

Ferrari Challenge

2011

DATA REPORT

Ferrari Challenge Europe

2011 FERRARI CHALLENGE ITALY - CALENDAR

ITALY

8 th – 10 th April 2011	Monza (ITA)
8 th – 10 th June 2011	Le Mans (FRA)
8 th – 10 th July 2011	Misano (ITA)
2 th - 4 th September 2011	Spielberg (AUT)
23 th – 25 th September 2011	Mugello (ITA)
7 th – 9 th October 2011	Vallelunga (ITA)
2 nd – 6 th November 2011	(World Finals) Mugello (ITA)



2011 FERRARI CHALLENGE EUROPE - CALENDAR



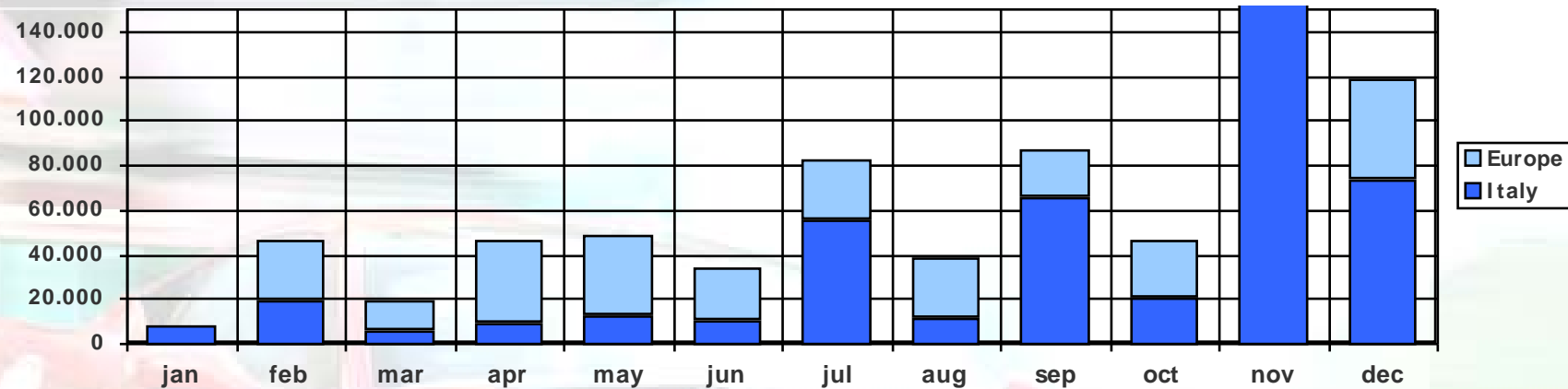
8 th – 10 th April 2011	Monza (ITA)
6 th - 8 th May 2011	Valencia (ESP)
20 th - 22 nd May 2011	Portimao (POR)
8 th – 10 th June 2011	Le Mans (FRA)
5 th – 7 th August 2011	Spa (BEL)
2 nd -4 th September 2011	Spielberg (AUT)
2 nd – 6 th November 2011	(World Finals) Mugello (ITA)

EUROPE

Ferrari Challenge Europe

PRESS COVERAGE ITALY + EUROPE

Coverage measured in mm/col



Analysis based on Press Review provided by Ferrari's Press Office

ON FOCUS:

