



Press Release
Le Mans – 14 May 2013

ELMS TV and Web coverage is increasing as the season goes on / Montée en puissance pour la couverture TV et Web de l'ELMS



After the success of the opening round of the 2013 European Le Mans Series at Silverstone last month, the Series can now be seen by even more people in Europe with agreements being reached with broadcasters in Malta, Norway, Sweden and Hungary. This is in addition to the existing European and worldwide coverage announced in April and means that fans of endurance racing will be able to watch the 3 Hours of Imola on Saturday 18 May either on their local TV station or online at www.europeanlemansseries.com

Pan European broadcaster Motors TV will broadcast the first 45 minutes of the race live to the 25 million homes that have subscribed to the channel and then will return for the final 90-minutes for further live coverage. Italian internet broadcaster Sportube will also show the whole race live in Italy.

The 60-minute highlights package will be shown in the Czech Republic, Slovakia, Hungary, Poland, Finland, Germany, Italy, Malta, Norway, Portugal, Sweden, USA, South Africa, Australia, India, Pakistan, Afghanistan, Bhutan, Maldives, New Zealand, Thailand and across Asia and the Middle East. In addition several worldwide broadcasters have agreed to take news feeds to further increase the awareness of the 2013 European Le Mans Series.

TV viewers in 97 territories around the world will have the opportunity to watch the live coverage, the 60-minutes highlights or see coverage via the news or motorsport magazine programmes.

For more information on the 2013 European Le Mans Series visit -

www.europeanlemansseries.com

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*Communiqué de presse
Le Mans – 14 mai 2013*

Montée en puissance de la couverture TV et Web pour l'ELMS

Après le succès de la manche d'ouverture de l'European Le Mans Series à Silverstone le mois dernier, les courses de l'ELMS peuvent désormais être suivies par un plus grand nombre de téléspectateurs en Europe, grâce à de nouveaux accords conclus avec des diffuseurs à Malte, en Norvège, en Suède et en Hongrie. Ces nouveaux réseaux de distribution s'ajoutent à ceux annoncés en avril dernier, et augmentent le nombre de spectateurs qui visionneront les 3 Heures d'Imola samedi 18 mai sur leurs chaînes locales ou en direct live sur www.europeanlemansseries.com.

La chaîne européenne Motors TV retransmettra en direct *live* les 45 premières minutes ainsi que les dernières 90 minutes de la course, atteignant 25 millions de foyers abonnés, pendant que Sportube diffusera la course en direct dans son intégralité sur son site internet en Italie.

Des programmes d'une heure seront par ailleurs diffusés en République Tchèque, en Slovaquie, Hongrie, Pologne, Finlande, Allemagne, Italie, Malte, en Norvège, au Portugal, en Suède, aux États-Unis, en Afrique, Australie, Afghanistan, aux Maldives, au Pakistan, au Bhoutan, en Nouvelle-Zélande, ainsi que dans le Moyen-Orient et en Asie. De plus, plusieurs chaînes mondiales ont accepté de retransmettre des résumés courts, offrant une montée en puissance de téléspectateurs de l'ELMS 2013.

Ainsi, des téléspectateurs dans 97 territoires différents, seront en mesure de suivre les 3 Heures d'Imola en direct, de voir des résumés ou encore de retrouver les moments forts dans des magazines spécialisés.




