



**DECEMBER 31st 2016**  
**JANUARY 14th 2017**



**MONACO** *MOROCCO MAURITANIA SENEGAL* **DAKAR**

**MORE THAN 2000 HOURS**  
THROUGH OFFICIAL BROADCASTING CHANNELS

[www.africarace.com](http://www.africarace.com)

2017 VISIBILITY SUMMARY

# THE CONCEPT

## LEGENDARY AFRICA

The AFRICA ECO RACE provides a response to strategic needs on the African continent, namely tourism, economy and long-term development.

Both partners and active participants, Morocco, Mauritania and Senegal are the three countries that the event crosses.

The AFRICA ECO RACE was created with the support of the international car and bike sporting federations, and in partnership with the African authorities.



## AN AFRICAN EVENT

The AFRICA ECO RACE is an African Cross Country Rally using the values set in place by rally legends.

It immerses its participants in a typical ambiance, on exclusive tracks with lots of navigation, in the heart of unforgettable scenery which only Africa can offer.

Friendship, authenticity and sportsmanship are the hallmarks of this event, permitting a maximum of competitors to meet at the legendary Lac Rose in Dakar.

Pure joy for lovers of exhilarating landscapes and adventure!



# THE BIVOUACS

## SELECTED SITES

Far away from the airfields or cities, the bivouacs of the AFRICA ECO RACE are settled on nice spots, in the middle of a wild nature chosen with the different country authorities in an « authentic » environment.



Priority is given to competitors and assistance teams. Based on cultural exchanges, passion, conviviality and sharing with locals of the countries it crosses, the AFRICA ECO RACE is a race unlike the others...



## AN « ECO-RESPONSIBLE » ORGANISATION

The AFRICA ECO RACE has clearly indicated its wish to contribute to long-term development by integrating eco-responsible behaviour into the daily organisation of the race, but also through long term projects.



For example is the number of organisation vehicles which are equipped by solar panel in order to use the solar energy for realizing their mission without using a classic generator.

The emphasis is on the local economy, by using local service providers. In the same way, the route is defined in close collaboration with the authorities of the countries crossed, in order to avoid zones which need protecting, such as national parks...



## HUMANITARIAN PROJECTS

### Solidarity operation

Historically, the tradition of African rallies is to take the opportunity to help the populations of the countries which are crossed.

The AFRICA ECO RACE is no exception to the rule. Indeed, in addition to the organization that provides support each year to one or more NGOs, participants are generous, putting together all kinds of solidarity operations.

Examples :

- ✓ Each year a couple cubic meters of toys, baby equipment and medical equipment are raised by the different participants and collected by the organization which dispatches it all along its journey until the finish in Dakar.
- ✓ Pal Anders ULLEVALSETER, the two time winner of the event in Bikes, also contributes a lot each year. In 2016 the Norwegian gave a 10000€ check to the foundation Fabrizio MEONI in Dakar which helps kids with difficulties to integrate society with more ease.
- ✓ A lot of medical supplies, such as a fully medicalized bed was offered by AMADE Mondiale and brought by the organization to the hospital of Pikine in Dakar.



# 2<sup>nd</sup> « MONACO – DAKAR »



## Start from MONACO for the 2<sup>nd</sup> year in a row



After the Monte Carlo Rally and the Formula 1 Grand Prix of Monaco, the start of the AFRICA ECO RACE was the third major event in motorsports to be held in Monaco in 2016.

After administrative checks held for two days in the nice little town of Menton, the hundreds of race vehicles took the start on December 31st from the Quai Antoine 1er, where was also set the "Parc Fermé". Several thousand spectators were present to attend the start ceremony of the only Off Road Rally to start from Europe, with the charming presence of Adriana, the Ambassadress of this year's edition.

A real success for the "Rock" and a great way for participants of the AFRICA ECO RACE to begin the journey for the 2<sup>nd</sup> edition of "Monaco –Dakar".

## AFRICA ECO RACE TV PRODUCTION

The AFRICA ECO RACE has its own TV production team.

Agreements are set before the event with various TV channels in order for the team to send a program on daily basis

The production team is composed of 5 cameramen, 5 editors, 1 sound technician, 1 server technician, 1 on-board camera technician, 2 coordinators, 2 journalists, 1 translator and 3 drivers. Three helicopters and three 4x4 are there for recording, from the air and on the track.

A team, composed of 2 journalists, 1 cameraman and 1 sound technician are recording all interviews at the end of stages.

