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ADAC GT Masters an International Success **World-wide TV marketing of ADAC GT Masters**

The interest in TV footage of the exciting ADAC GT Masters is growing in 2011, also on an international basis. This year, audiences in Europe and elsewhere can watch the "League of the Supercars" for the first time - live or in recorded highlights. Over 20 TV stations in over 50 countries aired live coverage, features, news and edited highlights from the first two weekends of the ADAC GT Masters. In Austria, Germany and Switzerland, the cable TV station kabel eins has been broadcasting the ADAC GT Masters races live on free TV since 2010.

WIGE Int'l TV-Marketing GmbH, the agency in charge of managing the TV rights, will ensure that footage of the ADAC GT Masters races will be on air in over 40 European countries throughout the season, for instance on the motor sports channel Motors TV. Furthermore, stations in Australia, South Africa and the Middle East will carry the highlights of the series.

"We are pleased to be working with the ADAC GT Masters for two years running. This high-profile series is a perfect fit for our motor sports portfolio; it is a very interesting product for the international market. We are proud to be ADAC's partner in its world-wide distribution," said Thorsten Schroeder, Managing Director of WIGE TV-Marketing.

World-wide formats such as Motorsport Mundial, Planet Speed and Max Power also include regular accounts of the races in their magazines, which brings the number of potential viewers to 500 million in 100 countries world-wide.

Hermann Tomczyk, the ADAC Sport President, is pleased with the growing international interest generated by the TV footage from the ADAC GT Masters: "Eight car makes competing, a line-up of 40 supercars und drivers from eleven nations confirm that this is a very attractive series indeed. The detailed TV footage underscores the international interest in the 'League of the Supercars'."

Further informations at www.adac-gt-masters.de



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