

Repucom International

World Match Racing Tour – Danish Open

TV Media Evaluation and Exposure Report



Evaluation Report: 2010



This report has been commissioned by World Match Racing Tour to provide its key stakeholders with an independent evaluation of the media exposure generated by WMRT during Cup Events

The analysis includes exposure across all sponsorship assets provided by WMRT across the following broadcast platforms for the brands below - :

- Highlight Race Broadcasts;



The Repucom Brand Analysis evaluation reports exposures in terms of size (expressed as a percentage of screen size) and location (position on screen). Taking into account variables such as location of exposures, size of exposure and duration of exposure, data provided by the Repucom Brand Analysis system, can be utilized to determine a media equivalency based upon direct comparison to the local equivalent advertising rates or CPT rates applied to the actual viewing audience.


Global Media Evaluation

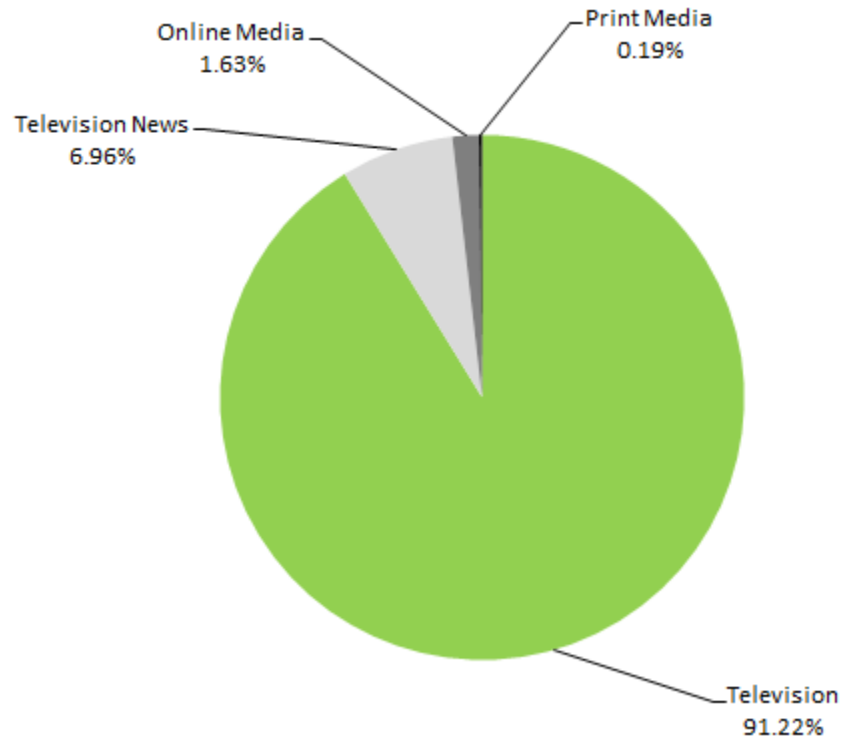


This report independently values the media output of tournament sponsorship assets in all markets where tournament footage is broadcast. Repucom International via its partnership with GroupM and Eurodata have access to television audiences (where applicable), programme audit information and applicable media buying rates in every market. Hence the valuations provided are relevant and robust in each market. However, it is important to consider that there are wide variances in the level of market maturity and hence media buying practices in each market. Following are the three different media landscapes that need to be considered when assessing the valuation data contained in this report:

- **Audited / Cost Per Thousand (CPT):** These valuations are extremely robust and directly reflect the media value delivered to tournament sponsors. These valuations involve the marriage of actual television audience figures with genuine CPT values to provide accurate valuation data.
- **Audited / Rate Card:** The markets, although audited, still trade media on the basis of rate cards and are usually due to the fact they are operating on a cable or satellite platform. These valuations can sometimes look inflated in relation to the Audited/CPT valuations but are nevertheless reflective of the relevant media value delivered in each of these respective markets.
- **Non-Audited / Rate Card:** These markets do not have audited audiences and as a result media can only be traded on a rate card basis.

