

# SUPERBIKE - PURE EXCITEMENT PURE MOTORSPORT



The FIM Superbike World Championship is the world's leading production-based motorcycle series. The 2012 season, with 24 riders in the starting grid, will consist of 14 rounds in over 10 countries - a truly global experience visiting the world's greatest circuits.

#### Spirit of the sport and the series

The FIM Superbike World Championship (SBK) is an intercontinental road racing series using production-based motorcycles from world class manufacturers such as Aprilia, BMW, Honda, Ducati, Kawasaki, Suzuki and Yamaha. The machines are competitively engineered to boost performance, with top speeds exceeding 300 km/h.

Due to the technical appeal of the motorbikes and spectacular, close-fought racing between the world's top riders, Superbike is highly popular with fans, manufacturers, broadcasters and commercial partners. It is arguably the most exciting form of motor sports offering a format of two races plus additional Supersport, Superstock 1000 and Superstock 600 racing.

The 2012 FIM Superbike World Championship will be the 25th season in the history of the sport with riders from 25 countries competing in the four classes of the event - including international top stars like Max Biaggi (Italy), Noriyuki Haga (Japan), Leon Haslam (Great Britain) and Carlos Checa (Spain). The Superbike Championship has a starting grid of 24 permanent riders, the Supersport Championship involves 32 riders.

Superbike and its supporting categories is a truly global sport, not only popular throughout Europe but also in the USA, Australia, South America, the Middle East, Japan and Indonesia. This season, the series will for the first time enter the Russian market with one round being held at Moscow International Raceway circuit.

#### Rights opportunities

Infront Motor Sports, a subsidiary of Infront Sports & Media, is the owner of the FIM Superbike World Championship and provides full promotional, marketing, hospitality, sales and broadcasting services to the events, which are governed by the Fédération Internationale de Motocyclisme (FIM). All forms of media rights to the series are handled by Infront.

#### Media production prospects

Infront is handling the host broadcast and new media production through its international production operation, whilst at the same time ensuring the servicing of broadcasters and satellite coordination with its specialised team.

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#### Key Facts

- 14 rounds in over 10 countries between February and October
- 120 permanent riders from 25 countries across the Superbike, Supersport, Superstock 1000 and Superstock 600 classes
- Infront produces SD/HD 16/9 signal and handles all media rights on a worldwide basis
- Live, delayed, highlight and news programming available, as well as a season preview (26 minutes), a season review (56 minutes) and magazine programmes



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Continuous improvements have been applied to the production of the SBK race feed with the addition of new cameras, new state-of-the-art TV graphics and the introduction of HD features. On-board cameras were introduced in 2011 – adding even greater excitement for the viewer as they experience the fast on track action from the viewpoint of the rider. On an average race weekend, coverage is produced from seven events amounting to over 350 minutes of live material.

Infront produces interview feeds for both the qualifiers and full races in Superbike, Supersport and Superstock 1000. Full race feeds consist of circuit intro, pit lane, pit garage, pit wall and grid action, podium and post-race interviews (with international sound and English commentary provided) through a world feed with a commentator and sport expert. All footage is available live via a multilateral satellite feed through Globecast.

In addition to live and delayed coverage, Infront offers a 5-minute news feed after the second SBK race on Sunday via satellite or ftp. Furthermore, it produces a 26-minute highlight show, available on the Wednesday after each round via satellite (distribution via tape on request). There is also a 26-minute season preview show and a 56-minute season review available. Magazine programmes and behind the scene footage are available on request.

## Global television coverage

The audience figures for the 2011 season were very promising with a massive increase in coverage: A total of 104 channels aired over 3,300 hours of broadcast coverage around the world – a 50 per cent increase as compared to the previous year. The cumulative audience totalled at 460 million (including news coverage).

## 2012 FIM Superbike World Championship Calendar

26 February 2012	Australia (Phillip Island)
1 April 2012	Italy (Imola)
22 April 2012	The Netherlands (Assen)
6 May 2012	Italy (Monza)
13 May 2012	Europe (Donington)
28 May 2012	USA (Miller Motorsport Park)
10 June 2012	San Marino (Santamonica - Misano Adriatico)
1 July 2012	Spain (Motorland Aragon)
22 July 2012	Czech Republic (Brno)
5 August 2012	United Kingdom (Silverstone)
26 August 2012	Russia (Moscow International Raceway)
9 September 2012	Germany (Nurburgring)
23 September 2012	Portugal (Portimao)
7 October 2012	France (Magny-Cours)

**“Under Infront’s control, the championship has undergone something of a revolution in terms of sponsorship, media coverage and interest from manufacturers.”**

SportsPro Magazine, October 2011