

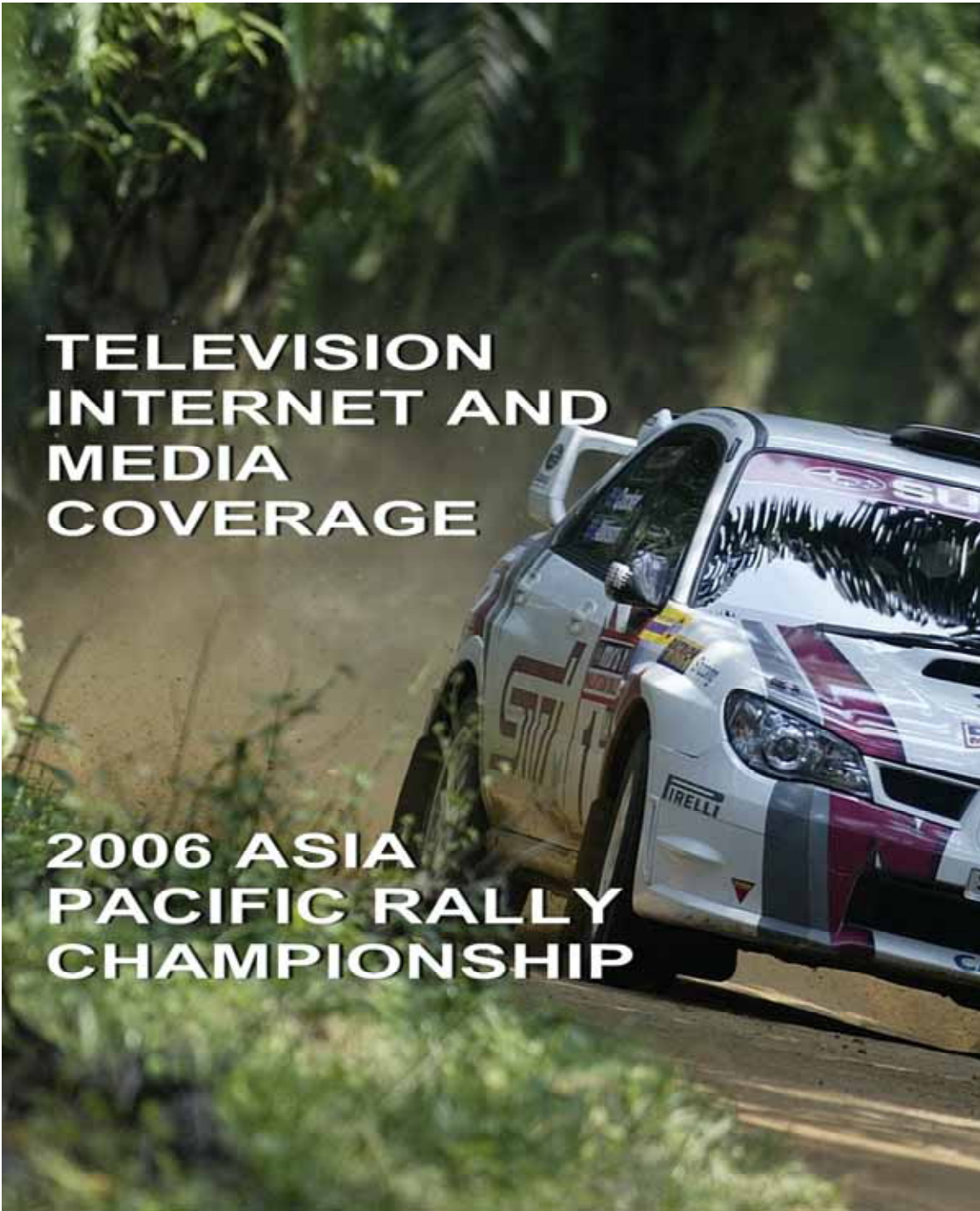


06 FIA
ASIA-PACIFIC
RALLY
CHAMPIONSHIP



**TELEVISION
INTERNET AND
MEDIA
COVERAGE**

**2006 ASIA
PACIFIC RALLY
CHAMPIONSHIP**





TELEVISION, INTERNET AND MEDIA COVERAGE OF THE 2006 APRC

In 2006 television and internet media coverage of the Asia Pacific Rally Championship grew in size, frequency and quality. New methods for distribution of video footage via the internet means broadcasters are receiving high quality moving pictures within a few hours of the event. The news is current and therefore there is a greater uptake by generic news and sports shows.

Increased distribution has lifted the annual TV audience to a projected 85.5 million viewers (0.56% of total potential) and to a wider television demographic.

The following pages detail the countries **where APRC TV was broadcast, the duration and potential advertising values**, calculated on the basis of a rally team or competitor in the top five.....more information **Page 4-6**

The **weekly TV series Rally World** continues to be the APRC's main international television outlet with events receiving 15-20 minutes coverage over 2-3 episodes. Rally World is **distributed worldwide** (broadcasters and screen-values Page 4) and features the APRC alongside coverage of the World Rally Championship. The series is available as **streaming video** on the Rally-Live.com website and in 2007 Rally World will be broadcast in Asia by ESPN STAR Sports.More information **Page 7**

APRC television coverage in Asia has increased significantly with news highlights coverage on ESPN STAR Sports, AXN Samsung Sports, Malaysian Airlines, China **Airlines** and Dragon Air. Multiple broadcasters in **China and Indonesia** air over **5+ hours** of coverage each year, plus repeats and season reviews...More information **Page 8-9**

Distribution via the internet as **Streaming Video and Mobile Phone** download is increasing rapidly and opening up a whole new audience of younger fans, with Japan the most exciting potential for 2007.....**Page 10-11**

- Sample Websites.....page 12-13**
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- Further information and Contact details.....page 17**



TELEVISION DISTRIBUTION AND SCREEN VALUE – BY TEAM

The following pages list the international television coverage for the 2006 APRC, based on the TV/internet coverage received by a competitor in the top five.

