



EFRA Live Streaming 2019 AGM Report.



RC Racing TV – Who are we?

- Formed in 2005 by Motorsports professionals
- EFRA Media Partners Since 2010
- 2019 is our 10th Season with EFRA and our 8th Live Streaming
- 66000 subscribers on You Tube (+11000 in 2019)
- RC TV FB Page has 34000 Followers – all organic
- Constant improvement has been our mantra.



10 Seasons of Partnership







10 Seasons of Partnership

- 116 Events in 17 Countries Covered
- 328 Videos produced
- 215 Livestreams – Approx 1600 Hours of Live RC Content
- 83 Million Minutes of Viewing (Live and on Demand) which is 159 Years of views
- Constant Improvement



10 Seasons of Partnership!

- 2012 Streaming Vs 2019



2019 EFRA European Tour

Condensed EFRA Season this year covering just 6 events Live though in a more detailed format in association with CTRL.

Visiting

Slovakia- Twice for Electric Track Events

Italy – Twice for Electric and Nitro Off Road

France for 1/8th IC Track and

Germany for 1/10th IC track









Plus 2 EFRA bloc IFMAR worlds in Slovakia (AGAIN!! 😊) and Portugal

11 different Team members, in various combinations covered these events.



2019 EFRA Coverage

- Change of Production Focus from 90% Livestreaming to 50 / 50 With Feature Videos.
- Increased focus on Young and “Club” racers

<input type="checkbox"/>		MAIN FINAL : EFRA 1/8 Nitro Buggy ...   This is it! The Final and lots more besides... but believe us... this Final H...
<input type="checkbox"/>		 RC LOVE ISLAND  : EFRA 1/8t... Things get out of hand at the EFRA 1/8th Euros, meanwhile Mat talks to 2...
<input type="checkbox"/>		SEVERE WEATHER WARNING : EFRA... It might not be that bad!! But Mat & James don't let that get in the way of a...
<input type="checkbox"/>		TRACK IS OPEN!! : EFRA 1/8th BUGG... Opening Ceremony, practice chat and Mat & Nick have creative differences...

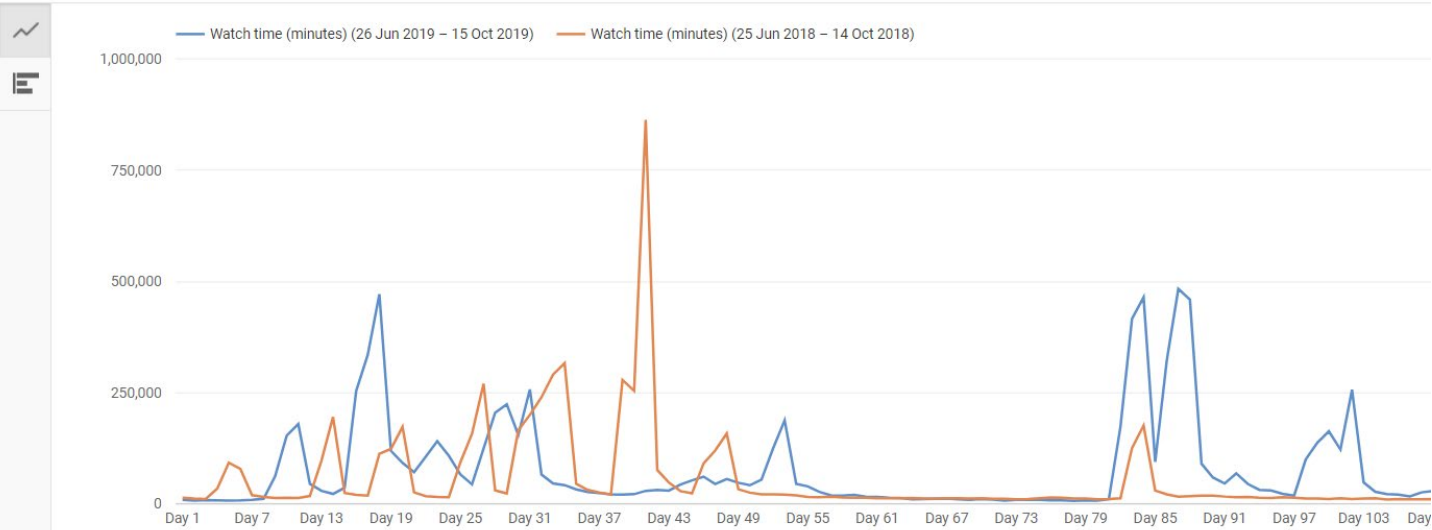
RC Racing TV 2019 YouTube

	WATCH TIME (MINUTES)	VIEWS	YOUTUBE PREMIUM WATCH TIME (MINUTES)	YOUTUBE PREMIUM VIEWS
26 Jun 2019 – 15 Oct 2019	8,697,527	1,394,985	195,959	25,315
25 Jun 2018 – 14 Oct 2018	6,200,814	677,453	71,025	7,947

