT 2	21:00	22:30	01:30	0.02	11.952	0.06

Source: Sports Marketing Surveys

Total programming duration	18:58
Total Eurosport audience	259,653
Total C4 audience	290,732
Total combined audience	550,385
Cumulative 2008 Season	2,203,094



ATTENDANCE FIGURES

YEAR	2004	2005	2006	2007	2008	07-08
FIGURE	28400	24000	20100	25601	21050	-4551

2004-2007 Source: Dorna UK
2008 Source: MSVR

TELEVISION COVERAGE & AUDIENCES

SNETTERTON 13-15 JUNE – ROUND 5



Date	Description	Channel	Start Time	End Time	Duration	Individuals		
						TVR	OOOs	Share %
15/06/2008	Live	BRITISH EUROSPORT E2	13:00	14:00	01:00	0.22	126.199	1.54
15/06/2008	Live	BRITISH EUROSPORT E2	15:30	17:45	02:15	0.25	139.470	1.21
15/06/2008	Highlights	BRITISH EUROSPORT E2	20:45	22:45	02:00	0.07	41.413	0.18
16/06/2008	Highlights	BRITISH EUROSPORT E2	17:30	19:00	01:30	0.02	14.510	0.11
17/06/2008	Highlights	BRITISH EUROSPORT E2	21:00	22:30	01:30	0.01	7.445	0.03
18/06/2008	Highlights	4	01:05	01:56	00:51	0.21	119.518	6.11
18/06/2008	Highlights	1	02:05	02:56	00:51	0.08	44.210	3.91
19/06/2008	Extra Show	BRITISH EUROSPORT E2	21:00	22:00	01:00	0.02	10.158	0.04
23/06/2008	Highlights	BRITISH EUROSPORT E2	14:30	16:00	01:30	0.03	14.703	0.25
24/06/2008	Highlights	BRITISH EUROSPORT E2	21:00	22:00	01:00	0.01	3.986	0.02
25/06/2008	Highlights	4	05:15	06:07	00:51	0.08	42.533	5.61
25/06/2008	Highlights	1	06:15	07:07	00:51	0.01	3.371	0.15
26/06/2008	Highlights	BRITISH EUROSPORT E2	19:00	20:00	01:00	0.00	0.931	0.00
28/06/2008	Highlights	BRITISH EUROSPORT E2	19:00	20:00	01:00	0.07	41.056	0.22

Source: Sports Marketing Surveys

Total programming duration	17:11
Total Eurosport audience	399,870
Total C4 audience	209,632
Total combined audience	609,502
Cumulative 2008 Season	2,812,596



ATTENDANCE FIGURES

YEAR	2004	2005	2006	2007	2008	07-08
FIGURE	25000	24150	21000	25000	26125	+ 1125

2004-2007 Source: Dorna UK
2008 Source: MSVR

TELEVISION COVERAGE & AUDIENCES

MALLORY PARK 27-29 JUNE - ROUND 6



Date	Description	Channel	Start Time	End Time (Hours)	Duration	Individuals		
						TVR	OOOs	Share %
29/06/2008	Live	BRITISH EUROSPORT 2	13:00	14:30	01:30	0.32	182.625	2.16
29/06/2008	Live	BRITISH EUROSPORT 2	15:30	17:15	01:45	0.43	242.542	2.22
29/06/2008	Highlights	BRITISH EUROSPORT 2	20:30	22:00	01:30	0.05	29.652	0.11
30/06/2008	Highlights	BRITISH EUROSPORT 2	17:30	19:00	01:30	0.02	12.470	0.08
01/07/2008	Highlights	BRITISH EUROSPORT 2	21:00	22:00	01:00	0.00	0.544	0.00
01/07/2008	Highlights	4	25:20	26:15	00:55	0.23	132.112	7.15
01/07/2008	Highlights	4	26:20	27:15	00:55	0.05	25.825	2.58
02/07/2008	Highlights	BRITISH EUROSPORT 2	20:30	22:00	01:30	0.04	20.509	0.09
03/07/2008	Extra Show	BRITISH EUROSPORT 2	19:00	20:00	01:00	0.01	8.088	0.04
05/07/2008	Highlights	BRITISH EUROSPORT 2	11:00	12:30	01:30	0.00	0.673	0.01
06/07/2008	Highlights	4	07:55	08:50	00:55	0.40	229.677	5.58
06/07/2008	Highlights	4	08:55	09:50	00:55	0.05	30.737	0.49
07/07/2008	Highlights	BRITISH EUROSPORT 2	19:00	20:30	01:30	0.00	2.493	0.01
18/07/2008	Highlights	BRITISH EUROSPORT 2	19:00	20:00	01:00	0.03	17.379	0.09
19/07/2008	Highlights	BRITISH EUROSPORT 2	16:30	18:00	01:30	0.03	17.410	0.15

