



NOVEMBER 2022

AFRICA ECO RACE 2022

Media Report

14th Edition



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ABOUT AFRICA ECO RACE

The Africa Eco Race was created in 2008 thanks to the combined experience of two men who marked the history of the biggest off-road rallies, Jean Louis Schlessler and René Metge.

Since 2008, this event bridges two continents, from Europe to Africa. It finishes beautifully on the banks of the "Lac Rose" in Dakar.

Africa is a land of Rally legends. It is the perfect continent to give true sense to this discipline : Friendship, authenticity, solidarity and sportivity.

To let every participants compete, Africa Eco Race has established rules so everyone can reach the "Lac Rose" in Dakar and follow tracks of the legendary Thierry Sabine.

The 2022 edition has gone through 5951 km during 15 days. The Africa Eco Race is now the only rally on the globe crossing 3 different countries, from Europe to Africa.





2022 COURSE

This year, the Africa Eco Race started on the 15th of October in Monaco and finished on the "Lac Rose" in Dakar on the 30th.

Twelve days on the African continent, three countries crossed and breathtaking landscapes.



MEDIA REPORT



TELEVISION

Broadcast in
153
countries

Broadcast on
101
different
channels

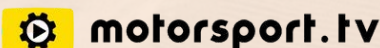
One billion
reached
households

Majority of 30-
49 years
reached

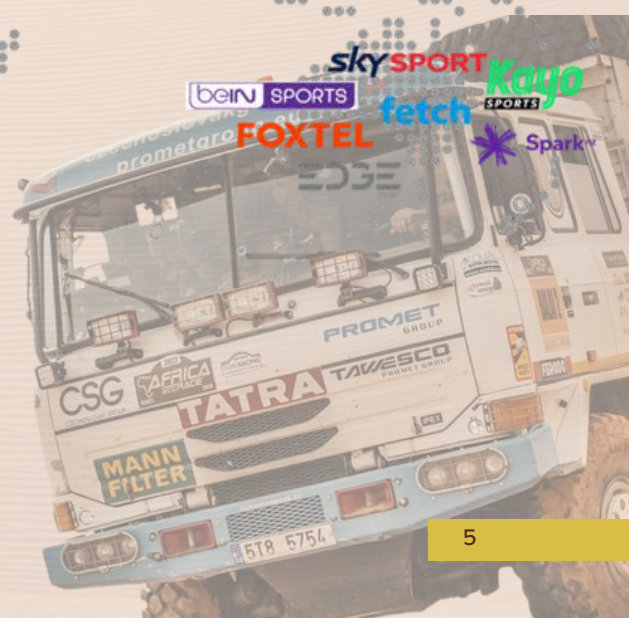
Viewers on
every continents



OUR BROADCAST PARTNERS



SEE THE DETAILED LIST
ATTACHED



MEDIA REPORT

TELEVISION



Over 1000

Is the number of hours watched of the 2022 edition



Over 100

Is the number of journalists following our race in 2022



Over 100

Is the number of TV channels who broadcasted Africa Eco Race programs



MEDIA REPORT



ONLINE MEDIAS

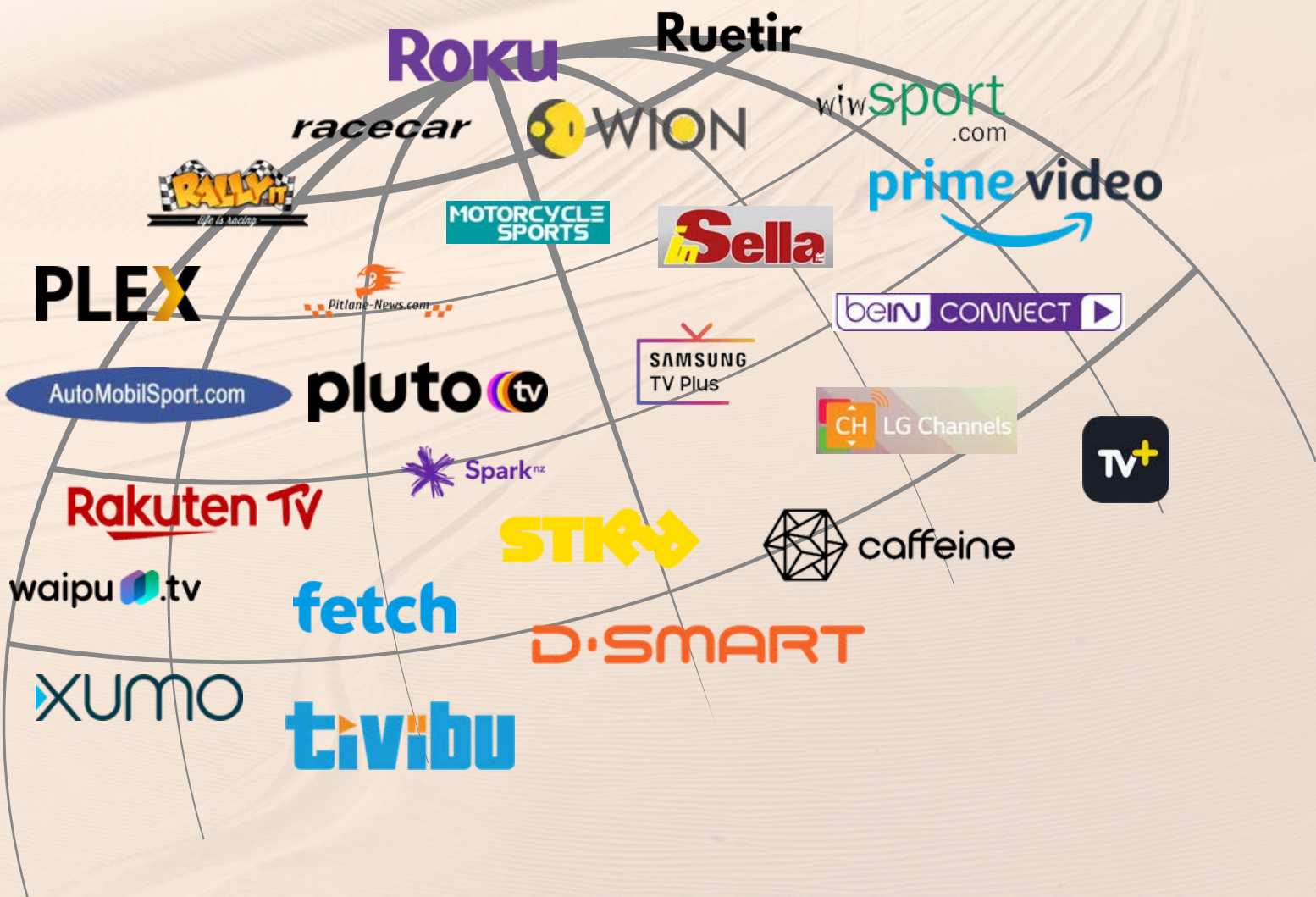
Broadcast on
Over 30 online channels

First year on
Amazon Prime

Over 500 million
 reached households

Majority of 30-49 years reached

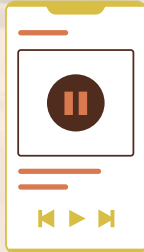
Viewers on **every continents**



MEDIA REPORT

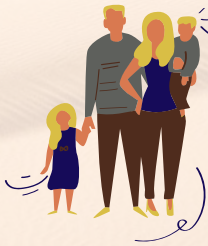


ONLINE MEDIAS



Over 30

Is the number of online medias who broadcasted Africa Eco Race programs



Over 500 million

Is the number of reached households



Five continents

Online visibility for Africa Eco Race

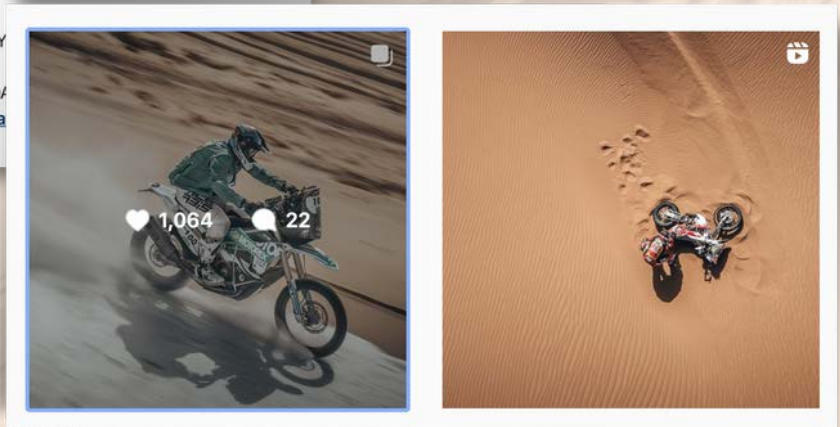
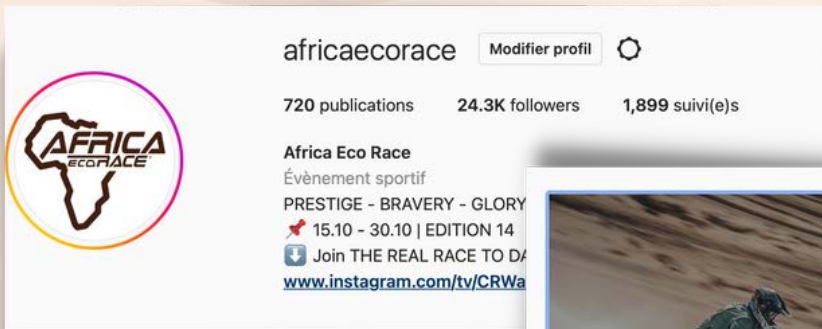


