

SPONSORS RACE TO FORMULA ONE

24 March 2011

ONE today announced an expanded sponsorship line-up for its coverage of the 2011 Formula One championship season. The Formula One season gets underway in Melbourne this weekend with the Australian Grand Prix and concludes in Brazil on 27 November 2011.

ONE's coverage of the Formula One season is supported by returning sponsors Mercedes Benz, Vodafone, TEAC, Harvey Norman and Ashley & Martin. These brands are joined by first-time championship sponsors Swisse, Philips, Shannons and Brut.

Network Ten's national sales manager Kylie Rogers said: "We are delighted to have these nine outstanding brands on board as part of the 2011 Formula One season. Their support is a testament to the Formula One's standing as the world's premier motor sport."

"This year, we are pleased to announce that for the first time, all 19 races of ONE's live Formula One coverage will be broadcast in high definition. We are also adding an exciting new dimension to our Formula One coverage with all the race action streaming live on onehd.com.au and via mobile devices," Ms Rogers said.

Sponsors are leveraging their involvement with the Formula One through TVCs, billboards, branded in-race segments and dynamic in-program graphic spots. Vodafone and Mercedes have extended their partnership into the online environment, and Vodafone is the official mobile streaming partner of ONE's Formula One season.

Formula One remains an ideal platform for clients who are looking to reach sport-loving male viewers. Last year, ONE's Formula One championship coverage reached 4.8 million viewers, and 46% of men in the 25-54 demographic.

In addition to the nine championship sponsors, ONE has also partnered with Australian Super, Sigma Lenses and Qantas for this weekend's Australian Grand Prix. The Australian leg of the championship remains the highest rating event on the F1 calendar with last year's event drawing a combined audience of 1.19 million viewers across TEN and ONE.

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Source: OzTAM 5 City Metro, Total People, 28th March 2010 Consolidated. Reach figures include qualifiers, pre and post race cover but excludes repeat and highlights.