

P O R S C H E P A Y N T E R D I X O N C A R R E R A C U P A U S T R A L I A

BOSS
HUGO BOSS

PORSCHE
PAYNTER DIXON
CARRERA CUP AUSTRALIA

20
23
AUDIENCE AND
EXPOSURE GUIDE

PORSCHE
PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER
paynter
dixon

7 BROADCAST PARTNERSHIP

Porsche Paynter Dixon Carrera Cup Australia enjoys a world class broadcast package. In 2023, every race will be televised live on Fox Sports and Kayo Sports. Viewers can also stream the action via the Foxtel Go and Foxtel Play apps. In addition, Channel 10 will be the free-to-air broadcast partner for the Australian Grand Prix, while Channel 7 will be the broadcast partner for the Supercars Championship in 2023.



Competitors and fans will again enjoy LIVE coverage of every Porsche Paynter Dixon Carrera Cup race in 2023 on the Fox Sports network as the premier support category for the Supercars Championship



Channel Ten will be the free-to-air broadcast partner for the Australian Grand Prix in 2023.



The Seven Network will broadcast five of the 2023 marquee Carrera Cup Australia rounds live on free-to-air television, namely: Darwin, Townsville, Bathurst, Gold Coast and Adelaide. While both Channel Seven and 7plus will broadcast highlights of OTR Supersprint and Sandown 500.



Every Carrera Cup Australia race in 2023 will be available on both the Foxtel Go and Foxtel Play apps



Kayo Sports will offer LIVE coverage of every Porsche Paynter Dixon Carrera Cup Australia race in 2023



2 TELEVISION AUDIENCE

2022 TELEVISION AUDIENCE

AUDIENCE	FOXSPORTS	FREE-TO-AIR (NETWORK10 / CHANNEL 7)	KAYO SPORTS	TOTAL AUDIENCE
Rd1 - AGP	270,000	411,013 (Network 10)	16,000	697,013
Rd2 - WINTON	134,000	-	5,000	139,000
Rd3 - DARWIN	151,000	344,650	7,000	502,650
Rd4 - TOWNSVILLE	156,000	321,026	10,000	487,026
Rd5 - THE BEND	146,000	-	6,000	152,000
Rd6 - SANDOWN	100,000	-	23,000	123,000
Rd7 - BATHURST	287,000	1,378,867	96,000	1,761,867
Rd8 - GOLD COAST	310,000	467,044	7,000	784,044
TOTAL	1,564,000	2,922,600	170,000	4,646,400

Source: Futures Sport and Entertainment

TOTAL TV AUDIENCE

4,646,600

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3 TELEVISION AUDIENCE

2022 BROADCAST DURATION BY ROUND

Cumulative live broadcast duration by round in 2022



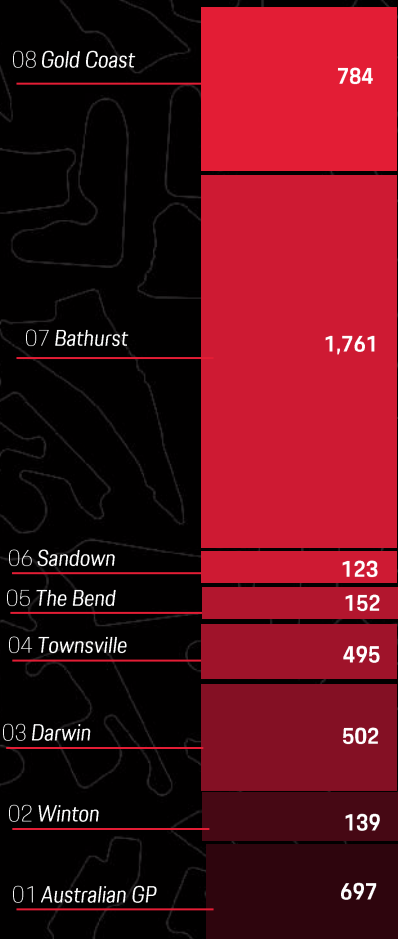
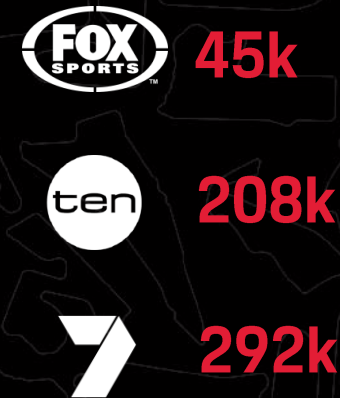
2022 BROADCAST DURATION BY CHANNEL

Coverage hours by broadcaster 2022



AV AUDIENCE BY BROADCASTER

Average audience (000s) per hour for live race, qualifying or practice coverage during the 2022 Porsche Carrera Cup season