SOCIAL MEDIAS



@africaecorace

- **15% additional subscribers just during the Africa Eco Race 2022**
- **737% visibility increase from different accounts**
- **+ 100 000 unique engagements**
- **50% additional subscribers since the 2020 edition**



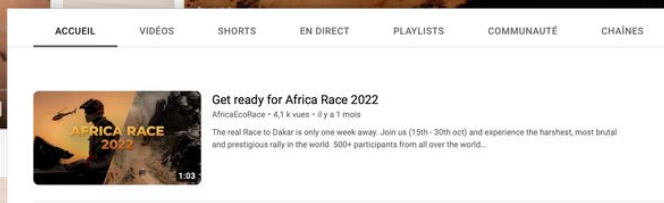
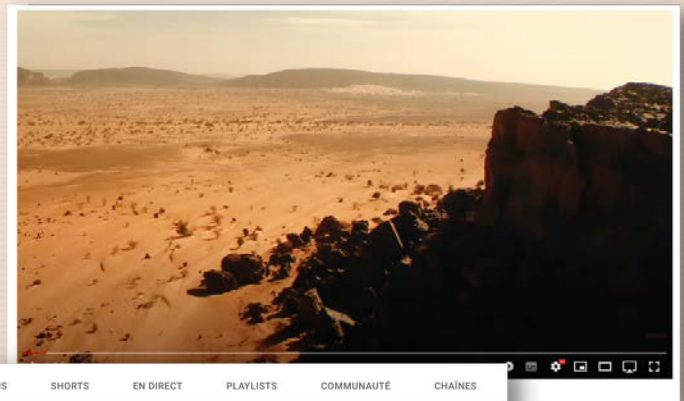
@AfricaEcoRace

- **Close 175 000 views of the 2022 edition, an increase of 16% just during the edition**
- **2 millions interactions, an increase of 100% since the last edition**
- **10 000 hours of viewing**



ÉTAPE 12 - RÉSUMÉ 13 MINUTES

Africa Eco Race 2022



SOCIAL MEDIAS



@africaecorace

- Over **2000** additional subscribers to our Facebook page "Africa Eco Race"
- Nearly **2000** additional reactions in less than 20 days
- Over **100 000 views** of our online content during the race



Dernières vidéos



#AER2022 🇮🇹 LIVE DAKAR TAPPA 🇮🇹
 #africarace #rallyracing #rallylife
 il y a une semaine · 7,2 K vues
 269

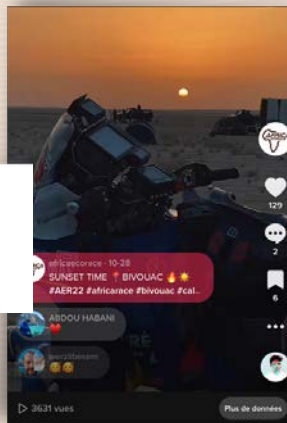
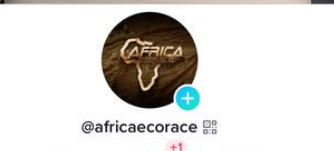
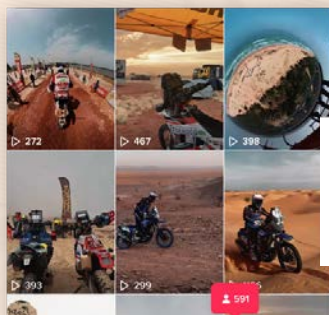


460 4 commentaires 36 partages



@africaecorace

- Over **4 000%** increase in viewings , and almost 100 000 views only during the race
- Nearly **2 000%** increase in interactions (likes, comments et sharing)
- Increase of **1 600%** in followers in less than a month



AFRICA ECO RACE

Africa Eco Race is a sustainable rallye since its creation, and highlights the values of ecology, social and solidarity economy and humanitarian actions.



- Integral compensation of the carbon print
- Reducing the rally's environmental print by providing solar energy to support vehicles
- A dedicated category experimental vehicles (biogaz, hydrogen, hybrid, electric)
- Contributing to the research and development of new sustainable vehicles



- Contribution to the local economy
- Partnership with the AMADE association thanks to a percentage of registration fee donated to the association
- Distribution of clean energy sources to the local population for free.
- Humanitarian and medical support to the local population (Distribution of school equipment, medical equipment, toys...)
- On average, one third of the competitors collect donations before the race to give them to the local population



WHAT VISIBILITY FOR OUR PARTNERS ?

- Only rally in the world crossing different countries, from Europe to Africa
- Exclusive contracts with international field journalists, following the race everyday
- Exclusive media content
- Hundred of millions of views worldwide
- Broadcast contracts worldwide
- An exclusive access to a branch of amateur and experts
- A dedicated team of production



WITHOUT THEM, NOTHING IS POSSIBLE

A team of over 25 members follow, analyse, select and build the best moments of our event everyday. Thanks to them, millions of fans can dream of the Saharian dunes directly from their couch. So, a big thanks to them !



OURS SPONSORS AND PARTNERS



SEE YOU IN 2023

#AER2023