Key Facts

Event	Television	Television News	Online Media	Print Media	Grand Total
	\$661,734	\$50,506	\$11,805	\$1,387	\$725,432



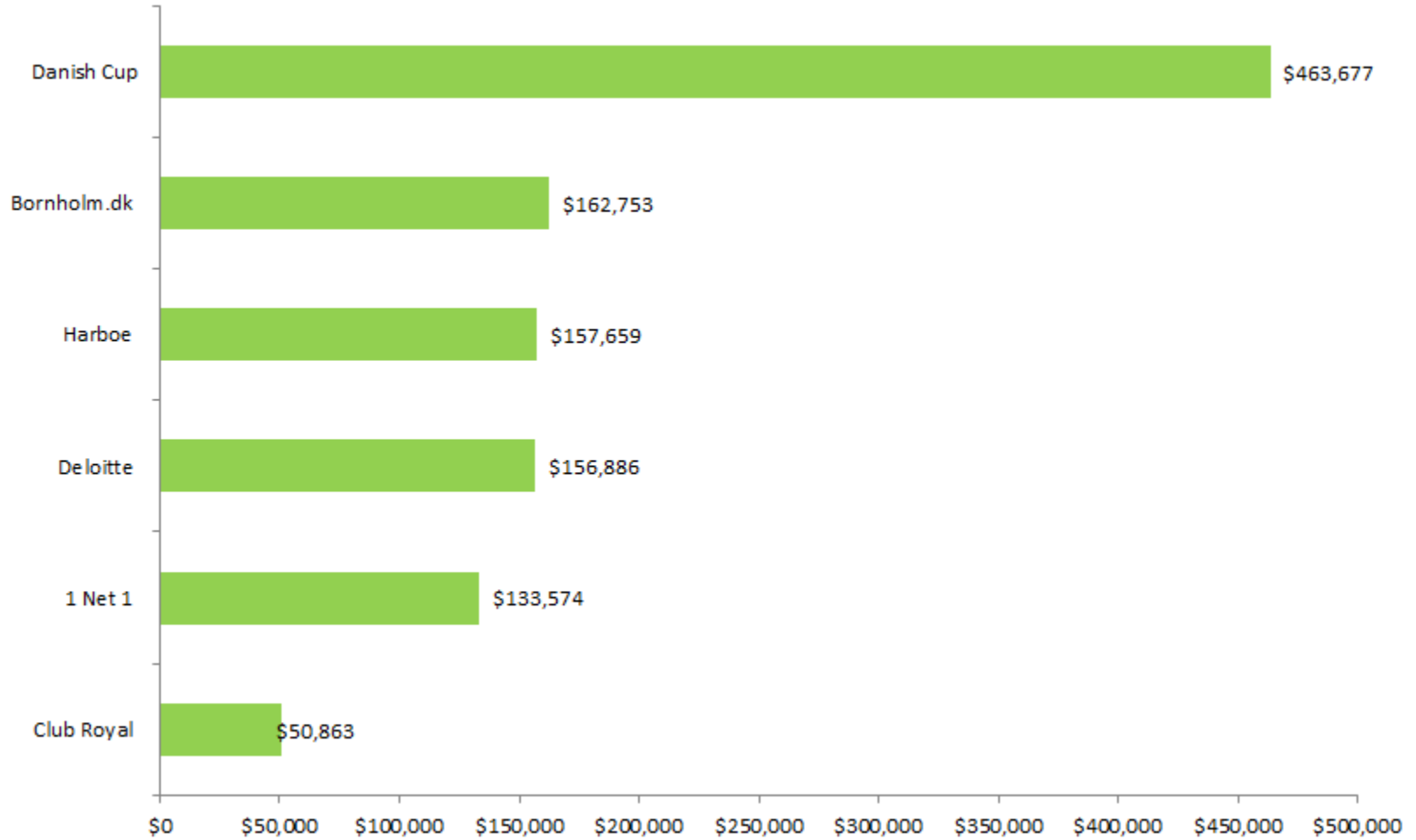
Global Media Value



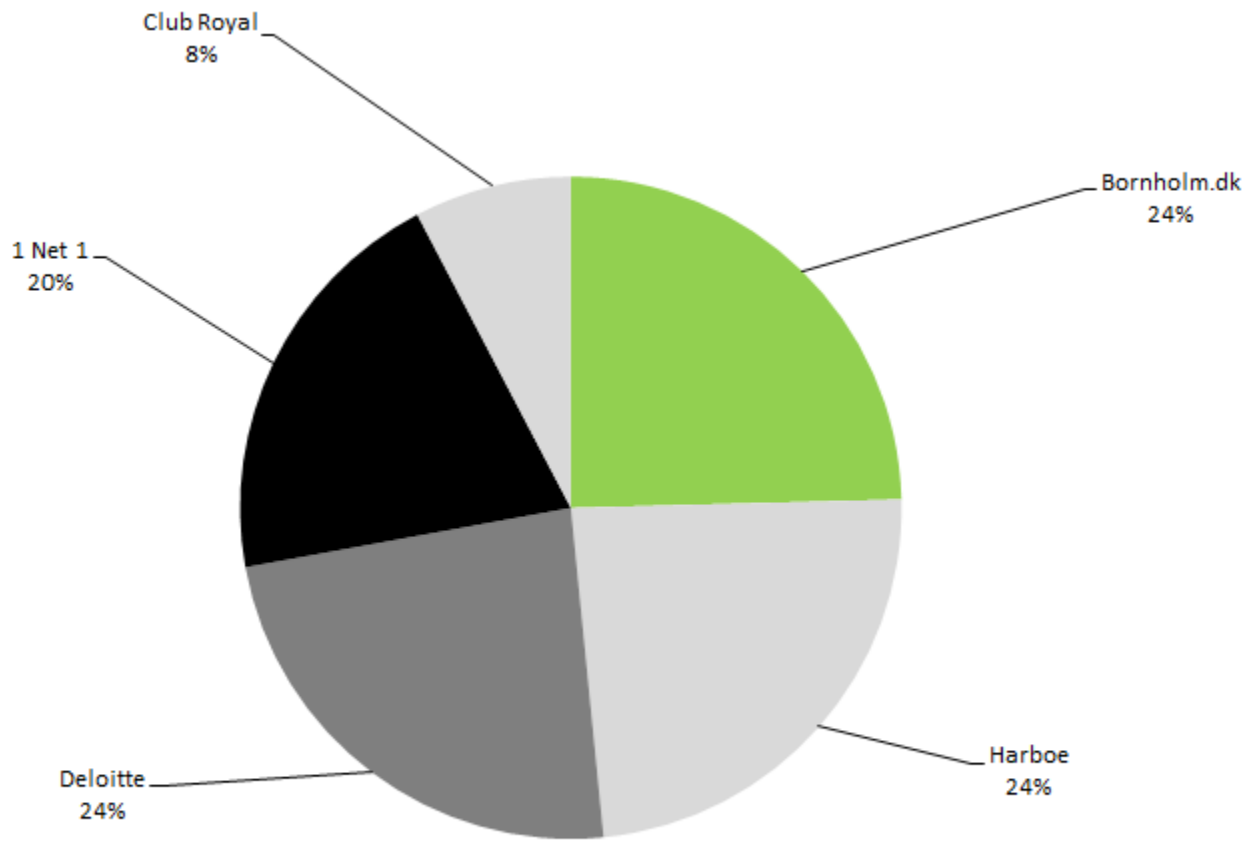
Brand	Exposures	Duration	Average Duration	Average Size	Screen Location		100% Media Equivalency	RBA+%	RBA Media Value
					A	B			
Danish Cup	4,982	9,805	2	1.44	2,491	5,777	\$1,127,020	40.51	\$463,677
Bornholm.dk	2,067	5,247	3	1.53	5,035	5,247	\$603,108	25.98	\$162,753
Harboe	1,643	4,876	3	1.64	4,611	5,088	\$560,464	27.77	\$157,659
Deloitte	1,749	5,565	4	1.66	4,929	5,565	\$639,660	26.07	\$156,886
1 Net 1	1,643	4,717	4	1.33	4,240	4,770	\$542,188	26.41	\$133,574
Club Royal	530	1,484	3	3.48	1,431	1,484	\$170,576	31.23	\$50,863
Grand Total	12,614	31,694	3	1.63	22,737	27,931	\$3,643,016	28.52	\$1,125,410