Each day, the production team sends by satellite directly from each bivouac about 10 hours of « ready to go » programs in French and English.

A “News access” 5 minutes long program is available on FTP with a script. Each day, a video and a daily summary are uploaded on [africarace-live.com](http://africarace-live.com), YouTube and Facebook.

The participants have the possibility to have a DVD composed by 60% of generic images of the Race and 40% of images concerning themselves.

A DVD of 52 minutes which sums up the AFRICA ECO RACE is produced in various languages and available one month after the end of the event.

## JOURNALISTS

The 2017 edition of the AFRICA ECO RACE was covered by journalists from 15 different countries. The press officers from all the different teams also contributed a lot in terms of media coverage in their countries.

- ✓ Specialized press for off-road car and bikes was also very present
- ✓ A daily press release sent in French and English to over 10.000 contacts in the world
- ✓ A FTP server is available for all journalists and updated daily with 40 pictures, free of rights
- ✓ Possibility to follow the race, timing, rankings in live, directly on [africarace-live.com](http://africarace-live.com)



# WORLDWIDE TV EXPOSURE

## AFRICA ECO RACE's media impact in 2017

The AFRICA ECO RACE has had a very powerful media impact in terms of TV all around the world through official broadcasting channels but also through channels brought by competitors to which tailor made footage is sent on daily basis.

- ✓ MORE THAN **2000 HOURS** THROUGH OFFICIAL BROADCASTING CHANNELS
- ✓ TENTHS OF HOURS BY COMPETITORS WHO ORDERED FOOTAGE THROUGH THE AFRICA ECO RACE PRODUCTION TEAM



# MOTORS TV OFFICIAL BROADCASTER

## WORLDWIDE EXPOSITION

**Motors TV is a channel dedicated to motorsports**

Motors TV has millions subscribers across the 38 broadcasted countries in the world.

The channel therefore has specific broadcasting for all of Europe but also in Latin America, and North America.

It is broadcasted 24 hours a day, 7 days a week in all 38 countries and translated in 7 different languages.



### AFRICA ECO RACE programs

Programs report on Motors TV channels:

- ✓ **178** programs on Motors TV Europe
- ✓ **62** programs on Motors TV North America
- ✓ **57** programs on Motors TV South America

On MOTORS TV, AFRICA ECO RACE was broadcasted for

**460 HOURS**  
**WORLDWIDE**

With a reach of **60,000,000** viewers





# EURONEWS OFFICIAL BROADCASTER



WORLDWIDE

## AFRICA ECO RACE PROGRAMS

Before, During and After the Race: TV commercial

- ✓ size: 30' seconds

**BROADCASTED ALL ALONG THE DAY**

- ✓ 1 video in 13 languages
- ✓ 1mn30 + 6'' opening & closing billboard

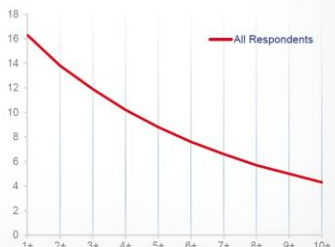


### euronews' performances in Ipsos Affluent Europe

euronews for Africa Eco Race

time period: 18/12/16 - 14/01/17  
total number of elements: 947 (140 Spots + 514 BBs + 72 Promos + 221 Reports)

TOTAL CAMPAIGN	All Respondents
Pop.(000)	52,155
Reach (000)	8,481
Reach (%)	16.3%
GRPs	130
Impacts (000)	67,980
frequency	8

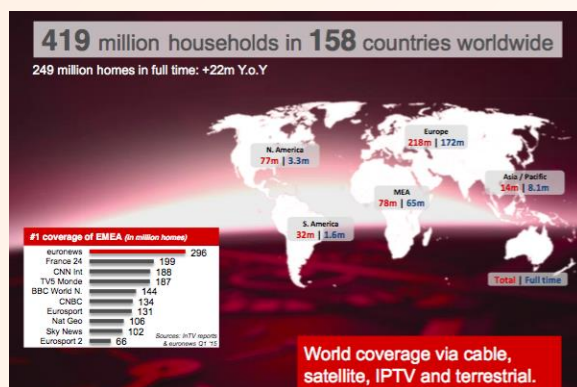


Euronews is a multilingual News television channel it aims to cover world news from a pan-European perspective.