More metrics ▾

Daily ▾

Show growth ⓘ



Video

Geographv

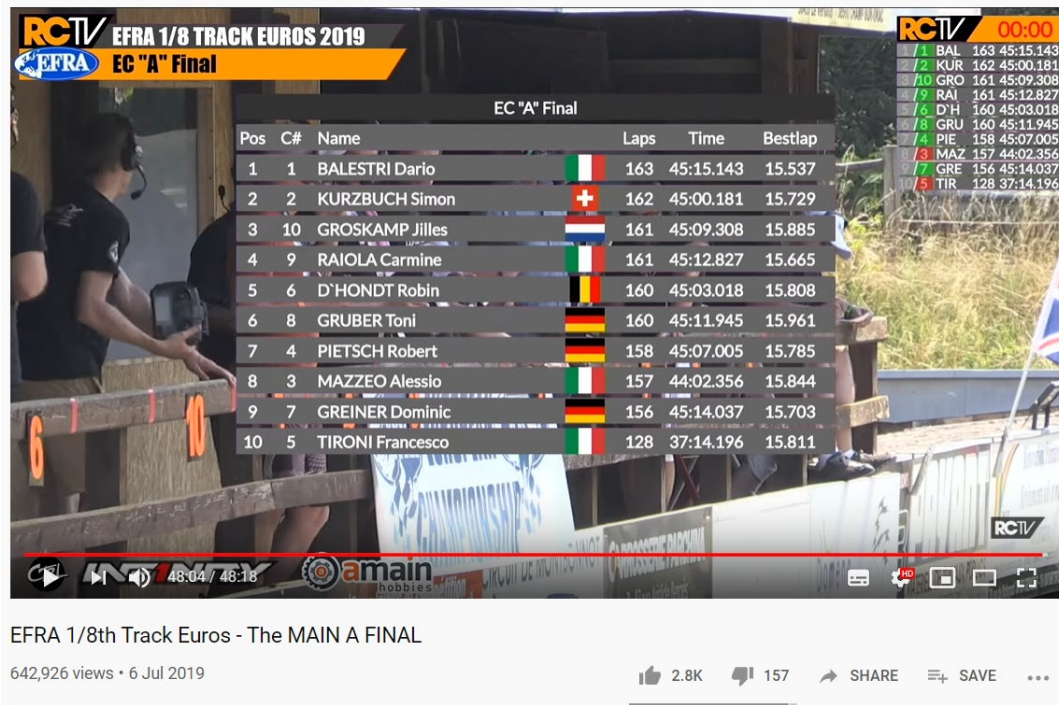
Date

More ▾



RC Racing TV 2019 YouTube (2)

- 2018 -2019 – Minutes viewed Up over 35% to More than 9 Million
- 2019 Average Live Viewing Time-24.16
- Two Videos went “Viral”





Facebook Live



- 2nd Season FB Live broadcasting
- 2.2M Total Post Reach
- 700K Views
- 195,000 interactions
- 1.2 Million Minutes Viewed
- 34,000 Followers

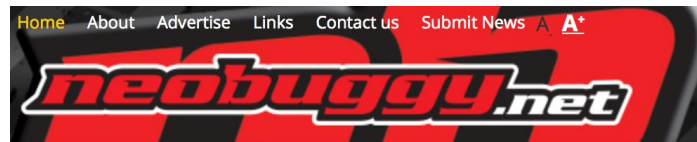


Media@EFRA.WS

- Written Reports distributed to RC News media after Qualifying and the Finals.



August 19, 2019
Dominic Greiner dominates 1/10th Nitro Euros



Questions ?



RC Racing TV Show

- 4th Year on “Motor Trend on Demand”
- All Motor Sport Fans
- Also New UK broadcast partner – FrontRunner TV
- International Distribution



It is the Greatest Promotion of Our Sport to Potential New Racers Anywhere, on Any Platform!

