

BRC

British Rally
Championship



motor
sport
UK

MEDIA REPORT 2019



HEADLINES FROM 2019

The British Rally Championship produced multiple press releases, newsletters, social media feeds, live videos and highlight packages across the 2019 season, as well as cultivating many relationships with the media in the locality of each championship round.

The headlines being:

TOTAL MEDIA REACH	28.7 MILLION
TOTAL MEDIA VALUE	£1.8 MILLION
SOCIAL MEDIA REACH	29.7 MILLION
UNIQUE SOCIAL MEDIA VIEWS	5.5 MILLION

Special promotions were featured throughout the season, such as the successful Sky Sports News #DeadlineDay spoof, productions from the Hyundai Motorsport Test day following the third round and the pre-Wales Rally GB Hyundai test for our Junior BRC Champion in France.

*Source: Kantar Media / Yellow News – data capture from 1st January – 24th November 2019
Note: Kantar Media / Yellow News only captures UK media outlets



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MEDIA COVERAGE

Local Media

Local Audience Reach – 4,381,786 readers / viewers*

Local Media Value - £261,778*

National Media

National Audience Reach – 15,262,910 readers / viewers*

National Media Value - £973,160*

*Source: Kantar Media / Yellow News – data capture from 1st January – 24th November 2019
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NATIONAL MEDIA COVERAGE

2 Sun Friday, July 5, 2019 15E

email: rob.gill@the-sun.co.uk twitter: @robgilluk

motors



ALEX LAFFEY grabbed his first British Rally Championship podium with a great run for M-Sport in the Ypres Rally.

The Carmouster cracker, left, kept his patience to pick off his rivals as he came home ninth overall — and behind **MATT EDWARDS** and **TOM CAVE** in the BRC rankings. The result puts him sixth in the championship.

RYAN DALZIEL's frustrating run in the IMSA Sports Car Championship continued — with acceleration problems at the start of the six-hour showdown at Wadkin Glen.

The Hamilton hurricane **PARKER**

CH to be gas Star was — r right but! "L our day last spa goir we 1



BBC.COM

In pictures: Galloway Hills rally

Crews from across the UK and Ireland take to the forests of south west



Wales Rally GB: Josh McErlean earns debut with Hyundai

11 September 2019 | Motorsport

Share



Josh McErlean (right) and co-driver Keaton Williams clinched the Junior BRC championship in August

WEBSITE

Website Activity

49,697 unique users

201,522 page views

Live Results have a direct link with the event's results team and are updated as soon as they obtain the information from the special stages.

There is the facility to breakdown the results in to class groups to compare performance.

Live Text offers news from the stages, quotes from special stage ends and service park updates. Acting as a "BRC Hub" it offers the perfect place to bring you immediately up to speed with the event throughout the day. Where else would you get such special quotes as this?

Saturday 12:07 -

"We realised what the problem was on the first two stages - on the recce Alex Laffey had some very tight pants on, so that put us off a bit! That one was a bit better."



SOCIAL MEDIA

During each event interviews from special stage ends and service areas were broadcast live. Unique interviews and insights were also uploaded throughout the rounds to the social media accounts. Total reach for the season was **29,760,887**, of which **5,499,939** were unique views.

#DEADLINEDAY

Eight unique videos presented by Ben Buesnel to coincide with the closing day for entries to the Visit Conwy Cambrian Rally