## CERTIFIED BROADCASTS ON EURONEWS

Period: from 18/12/2016 to 14/01/2017 with a total of 6 weeks **947 BROADCASTED ELEMENTS**

MONTH	BILLBOARD	PROMO	REPORT
December 2016	6	6	0
January 2017	508	66	221
<b>TOTAL</b>	<b>514</b>	<b>72</b>	<b>221</b>



**Range:**  
Europe, Asia, North America, South Africa

**Languages :**  
English, French, German, Italian, Spanish, Portuguese, Russian, Arabic, Turkish, Persian, Ukrainian, Grec, Hungary, Polish

AFRICA ECO RACE reports were broadcasted **870 HOURS**

The Race Programs have had close to **55,000,000** regular viewers.

The **TOTAL** audience reach of the AFRICA ECO RACE on

**EURONEWS** was over **1,000,000,000**



# AFRICANEWS OFFICIAL BROADCASTER



## AFRICA ECO RACE PROGRAMS

Before, During and After the Race: TV commercial

✓ size: 30' seconds

**BROADCASTED ALL ALONG THE DAY**

✓ 1 video in 2 languages

✓ 1mn30 + 6'' opening & closing billboard



Africanews is a news television channel it aims to cover world news from a African perspective.

It is a division of Euronews channel.

## CERTIFIED BROADCASTS IN AFRICANEWS

Period: from 18/12/2016 to 16/01/2017  
with a total of 6 weeks

**1017 BROADCASTED ELEMENTS**

MONTH	BILLBOARD	PROMO	REPORT
December 2016	6	6	0
January 2017	651	57	297
<b>TOTAL</b>	<b>657</b>	<b>63</b>	<b>297</b>

### Languages :

French, English, Subtitled upon country

### Countries :

South Africa, Bénin, Burkina Faso, Burundi, Cameroon, Centrafrique, Congo, Ivory Coast, Djibouti, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Equatorial Guinea, Kenya, Liberia, Madagascar, Mali, Mauricius, Mauritania, Mozambique, Niger, Nigeria, Uganda, Rwanda, Sao Tomé & Principe, Sénégal, Sierra Leone, Tanzania, Tchad, Togo

AFRICA ECO RACE reports were broadcasted

**245 HOURS**

The Race Programs have had close to

**7,000,000** regular viewers.

The **TOTAL** reach of the AFRICA ECO RACE on AFRICANEWS

was of **22,000,000**



# CANAL+ OFFICIAL BROADCASTER



## Reach of AFRICA ECO RACE programs

Programs report on CANAL+ AFRICA channels:

✓ 65 programs of 12min

Total broadcasting : **520 HOURS**

Audience reach : **6,000,000**

## CANAL+ AFRIQUE

CANAL+ AFRICA is a branch of french TV CANAL+

CANAL+ AFRICA is available through 40 different countries on the African continent in french and translated in non speaking french countries.

## OTHER REGULAR BROADCASTERS

AFRICA ECO RACE visibility through news Channels brought by competitors.

Other TV's also regularly broadcast programs or summaries in their news reports or dedicated « Sports » news report : France , Portugal, Russia , Kazakhstan , Germany, Austria, Belgium, Britain, Czech Republic, Italy, Scandinavia , Latvia, Hungary , Spain, Morocco , Mauritania, Senegal and many more



# MEDIA COVERAGE / ONLINE & PRESS



## Visibility provided by competitors (ONLINE & PRESS)

France, Portugal, Russia, Kazakhstan, Germany, Austria, Belgium, Britain, Czech Republic, Italy, Scandinavia, Latvia, Hungary, Spain, Morocco, Mauritania, Senegal

**Corse Martin**  
Page 1  
Publié le 20 DEC 16  
000 30718

Page 10

**Michaël Pisano a saisi sa chance**  
Au milieu d'un procès, l'athlète italien a décidé de revenir en Afrique. Il a fait face cependant aux mauvaises nouvelles de la saison de l'Africa Eco Race, terminée avec une arrivée aux bordes du désert de Libye.

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**SPORT**  
**Africa Eco Race : de Monaco à Dakar**  
par Vincent Mizaud  
20/11/2016 à 10h 37

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**SPORT**  
**MOTORSPORT NEWS - RALLY**  
**AFRICA ECO RACE 2016 gearing up for a sensational start to 2016**  
10/11/2016 20:15

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**OPERATION « DESERT STORE » BY ALAIN ROSSIGNOL: L'ANTIGEL DE L'ESPRIT**

Page 11

**AFRICA ECO RACE 2016, les étapes...**  
Après avoir confirmé la Proclamation de Monaco comme ville de départ de la 8ème édition de l'Africa Eco Race, le départ de Monaco qui se déroulera du 27 octobre 2016 au 10 janvier 2017.