Audience and Screen-value details:

- *Number of TV/internet viewers is calculated by adding each broadcasters potential audience – a total of 2.18 billion viewers per event.*
- *97% of APRC TV coverage is broadcast on multi-country satellite/cable broadcasters, with many also providing On-Demand internet downloads.*
- *On current ratings for satellite/cable television a realistic actual audience is 0.56% of the total potential (from a 2-month average audience of 5 Sports channels) and based on TV/internet coverage from 7 events the total projected viewers is 85,570,367.*
- *Screen-time is based on adding all TV programming from the smallest news items (2 minutes or longer) to full length programming.*
- *Globally there is 455 hours of television screened per year (an average 2.27 hours per country), with a team in the top five calculated to receive 5% (measured from sample tv programming) of that coverage or 22 hours globally, with a potential advertising value of US\$778,000.*
- *Advertising values are based on an average rate-card value for that region or country, for 1-minute of TV commercial time -US\$589/minute.*
- *For satellite networks (ESPN STAR Sports, AXN Asia, Eurosport World) the broadcasters advertising rate is averaged across the network, using a base rate of \$250/minute per country as most advertising packages extend across the whole network.*

- **THEREFORE FOR SEVEN EVENTS IN 2006**
- **POTENTIAL ADVERTISING VALUE: US\$778,160 for top 5 team**
- **TV AUDIENCE (0.56% OF POTENTIAL): 85,570,367 viewers**

WRC - RALLY WORLD

Footage and script supplied after each event
 Average duration 15 minutes per event including previews and special features
 Multiple airings per channels - assuming minimum of 2 times including 1x peak-time
 Number of programmes includes, Event Previews, Reports, Season Review and Special Feature stories
 Ratecard values averaged for multiple-country satellite broadcasters
 Exposure for driver/team based on completing each event in top 5.