Global Media Values



Global Media Value – Share of Voice



Danish Open

Property	Exposures	Duration	Average Duration	Average Size	Screen Location		100% Media Equivalency	RBA+%	RBA Media Value
					A	B			
Hull	2,438	5,247	2	1.83	1,749	3,975	\$603,108	42.22	\$254,632
General Signage	2,014	3,498	2	1.31	583	1,431	\$402,072	40.11	\$161,271
TVGI Text	530	1,060	2	1.19	159	371	\$121,840	39.21	\$47,773
Grand Total	4,982	9,805	2	1.44	2,491	5,777	\$1,127,020	40.51	\$463,677



Hull Signage



General Signage



TVGI Text

Property	Exposures	Duration	Average Duration	Average Size	Screen Location		100% Media Equivalency	RBA+%	RBA Media Value
					A	B			
Hull Signage	2,014	5,194	3	1.73	4,982	5,194	\$597,016	26.69	\$161,431
Sail Signage	53	53	1	0.34	53	53	\$6,092	21.70	\$1,322
	2,067	5,247	3	1.53	5,035	5,247	\$603,108	25.98	\$162,753



Hull Signage



Sail Signage

Property	Exposures	Duration	Average Duration	Average Size	Screen Location		100% Media Equivalency	RBA+%	RBA Media Value
					A	B			
Hull Signage	1,537	4,611	3	1.29	4,505	4,823	\$530,004	26.36	\$148,025
Sail Signage	106	265	3	2.36	106	265	\$30,460	30.59	\$9,634
	1,643	4,876	3	1.64	4,611	5,088	\$560,464	27.77	\$157,659



Hull Signage



Sail Signage

Property	Exposures	Duration	Average Duration	Average Size	Screen Location		100% Media Equivalency	RBA+%	RBA Media Value
					A	B			
Hull Signage	1,484	4,876	4	1.20	4,452	4,876	\$560,464	24.36	\$129,917
Sail Signage	265	689	3	3.50	477	689	\$79,196	32.95	\$26,968
	1,749	5,565	4	1.66	4,929	5,565	\$639,660	26.07	\$156,886



Hull Signage



Sail Signage

1 Net 1

Property	Exposures	Duration	Average Duration	Average Size	Screen Location		100% Media Equivalency	RBA+%	RBA Media Value
					A	B			
Hull Signage	1,484	4,134	3	1.05	3,657	4,187	\$475,176	24.30	\$114,525
Sail Signage	159	583	4	1.47	583	583	\$67,012	27.46	\$19,049
	1,643	4,717	4	1.33	4,240	4,770	\$542,188	26.41	\$133,574



Hull Signage



Sail Signage

Club Royal



Property	Exposures	Duration	Average Duration	Average Size	Screen Location		100% Media Equivalency	RBA+%	RBA Media Value
					A	B			
Hull Signage	530	1,484	3	3.48	1,431	1,484	\$170,576	31.23	\$50,863
	530	1,484	3	3.48	1,431	1,484	\$170,576	31.23	\$50,863