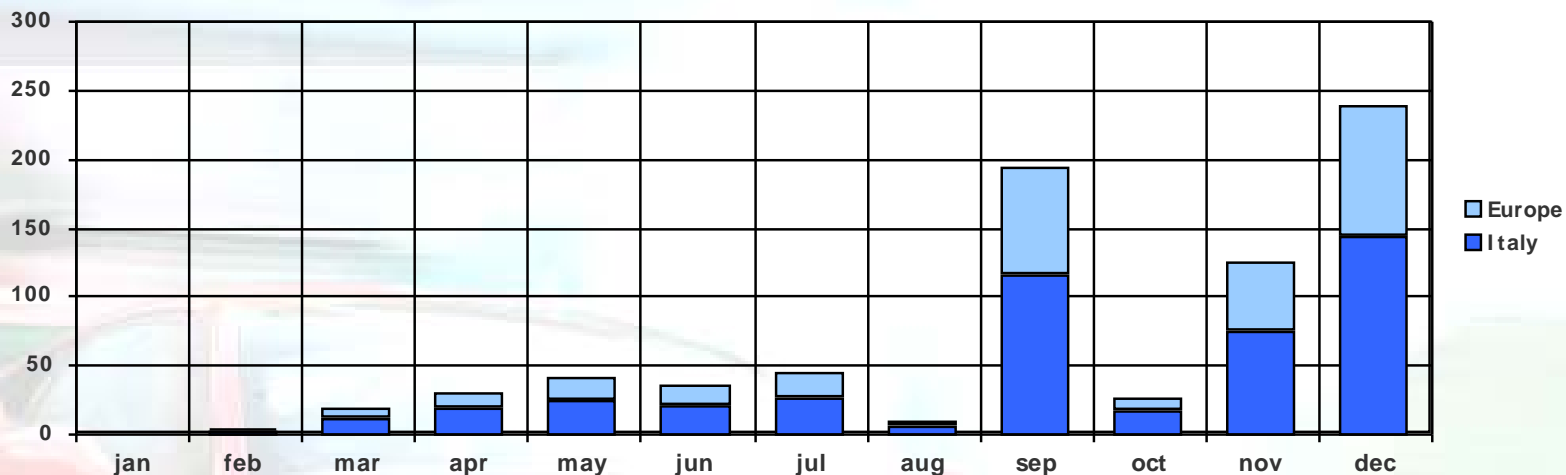
TOTAL:
888.743 mm/col
+ 3,07 %
2011 vs 2010

Over 50 publications in Italy and Europe offered wide coverage to all Ferrari Challenge events.

Ferrari Challenge Europe

NEWS AND ARTICLES ON THE INTERNET

Nr. of articles on examined websites – per MONTH



ON FOCUS:

TOTAL:

Over 760 articles published on the internet

+ 11,8 %

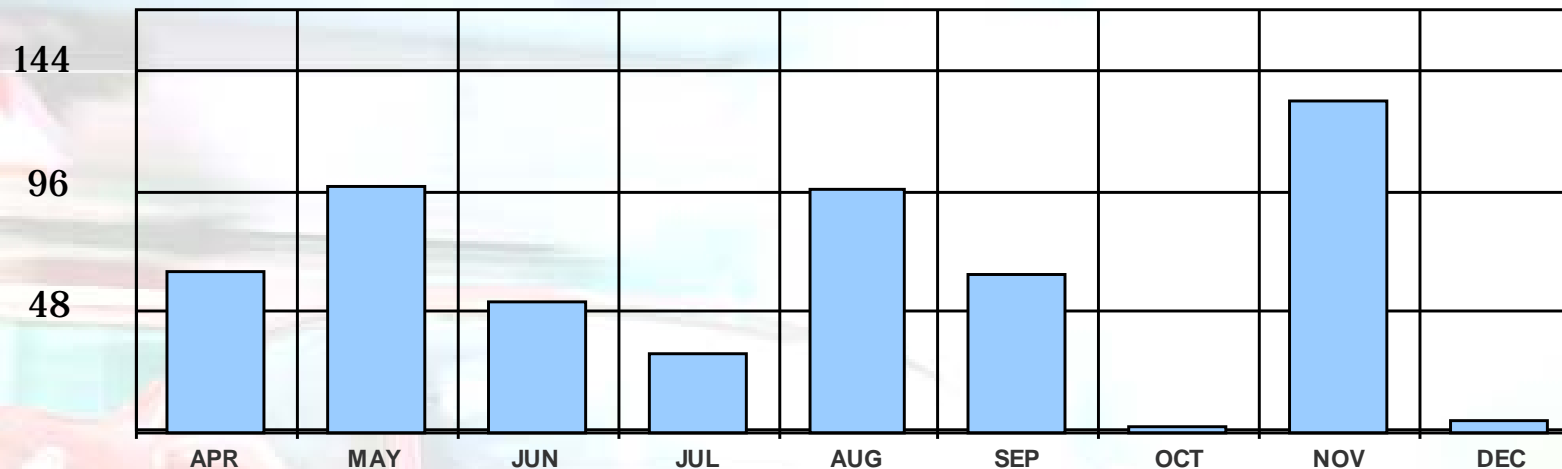
2011 vs 2010

Over 70 websites published articles and news concerning all the events of the Ferrari Challenge.

Ferrari Challenge Europe

TV ANALYSIS – EUROPE (WIGE Data)

Coverage measured in HOURS – per MONTH



Analysis based on WIGE Data

ON FOCUS

TOTAL:
Over 632 hour of
broadcasting

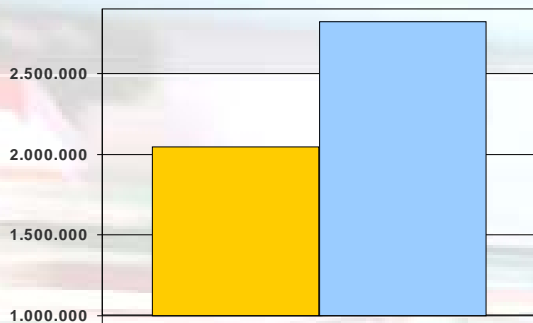
+ 65 %

2011 vs 2010

Ferrari Challenge events have
been broadcasted in **over 60**
Countries world-wide.

Ferrari Challenge Europe

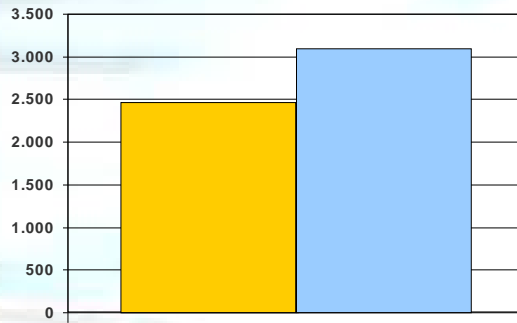
TV COVERAGE - ITALY + EUROPE (SKY Data)



REACH

People who watched the examined transmissions

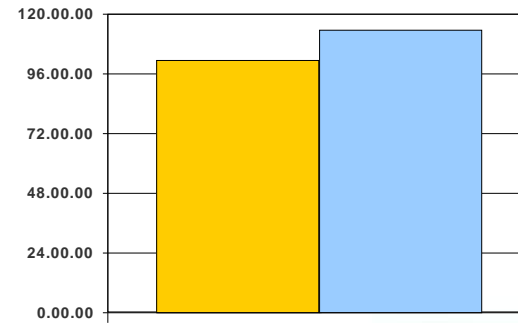
■ 2010 ■ 2011



VIEWERS RATE

Average audience of the broadcastings

■ 2010 ■ 2011



COVERAGE

Hours.minutes.seconds

■ 2010 ■ 2011

ON FOCUS:

Sensible increase in **Average Viewers Rate (+25,33%)** and **Total Reach (+37,88%)**.

For the first time in history, all **Ferrari Challenge** races aired on SKY channels have been broadcasted in **HD technology**.

(WIGE will implement HD technology in 2012)