Source: Sports Marketing Surveys

Total programming duration	18:55
Total Eurosport audience	534,385
Total C4 audience	418,351
Total combined audience	952,736
Cumulative 2008 Season	3,765,332



ATTENDANCE FIGURES

YEAR	2004	2005	2006	2007	2008	07-08
FIGURE	14200	24500	17000	14000	16200	+ 2200

2004-2007 Source: Dorna UK
2008 Source: MSVR

TELEVISION COVERAGE & AUDIENCES

OULTON PARK 18-20 JULY - ROUND 7



Date	Description	Channel	Start Time	End Time	Duration	Individuals		
						TVR	OOOs	Share %
20/07/2008	Live	BRITISH EUROSPORT 2	13:00	14:30	01:30	0.16	88.837	0.80
20/07/2008	Live	BRITISH EUROSPORT 2	15:30	18:00	02:30	0.25	141.619	1.10
20/07/2008	Highlights	BRITISH EUROSPORT 2	21:00	22:00	01:00	0.03	18.387	0.07
21/07/2008	Highlights	BRITISH EUROSPORT 2	17:00	18:30	01:30	0.02	8.634	0.07
22/07/2008	Highlights	BRITISH EUROSPORT 2	20:00	21:00	01:00	0.02	8.893	0.04
22/07/2008	Highlights	BRITISH EUROSPORT 2	22:00	23:30	01:30	0.00	2.080	0.01
23/07/2008	Highlights	4	00:00	00:55	00:55	0.35	196.530	4.04
22/07/2008	Highlights	1	01:00	01:55	00:55	0.05	26.112	1.08
23/07/2008	Highlights	BRITISH EUROSPORT 2	22:00	23:30	01:30	0.01	8.086	0.05
24/07/2008	Extra Show	BRITISH EUROSPORT 2	21:00	22:00	01:00	0.02	8.874	0.04
27/07/2008	Highlights	4	07:55	08:55	01:00	0.31	177.621	4.93
27/07/2008	Highlights	1	08:55	09:55	01:00	0.02	13.834	0.26
29/07/2008	Highlights	BRITISH EUROSPORT 2	21:00	22:00	01:00	0.01	7.344	0.03
31/08/2008	Highlights	BRITISH EUROSPORT 2	22:30	00:00	01:30	0.00	0.984	0.01
02/08/2008	Highlights	BRITISH EUROSPORT 2	19:00	20:30	01:30	0.07	38.955	0.23
05/08/2008	Highlights	BRITISH EUROSPORT 2	20:15	21:15	01:00	0.01	8.010	0.03
07/08/2008	Highlights	BRITISH EUROSPORT 2	13:00	14:00	01:00	0.00	0.103	0.00
07/08/2008	Highlights	BRITISH EUROSPORT 2	19:15	20:15	01:00	0.02	8.708	0.05
08/08/2008	Highlights	BRITISH EUROSPORT 2	21:00	22:30	01:30	0.02	11.755	0.06
09/08/2008	Highlights	BRITISH EUROSPORT 2	15:30	17:00	01:30	0.02	13.142	0.10
10/08/2008	Highlights	BRITISH EUROSPORT 2	11:30	12:30	01:00	0.07	41.339	0.46

Total programming duration	26:20
Total Eurosport audience	415,750
Total C4 audience	414,097
Total combined audience	829,847
Cumulative 2008 Season	4,595,179



