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Anniversary season of ADAC GT Masters reaches worldwide audience

- 237 million watch ADAC GT Masters on TV in 2016
- Europe is most important TV market for the Super Sportscar League
- SPORT1 will again act as live TV partner to ADAC GT Masters in 2017

Munich: From Europe to Australia and South America, the ADAC GT Masters races were not only seen live and in full on German TV during 2016, the Super Sportscar League again continued to attract more attention internationally. Pictures from the tenth anniversary season of the ADAC GT Masters were broadcast live, as recordings, as highlights, as magazine contributions and as news in 202 countries last season. Outside of Germany, a total of 237 million people watched TV pictures from the ADAC GT Masters last year.

105 TV stations in all carried 5,953 broadcasts of the series, and 1.15 billion people worldwide were able to receive the programmes. The total amount of programming amounted to 1,442 hours, 57 percent of which was broadcast in Europe. South and Central America formed the second biggest audience at around 15 percent, followed by Asia with seven percent.

MotorsTV broadcast pictures of the exciting races in some 40 European countries. Apart from MotorsTV, Motorvision TV Europe also showed the ADAC GT Masters in many European countries. In motorsport-mad UK, BT Sport broadcast the ADAC GT Masters as recordings. International TV coverage of the ADAC GT Masters again increased during the anniversary season, especially in south-east Asia, the Middle East and Australia, where beIN Sport broadcast the races live. MotortrendOnDemand showed the series in the US.

TV partner SPORT1 will again broadcast all the races in Germany during 2017. The private TV channel will feature all the ADAC GT Masters races live on free-to-air TV. Coverage will be supplemented by extensive online reporting.

2017 ADAC GT Masters schedule (subject to change)

28/04/17 - 30/04/17	Motorsport Arena Oschersleben
19/05/17 - 21/05/17	Lausitzring (with DTM)
09/06/17 - 11/06/17	Red Bull Ring/Austria
21/07/17 - 23/07/17	Circuit Park Zandvoort/Netherlands
04/08/17 - 06/08/17	Nürburgring
15/09/17 - 17/09/17	Sachsenring
22/09/17 - 24/09/17	Hockenheimring Baden-Württemberg

Media Contact

ADAC eV

Oliver Runschke, Tel: +49 (0) 89 7676 6965, E-Mail: oliver.runschke@adac.de
Kay-Oliver Langendorff, Tel: +49 (0) 89 7676 6936, E-Mail: kay.langendorff@adac.de

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