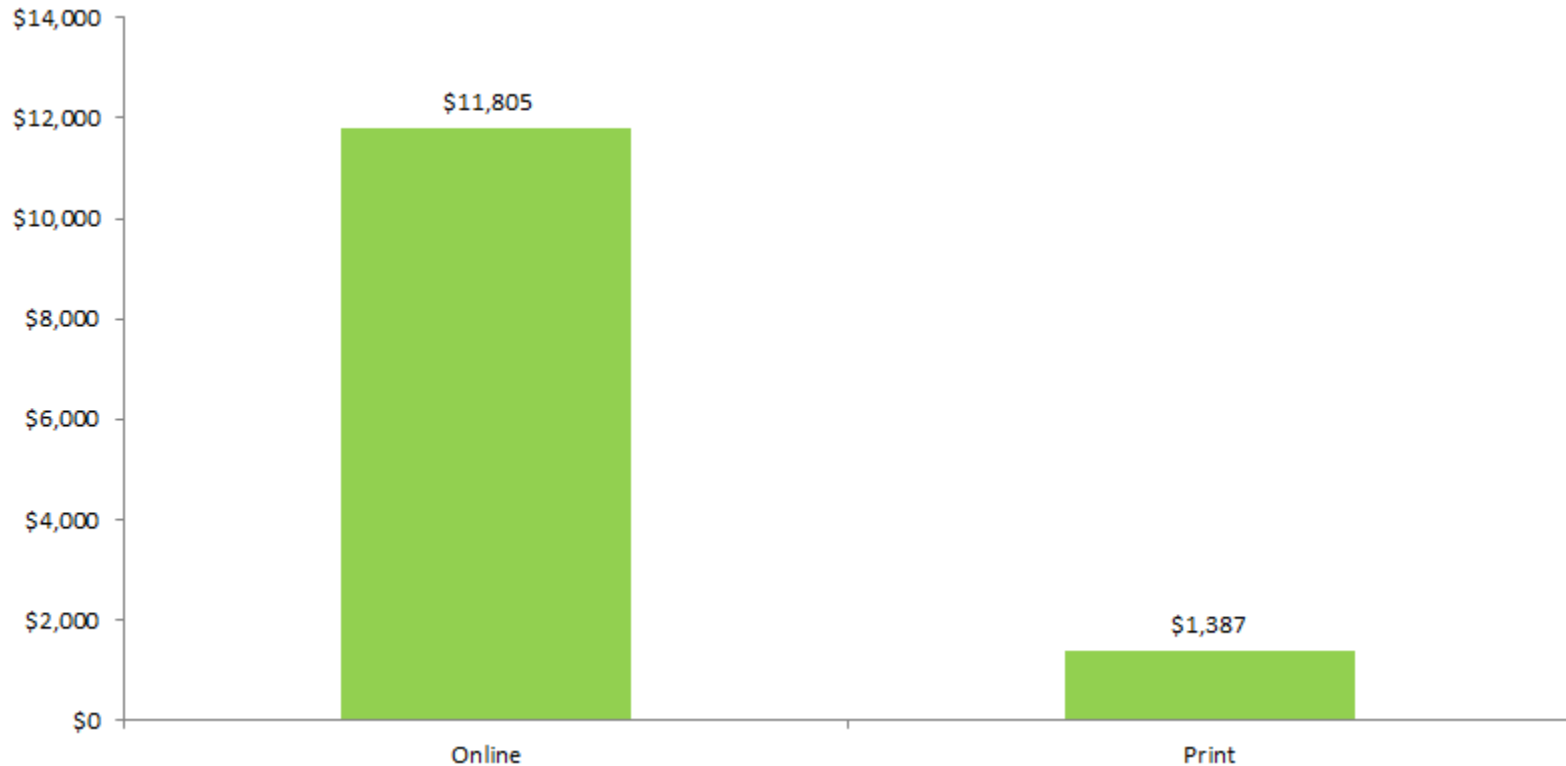


Hull Signage

Online – Media Value



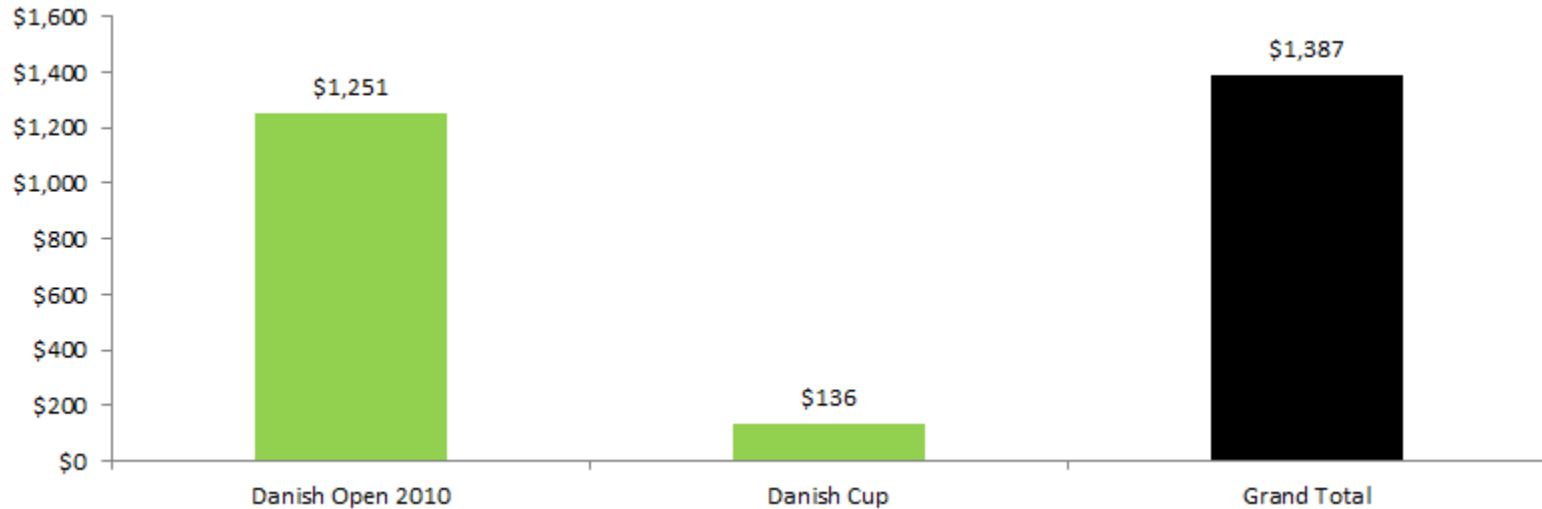
Event	Sponsor	Exposures	RBA Media Value	PR Media Value
Danish Open	Online	50	\$11,805	\$35,415
Danish Open	Print	4	\$1,387	\$4,161
Grand Total		54	\$13,192	\$39,576



Print – Media Value by Brand



Event	Sponsor	Exposures	RBA Media Value
Danish Cup	Danish Open 2010	2	\$1,251
	Danish Cup	2	\$136
Danish Cup Total		4	\$1,387



Online Appendix



Publication	Exposures	Publication	Exposures	Publication	Exposures
Sailkarma.com	13				
Yanmar	7				
Adesso Vela	7				
Chinese Olympic Committee	6				
Sport in Sicilia	5				
Redtram (FR)	2				
Inside The Games.biz	1				
Masculin	1				
L'EQUIPE.fr	1				
Sail24.com	1				
MSN France	1				
DR Regionalen	1				
Crew.org.nz	1				
DR.dk	1				
Netavisen Bornholm.nu	1				
Nautica Online	1				
Grand Total	50				

Glossary of Terms

Number of exposures (number)

The number of exposures a property generates is the number of independent sequences of exposure a brand-property combination generates. In regards to its usefulness in analysis, it can be used to assess the number of times a signage point is seen uniquely.

Sum of duration on screen (seconds)

Duration on screen is probably the most common comparative used as it is a pure measure. There are no external factors such as audience, cost per thousand, or the quality of location in play. It is suitable in assessing pure exposure capture for share of voice within a shared property such as LED Signage, or if looking at a specific property year on year where a logo or setup may have changed.

Average exposure duration (seconds)

The average exposure duration gives a snapshot view of the average duration on screen per exposure for a property.

Average exposure size (% of total screen size)

The average exposure size represents the average size on screen for the hits collected for each exposure. It can give a basic view on hit size for a property.

100% media equivalency

100% media equivalency brings an added layer of audience and cost per thousand on top of the duration comparison. It is suitable if an analysis is needed where weight of exposure (duration), and the audience and cost per thousand is factored in, but the quality or impact of the exposure is not.

RBA+ media value

This is the most common method of comparison as it comprises all elements of the equation – weight of exposure, audience, cost per thousand, and quality of the exposure (RBA%). This is the best method for overall appraisals of sponsorships and inventory, particularly in comparison to investment.

RBA %

RBA % is an excellent comparison of the actual exposure quality and impact between and logos and properties. If the RBA % is devised for an overall sponsorship, it can act as a guide on which a mix of properties is the optimum from a pure quality and impact perspective, not counting weight of exposure, audience, or cost per thousand.

Screen Location

Screen location can be used to make an assessment of the location of the hits on screen. Location A is the centre of the screen. Location B is the cumulative figure for hit in location B, C, D and E



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