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**Minden eddiginél nehezebb lehet az Africa Eco Race**  
A legújabb híradásunk megmutatja, hogy az Africa Eco Race hogyan fogja az új év első lépéseit megkezdni a libanoni versenyekkel és hogyan folytatja a Dakar felé a felkészülést.

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**Patrick Sireyjol retrouve les pistes africaines**  
Après avoir terminé sa saison africaine en France, Patrick Sireyjol est de retour en Afrique. Il a participé à l'Africa Eco Race 2016, terminée avec une arrivée aux bordes du désert de Libye.

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**Africa Eco Race. Шибанов, Шагиров и Уллуваевтер принимают поздравления**  
После завершения ежегодного ралли-марафона «Африка Эко Рейс» в Дакаре завершили ежегодный ралли-марафон «Африка Эко Рейс».

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**SUD OUEST**  
Date : 03/01/2017  
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**L'Africa Race, la course qui concurrence le Dakar**  
Après avoir terminé sa saison africaine en France, Patrick Sireyjol est de retour en Afrique. Il a participé à l'Africa Eco Race 2016, terminée avec une arrivée aux bordes du désert de Libye.

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**AFRICA ECO RACE**  
L'antigel de l'esprit

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**SAHARA AFRICA ECO RACE**  
Après avoir terminé sa saison africaine en France, Patrick Sireyjol est de retour en Afrique. Il a participé à l'Africa Eco Race 2016, terminée avec une arrivée aux bordes du désert de Libye.

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**LA DEPECHE**  
Date : 01/01/2017  
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**Tatra opét na Africa Race**  
Après avoir terminé sa saison africaine en France, Patrick Sireyjol est de retour en Afrique. Il a participé à l'Africa Eco Race 2016, terminée avec une arrivée aux bordes du désert de Libye.

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**Qanat Şajirov «Africa Eco Race» rədlində jənise jetti**  
Qanat Şajirov «Africa Eco Race» yarışına iştirak etmişdir. Yarışın sonunda qazanmışdır.

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**AFRICA ECO RACE 2016**  
L'antigel de l'esprit

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**SPORT**  
**Ullvefester dominates Africa Eco Race**  
Après avoir terminé sa saison africaine en France, Patrick Sireyjol est de retour en Afrique. Il a participé à l'Africa Eco Race 2016, terminée avec une arrivée aux bordes du désert de Libye.

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**AFRICA RACE 2017 - THIERRY MAGNALDI VEUT UN POOLRIUM**  
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L'antigel de l'esprit

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**AFRICA ECO RACE**  
L'antigel de l'esprit

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**AFRICA ECO RACE**  
L'antigel de l'esprit

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**AFRICA ECO RACE: PROBLEMAS MECANICOS ATRASAM RICARDO LEAL DOS SANTOS**  
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L'antigel de l'esprit

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**AFRICA ECO RACE 2016**  
L'antigel de l'esprit

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## Visibility provided by competitors (ONLINE & PRESS)

France , Portugal, Russia , Kazakhstan , Germany, Austria, Belgium, Britain, Czech Republic, Italy, Scandinavia , Latvia, Hungary , Spain, Morocco , Mauritania, Senegal



### Vladimir Vasilyev vainqueur de l'Africa Eco Race 2017

Le Russe s'est imposé sur les bords du Lac Rose au Mali.



Collapsus passagerier attendu depuis plusieurs jours et Vladimir Vasilyev a contrôlé son samedi de dimanche à la poursuite de la victoire remportée à l'Africa Eco Race 2017 au Mali. Le Russe a obtenu la victoire par la faute d'un accrochage de son coéquipier ukrainien.



### Elisabete Jacinto no pódio da Africa Race

Elisabete Jacinto terminou a Africa Eco Race no 3.º lugar dos camións. O piloto português venceu a competição de 10 dias, percorrendo mais de 6.000 km, com uma equipa portuguesa liderada por Rui Faria.

ID: 6240588

10-01-2016

### Quinto pódio para Jacinto

Elisabete Jacinto terminou a Africa Eco Race no 3.º lugar dos camións. O piloto português venceu a competição de 10 dias, percorrendo mais de 6.000 km, com uma equipa portuguesa liderada por Rui Faria.