4,646,600

TOTAL VIEWERSHIP OF CARRERA CUP IN 2022

69.5+

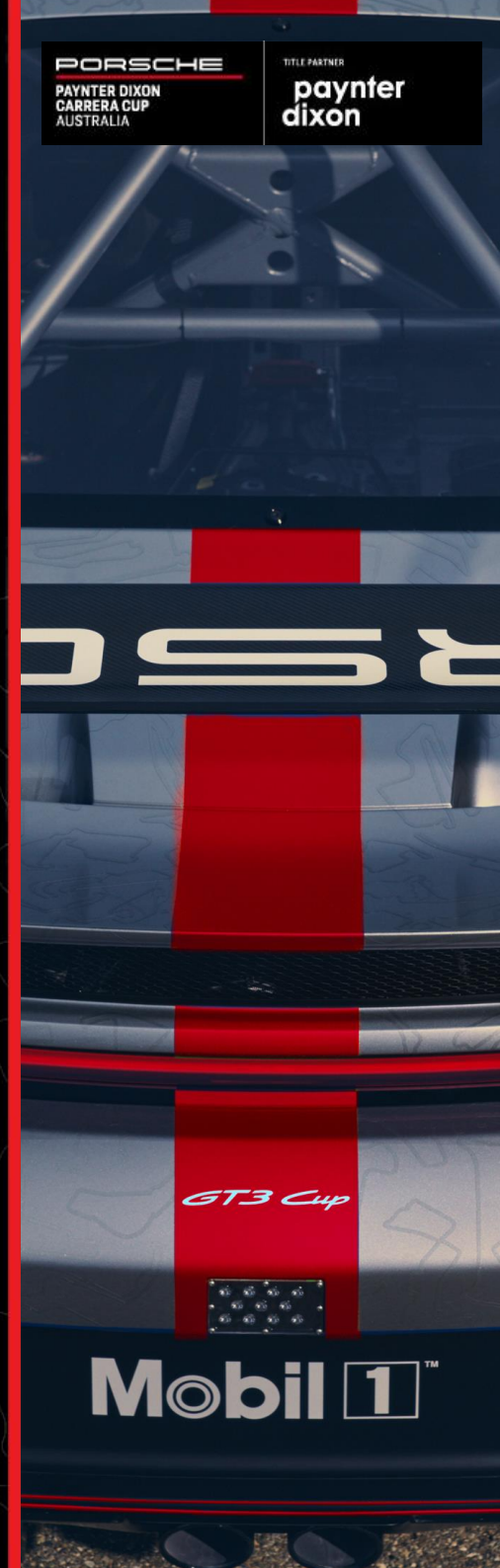
HOURS OF LIVE CARRERA CUP COVERAGE IN 2022

Source: Futures Sport and Entertainment

AUDIENCE SUMMARY
Cumulative audience by round ('000's)

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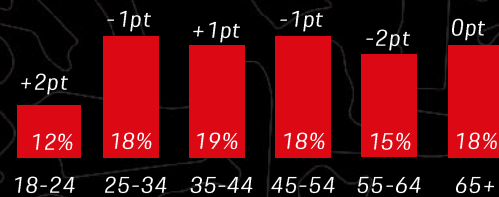
4 FAN DEMOGRAPHICS

2.65 MILLION FANS
NATIONALLY

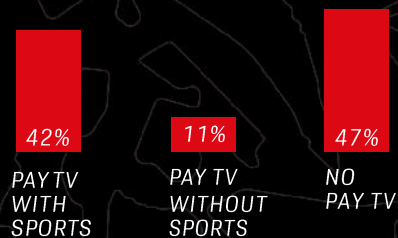
GENDER SPLIT 49/51 National Gender Split

71% MALE / **29%** FEMALE

AGE



PAY TV STATUS



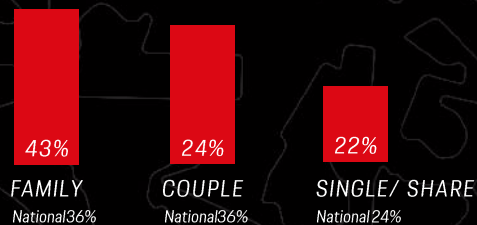
652 THOUSAND AVID
FANS NATIONALLY

AVERAGE HOUSEHOLD INCOME

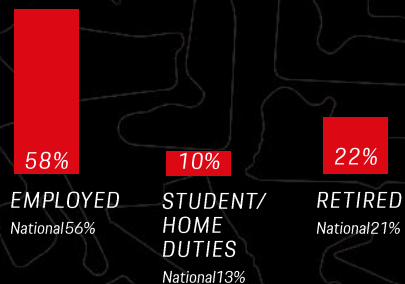
\$100k

94K National Population

HOUSEHOLD STATUS



EMPLOYMENT STATUS



SOURCE: NIELSEN SPORTS



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5 FAN INSIGHT

KEY CARRERA CUP INSIGHTS



Targeting the Right Consumers

Half of Carrera Cup fans are more likely to consider a product or service from sponsors

(+18% VS NAT. SAMPLE)



Strong Fan Retention

70% of Carrera Cup fans are spending more time than last year consuming Carrera Cup content



Online Channels are Increasing share of Consumption

30% more Carrera Cup fans are either watching races online or following events online



Motor Vehicle Ambassadors

61% of Carrera Cup fans intend to purchase a new car in the next 3 years or sooner



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SHARE OF VOICE / STATE

METRO VS REGIONAL SPLIT

1.3M

OF FANS IN METRO AREAS



1.5M

OF FANS IN REGIONAL AREAS



83%

5 OUT EVERY 6
CARRERA CUP FANS
ARE AGED UNDER
FIFTY

(7 OUT EVERY 10 FANS
ARE MALE)



7 AUDIENCE AND EXPOSURE

ASSET VALUE BREAKDOWN

Effective race car branding not only ensures a race car looks great on track, but also guarantees the best possible coverage for team partners. This diagram illustrates a breakdown of average coverage for a Carrera Cup entry – including both race car branding and other assets*.



*Other assets include Driver suit, Driver apparel, Team apparel, Driver Helmet, Pit Lane & Transporter Branding and Promotional Signage.