Total Audience Reach – 36,418

Total number of views – 17,462

Hyundai JBRC Test Day in Kielder

Total Audience Reach – 22,700

Total number of views – 8,000

Junior BRC Champion pre-Wales Rally GB test with Hyundai

Total Audience Reach – 15,400

Total number of views – 4,000

All videos are available on the home page of

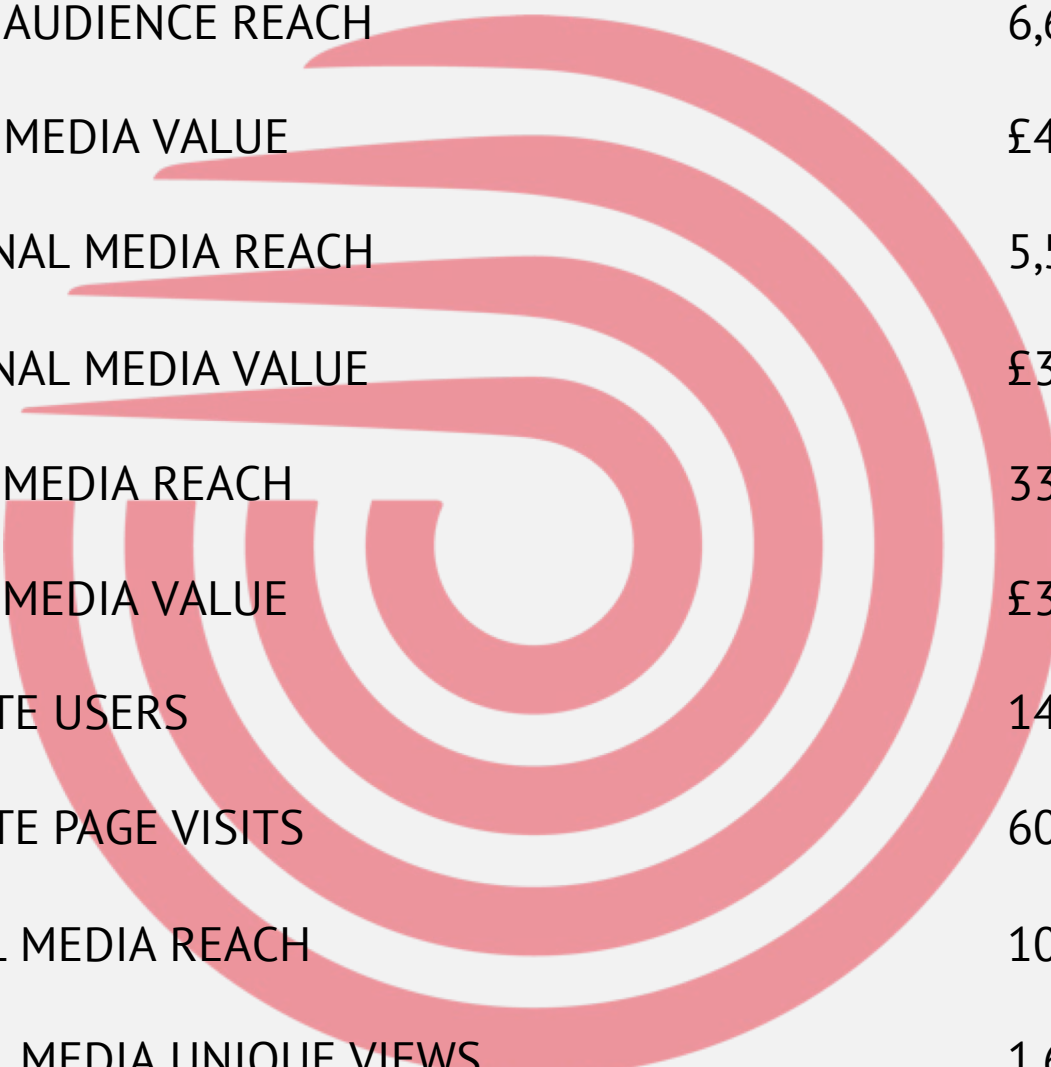
www.britishrallychampionship.co.uk



