


**Distribution Forecast - Pan European
24h race Dubai 2010**



Technical reach max. (households in Mio): **13,20**

Channel	Countries	Channel profile	Programme type	Guarantee	Tech. reach households (Mio.)
	26	paneuropean motor sports channel	Magazine	100%	13,20

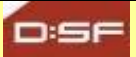


Distribution Forecast - Germany

24h race Dubai 2010



Total population 82,4 Mio.	Number of TV households 33,91 Mio.	Av.household size: 2,1
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Technical reach max. (households in Mio.):	-	-
Technical reach max. (persons in Mio.):	-	-

Channel	Channel profile	Programme type	Guarantee	Tech. reach households (Mio.)	Tech. reach households (%)
 *	national private sports channel	Magazine	70%	31,97	94,30%
 *	over 800 screens in ~500 german restaurants	2-3min Clips	95%	15,00	-
 *	255 screens at german train and subway stations	30sec clips	95%	4,00	-

★: DSF: This is a possible "time-buy" deal, which needs to be discussed with DSF in detail.

★: INFOSCREEN generats approx. 4 Mio. contacts per clip (=no tech. reach)

★: McDonalds TV generats approx. 15 Mio. contacts per clip (=no tech. reach)




Distribution Forecast - UK

24h race Dubai 2010



Total population 60,21 Mio.	Number of TV households 25,17 Mio.	Av.household size: 2,3
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Technical reach max. (households in Mio.):	6,00	23,00%
Technical reach max. (persons in Mio.):	13,80	23,00%

Channel	Channel profile	Programme type	Guarantee	Tech. reach households (Mio.)	Tech. reach households (%)
	national private generalist	Motor sport magazine	90%	17,50	69,00%
	Pay-TV network	Motor sport magazine	90%	4,00	16,00%
	Pay-TV network	Motor sport magazine	90%	6,00	23,00%









Distribution Forecast - Italy

24h race Dubai 2010



Total population 56,27 Mio.	Number of TV households 22,64 Mio.	Av.household size: 2,5
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Technical reach max. (households in Mio):	10,00	44,60%
Technical reach max. (persons in Mio.):	25,00	44,60%

Channel	Channel profile	Programme type	Guarantee	Tech. reach households (Mio.)	Tech. reach households (%)
 ★	TV-Network (14 channels)	Magazine	90%	10,00	44,60%
	national private sports channel	Magazine	90%	5,00	22,30%
	Sports Pay TV-Network	Magazine	90%	3,10	6,00%
	local private generalist	Magazine	90%	6,50	28,71%
	local private generalist	Magazine	90%	4,00	17,67%
	local private generalist	Magazine	90%	3,00	13,25%
	local private generalist	Magazine	90%	1,00	4,42%
	local private generalist	Magazine	90%	0,50	2,21%

★ Odeon Network: Napoli Canale 21; Rete Oro; RTV 38; TCA; Tele Regione Puglia; Telecentro; Telemare; Telemed; Telenord; Telereporter; Triveneta; Videonord; Videonovara; Videoregione


Distribution Forecast - Russia

24h race Dubai 2010



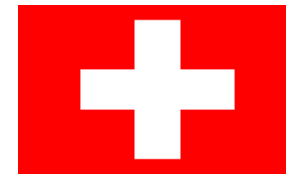
Total population 142,80 Mio.	Number of TV households 52,6 Mio.	Av.household size: 2,7
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Technical reach max. (households in Mio):	2,00	3,80%
Technical reach max. (persons in Mio.):	5,40	3,80%

Channel	Channel profile	Programme type	Guarantee	Tech. reach households (Mio.)	Tech. reach households (%)
 ARTO	national private auto / motor channel	Motor sport magazine	90%	0,50	1,00%
Drive TV	national private auto / motor channel	Motor sport magazine	90%	2,00	3,80%


Distribution Forecast - Switzerland

24h race Dubai 2010



Total population 7,50 Mio.	Number of TV households 3,10 Mio.	Av.household size: 2,2
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Technical reach max. (households in Mio.):	2,48	80,00%
Technical reach max. (persons in Mio.):	5,46	80,00%


Channel	Channel profile	Programme type	Guarantee	Tech. reach households (Mio.)	Tech. reach households (%)
	national private sports channel	Magazine	80%	2,48	80,00%

Distribution Forecast - Austria

24h race Dubai 2010

Total population 8,23 Mio.	Number of TV households 3,36 Mio.	Av.household size: 2,4
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Technical reach max. (households in Mio.):	1,78	53,00%
Technical reach max. (persons in Mio.):	4,27	53,00%

Channel	Channel profile	Programme type	Guarantee	Tech. reach households (Mio.)	Tech. reach households (%)
	national private sports channel	Magazine	50%	1,78	53,00%

Distribution Forecast - Rest Europe

24h race Dubai 2010





Technical reach max. (households in Mio): **5,26**

Channel	Region	Channel profile	Programme type	Guarantee	Tech. reach households (Mio.)	Tech. reach households (%)
		scandinavian private sports channel	Motor sport magazine	70%	2,96	34,48%
		national private sports channel	Magazine	90%	0,45	8,40%
Kalev Sport TV		national private sports channel	Motor sport magazine	90%	1,00	50,00%
		national private auto / motor channel	Motor sport magazine	90%	0,35	2,00%
		Pay-TV network	Magazine	50%	n.a.	n.a.
		Pay-TV network	Magazine	80%	n.a.	n.a.
		national private sports channel	Magazine	80%	n.a.	n.a.
		national private sports channel	Motor sport magazine	90%	0,50	7,20%

Distribution Forecast - America

24h race Dubai 2010






Technical reach max. (households in Mio): **21,00**

Channel	Region	Channel profile	Programme type	Guarantee	Tech. reach households (Mio.)
		national private sports channel	Magazine	80%	20,00
		national private male channel	Motor sport magazine	90%	1,00

Distribution Forecast - Asia/Pacific

24h race Dubai 2010



Technical reach max. (households in Mio): **69,00**

Channel	Region	Channel profile	Programme type	Guarantee	Tech. reach households (Mio.)
		national private sports channel	Motor sport magazine	90%	4,00
		national private generalist	Motor sport magazine	90%	n.a.
	Pan Asia	panasian private sports channel	Motor sport magazine	100%	65,00

Distribution Forecast - Middle East

24h race Dubai 2010

Technical reach max. (households in Mio): **35,00**

Channel	Region	Channel profile	Programme type	Guarantee	Tech. reach households (Mio.)
	Pan Middle East	pan middle east private sports channel	Motor Sport magazine	90%	35,00
	Pan Middle East	pan middle east private sports channel	Motor Sport magazine	90%	35,00