

MEDIA REPORT: 2017 TCR ASIA SERIES



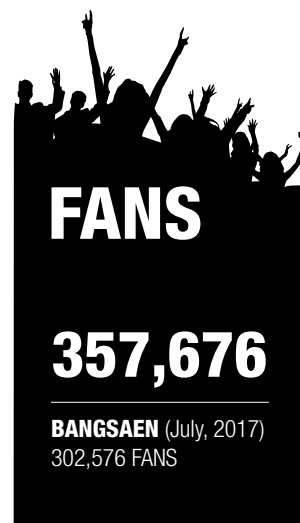
TELEVISION EXPOSURE

346-MILLION VIEWERS (FOX Sports Asia and Star Sports China); China, Hong Kong, Singapore, Malaysia, South Korea, Thailand, Philippines, Vietnam, Brunei, Cambodia, Indonesia, Macau, Mongolia, Myanmar, Papua New Guinea had access to the full season of the 2017 TCR Asia Series.



GLOBAL AUDIENCE

HUNDREDS OF MILLIONS OF VIEWERS around the world receive the GT Asia Series 'magazine' program. From FOX Sports in Asia and Australia, to Star Sports in China and South Korea, to Motorsport.TV in Europe, SuperSport, OSN and Zuku in Africa and the Middle-East and MotorTrend On Demand in the USA.



WEBSITE

www.asia.tcr-series.com
202,929 PAGE VIEWS

average session duration 2:15 mins
 new visitors 41.7%
 returning visitors 58.3%

LIVE STREAM Every round of the 2017 TCR Asia Series was live-streamed through the www.asia.tcr-series.com website



FACEBOOK (@TCRAsiaSeries)

4,469,487 IMPRESSIONS

108,255 fans (TCR Asia Series page)
 2,773,603 total reach
 96,143 engaged users
 483,639 video views
www.facebook.com/TCRAsiaSeries



TWITTER (#TCRAsiaSeries)

192,597 IMPRESSIONS

18,117 profile visits
 440 followers
 1,592 impressions (top tweet)
www.twitter.com/TCRAsiaSeries



www.youtube.com/AFOSTV
31,567 VIEWS (2017 TCR Asia Series)
 2930 subscribers

AUDIENCE

COUNTRY

Hong Kong	12.8%
Thailand	10.5%
Malaysia	8.5%
Germany	8.0%
Italy	6.5%
China	6.2%

AGE GROUP

25-34	36.5%
35-44	28.5%
45-54	13.4%

GENDER

Male	87.1%
Female	12.9%