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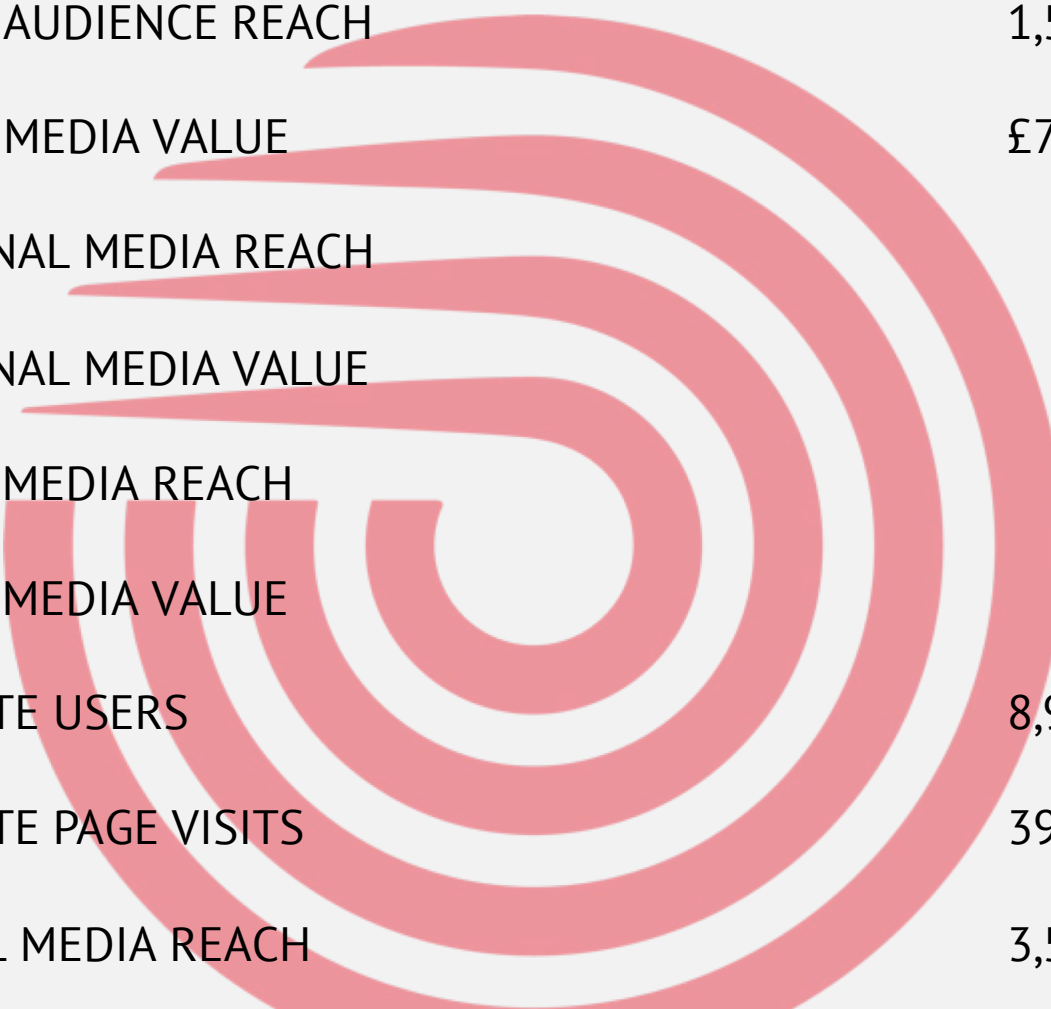
VISIT CONWAY CAMBRIAN RALLY



TOTAL AUDIENCE REACH	6,600,000
TOTAL MEDIA VALUE	£456,350
NATIONAL MEDIA REACH	5,580,000
NATIONAL MEDIA VALUE	£360,380
LOCAL MEDIA REACH	333,560
LOCAL MEDIA VALUE	£39,600
WEBSITE USERS	14,597
WEBSITE PAGE VISITS	60,146
SOCIAL MEDIA REACH	10,100,432
SOCIAL MEDIA UNIQUE VIEWS	1,695,024