ID: 62472311

30-12-2015

### Barco faz encurtar arranque

Atroa no transvoo da Medthermore altera Africa Eco Race. Portugueses com início positivo.

ID: 62507524

03-01-2016

### Entrada pacífica na Mauritânia

Africa Eco Race

ID: 62444542

28-12-2015

### "Africa Eco Race" conta com várias equipas portuguesas à partida

A equipa portuguesa liderada por Rui Faria venceu a competição de 10 dias, percorrendo mais de 6.000 km, com uma equipa portuguesa liderada por Rui Faria.

ID: 62444542

28-12-2015

### Portugueses sobem na geral

A equipa portuguesa liderada por Rui Faria venceu a competição de 10 dias, percorrendo mais de 6.000 km, com uma equipa portuguesa liderada por Rui Faria.

ID: 6268972

14-01-2016

### No pódio da "pesada"

Elisabete Jacinto terminou a Africa Eco Race no 3.º lugar dos camións. O piloto português venceu a competição de 10 dias, percorrendo mais de 6.000 km, com uma equipa portuguesa liderada por Rui Faria.

ID: 6248166

11-01-2016

### Elisabete Jacinto no 3.º lugar

Elisabete Jacinto terminou a Africa Eco Race no 3.º lugar dos camións. O piloto português venceu a competição de 10 dias, percorrendo mais de 6.000 km, com uma equipa portuguesa liderada por Rui Faria.

SITE OFFICIEL DE LA CHAMBRE DE COMMERCE FRANCE-ISRAËL

### 16 Superbe ! Israël remporte le Rallye Africa EcoRace (Maroc, Mauritanie, Sénégal)

16 Superbe ! Israël remporte le Rallye Africa EcoRace (Maroc, Mauritanie, Sénégal)

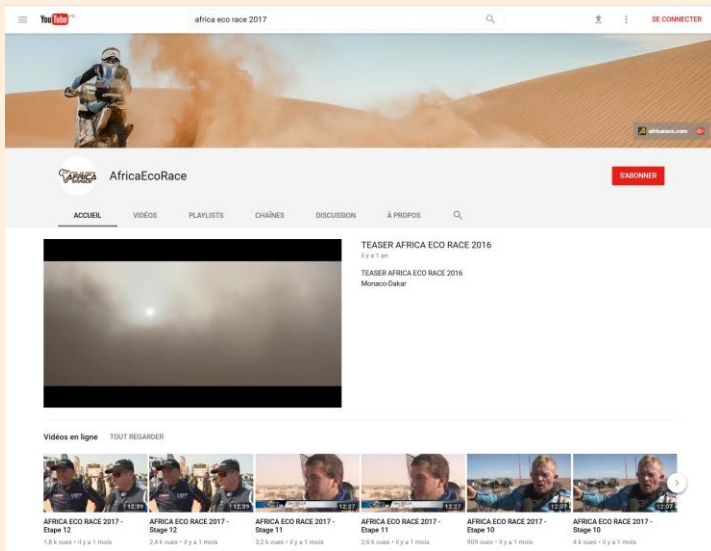
16 Superbe ! Israël remporte le Rallye Africa EcoRace (Maroc, Mauritanie, Sénégal)



Ралли-марафон «Дакар» и этапы чемпионатов мира и Кубка мира по ралли-рейдам требуют серьезных финансовых затрат и на карьеру далеко не каждому.



Великолепный этап продолжительностью около 650 км, включая порядка 4000 км асфальта, выносливость, мастерство и огромное количество выносливости и мастерства участников.



## Performance

- ✓ Over **400 000 minutes** watched
- ✓ Over **80 000 different** views
- ✓ An average of 5 minutes spent per video



- World's 1st Online video broadcaster
- More than 1 billion unique users visit YouTube each month
- Over 6 billion hours of video are watched each month on YouTube
- 100 hours of video are uploaded to YouTube every minute
- YouTube is localized in 61 countries and across 61 languages



## OFFICIAL PAGE



- World's 1 social media
- Over 1 billion members
- 2<sup>nd</sup> most visited website after Google
- 864 million daily active users on average
- Translated in 70 languages