SOCIAL NETWORK

Over 210.000 unique visitors on Ferrari Corse Clienti Page since January 2011



News videos viewers: 34.064
Corse Clienti video viewers: 62.777

TOTAL VIEWERS: 96.841



Ferrari Challenge Pages and Groups
50+

TOTAL MEMBERS: oltre 7.500



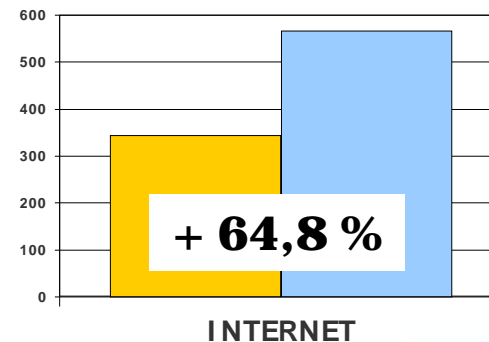
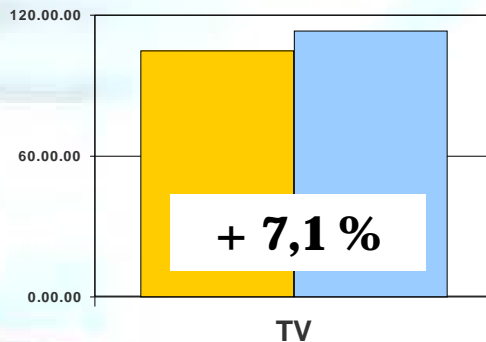
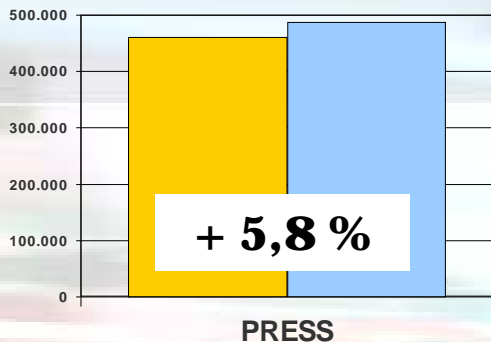
Profile creation: 6th April 2011

TOTAL FOLLOWERS: 3.052

Ferrari Challenge Europe

TRENDS 2011 vs 2010

ITALY

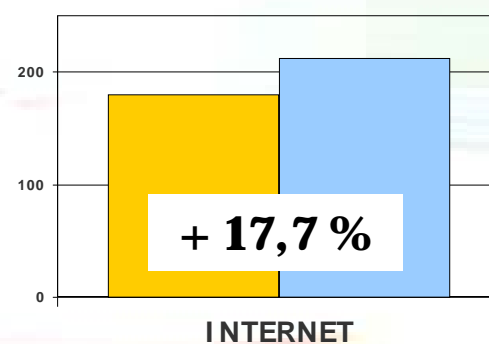
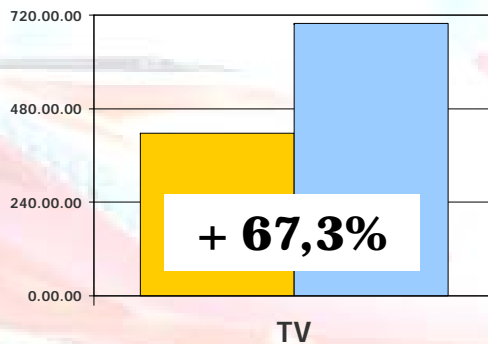
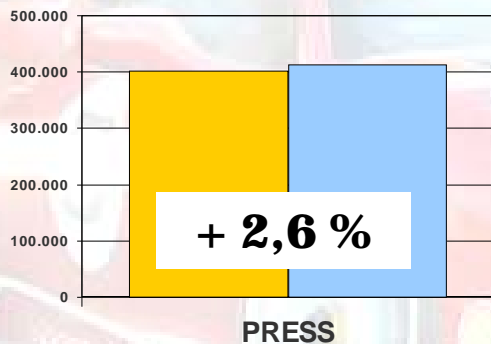


2010 2011

2010 2011

2010 2011

EUROPE



2010 2011

2010 2011

2010 2011

Spaces dedicated to Ferrari Challenge
(measured in mm/col)

Hours:minutes:seconds

Nr. of articles

Ferrari Challenge's presence on all Media registered a **positive trend**.

COMMUNICATION ANALYSIS

ITALY

	2010	2011
PRESS Coverage	460.240 mm/col	482.035 mm/col
INTERNET Coverage	344 pages	557 pages
TV Coverage	99 h. 58 min.	113 h. 27 min.