Source: Sports Marketing Surveys

ATTENDANCE FIGURES

YEAR	2004	2005	2006	2007	2008	07-08
FIGURE	13075	21500	20400	18000	20950	+2950

2004-2007 Source: Dorna UK
2008 Source: MSVR

TELEVISION COVERAGE & AUDIENCES

KNOCKHILL 8-10 AUGUST – ROUND 8



Date	Description	Channel	Start Time	End Time (Hours)	Duration	Individuals		
						TVR	OOOs	Share %
10/08/2008	Live	BRITISH EUROSPORT 2	12:30	16:30	04:00	0.28	158.726	1.47
10/08/2008	Highlights	BRITISH EUROSPORT 2	18:30	20:00	01:30	0.08	47.306	0.24
11/08/2008	Highlights	BRITISH EUROSPORT 2	20:00	21:00	01:00	0.02	13.194	0.06
12/08/2008	Highlights	BRITISH EUROSPORT 2	09:00	10:00	01:00	0.00	1.297	0.02
12/08/2008	Highlights	BRITISH EUROSPORT 2	14:30	16:00	01:30	0.00	1.882	0.02
12/08/2008	Highlights	BRITISH EUROSPORT 2	20:45	22:15	01:30	0.01	5.964	0.03
13/08/2008	Highlights	4	00:40	01:35	00:55	0.15	87.390	2.76
13/08/2008	Highlights	1	01:40	02:35	00:55	0.08	47.429	3.19
14/08/2008	Highlights	BRITISH EUROSPORT 2	15:00	16:00	01:00	0.01	7.931	0.11
14/08/2008	Extra Show	BRITISH EUROSPORT 2	20:00	21:15	01:15	0.03	17.209	0.08
19/08/2008	Highlights	BRITISH EUROSPORT 2	22:00	23:00	01:00	0.02	10.545	0.05
25/08/2008	Highlights	4	05:15	06:10	00:55	2.38	16.486	0.03
25/08/2008	Highlights	1	06:15	07:10	00:55	0.01	4.978	0.39
25/08/2008	Highlights	BRITISH EUROSPORT 2	12:00	13:30	01:30	0.03	16.597	0.20

Source: Sports Marketing Surveys

Total programming duration	18:55
Total Eurosport audience	280,651
Total C4 audience	156,283
Total combined audience	436,934
Cumulative 2008 Season	5,032,113



ATTENDANCE FIGURES

YEAR	2004	2005	2006	2007	2008	07-08
FIGURE	26100	25500	24300	24200	25885	+1685

2004-2007 Source: Dorna UK
2008 Source: MSVR

TELEVISION COVERAGE & AUDIENCES

CADWELL PARK 23-25 AUGUST - ROUND 9



Date	Description	Channel	Start Time	End Time (Hours)	Duration	Individuals		
						TVR	OOOs	Share %
25/08/2008	Live	BRITISH EUROSPORT 2	13:30	19:00	04:30	0.16	93.542	0.79
25/08/2008	Highlights	BRITISH EUROSPORT 2	19:00	20:30	01:30	0.03	19.178	0.09
26/08/2008	Highlights	BRITISH EUROSPORT 2	17:00	18:00	01:00	0.07	41.344	0.32
27/08/2008	Highlights	4	00:35	01:30	00:50	0.23	131.162	3.75
27/08/2008	Highlights	1	01:35	02:25	00:50	0.05	29.197	1.62
28/08/2008	Extra Show	BRITISH EUROSPORT 2	22:30	23:45	01:15	0.04	20.215	0.16
01/09/2008	Highlights	BRITISH EUROSPORT 2	13:00	14:30	01:30	0.01	4.828	0.06
02/09/2008	Highlights	BRITISH EUROSPORT 2	18:00	19:00	01:00	0.01	2.859	0.02
04/09/2008	Highlights	BRITISH EUROSPORT 2	22:00	23:00	01:00	0.01	7.607	0.04
06/09/2008	Highlights	BRITISH EUROSPORT 2	13:00	14:30	01:30	0.03	18.939	0.19
06/09/2008	Highlights	BRITISH EUROSPORT 2	17:00	18:00	01:00	0.04	24.153	0.17
08/09/2008	Highlights	BRITISH EUROSPORT 2	15:00	16:00	01:00	0.00	0.763	0.01
10/09/2008	Highlights	4	01:35	02:25	00:50	0.09	52.723	3.20
10/09/2008	Highlights	1	02:35	03:25	00:50	0.01	8.422	0.88
10/09/2008	Highlights	BRITISH EUROSPORT 2	21:15	22:15	01:00	0.02	10.101	0.04
12/09/2008	Highlights	BRITISH EUROSPORT 2	17:00	18:00	01:00	0.02	10.105	0.08
13/09/2008	Highlights	BRITISH EUROSPORT 2	15:00	16:00	01:00	0.03	15.606	0.18
13/09/2008	Highlights	BRITISH EUROSPORT 2	21:00	22:00	01:00	0.05	25.625	0.12
14/09/2008	Highlights	BRITISH EUROSPORT 2	11:30	12:30	01:00	0.04	24.931	0.33