		TELEVISION BROADCASTER	AVERAGE DURATION PER PROGRAMME	NUMBER OF APRC PROGRAMMES	TOTAL DURATION FOR SEASON	EXPOSURE DURATION FOR TOP FIVE TEAM	RATECARD US\$/MIN	TOTAL EXPOSURE VALUE FOR TOP FIVE TEAM
Global Website	50,000	Rally-Live.com	12	10	120	6	\$1,500	\$9,000
Mexico	4,971,683	ESPN Latin America	12	20	240	12	\$500	\$6,000
Argentina/Paraguay/Uruguay	8,607,079	ESPN Latin America	12	20	240	12	\$500	\$6,000
Brazil	4,635,638	ESPN Latin America	12	20	240	12	\$500	\$6,000
Trinidad & Tobago		ESPN Latin America	12	20	240	12	\$250	\$3,000
Costa Rica		ESPN Latin America	12	20	240	12	\$250	\$3,000
El Salvador		ESPN Latin America	12	20	240	12	\$250	\$3,000
Guatemala		ESPN Latin America	12	20	240	12	\$250	\$3,000
Honduras		ESPN Latin America	12	20	240	12	\$250	\$3,000
Bahamas		ESPN Latin America	12	20	240	12	\$250	\$3,000
Barbados		ESPN Latin America	12	20	240	12	\$250	\$3,000
Bermuda		ESPN Latin America	12	20	240	12	\$250	\$3,000
Cuba		ESPN Latin America	12	20	240	12	\$250	\$3,000
Dominican Republic		ESPN Latin America	12	20	240	12	\$250	\$3,000
Nicaragua		ESPN Latin America	12	20	240	12	\$250	\$3,000
Panama		ESPN Latin America	12	20	240	12	\$250	\$3,000
Bolivia		ESPN Latin America	12	20	240	12	\$250	\$3,000
Chile		ESPN Latin America	12	20	240	12	\$250	\$3,000
Colombia		ESPN Latin America	12	20	240	12	\$250	\$3,000
Ecuador		ESPN Latin America	12	20	240	12	\$250	\$3,000
Paraguay		ESPN Latin America	12	20	240	12	\$250	\$3,000
Peru		ESPN Latin America	12	20	240	12	\$250	\$3,000
Venezuela		ESPN Latin America	12	20	240	12	\$250	\$3,000
	21,463,000	ESPN Misc Latin Am	12	20	240	12	\$0	\$0
Azerbaijan,		Drive TV - Russia	12	20	240	12	\$100	\$1,200
Armenia,		Drive TV - Russia	12	20	240	12	\$100	\$1,200
Estonia		Drive TV - Russia	12	20	240	12	\$100	\$1,200
Georgia,		Drive TV - Russia	12	20	240	12	\$100	\$1,200
Kazakhstan		Drive TV - Russia	12	20	240	12	\$100	\$1,200
Kyrgyzstan		Drive TV - Russia	12	20	240	12	\$100	\$1,200
Latvia		Drive TV - Russia	12	20	240	12	\$100	\$1,200
Lithuania		Drive TV - Russia	12	20	240	12	\$100	\$1,200
Moldova		Drive TV - Russia	12	20	240	12	\$100	\$1,200
Federation		Drive TV - Russia	12	20	240	12	\$100	\$1,200
Tajikistan		Drive TV - Russia	12	20	240	12	\$100	\$1,200
Ukraine		Drive TV - Russia	12	20	240	12	\$100	\$1,200
Uzbekistan		Drive TV - Russia	12	20	240	12	\$100	\$1,200
	100,000	Drive TV - Russia	12	20	240	12	\$1,500	\$18,000
Russian		RTR	12	20	240	12	\$1,500	\$18,000
Greece	180,000	Star	12	20	240	12	\$1,500	\$18,000
PORTUGAL	230,000	Sport TV	12	20	240	12	\$2,000	\$24,000
Saudi Arabia		ART-TV Middle East	12	20	240	12	\$250	\$3,000
Yemen		ART-TV Middle East	12	20	240	12	\$250	\$3,000
Oman		ART-TV Middle East	12	20	240	12	\$250	\$3,000
Qatar		ART-TV Middle East	12	20	240	12	\$250	\$3,000
UAE		ART-TV Middle East	12	20	240	12	\$250	\$3,000
Bahrain		ART-TV Middle East	12	20	240	12	\$250	\$3,000
Kuwait		ART-TV Middle East	12	20	240	12	\$250	\$3,000
Iraq		ART-TV Middle East	12	20	240	12	\$250	\$3,000
Iran		ART-TV Middle East	12	20	240	12	\$250	\$3,000
Syria		ART-TV Middle East	12	20	240	12	\$250	\$3,000
Lebanon		ART-TV Middle East	12	20	240	12	\$250	\$3,000
Jordan		ART-TV Middle East	12	20	240	12	\$250	\$3,000
Palestinian		ART-TV Middle East	12	20	240	12	\$250	\$3,000
Egypt,		ART-TV Middle East	12	20	240	12	\$250	\$3,000
Libya		ART-TV Middle East	12	20	240	12	\$250	\$3,000
Sudan		ART-TV Middle East	12	20	240	12	\$250	\$3,000
Tunisia		ART-TV Middle East	12	20	240	12	\$250	\$3,000
Algeria		ART-TV Middle East	12	20	240	12	\$250	\$3,000
Morocco		ART-TV Middle East	12	20	240	12	\$250	\$3,000
	750,000	ART-TV Middle East	12	20	240	12	\$0	\$0
India	12,000,000	TAJ TV	12	20	240	12	\$1,200	\$14,400
Pakistan	2,300,000	TAJ TV	12	20	240	12	\$500	\$6,000
Bangladesh	900,000	TAJ TV	12	20	240	12	\$500	\$6,000
Middle East	50,000	TAJ TV	12	20	240	12	\$500	\$6,000
Hong Kong	10,000	TAJ TV	12	20	240	12	\$500	\$6,000
Thailand	1,420,000	UBC	12	20	240	12	\$1,500	\$18,000
New Zealand	619,168	SKY Sports	12	20	240	12	\$1,500	\$18,000
	58,286,568		804	1,330	15,960	798	373	\$291,000
POTENTIAL VIEWERS PER AIRING							(average value)	

GLOBAL BROADCASTERS: NEWS-HIGHLIGHTS AND PROGRAMMING

Multiple airings per channels - assuming minimum of 2 times including 1x peak-time,
 Number of programmes includes, Event Previews, Reports, Season Review and Special Feature stories
 Ratecard values averaged for multiple-country satellite broadcasters
 Exposure for driver/team based on completing each event in top 5.
 Some Channels such as ESPN STAR Sports air APRC programming in several different Sports programmes

