



1988
EDDIE LAWSON
YAMAHA #3

1989
EDDIE LAWSON
HONDA #1

1990
WAYNE RAINEY
YAMAHA #2

2009
VALENTINO ROSSI
YAMAHA #46

2010
JORGE LORENZO
YAMAHA #99

1981
FRANCO LUCCHINELLI
SUZUKI #5

1982
FRANCO UNICHI
SUZUKI

2000
ROBERTS JR
SUZUKI #1

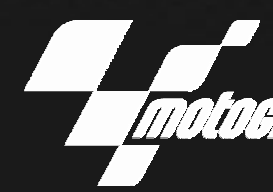
2001
VALENTINO ROSSI
HONDA #46

1973
ANGIE HEAD
HONDA #2

2002
VALENTINO ROSSI
HONDA #46

1991
WAYNE RAINEY
YAMAHA #3

1992
WAYNE RAINEY



Dorna, 360° Event Management

Dorna is the exclusive commercial & TV rights holder since 1992

MotoGP is the pinnacle of motorcycle racing.

Dorna is involved and integrated throughout all areas of the management of the championship.



MotoGP: The heritage



- MotoGP is the longest running motorsport world championship. It was originally founded in 1949.
- More than 80 riders participate in the three categories of the Championship (125cc, Moto2 and MotoGP).
- Legends of the motorcycle world such as Phil Read, John Surtees, Ángel Nieto, Giacomo Agostini, Mick Doohan and Valentino Rossi have previously or currently participated in the championship.

MotoGP: A tool to reach worldwide markets

8
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3
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Months
ompetition



MotoGP – Fast Facts



World's premier
motorcycle
brands

Prototype
bikes – Highest
technology

87 riders
of 23
nationalities

MotoGP class
“the TOP of the
sport”

207
countries receive
LIVE TV signal

6,422 hours
broadcast in 2010

Spectators watch
an average of 14
races on TV
throughout the
season

Moto2 class
“intermediate
level”

2.3 M
site spectators

55 M
annual visits to
MotoGP.com

125cc class
“young talents”

MotoGP Asian Manufacturers

Asian manufacturers fully involved



Win on Sunday, sell on Monday

Asian Riders involved in the Championship



India



Sarath Kumar
125cc



Malaysia



Zulfahmi Khairuddin
125cc



Thailand



Ratthapark Wilairot
Moto2



Japan



Hiroshi Aoyama
MotoGP



Japan



Yuki Takahashi
Moto2



Japan



Tomoyoshi Koyama
125cc



Japan



Hiroki Ono
125cc

European Riders to promote in ASIA

Jorge Lorenzo in Indonesia



Asian Sponsors in MotoGP

AirAsia



Petronas



European Sponsors to promote in Asia

Large Lorenzo celebration in Sepang



European Sponsors to promote in Asia

and Prix of Japan: Visit Spain Advertising Supports



2011 MotoGP TV Status in ASIA

2011 MotoGP TV Status

TERRITORY	STATION	BROADCAST
CHINA	Guandong TV	MotoGP Race Live/SDD
	Shanghai TV	MotoGP Race Live/SDD
	CSPN	MotoGP Race Live/SDD
HONG KONG	PCCW	52' Highlights + Races live TBC
INDONESIA	Trans7	All Races Live, MotoGP QP Live
JAPAN	NTV	1 Hour highlights on delayed basis. Japan GP MotoGP Race Live
	G+	All Races Live
INDIA	Ten Sports	All Races and MotoGP QP Live. 52' Highlights Delay
	NEO	All Races Live
MALAYSIA	TBC	TBC
SINGAPORE	Starhub's Supersports	All Races and MotoGP QP Live
THAILAND	Channel 9	All GP MotoGP race SDD and highlights of Moto2
Continental Networks		
ASIA	ESPN STAR	All GP MotoGP QP Live/SDD; MotoGP & Moto2 Races Live; 125cc Delayed

