



Ufficio Stampa - Press Office

Television, a continuous increase... although everything (ISC).

The 2007 has been a very important TV broadcasts year for the WRC and, of course, for the Rally d'Italia Sardegna, that now wants to increase the already good result of the 2007, through the proposal of a live broadcast of a Special Stage, in Costa Smeralda.

Tv has a substantial role for the success of a sporting event. The classification of the 16 Rallies of the Championship 2007 confirms the importance of a good TV coverage: although the first position obtained by the Organization in the safety's item, the Italian rally has obtained just a seventh position in the overall classification due to the poor TV coverage compared to that one of other Rally such as Finland, Argentina, Portugal and Ireland (first three classified) where the national televisions have proposed several hours of live broadcast. This is a sign of a real disaffection of the Italian general TV toward a sporting discipline that, although everything, is able to get a good audience in Italy and abroad.

Thanks to the effort of the Rally d'Italia Sardegna, that in 2007 has hosted the TV program Numero Uno on Rai Due in live transmission from Olbia, RAI has obtained the total rights on the whole Championship. Thanks to this too the Italian TV has made the best world wide performance. The increase, in comparison with the previous edition, has been of about a 50% with a total number of spectators of about 25 Millions.

The general audience of the WRC is constantly increasing: in 2007 more than 816 Millions Spectators have followed the show, in 2003 they were 648. The Championship has been distributed in over 180 countries and broadcasted by over than 250 TVs.

48 Millions of the aforementioned 816 have followed the Rally Italia Sardegna. The most followed Rally Round has been the Irish one (62,8 Millions spectators), Japan (56,7) and Wales (55,6). In 2007 12.445 Tv Broadcasts were dedicated to the Championship. In 2003 they were just 3.396. The Rally d'Italia Sardegna has been the WRC Round with the largest number of dedicated broadcasts: 949. In 2006 they were 568. Germany is second placed with 904 followed by Greece with 893.

The total amount of coverage has increased of a 20% from 2006 to 2007, with a total amount of 5.457 hours. 353 of the aforementioned have been dedicated to Italy. Argentina with 407 hrs, followed by Wales with 396 and Germany with 393 are the first three classified.



Feel+



Costa Smeralda



Costa Smeralda



Costa Smeralda



Costa Smeralda Resort



Costa Smeralda



Costa Smeralda

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GEASAR



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OLBIA E GULF ARMANI



POLIZIA di Stato



CANTINA DEL VERMENTINO



Provincia di Olbia-Tempio



Comune di Olbia



Comune di Tempio Pausania



Comune di Arzachena



Provincia di Sassari



Provincia di Nuoro

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