		TELEVISION BROADCASTER	AVERAGE DURATION PER PROGRAMME	NUMBER OF APRC PROGRAMMES	TOTAL DURATION FOR SEASON	EXPOSURE DURATION FOR TOP FIVE TEAM	RATECARD US\$/MIN	TOTAL EXPOSURE VALUE FOR TOP FIVE TEAM
Australia	1,000,000	Fox Sports	72	2	144	7	\$2,500	\$18,000
Australia	50,000	Southern Cross-Tasme	48	2	96	5	\$750	\$3,600
Australia	3,000,000	Channel 10 (Host b'cast)	48	1	48	2	\$2,500	\$6,000
Australia		EuroSport World	48	2	96	5	\$250	\$1,200
Latin America	21,463,000	ESPN Misc	24	2	48	2	\$2,000	\$4,800
Pan-Asia	10,140,000	ESPN Misc	24	2	48	2	\$2,000	\$4,800
Uruguay	8,607,079	ESPN Latin America	48	2	96	5	\$2,500	\$12,000
Asia	37,000,000	AXN Samsung Sports						
Asia-Pacific	12,000,000	Eurosport World						
Bangladesh	5,000,000	TAJ TV	48	2	96	5	\$500	\$2,400
Bangladesh		AXN Samsung Sports	2	6	12	1	\$250	\$150
Bangladesh	288,000	ESPN STAR Sports	36	2	72	4	\$250	\$900
Brunei	22,284	ESPN STAR Sports	36	2	72	4	\$250	\$900
Brunei		AXN Samsung Sport	2	6	12	1	\$250	\$150
Belgium	103,000	RaceWorld TV	48	2	96	5	\$250	\$1,200
Brazil	4,635,638	ESPN Latin America	24	2	48	2	\$2,500	\$6,000
Cambodia	3,206	ESPN Asia	24	2	48	2	\$250	\$600
Cambodia	3,206	ESPN STAR Sports	36	2	72	4	\$250	\$900
Cambodia		AXN Samsung Sport	2	6	12	1	\$250	\$150
Canada	450,000	TVA	24	2	48	2	\$2,000	\$4,800
China	200,000,000	Guangdong TV	24	10	240	12	\$1,500	\$18,000
China	32,000,000	Zhejiang TV	24	10	240	12	\$1,000	\$12,000
China	62,000,000	Hu Bei TV	24	10	240	12	\$1,000	\$12,000
China	15,000,000	ShanXi TV	24	10	240	12	\$1,000	\$12,000
China	24,000,000	ChongQing TV	24	10	240	12	\$1,000	\$12,000
China	12,000,000	Guizhou TV	24	10	240	12	\$1,000	\$12,000
China	10,000,000	Yunnan TV	24	10	240	12	\$1,000	\$12,000
China	22,000,000	Fujian TV	24	10	240	12	\$1,000	\$12,000
China	15,000,000	Shanghai TV	24	10	240	12	\$1,000	\$12,000
China	12,000,000	Dragon TV	5	14	70	4	\$1,000	\$3,500
China	200,000,000	CCTV-5 (Host b'cast)	48	1	48	2	\$2,500	\$6,000
China	87,637,000	ESPN Asia	24	2	48	2	\$250	\$600
China	19,777,100	ESPN STAR Sports	36	2	72	4	\$250	\$900
China		AXN Samsung Sports	2	6	12	1	\$250	\$150
China Airlines	300,000	In-flight Entertainment	30	1	30	2	\$2,000	\$3,000
Denmark	100,000	RaceWorld TV	48	2	96	5	\$250	\$1,200
Dragon Air	140,000	In-flight Entertainment	30	1	30	2	\$1,000	\$1,500
Dubai	1,000,000	Dubai Sports Channel	24	2	48	2	\$1,000	\$2,400
Europe	3,000,000	Prime-Time Sports	24	2	48	2	\$3,000	\$7,200
Finland	100,000	RaceWorld TV	48	2	96	5	\$250	\$1,200
Finland	500,000	YLE2	12	2	24	1	\$2,000	\$2,400
France	750,000	RaceWorld TV	48	2	96	5	\$250	\$1,200
Germany	50,000	RaceWorld TV	48	2	96	5	\$250	\$1,200
Holland	1,500,000	RaceWorld TV	48	2	96	5	\$250	\$1,200
Hong Kong	1,000,000	TAJ TV	48	2	96	5	\$500	\$2,400
Hong Kong	411,633	ESPN Asia	24	2	48	2	\$800	\$1,920
Hong Kong	436,082	ESPN STAR Sports	36	2	72	4	\$250	\$900
Hong Kong		AXN Samsung Sports	2	6	12	1	\$250	\$150
Hong Kong		EuroSport World	48	2	96	5	\$250	\$1,200
Hungary	800,000	RTL	12	8	96	5	\$1,500	\$7,200
Hungary	150,000	SportKlub	12	8	96	5	\$1,500	\$7,200
Hungary	180,000	Halozat TV	12	8	96	5	\$1,500	\$7,200
India	3,000,000	Various News	5	6	30	2	\$2,000	\$3,000
India	18,000,000	TAJ TV	48	2	96	5	\$1,200	\$5,760
India	27,792,000	ESPN India	24	2	48	2	\$2,000	\$4,800
India	26,503,000	ESPN STAR Sports	36	2	72	4	\$250	\$900
India		EuroSport World	48	2	96	5	\$250	\$1,200
Indonesia	28,000,000	Metro TV (host b'caste)	72	8	576	29	\$1,200	\$34,560
Indonesia	8,000,000	TV7	24	8	192	10	\$1,000	\$9,600
Indonesia	8,000,000	Kabelvision	5	6	30	2	\$2,000	\$3,000
Indonesia	5,000,000	AN-TV	5	6	30	2	\$2,000	\$3,000
Indonesia	2,000,000	Makkassar TV	48	1	48	2	\$1,000	\$2,400
Indonesia	184,621	ESPN Asia	24	2	48	2	\$250	\$600
Indonesia	1,070,582	ESPN STAR Sports	36	2	72	4	\$250	\$900
Indonesia,		AXN Samsung Sports						
Japan	4,969,510	ESPN Spt1	24	2	48	2	\$2,000	\$4,800
Japan		AXN Samsung Sport	2	6	12	1	\$250	\$150
Laos	1,760,000	ESPN STAR Sports	36	2	72	4	\$250	\$900
Macau	6,708	ESPN STAR Sports	36	2	72	4	\$250	\$900
Macau	4,897	ESPN Asia	24	2	48	2	\$250	\$600
Macau		AXN Samsung Sports	2	6	12	1	\$250	\$150
Malaysia		AXN Samsung Sport	2	6	12	1	\$250	\$150
Malaysia		EuroSport World	48	2	96	5	\$250	\$1,200
Malaysia	1,450,149	Astro	48	2	96	5	\$1,000	\$4,800
Malaysia	1,457,625	ESPN Asia	24	2	48	2	\$250	\$600
Malaysia,	1,450,149	ESPN STAR Sports	36	2	72	4	\$250	\$900
Malaysia	2,500,000	TV3 (Host b'caster)	48	1	48	2	\$2,000	\$4,800
Malaysia Airlines	300,000	In-flight Entertainment	30	1	30	2	\$2,500	\$3,750
Maldives		AXN Samsung Sport	2	6	12	1	\$250	\$150