€	2010	2011
PRESS Value	4.210.088	4.475.745
TV Value	17.533.228	17.789.213
TOTAL Value	21.743.316	22.264.958

EUROPE

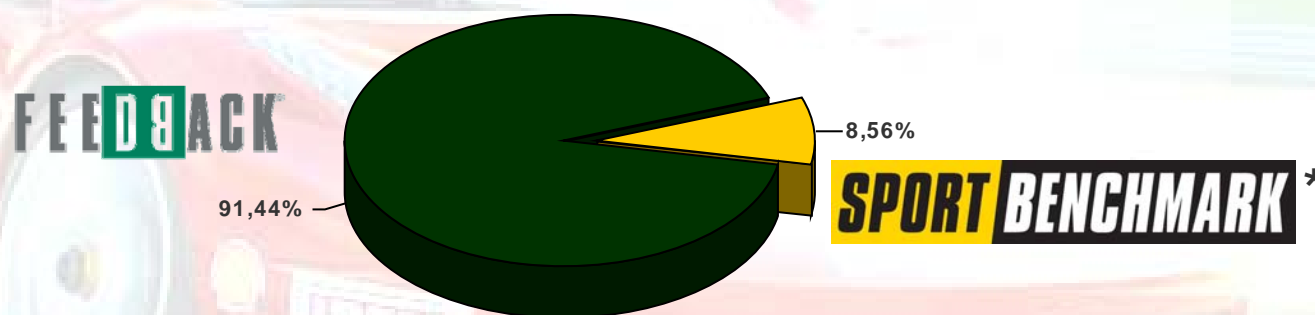
	2010	2011
PRESS Coverage	402.001 mm/col	406.708 mm/col
WEB Coverage	180 pages	203 pages
TV Coverage	417 h. 41 min.	699 h. 00 min.

€	2010	2011
PRESS Value	3.715.504	4.209.666
TV Value	22.058.691	26.249.842
TOTAL Value	25.774.195	30.459.508

SPORTBENCHMARK VALUE

The estimated value of the Ferrari Challenge is
57,7 million Euro*

*(Accumulated data Italy and Europe)



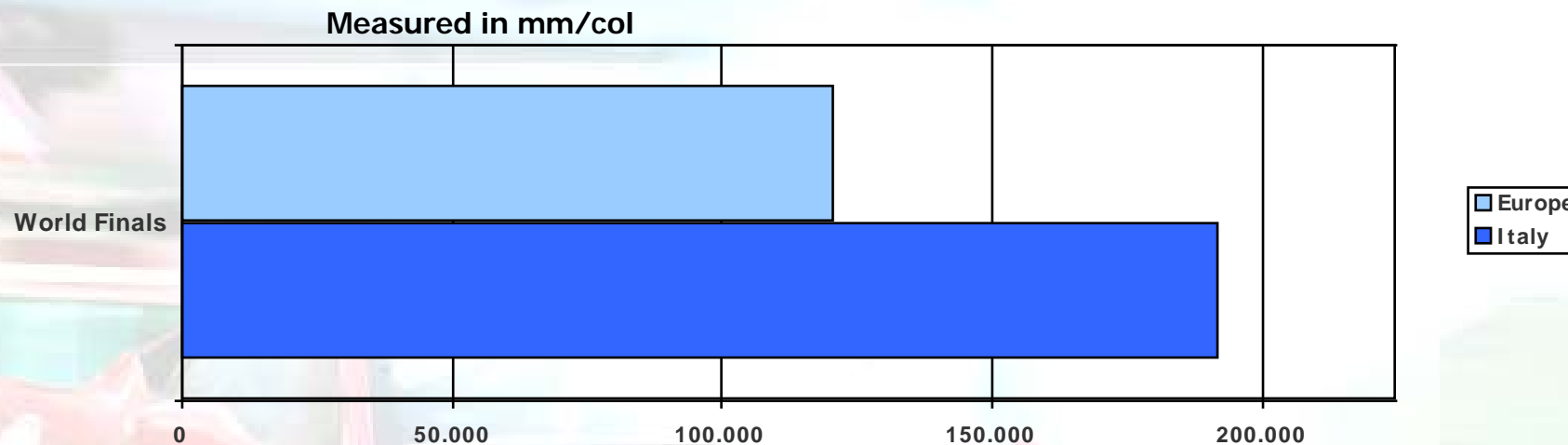
*Estimated value according to the contacts realized by the whole communication activity: Istituzional Activities, Live Spectators, Participating people, Website users, PR, press Office, ...