Total programming duration	23:35
Total Eurosport audience	319,796
Total C4 audience	221,504
Total combined audience	541,300
Cumulative 2008 Season	5,573,413



Source: Sports Marketing Surveys

ATTENDANCE FIGURES

YEAR	2004	2005	2006	2007	2008	07-08
FIGURE	26300	28200	37500	46300	47950	1650

2004-2007 Source: Dorna UK
2008 Source: MSVR

TELEVISION COVERAGE & AUDIENCES

CROFT 12-14 SEPTEMBER - ROUND 10



Date	Description	Channel	Start Time	End Time (Hours)	Duration	Individuals		
						TVR	OOOs	Share %
14/09/2008	Live	BRITISH EUROSPORT E2	12:30	17:00	04:30	0.12	66.404	0.65
14/09/2008	Highlights	BRITISH EUROSPORT E2	22:30	00:00	01:30	0.00	1.969	0.02
15/09/2008	Highlights	BRITISH EUROSPORT E2	17:30	19:00	01:30	0.07	4.830	0.32
16/09/2008	Highlights	BRITISH EUROSPORT E2	10:30	11:30	01:00	0.01	7.585	0.18
16/09/2008	Highlights	BRITISH EUROSPORT E2	20:30	22:00	01:30	0.01	3.108	0.01
17/09/2008	Highlights	4	00:15	01:15	01:00	0.15	82.867	2.33
17/09/2008	Highlights	4	01:15	02:15	01:00	0.02	9.751	0.48
18/09/2008	Extra Show	BRITISH EUROSPORT E2	20:00	21:00	01:00	0.02	13.293	0.06
22/09/2008	Highlights	BRITISH EUROSPORT E2	16:00	17:30	01:30	0.02	11.544	0.12
25/09/2008	Highlights	BRITISH EUROSPORT E2	18:30	20:00	01:30	0.02	12.824	0.07
28/09/2008	Highlights	BRITISH EUROSPORT E2	11:30	12:30	01:30	0.07	39.115	0.52
29/09/2008	Highlights	4	05:15	06:10	00:50	0.06	49.560	0.01
29/09/2008	Highlights	4	06:15	07:10	00:50	0.01	4.914	0.23

Total programming duration	19:05
Total Eurosport audience	160,672
Total C4 audience	147,092
Total combined audience	307,764
Cumulative 2008 Season	5,881,177