Maldives,	10,000	ESPN STAR Sports	36	2	72	4	\$250	\$900	
Mexico	4,971,683	ESPN Latin America	24	2	48	2	\$1,800	\$4,320	
Middle East	12,000,000	TAJ TV	48	2	96	5	\$500	\$2,400	
Middle East	1,230,000	Gear One Middle East	24	2	48	2	\$1,500	\$3,600	
Mongolia		AXN Samsung Sports	2	6	12	1	\$250	\$150	
Mongolia	88,365	ESPN STAR Sports	36	2	72	4	\$250	\$900	
Myanmar	1,920,000	ESPN Asia	24	2	48	2	\$250	\$600	
Myanmar	1,920,000	ESPN STAR Sports	36	2	72	4	\$250	\$900	
New Zealand	540,000	SKY Sports	24	2	48	2	\$1,500	\$3,600	
New Zealand	1,200,000	TVNZ (Host B'cast)	48	1	48	2	\$2,000	\$4,800	
New Zealand		EuroSport World	48	2	96	5	\$250	\$1,200	
New Caledonia	50,000	RFO (Host B'caster)	48	1	48	2	\$1,000	\$2,400	
New Caledonia	6,727	ESPN STAR Sports	36	2	72	4	\$250	\$900	
Nepal		AXN Samsung Sport	2	6	12	1	\$250	\$150	
Nepal	16,000	ESPN STAR Sports	36	2	72	4	\$250	\$900	
Norway	750,000	RaceWorld TV	48	2	96	5	\$250	\$1,200	
Oceania	13,520,000	ESPN	24	2	48	2	\$2,000	\$4,800	
Pakistan	12,000,000	TAJ TV	48	2	96	5	\$500	\$2,400	
Pakistan	1,300,000	ESPN India	24	2	48	2	\$250	\$600	
Pakistan	1,300,000	ESPN STAR Sports	36	2	72	4	\$250	\$900	
Pakistan		AXN Samsung Sport	2	6	12	1	\$250	\$150	
Papua New Guinea		AXN Samsung Sports	2	6	12	1	\$250	\$150	
Papua New Guinea,	10,000	ESPN STAR Sports	36	2	72	4	\$250	\$900	
Philippines	944,984	ESPN Phill	24	2	48	2	\$250	\$600	
Philippines	944,984	ESPN STAR Sports	36	2	72	4	\$250	\$900	
Philippines		AXN Samsung Sports	2	6	12	1	\$250	\$150	
Poland	100,000	RaceWorld TV	48	2	96	5	\$250	\$1,200	
Portugal	230,000	RaceWorld TV	48	2	96	5	\$250	\$1,200	
Russia	18,000,000	TV Russia	24	2	48	2	\$1,500	\$3,600	
Russia	100,000	Drive TV	24	2	48	2	\$2,000	\$4,800	
Satellite News -191 cou	948,372,281	SN-TV	0.5	20	10	1	\$30,000	\$15,000	
Saudi Arabia	31,000	KSA	24	2	48	2	\$1,500	\$3,600	
Scandanavia	700,000	Canal + Sport	24	2	48	2	\$3,000	\$7,200	
Singapore	3,400,000	Starhub Singapore	24	2	48	2	\$1,000	\$2,400	
Singapore	295,377	ESPN Asia	24	2	48	2	\$250	\$600	
Singapore	295,377	ESPN STAR Sports	36	2	72	4	\$250	\$900	
Singapore		AXN Samsung Sport	2	6	12	1	\$250	\$150	
Singapore		EuroSport World	48	2	96	5	\$250	\$1,200	
South Korea	4,513,500	ESPN MBC	24	2	48	2	\$250	\$600	
South Korea	4,403,450	ESPN STAR Sports	36	2	72	4	\$250	\$900	
South Korea		AXN Samsung Sports	2	6	12	1	\$250	\$150	
Spain	80,000	RaceWorld TV	48	2	96	5	\$250	\$1,200	
Sri Lanka	21,350	ESPN	24	2	48	2	\$250	\$600	
Sri Lanka	624,400	ESPN STAR Sports	36	2	72	4	\$250	\$900	
Sri Lanka		AXN Samsung Sport	2	6	12	1	\$250	\$150	
Sweden	180,000	RaceWorld TV	48	2	96	5	\$250	\$1,200	
Sweden	1,000,000	SportExpressen	24	2	48	2	\$1,500	\$3,600	
Switzerland	230,000	RaceWorld TV	48	2	96	5	\$250	\$1,200	
Taiwan	5,785,000	ESPN Taiwan	24	2	48	2	\$250	\$600	
Taiwan		AXN Samsung Sport	2	6	12	1	\$250	\$150	
Taiwan	5,785,000	ESPN STAR Sports	36	2	72	4	\$250	\$900	
Thailand	514,110	ESPN Asia	24	2	48	2	\$250	\$600	
Thailand	379,849	ESPN STAR Sports	36	2	72	4	\$250	\$900	
Thailand	15,400,000	UBC	24	2	48	2	\$2,000	\$4,800	
Thailand	18,000,000	ITV	24	2	48	2	\$1,000	\$2,400	
Thailand		AXN Samsung Sports	2	6	12	1	\$250	\$150	
Thailand		EuroSport World	48	2	96	5	\$250	\$1,200	
United Kingdom	12,000,000	SKY TV	48	2	96	5	\$2,500	\$12,000	
United Kingdom	17,500,000	Channel 5	24	2	48	2	\$2,000	\$4,800	
United Kingdom	1,000,000	BT Broadband	24	2	48	2	\$1,000	\$2,400	
United Kingdom	10,000	Revs.TV	24	2	48	2	\$500	\$1,200	
United Kingdom	8,530,000	SKY Sports	24	2	48	2	\$2,000	\$4,800	
United Kingdom	10,000	Home-Choice	24	2	48	2	\$500	\$1,200	
United Kingdom	350,000	RaceWorld TV	48	2	96	5	\$250	\$1,200	
UK & Eire	17,500,000	Channel 5	24	2	48	2	\$2,000	\$4,800	
UK & Eire	11,000,000	ITV Men and Motors	24	2	48	2	\$1,500	\$3,600	
United States	6,500,000	Speed Channel	24	2	48	2	\$2,500	\$6,000	
Uruguay	3,000	Teveo 5	24	2	48	2	\$500	\$1,200	
Vietnam	8,054	ESPN Asia	24	2	48	2	\$250	\$600	
Vietnam	10,000	ESPN STAR Sports	36	2	72	4	\$250	\$900	
	2,124,630,960	Global Broadcasters	4,181		503	10,784	539	1,051	\$487,160
	58,286,568	Rally World TV series							
	2,182,917,528	Total potential			Total TV minutes	26,744	1,337	mins per team	\$778,160
	85,570,367	0.56 of potential x 7 events			Total TV hours	446	22	hours per team	Advertising Value per team