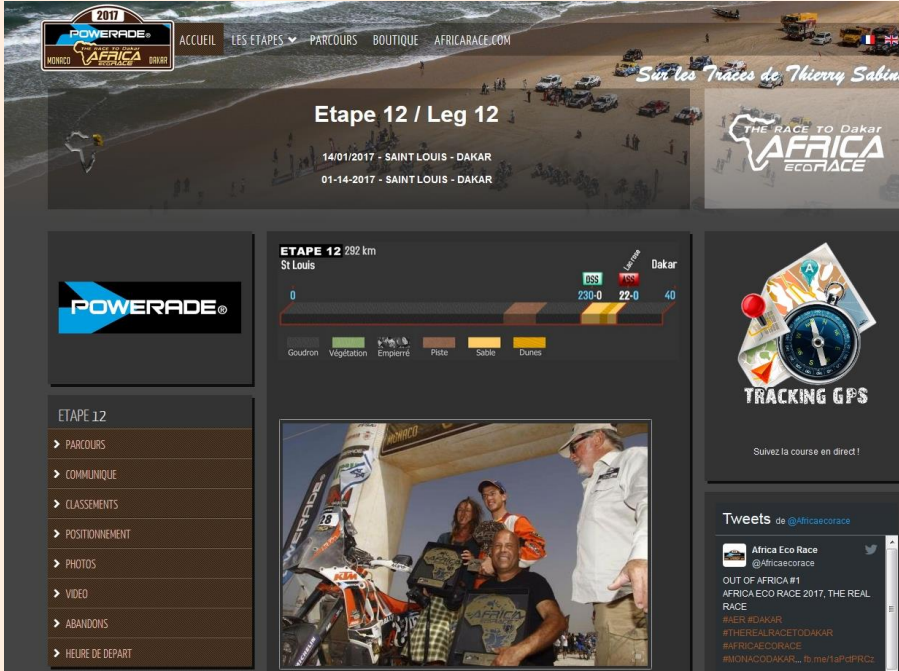
Each publication reaches an average of **30000** people



**37000** followers on the FACEBOOK page, +30% compared to 2016

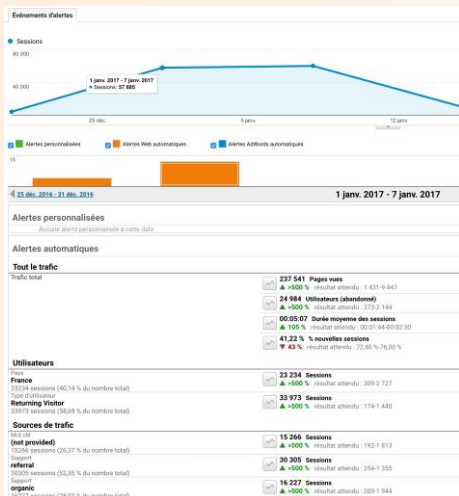


## AFRICARACE-LIVE.COM



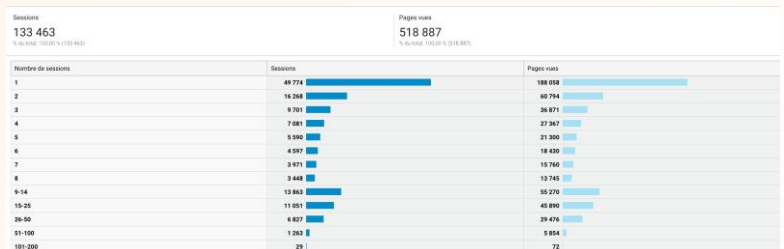
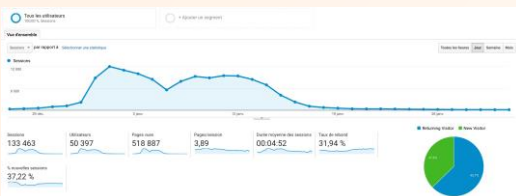
- ✓ Official Live website for the race
- ✓ Live news
- ✓ Live results
- ✓ Satellite tracking
- ✓ 12min daily report

## Session / Visitor Statistics



	133 463
	% du total; 100,00 % (133 463)
1. France	52 579 (39,40 %)
2. Czech Republic	13 484 (10,10 %)
3. Italy	9 549 (7,15 %)
4. Russia	6 752 (5,06 %)
5. Israel	6 401 (4,80 %)
6. Spain	4 588 (3,44 %)
7. Portugal	4 561 (3,42 %)
8. Hungary	3 397 (2,55 %)
9. Belgium	3 146 (2,36 %)
10. Germany	2 996 (2,24 %)

- ✓ Over **500,000** page views
- ✓ An average of 5 min sessions
- ✓ Close to **35000** returning visitors







**AFRICA ECO RACE'S MEDIA EXPOSITION IS**

**WORLDWIDE**