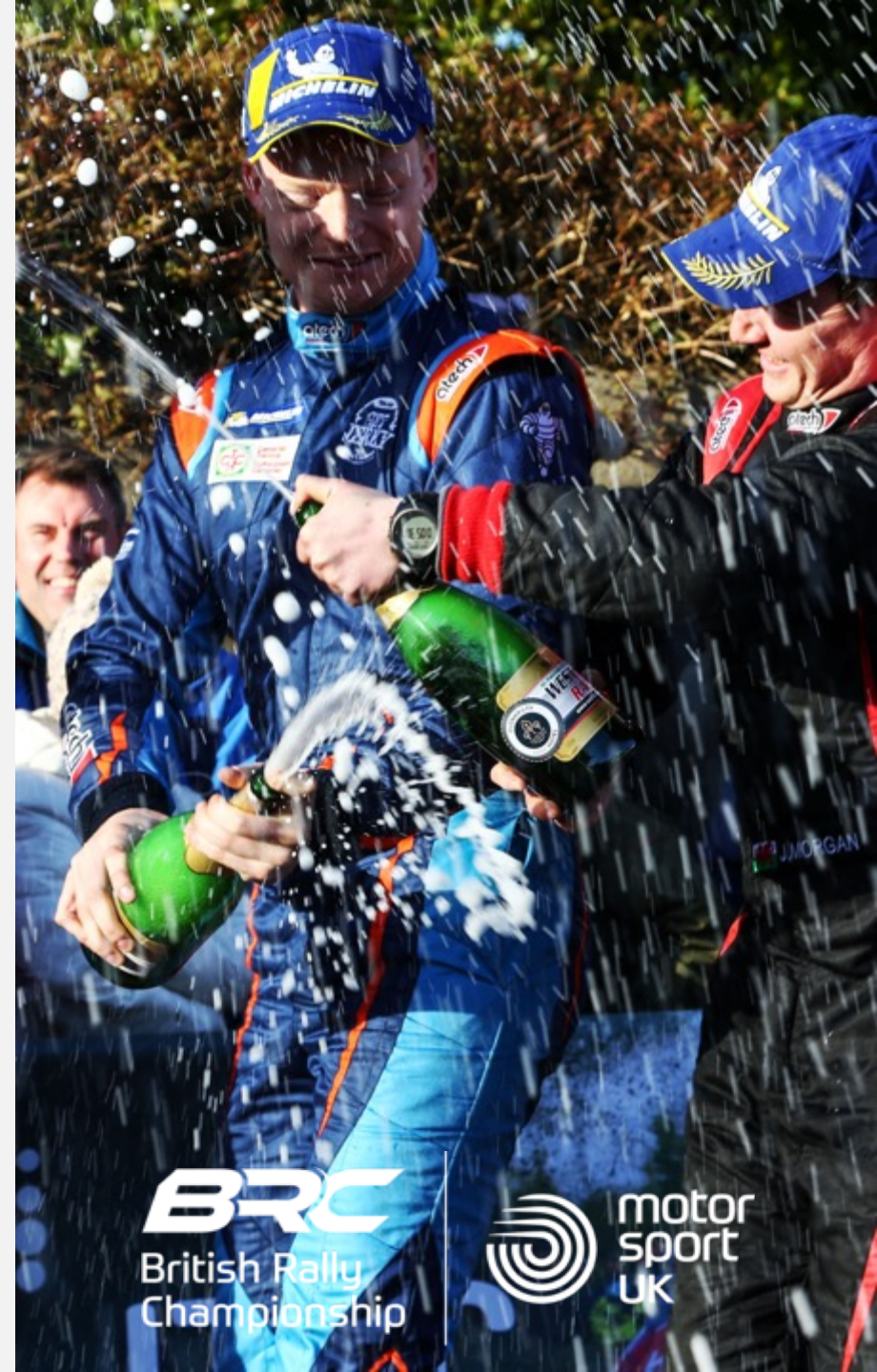


CLONAKILTY PARK HOTEL WEST CORK RALLY



TOTAL AUDIENCE REACH	1,530,000
TOTAL MEDIA VALUE	£78,250
NATIONAL MEDIA REACH	
NATIONAL MEDIA VALUE	
LOCAL MEDIA REACH	
LOCAL MEDIA VALUE	
WEBSITE USERS	8,933
WEBSITE PAGE VISITS	39,516
SOCIAL MEDIA REACH	3,540,083
SOCIAL MEDIA UNIQUE VIEWS	711,280


KANTAR MEDIA DOES NOT MEASURE MEDIA REACH OR VALUE OUTSIDE THE UK



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PIRELLI INTERNATIONAL RALLY




TOTAL AUDIENCE REACH	3,980,000
TOTAL MEDIA VALUE	£124,900
NATIONAL MEDIA REACH	702,910
NATIONAL MEDIA VALUE	£65,150
LOCAL MEDIA REACH	1,650,000
LOCAL MEDIA VALUE	£31,700
WEBSITE USERS	7,004
WEBSITE PAGE VISITS	26,422
SOCIAL MEDIA REACH	3,560,570
SOCIAL MEDIA UNIQUE VIEWS	743,590