Rally World

TV SERIES

Coverage of the Asia Pacific Rally Championship is screened worldwide on the Rally World TV series and available in the countries listed below. In addition Rally World is available as on-demand streaming video on the [Rally-Live website](#) (video download is subscription based). Rally World is screened by the following broadcasters:

ASIA: TAJ-TV Sports channel based in Dubai and broadcasting to India, Pakistan, Bangladesh, Sri Lanka, Maldives, Bhutan, Hong Kong and Middle East with a potential audience of 100 million.



ASIA: Indonesia (Jak-TV) and Thailand (UBC)



EUROPE: France, Greece, Portugal, Russia, Azerbaijan, Armenia, Belarus, Estonia, Georgia, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Moldova, Tajikistan, Ukraine, Turkmenistan, Uzbekistan.

ART-TV MIDDLE EAST: Saudi Arabia, Yemen, Oman, the UAE, Qatar, Bahrain, Kuwait, Iraq, Iran, , Syria, Lebanon, Jordan, The Palestinian Territories, Egypt, Sudan, Libya, Tunisia, Algeria, Morocco, Mauritania, Djibouti and Somalia.



ESPN SOUTH AMERICA: Argentina, Brazil, Bolivia, Chile, Colombia, Ecuador, Falkland Islands, French Guiana, Paraguay, Peru, Uruguay, Venezuela, Bahamas, Barbados, Bermuda, Bonaire, British Virgin Islands, Cayman Islands, Cuba, Curacao, Dominica, Dominican Republic, Grenada, Guadeloupe, Guyana, Haiti, Jamaica, Trinidad & Tobago, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama.





INTERNATIONAL TELEVISION

WORLDWIDE NEWS: Sports News TV (SN-TV) satellite service is part of the TWI news group, syndicating sports news and footage to broadcasters worldwide, via their London based news centre. From each APRC event SN-TV distribute a 2-minute news preview and a news review, with results and brief script. Broadcasters all over the Asia-Pacific area receive APRC TV news via this service and use it in their news and sports programmes. Broadcasters include **ESPN STAR Sports, Channel News Asia, BBC World, CNN**. More information www.sntv.com and see worldwide distribution page 13.



ASIA: ESPN STAR Sports : 'Engine Bay' TV series, Monday nights 2230, Broadcast reports on each event, season highlights plus features. Attended Rally of Malaysia, where producer was taken for a ride in Cody Crockers rally car – APRC TV supplied in-car footage of the ride.



ASIA: AXN Samsung Sports World, general sports show and included various APRC events reports, season highlights and features.



ASIA: Eurosport World, with distribution across Asia and the Pacific, Eurosport will air the one-hour season review.



ASIA: Airline In-flight entertainment: A 30-minute highlights programme is available in the following airlines inflight entertainment systems.



AUSTRALIA: FoxSports, Southern Cross, Tasmania. EuroSport World broadcast one-hour Season Highlights.



CHINA: Each APRC event is attended by a TV production team, from Guangdong-TV, Guangzhou who produce a half-hour programme of each APRC rally. The GD-TV team is supplied action footage (including in-car camera) by APRC.TV. Each half-hour programme is broadcast by the following TV stations in China: **Guangdong TV, Zhejiang TV, Hu Bei TV, ShanXi TV, ChongQing TV, Guizhou TV, Yunnan TV, Fujian TV, Shanghai TV**

Guangdong Satellite TV broadcasts throughout China, to 152080 homes. The motors sport programme "Speed of Passion" has a rating of 1.1% and an average audience of 6 million people, aired 23:00 hours Tuesday.