Public Attendance at the circuits

Sepang - Malaysia

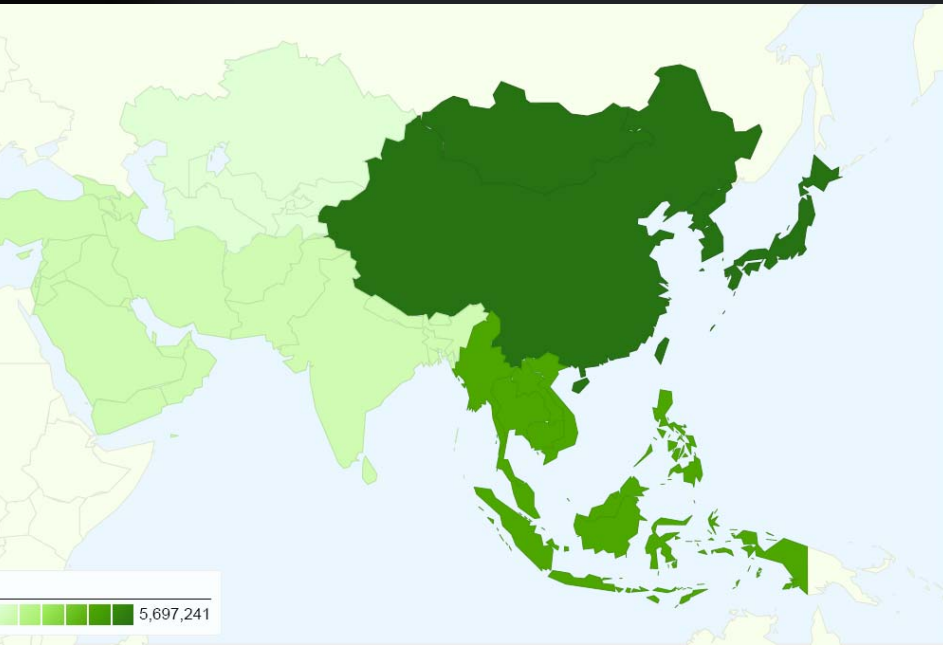
Year	Day 1	Day 2	Race Day	TOTAL
2010	14.848	28.566	62.141	105.555
2009	14.725	28.324	59.206	102.255
2008	4.221 *	7.371 *	38.560	50.152
2007	2.212	5.160	37.435	44.807

Twin Ring Motegi - Japan

Year	Day 1	Day 2	Race Day	TOTAL
2010	6.875	17.835	40.113	64.823
2009	7.471	16.328 *	41.533	65.332
2008	7.542 *	21.908	57.865	87.315
2007	8.592	24.105	57.617 *	90.314

Motogp.com users in Asia

From 1/1/2010 to 31/12/2010



19% of the total visitors come from ASIA

7,84 Pages seen on every visit
(+66,88% than 2009)

7'31" Average time on site
(+49,03% than 2009)

31.11% Average of new visits
(+9,59% than 2009)

32,73% Bounce Rate
(-5.54% than 2009)

Area	% visits over the total	Pages/Visit	Average time on site	% of new visits	Bounce Rate
Eastern Asia	9.94%	6.05	00:05:42	20.13%	35.11%
South-Eastern Asia	6.84%	10.65	00:10:12	44.71%	28.57%
Western Asia	1%	7.04	00:07:21	32.74%	34.29%
Southern Asia	1.01%	7.24	00:07:18	45.79%	31.43%
Central Asia	0.03%	6.84	00:07:48	18.87%	36.43%

MotoGP Social Networks Relevance in ASIA

Facebook

Fans

1. Indonesia: 560.731
2. Italia: 291.023
3. UK: 121.007
4. Spain: 96.298
5. France: 77.920
6. Greece: 54.456
7. Malaysia: 54.403
8. USA: 53.962
9. India: 44.002
10. Australia: 28.251

YouTube

Relevance

Italy	5.9	<div style="width: 59%;"></div>
Indonesia	4.6	<div style="width: 46%;"></div>
Spain	4.3	<div style="width: 43%;"></div>
Brazil	2.2	<div style="width: 22%;"></div>
Malaysia	2.2	<div style="width: 22%;"></div>
Greece	2.0	<div style="width: 20%;"></div>
Taiwan	2.0	<div style="width: 20%;"></div>
Thailand	1.8	<div style="width: 18%;"></div>
Mexico	1.7	<div style="width: 17%;"></div>
United States	1.7	<div style="width: 17%;"></div>

Relevance compared to other channels in each country (0-100)

Accredited Media in Japan and Malaysia 2010

Media	JPN	MAL
Television	327	378
Printed Media	265	245
Radio Stations	10	10
Electronic Media	16	6
TOTAL	618	639



THANK YOU

