

MEDIA IMPACT REPORT

AFRICA ECO RACE

MOROCCO • MAURITANIA • SENEGAL



THE RACE TO DAKAR : **THE ORIGINS**

EXECUTIVE SUMMARY

Africa Eco Race is one of the last authentic rally raids connecting Europe to Dakar, crossing Morocco, Mauritania and Senegal over more than 6,000 kilometers of desert and off-road terrain.

Created by rally legends Jean-Louis Schlesser, Hubert Auriol and René Metge, the event preserves the spirit of the original Dakar rally and finishes at the legendary Lac Rose in Dakar.

With global television coverage, strong digital engagement and an international participant base, Africa Eco Race offers brands a powerful platform for global exposure and strong positioning in African markets.



TOTAL MEDIA VALUE

The overall media value of the Africa Eco Race combines television broadcast, online media coverage and digital exposure.

Based on the previous edition's distribution and estimated advertising value across all platforms, the event generated an estimated:

 **€67 Million Total Media Value**

This figure represents the estimated value of global exposure generated through television broadcasting, press coverage and digital media.



THE EVENT



Africa Eco Race in numbers



More than **6000**
km (4000 of
racing)



13 days of
competition



3 countries
crossed



Around **400**
vehicles



800 people
caravan



Over **35**
nationalities



Participants include professional drivers,
amateur competitors and rally
enthusiasts from around the world.



The event combines sport, adventure and
international media coverage.



ONLINE & PRESS **COVERAGE**



Between October 2025 and February 2026, the Africa Eco Race generated strong international press coverage across online media and digital publications.

KEY RESULTS



1,440

Online articles published



1.68 BILLION

Estimated editorial reach



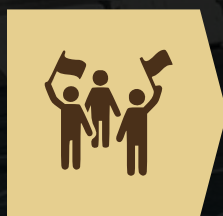
€ 30.5 MILLION

Advertising value equivalent (online press)

This coverage comes from motorsport media, general news outlets and international digital platforms.



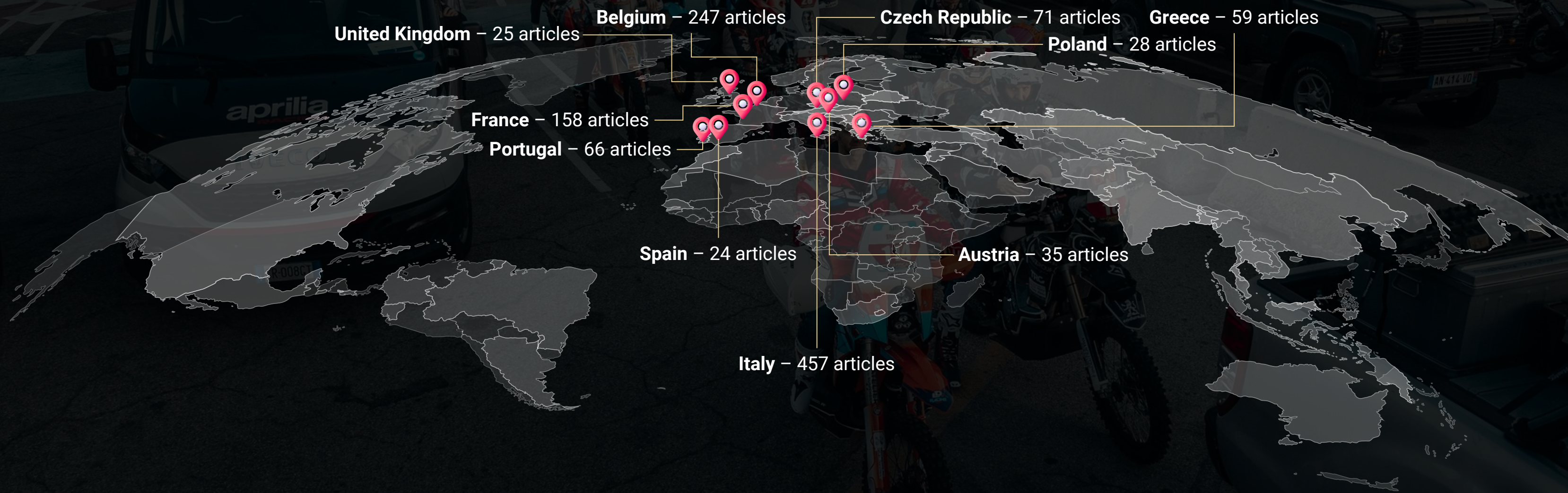
INTERNATIONAL MEDIA COVERAGE



Media coverage originates from multiple countries and languages, reflecting the international interest in the rally.