CCTV-5 aired the China Rally (48-minutes) and other APRC highlights throughout China 1 week after the event.

INDIA, PAKISTAN, SRI LANKA, BANGALDESH, MIDDLE EAST AND HONG KONG Ten Sports broadcast Rally World series and APRC One- Season Review



INDONESIA: Distribution by Bloedus Ltd, to **Metro TV, TV7, Kabelvision:** news highlights after each event, 13 episode half-hour TV series and distribution of one-hour Season Highlights.



STREAMING VIDEO AND MOBILE PHONES



Google Video is a comprehensive index of free and paid, user-generated and professional video content. Google Video makes it easy for users to discover, watch and share videos – on demand.

Samples downloads:

<http://video.google.com/videoplay?docid=-9085998011015868288>

<http://video.google.com/videoplay?docid=-3959002916409414957>

<http://video.google.com/videoplay?docid=-3506725396123282887&q=Asia+Pacific+Rally+Championship>

THE 5TH ROUND OF THE **ASIA PACIFIC RALLY CHAMPIONSHIP** GETS UNDERWAY THIS WEEKEND WITH THE MALAYSIA RALLY , JOHOR BARU. LEADING DRIVER IN THE **CHAMPIONSHIP** IS AUSTRALIAN CODY CROCKER DRIVING A SUBARU IMPREZA.



Akimbo has partnered with producers and distributors of movies and videos from around the world to create the Akimbo Service - a selection of thousands of video programs and all the latest Hollywood movies and classic favorites from Movielink® on the New RCA Akimbo Player.

<http://www.akimbo.com>



Coverage of the Asia Pacific Rally Championship is screened worldwide on the Rally World TV series and available as on-demand streaming video on the Rally-Live.com website (video download is subscription based).

<http://rally.racing-live.com/wrc/en/index.shtml>



One of the biggest gaming sites in China, 92wy.com features video downloads from the APRC and GD-TV . <http://download.92wy.com>



Etisalat has been the telecommunications service provider in the UAE since 1976, and has built up a modern telecom infrastructure and established itself as an innovative and reliable operator. Etisalat stands 140th among the Financial Times Top 500 Corporations in the world in terms of market capitalization, and is ranked by The Middle East magazine as the 6th largest company in the Middle East in terms of capitalization and revenues



GSM Association has described MOBILY as the fastest growing mobile operator in the Middle East & North Africa.



Qtel is Qatar's exclusive telecommunications provider and one of the largest public companies in the country with around 1,900 employees.

SAMPLE WEBSITES

The Event | Results | News | Photo Gallery | Contacts | Home

APRC ROUND 5 WINNER
Sunday, August 20, 2006

Asia Pacific Rally Championship Round 5

"This have been the toughest Rally that I've ever done..not necessarily because of the lenght of the rally, it's because of the temperature and the difficulty of dealing with the humidity in the car."

Cody Crocker
SUBARU IMPREZA

[More Photo>](#)

http://www.malaysianrally.com/index_aprc.asp

FIA
ASIA-PACIFIC
RALLY
CHAMPIONSHIP

MRF PIAA MITSUBISHI MOTORS PIAA MRF

<http://www.fiaaprc.com/>

aprc.tv

06 FIA ASIA-PACIFIC RALLY CHAMPIONSHIP

<http://www.power-pictures.com/aprc-latest.asp>

▶ News ▶ Model Lineup ▶ About Subaru ▶ Motorsport ▶ Worldwide Network

News Headlines	WRC 2006	PCWRC 2006	Local Motorspo
Philosophy	Feature	Entertainment	

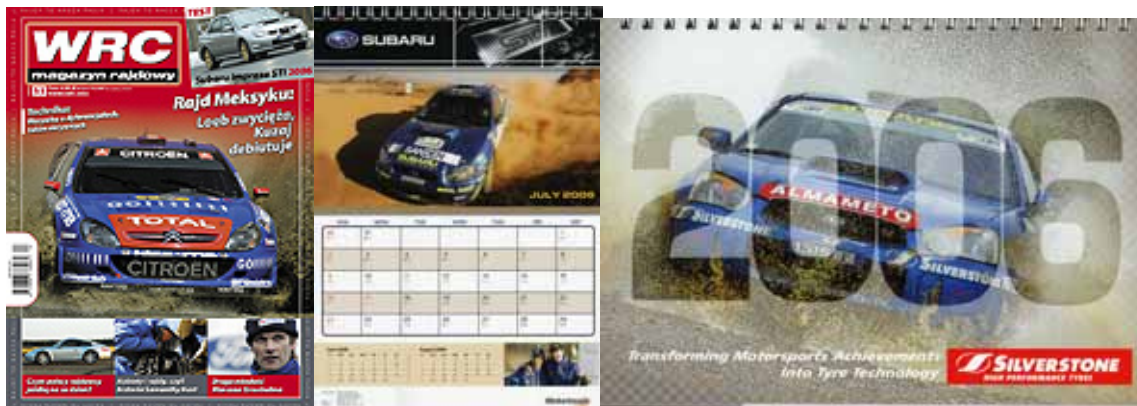


<http://www.mitsubishi-motors.com/motorsports/e/06aprc/index.html>
http://www.mitsubishi-motors.com/motorsports/j/06aprc/hokkaido/data/katsu_300k.wmv



