



2017 HEADLINES



- Extensive media activity generated a media value of **£1,904,743** from **35.69** million listeners, readers and viewers
- Championship came down to the last stage and **ONE TENTH** of a second for the 2017 title
- Social Media reached over **60 MILLION** people. Just under **12 MILLION** of these were unique viewers
- Over the **102** special stages across the season there were **31** different special stage winners
- Local media value to each host region across the season totalled **£341,213**

Source: Kantar Media/Yellow News
Data Capture from 1st February - 25th September 2017

MEDIA VALUE



NATIONAL VALUE & REACH

£1,904,743

Total media value of 2017 season

£272,106

Average media value per round

35,690,797

Total media reach for the season

5,098,685

Average media reach per round

LOCAL MEDIA VALUE & REACH

£341,213

Local media value for 2017 season

£48,745

Average local media value to each host region

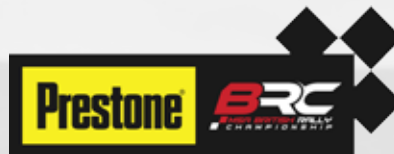
11,990,690

Local media reach across the season

1,712,956

Average local media reach per round

WEBSITE



MSABRC.COM

504,627

Page views across the season

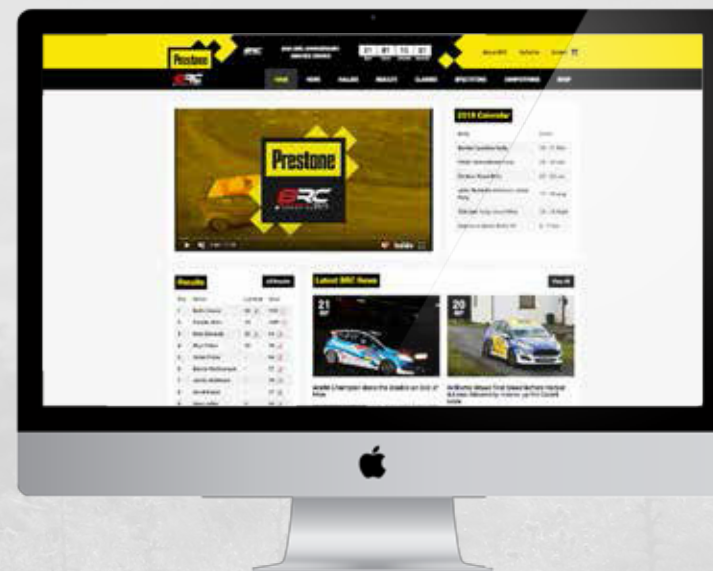
68,883

Unique users

Commercial area for merchandise set-up

Following pages were the most popular:

- Individual rally results page
- Brick & Steel Border Counties Rally page
- Full Championship points tables
- 138.com Rally Isle of Man page



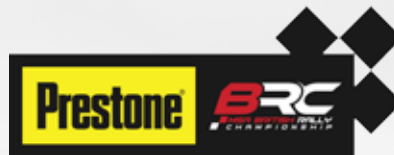
*Information from 1st February to 25th September 2017

PRESTONE



- **264,100** visitors to BRC micro-site – holtsauto.com/prestonebrc/
- On-event content created by Colin Clark
- Over **132,000** views of the videos
- **15,450** items of Prestone produce were given away over the season
- Dual Prestone BRC branded products now in Tesco stores nationwide
- Facebook reach for Prestone UK has increased by over **2000%**
- Facebook followers to the Prestone UK page increased by **25%**
- Simulator challenge was won by McRae Fairburn with a time of 3.43.004. He received a VIP visit to Dayinsure Wales Rally GB
- Oscar Solberg was the fastest BRC driver in 3rd place

TV & RADIO



TELEVISION COVERAGE

Channel 4

550,000

Total Channel 4 audience for the 7 programmes

78,571

Average viewing figure per programme

BT Sport

motorsport.tv

60 MINUTES highlights programme shown around Europe on BT Sport and Motorsport TV

Live TV reports from Border Counties and preview/review reports on ITV Border News on the Pirelli and RSAC Scottish Rally. Along with coverage on BBC One North East gave a reach of **3,184,000** viewers