Main countries generating online coverage



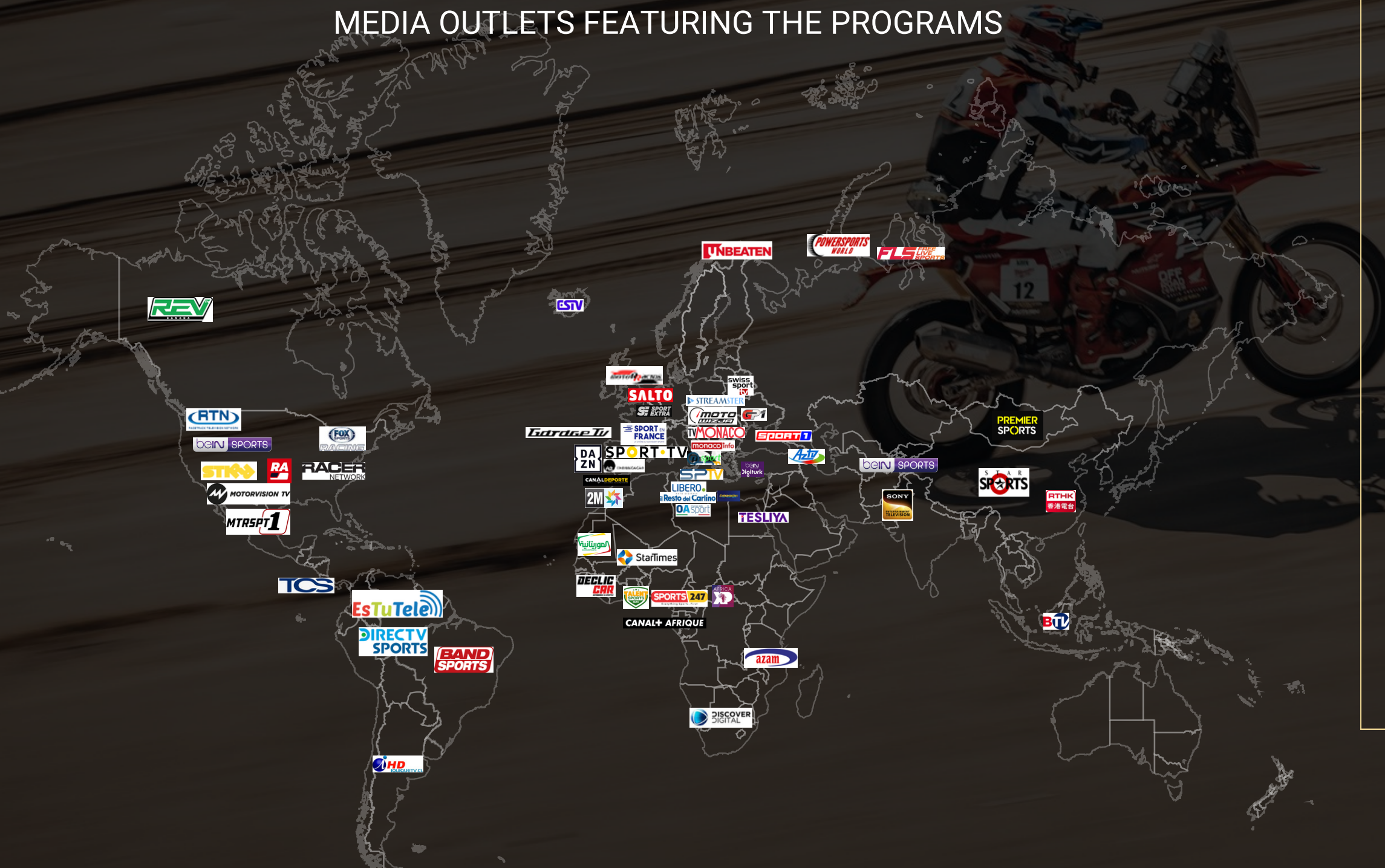
The main publication languages include Italian, Spanish, Dutch, English and Portuguese, highlighting the event's broad European media reach.



TELEVISION DISTRIBUTION

FULL TV MEDIA REPORT

MEDIA OUTLETS FEATURING THE PROGRAMS



The Africa Eco Race benefits from strong international television distribution through sports channels and digital platforms.



The television audience figures presented are based on the latest available media impact report for the 2026 edition.



The 2026 edition achieved wider international distribution, with an expanded presence across channels worldwide.



- TV reach
- Broadcast in 124 countries
 - 3.44 million TV households reached



A GLOBAL BROADCAST NETWORK

124
countries

3,44
BILLION
households reached in
gross cumulative reach

1,33
BILLION
online media reach

4.77
BILLION
in total cumulative
reach.

STRONG CONTENT EXPOSURE



5 key countries highlighted:
France, Italy, Spain, Morocco
and Senegal



Daily 13-minute highlights



Broadcast across sports
channels and digital platforms

A diversified media ecosystem combining documentaries, daily formats and news coverage ensures continuous global exposure.



DIGITAL & SOCIAL MEDIA

THE AFRICA ECO RACE ALSO BENEFITS FROM STRONG ENGAGEMENT ACROSS DIGITAL PLATFORMS

MASSIVE DIGITAL REACH

1.33B online reach

International online
media coverage

600K website page views

Digital platforms amplify the rally beyond traditional media, reaching a younger and highly engaged audience.



3 million views
2 million page visits



418,000 accounts reached
3.5 million visits



450,000 views
3.7 million impressions



230,000 followers
20,500 likes



CONTACT