Ferrari Challenge

2011

DOSSIER
World Finals

PRESS COVERAGE (ITALY + EUROPE)



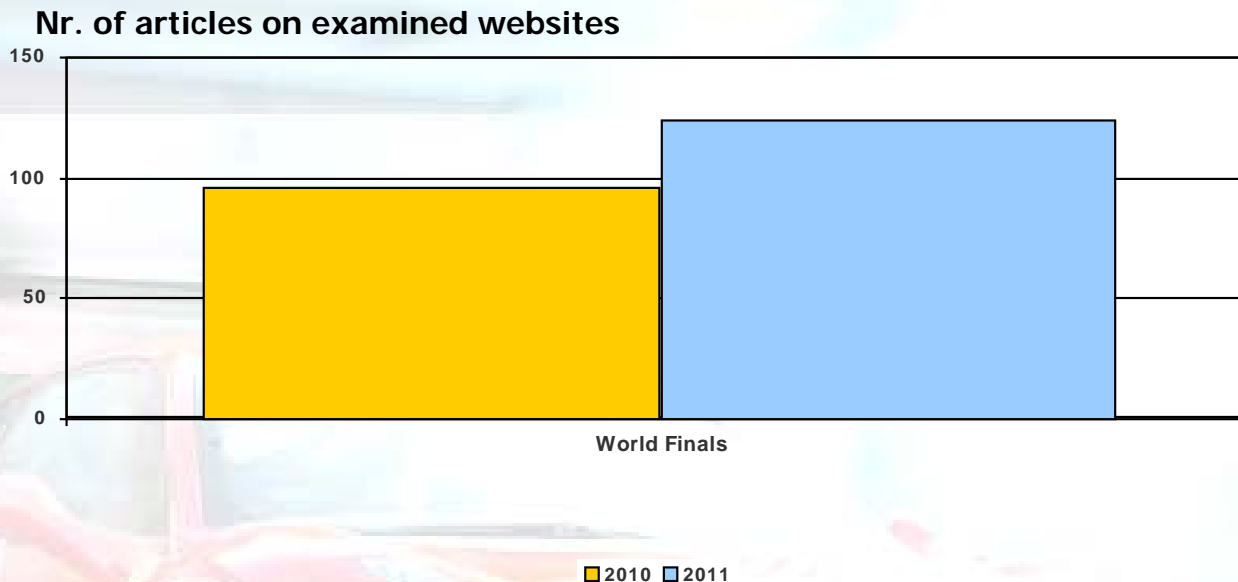
Analysis based on Press Review provided by Ferrari's Press Office

ON FOCUS:

TOTAL:
312.639 mm/col
+ 1 %
2011 vs 2010

Over 50 publications in Italy and Europe offered wide coverage to all Ferrari Challenge events.

NEWS AND ARTICLES ON THE INTERNET



ON FOCUS:

TOTAL:
Over 140 articles
published on the internet

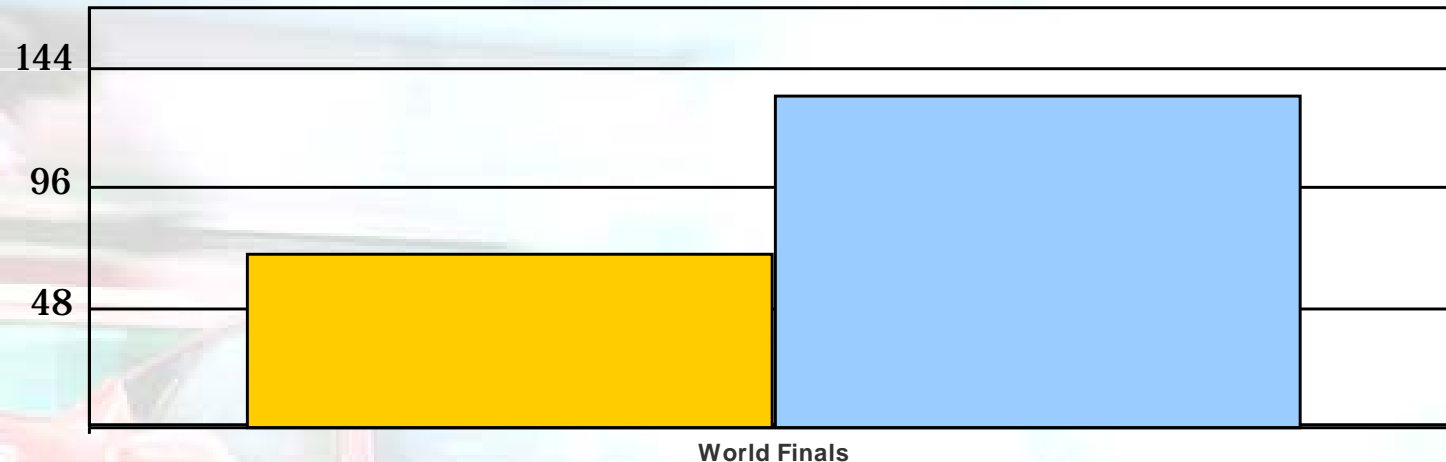
+ 29,17 %

2011 vs 2010

Over 70 websites published
articles and news concerning
all the events of the Ferrari
Challenge.

TV ANALYSIS – EUROPE (WIGE Data)

Coverage measured in hours



Analysis based on WIGE Data

ON FOCUS:

Over 132 hours
of transmission dedicated
to the World Finals

+ 90,33 %

2011 vs 2010

Ferrari Challenge events have
been broadcasted in **over 60**
Countries world-wide.

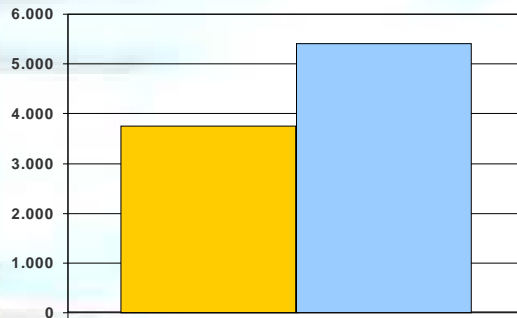
TV ITALY + EUROPE (SKY Data)



REACH

People who watched the examined transmissions

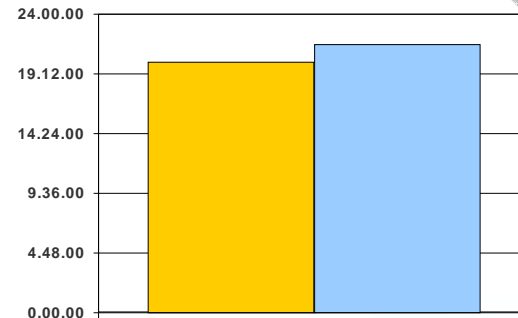
■ 2010 ■ 2011



VIEWERS RATE

Average audience of the broadcastings

■ 2010 ■ 2011



COVERAGE

Hours.minutes.seconds

■ 2010 ■ 2011

ON FOCUS:

Sensible increase in **Average Viewers Rate (+44,47%)**, **Total Reach (+38,79%)** and **TV Coverage (+7,18%)**.

For the first time in history, all **Ferrari Challenge** races aired on SKY channels have been broadcasted in **HD Technology**.

(WIGE will implement HD Technology in 2012)

Ferrari Challenge Europe

FEEDBACK **SPORT BENCHMARK**

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