RADIO COVERAGE

1 HOUR of radio content across the season on regional stations, with coverage on BBC Radio Cumbria, BBC Radio Wales, BBC Radio Ulster, Manx Radio and Energy FM

Source: Kantar Media/Yellow News

SOCIAL MEDIA



SOCIAL REACH

60,652,200

Total social media reach

8,664,600

Average reach per round

11,958,922

Total unique users

1,708,417

Average users per round

- Throughout the year more Facebook Live streaming has featured per round
- Short onboard action feeds have been uploaded during events
- Many teams are now producing their own high-quality preview and review videos

BRICK & STEEL

BORDER COUNTIES



- **8 MINUTE** LIVE broadcast into ITV Border Evening News
- Channel 4 programme recorded best viewership
- Every BRC competitor featured online 'in the spotlight' before round one

39,000,000

Total social media reach

6,572,885

Total unique social media

11,877,557

Total media reach

£510,753

Total media value

130,000

Channel 4 viewers

Figures from Autosport Show in January through to first round

PIRELLI

INTERNATIONAL RALLY



- ITV Border News and BBC One North East coverage reached a combined audience of **1.6 MILLION**
- **1200** Pirelli guests & family at the Ceremonial Start
- Over a thousand people at the Brampton finish with local businesses all supporting the event

1,977,717

Total social media reach

444,199

Total unique social media

2,240,480

Total media reach

£229,500

Total media value

81,000

Channel 4 viewers

RSAC SCOTTISH

RALLY



- ITV Border News continued their strong support of the first three rounds. Coverage from the weekend reached **791,000** viewers
- Moffat was chosen as the finish venue and was well attended
- Colin Clark produced Prestone Kitchen Table podcasts for the championship

4,506,629

Total social media reach

748,572

Total unique social media

6,960,000

Total media reach

£285,800

Total media value

63,900

Channel 4 viewers

YPRES RALLY

BELGIUM



- Streamed LIVE via Motorsport TV network reaching across Europe
- The BRC's media footprint is increasing outside the UK with titles such as Autosport.nl, Speed-Magazine.be, AutoNews and RallySport Mag covering the British section during Ypres
- Estimated **80,000** spectators

5,465,291

Total social media reach

878,982

Total unique social media

3,370,000

Total media reach

£172,760

Total media value

78,300

Channel 4 viewers

NICKY GRIST

STAGES



- The Mayor for Builth Wells attended both the start and finish of the event
- Nicky Grist hosted **200** guests on each day at the Spencer Sport Hospitality unit up on the ranges. George North was amongst the guests
- Welsh International rugby player Scott Williams drove the zero car on the Sunday asphalt stages

4,656,469

Total social media reach

684,450

Total unique social media

4,450,000

Total media reach

£228,230

Total media value

88,200

Channel 4 viewers

JOHN MULHOLLAND MOTORS

ULSTER RALLY



- Strabane town centre regroup used twice on Saturday with commentators and autograph opportunities
- Rally Radio provided throughout the event with three presenters and a studio-based host
- BRC Pie and Pint evening supported by Walled City Brewery attracted competitors, team members and officials

5,046,094

Total social media reach

877,183

Total unique social media

4,100,000

Total media reach

£857,194

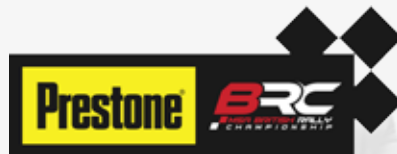
Total media value

65,400

Channel 4 viewers

138.COM RALLY

ISLE OF MAN



- Media meet and greet at Laxey Wheel with the top 3 championship challengers
- Pre-event press conference with championship contenders. Event well supported by local media, including, hourly updates on Manx FM and Energy FM
- Result came down to the last stage and one tenth of a second for the 2017 championship

10,836,759

Total social media reach

1,752,651

Total unique social media

5,890,000

Total media reach

£346,000

Total media value

43,200

Channel 4 viewers

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