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RENTIES YPRES RALLY

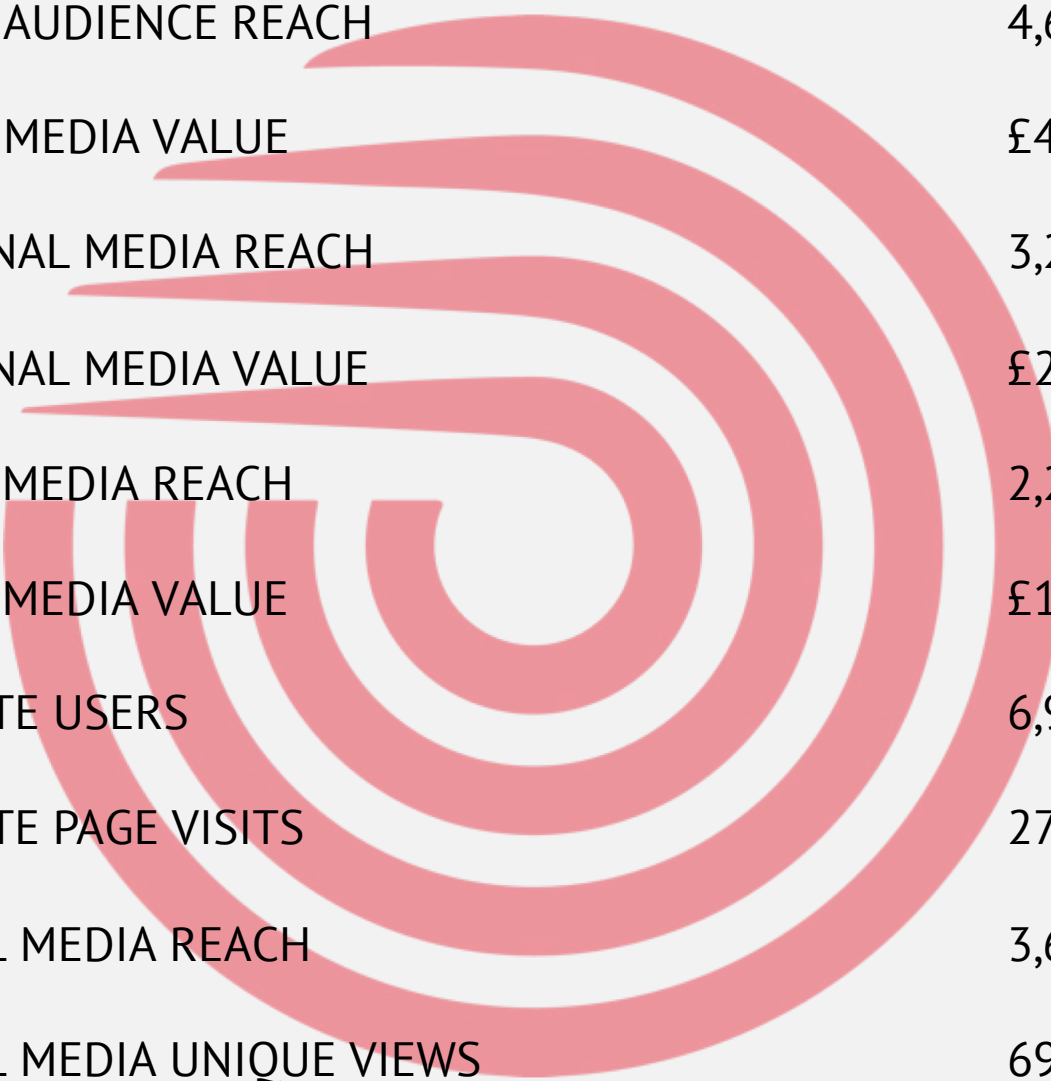


TOTAL AUDIENCE REACH	2,170,000
TOTAL MEDIA VALUE	£189,860
NATIONAL MEDIA REACH	1,910,000
NATIONAL MEDIA VALUE	£153,480
LOCAL MEDIA REACH	
LOCAL MEDIA VALUE	
WEBSITE USERS	5,663
WEBSITE PAGE VISITS	26,470
SOCIAL MEDIA REACH	4,652,887
SOCIAL MEDIA UNIQUE VIEWS	887,843