Retrouvez toutes les informations ELMS 2013 sur www.europeanlemansseries.com



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Territory	Network	Logo	Type of Network	Number of Subscribers/ Households where known	Planned Broadcast (Check local TV listings for broadcast times)
EUROPE					
Europe	Motors TV		Satellite & Cable	25m hh	Live coverage
Czech & Slovak Republic	Sport 5		Satellite & Cable	Waiting for data	Package of 6 x 1 hour highlights
Denmark	Viasat / TV2 Sport		Satellite & Cable	2.5m hh	Package of 6 x 1 hour highlights
Eastern Europe	Sport Klub		Pay TV	1.45m hh in Hungary 4.2m hh in Poland	Package of 6 x 1 hour highlights
Finland	Nelonen		Satellite & Cable	300,000 subscribers	Package of 6 x 1 hour highlights
Germany	Sport1+		Satellite & Cable	Waiting for data	Package of 6 x 1 hour highlights
Germany	Sport1		Satellite & Cable	Waiting for data	Package of 6 x 1 hour highlights
Italy	Sportube		Internet Channel	n/a	Live coverage - repeated through week on Sportube5 and then Sportube OnDemand
Italy	PRS Motomedia		Internet Channel	n/a	Package of 6 x 1 hour highlights
Malta	Melita		Satellite & Cable	Waiting for data	Package of 6 x 1 hour highlights
Norway	Viasat Motor		Satellite & Cable	Waiting for data	Package of 6 x 1 hour highlights
Portugal	SportTV		Satellite & Cable	600,000 subscribers	Package of 6 x 1 hour highlights
Sweden	Viasat Motor		Satellite & Cable	Waiting for data	Package of 6 x 1 hour highlights
Hungary	M2		Terrestrial, Satellite and Digital	3.29m hh	All 5 x ELMS races - 3 minutes of each race in a motorsports programme Mnasz

Hungary	RTL Klub		Terrestrial, Satellite and Digital	3m hh	All 5 x ELMS races - 3 minutes of each race in a motorsports programme 4 Utem
Hungary	Pro4		Terrestrial, Satellite and Digital	1.85m hh	All 5 x ELMS races - 3 minutes of each race in a motorsports programme Supercar
Hungary	Sport 1		Terrestrial, Satellite and Digital	2.3m hh	All 5 x ELMS races - 3 minutes of each race in a motorsports programme Top Speed

AMERICAS					
Brazil	Band Sports		Pay TV	7.5m subscribers	Package of 6 x 1 hour highlights
USA	Speed Channel		Linear channel only	72m subscribers	Package of 6 x 1 hour highlights
MIDDLE EAST & AFRICA					
Pan-Middle East	Orbit Showtime Networks		Satellite & Cable	8-900,000 subscribers	Package of 6 x 1 hour highlights
South Africa	Supersport		Satellite & Cable	3.5m subscribers	Package of 6 x 1 hour highlights
ASIA					
Australia	Speed Channel		Satellite & Cable	Waiting for data	Package of 6 x 1 hour highlights
India/Pakistan/ Afghanistan/ Bhutan/Maldives	Ten Sports Taj TV		Satellite & Cable	60m subscribers	Package of 6 x 1 hour highlights
New Zealand	SKY Network		Satellite & Cable	658,000 subscribers	Package of 6 x 1 hour highlights
Thailand	Grand Prix Channel		Satellite & Cable	Waiting for data	Package of 6 x 1 hour highlights
Pan-Asia	FIC (formerly ESPN Star Sports)		Satellite & Cable	173m hh	Package of 6 x 1 hour highlights
WORLDWIDE					
Worldwide	Eurovision		All TV forms		News coverage
Worldwide	SNTV		All TV forms		News coverage
Worldwide	Motorsport Mundial		All TV forms	140m hh	Clip use in motorsport magazine show
Worldwide	Max Power		All TV forms	520m hh	Clip use in motorsport magazine show
Worldwide	Planet Speed		All TV forms	230m hh	Clip use in motorsport magazine show
Worldwide	Omnisport		All TV forms	see below	News coverage
RADIO					
Worldwide	Radio Le Mans		Radio and English language internet		Live internet radio coverage

* Omnisport Territories Include:	Andorra, Argentina, Australia, Austria, Belgium, Benin, Brazil, Burkina Faso, Canada, Caribbean, Central America, Chile, Colombia, Costa Rica, Cyprus, Denmark, Dominican Republic, East Timor, Ecuador, El Salvador, Finland, France, Germany, Ghana, Greece, Guatemala, Honduras, Hong Kong, Iceland, India, Indonesia, Ireland, Italy, Ivory Coast, Luxembourg, Macau, Malaysia, Mali, Mexico, Middle East, Morocco, Netherlands, Nicaragua, Nigeria, Norway, Panama, Pan Europe, Papua New Guinea, Peru, Portugal, Puerto Rico, Singapore, Slovenia, Spain, Sub Saharan Africa, Sweden, Thailand, UK, United Arab Emirates, Uruguay, USA, Venezuela, Vietnam, West Africa
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