Source: Sports Marketing Surveys

ATTENDANCE FIGURES

YEAR	2004	2005	2006	2007	2008	07-08
FIGURE	28700	21000	26500	28200	26200	-2000

2004-2007 Source: Dorna UK
2008 Source: MSVR

TELEVISION COVERAGE & AUDIENCES

SILVERSTONE 26-28 SEPT – ROUND 1 1



Date	Description	Channel	Start Time	End Time	Duration	Individuals		
						TVR	OOOs	Share %
28/09/2008	Live	BRITISH EUROSPORT E2	12:30	18:00	05:30	0.15	84.336	0.76
28/09/2008	Highlights	BRITISH EUROSPORT E2	19:00	20:30	01:30	0.03	14.634	0.06
29/09/2008	Highlights	BRITISH EUROSPORT E2	19:00	20:30	01:30	0.00	1.312	0.01
30/09/2008	Highlights	BRITISH EUROSPORT E2	21:30	22:30	01:00	0.00	1.805	0.01
02/10/2008	Extra Show	BRITISH EUROSPORT E2	19:00	20:00	01:00	0.00	1.388	0.01
04/10/2008	Highlights	BRITISH EUROSPORT E2	17:30	18:30	01:00	0.01	5.770	0.03
05/10/2008	Highlights	4	07:45	08:40	00:55	0.31	173.730	4.37
05/10/2008	Highlights	1	08:45	09:40	00:55	0.08	43.807	0.68
05/10/2008	Highlights	BRITISH EUROSPORT E2	16:00	17:00	01:00	0.03	17.303	0.13
05/10/2008	Highlights	BRITISH EUROSPORT E2	21:00	22:30	01:30	0.00	1.603	0.01
06/10/2008	Highlights	BRITISH EUROSPORT E2	16:00	17:00	01:00	0.06	36.288	0.38
07/10/2008	Highlights	BRITISH EUROSPORT E2	19:00	20:00	01:00	0.00	1.856	0.01
09/10/2008	Highlights	BRITISH EUROSPORT E2	19:30	21:00	01:30	0.01	7.437	0.03
11/10/2008	Highlights	BRITISH EUROSPORT E2	19:00	20:30	01:30	0.03	16.299	0.07
12/10/2008	Highlights	BRITISH EUROSPORT E2	11:00	12:00	01:00	0.03	18.164	0.25

Total programming duration	21:50
Total Eurosport audience	209,195
Total C4 audience	217,537
Total combined audience	425,732
Cumulative 2008 Season	6,306,909



Source: Sports Marketing Surveys

ATTENDANCE FIGURES

YEAR	2004	2005	2006	2007	2008	07-08
FIGURE	27200	24500	33000	25000	26400	1400

2004-2007 Source: Dorna UK
2008 Source: MSVR

TELEVISION COVERAGE & AUDIENCES

BRANDS HATCH 10-12 OCT - ROUND 12



Date	Description	Channel	Start Time	End Time	Duration	Individuals		
						TVR	OOOs	Share %
12/10/2008	Live	BRITISH EUROSPORT E2	12:00	17:30	05:00	0.15	87.197	0.91
12/10/2008	Highlights	BRITISH EUROSPORT E2	19:15	20:45	01:30	0.01	7.690	0.03
13/10/2008	Highlights	BRITISH EUROSPORT E2	19:00	20:30	01:30	0.02	12.174	0.05
14/10/2008	Highlights	BRITISH EUROSPORT E2	10:30	12:00	01:30	0.00	1.344	0.03
15/10/2008	Highlights	4	01:00	01:50	00:50	0.14	82.084	3.53
15/10/2008	Highlights	4	02:00	02:50	00:50	0.04	23.215	1.71
16/10/2008	Extra Show	BRITISH EUROSPORT E2	19:00	20:00	01:00	0.02	13.416	0.06
18/10/2008	Highlights	BRITISH EUROSPORT E2	17:30	19:00	01:30	0.01	4.834	0.03
19/10/2008	Highlights	4	07:40	08:30	00:50	0.08	47.079	0.95
19/10/2008	Highlights	4	08:40	09:30	00:50	0.01	5.920	0.08
19/10/2008	Highlights	BRITISH EUROSPORT E2	21:30	22:30	01:00	0.00	1.175	0.01

Total programming duration	16:20
Total Eurosport audience	127,830
Total C4 audience	158,292
Total combined audience	286,128
Cumulative 2008 Season	6,593,037

Source: Sports Marketing Surveys



ATTENDANCE FIGURES

YEAR	2004	2005	2006	2007	2008	07-08
FIGURE	23300	30373	45600	43200	41100	-2100

2004-2007 Source: Dorna UK
2008 Source: MSVR