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TODAY'S ULSTER RALLY



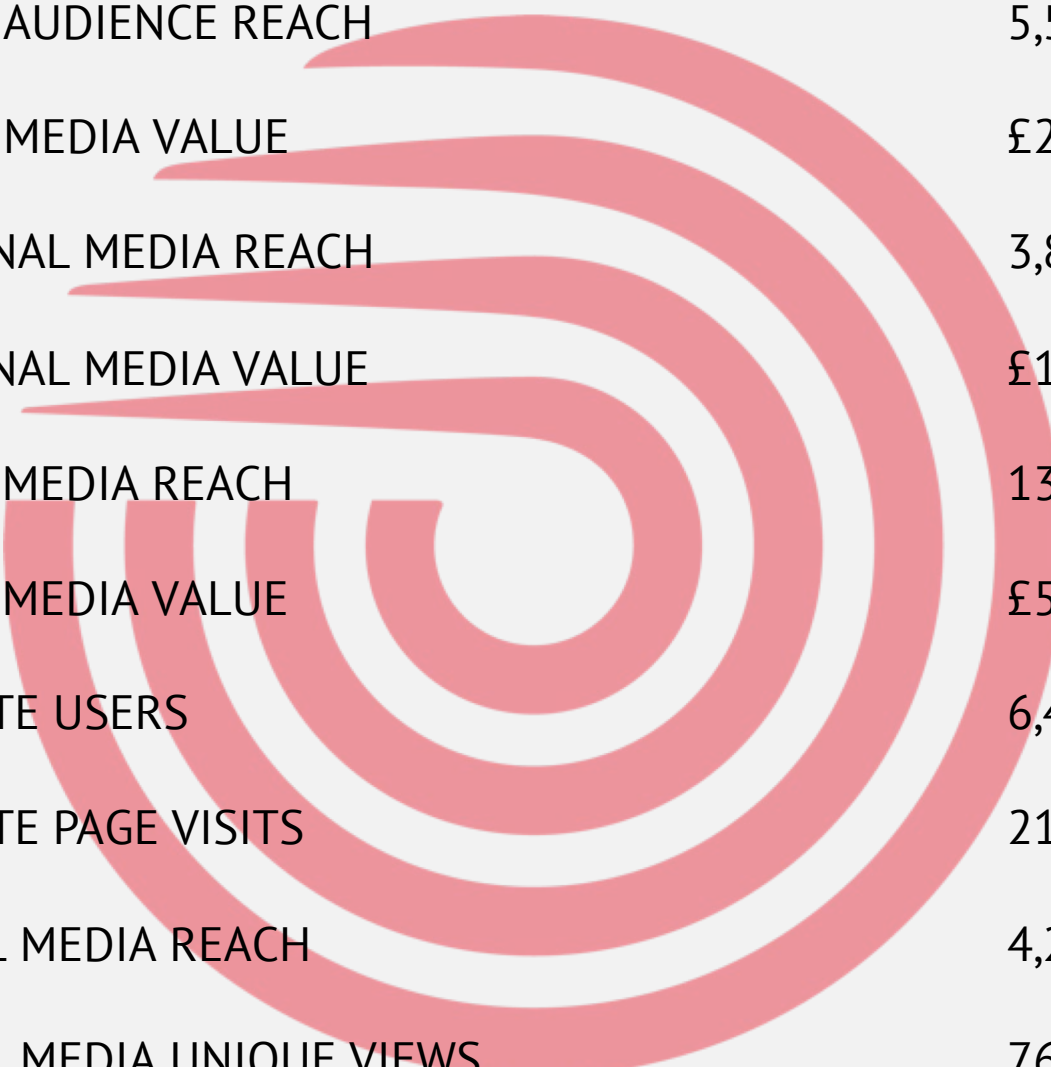
TOTAL AUDIENCE REACH	4,690,000
TOTAL MEDIA VALUE	£414,620
NATIONAL MEDIA REACH	3,220,000
NATIONAL MEDIA VALUE	£202,190
LOCAL MEDIA REACH	2,268,226
LOCAL MEDIA VALUE	£138,188
WEBSITE USERS	6,996
WEBSITE PAGE VISITS	27,620
SOCIAL MEDIA REACH	3,611,744
SOCIAL MEDIA UNIQUE VIEWS	695,577



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ARMSTRONG GROUP GALLOWAY HILLS RALLY



TOTAL AUDIENCE REACH	5,560,000
TOTAL MEDIA VALUE	£246,700
NATIONAL MEDIA REACH	3,850,000
NATIONAL MEDIA VALUE	£150,030
LOCAL MEDIA REACH	130,000
LOCAL MEDIA VALUE	£52,290
WEBSITE USERS	6,486
WEBSITE PAGE VISITS	21,348
SOCIAL MEDIA REACH	4,295,171
SOCIAL MEDIA UNIQUE VIEWS	766,625



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