2006 Asia Pacific Rally Championship – Photo Gallery
<http://www.linear-photographs.com/aprc2006/2006-index.html>

PRINT MEDIA







Distribution List

Territory	Home reach	Territory	Home reach	Territory	Home reach
Afganistan	520	Germany	34'113'000	Norway	1'902'160
Albania	3'406	Ghana	6'429	Oman	1'242'800
Algeria	660'608	Gibraltar	364	Pakistan	5'500'000
American Samoa	2'920	Greece	3'883'314	Panama	57'877
Angola	124'800	Grenada	7'780	Papua New Guinea	8'276
Anguilla	4'291	Guadeloupe	28'155	Paraguay	66'660
Antigua & Barbuda	2'206	Guam	39'508	Peru	347'683
Argentina	6'754'168	Guatemala	217'841	Philippines	7'839'353
Armenia	298	Guinea	1'464	Poland	12'600'000
Aruba	17'819	Guinea Bissau	1	Portugal	2'641'760
Australia	8'280'000	Haiti	5'808	Qatar	260'000
Austria	3'462'000	Honduras	24'262	Reunion	28'192
Azerbaijan	1'609	Hong Kong	1'879'000	Romania	5'080'000
Bahamas	63'389	Hungary	3'726'287	Russia	70'000'000
Bahrain	280'800	Iceland	99'944	Rwanda	1'271
Bangladesh	1'911'021	India	24'882'500	Samoa	222
Barbados	23'181	Indonesia	20'251'000	Sao Tome & Principe	106
Belarus	290'000	Iran	6'115'200	Saudi Arabia	2'309'561
Benin	512	Ireland	1'133'260	Senegal	4'222
Bermuda	19'979	Israel	1'664'000	Serbia	1'000'000
Bolivia	50'726	Italy	20'578'480	Seychelles	201
Bophuthatswana	180'000	Ivory Coast	5'415	Sierra Leone	464
Bonaire	2'481	Jamaica	466'960	Singapore	1'050'000
Bosnia	900'000	Japan	43'000'000	Slovak Republic	2'029'500
Botswana	20'710	Jordan	239'200	Slovenia	552'500
Brazil	41'053'968	Kazakhstan	5'158	South Africa	5'422'955
British Virgin Islands	811	Kenya	500'000	South Korea	13'270'500
Brunei	22'366	Kuwait	105'962	Spain	12'476'735
Bulgaria	2'893'606	Latvia	947'856	Sri Lanka	500'000
Burkina Faso	19	Lebanon	669'240	St Helena Island	5
Burundi	459	Lesotho	80'000	St Maarten	9'939
Cambodia	140	Liberia	310	Sudan	340
Cameroon	8'884	Lithuania	1'936'480	Suriname	4'242
Canada	8'700'000	Luxembourg	156'000	Swaziland	120'000
Cayman Islands	12'231	Macau	8'178	Sweden	4'160'000
Central African Republic	186	Macedonia	237'120	Switzerland	2'849'100
Chile	3'319'739	Madagascar	232	Syria	1'102'909
China	280'000'000	Malawi	4'888	Tahiti	8'794
Colombia	1'900'073	Malaysia	3'570'000	Taiwan	10'800'000
Comores	19	Maldives	40'000	Tanzania	81'239
Costa Rica	80'318	Mali	2'758	Thailand	15'568'000
Croatia	1'374'579	Malta	187'200	Togo	116
Curacao	12'500	Margarita Island	4'100	Tortola	6'122
Cyprus	393'432	Martinique	21'655	Trinidad and Tobago	106'939
Czech Rep	4'037'600	Mauritius	1'041	Tunisia	1'732'640
Denmark	4'240'800	Mayotte	7	Turkey	13'542'141
Djibouti	23	Mexico	19'800'347	Turks & Caicos	2'226
Dominica	10'545	Micronesia	45'652	UAE	468'000
Dominican Republic	48'635	Moldova	43'650	Uganda	6'000
Ecuador	68'515	Monaco	293'000	United Kingdom	24'498'000
Egypt	8'263'776	Montenegro	Not Published	Ukraine	18'886'317
El Salvador	20'761	Montserrat	1'364	Union of Myanmar	3'315
Estonia	26'203	Morocco	1'014'520	Uruguay	131'915
Ethiopia	2'555	Mozambique	3'256	US Virgin Islands	4'657
Equatorial Guinea	329	Namibia	20'000	USA	105'444'330
Eritrea	319	Nepal	102'249	Uzbekistan	6'618
Falkland Islands	681	Netherlands Antilles	6'047	Venezuela	4'787'640
Fiji	122'297	Netherlands	6'306'544	Vietnam	4'875'000
Finland	2'300'000	Nevis & St Kitts	8'809	Yemen	208'965
France	5'645'000	New Caledonia	890	Yugoslavia	126'724
Gabon	11'755	New Zealand	3'762'000	Zaire	3'262
Gambia	1'509	Nicaragua	38'228	Zambia	11'348
Gaza & West Bank (Israel)	1'600'000	Niger	29	Zimbabwe	31'227
Georgia	1'000'000	Nigeria	65'194		
				Total Territories	191
				Total Home Reach	948'372'281



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Further information available from:

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