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ADAC GT Masters raises TV profile

- Improved coverage of ADAC GT Masters for viewers in the German-speaking world
- New starting time of 12 midday for all 16 ADAC GT Masters races
- Live or catch-up broadcasts of ADAC GT Masters in more than 100 countries

The ADAC GT Masters embarks on its 2014 campaign with a strong TV package. Coverage of the Super Sports Car League has been optimised and expanded in the German-speaking heartland and further afield. The ADAC GT Masters will be broadcast live or staggered in more than 100 countries this year. Starting with the season opener at the etropolis Motorsport Arena Oschersleben next weekend (25th to 27th April), viewers in Germany, Austria and Switzerland will be able to watch all 16 races of the ADAC GT Masters unedited, live and in their entirety on free-to-air commercial station *kabel eins*.

The name of the *kabel eins* programme – ‘ran Racing’ – is carried over from last season but its broadcast slot has been brought slightly forward, with coverage on Saturday and Sunday commencing at 11.45am. The races on both days will start at midday precisely, i.e. a quarter of an hour earlier than last year. The team of commentators remains unchanged: experienced Formula 1 anchorman Jacques Schulz and expert co-commentator Patrick Simon will be providing the race commentary while ‘ran Racing’ presenters Andrea Kaiser and Jan Stecker will be updating viewers with interviews and breaking news from the grid or the pit lane. In addition to the live broadcasts on *kabel eins* this year, the best of the action from every race will once again feature strongly in the channel’s news reports over the weekend. *kabel eins* will conclude its coverage with ‘ran Racing - ADAC GT Masters Magazine’ a round-up of all the highlights from the three-day event. The ‘ran Racing’ website at www.ran.de will also carry live streaming of all the races.

Meanwhile, specialist channel SPORT 1 has its own dedicated ‘ADAC GT Masters Magazine’ which will be showing the highlights from the race weekends. As in the previous season, the programme on SPORT1 will be one hour in length and will feature the best of the action from both the ADAC GT Masters and Formel ADAC support series.

Motorvision TV (part of the SKY network) also ventures into the Super Sports Car League this year: starting with the curtain-raiser at Oschersleben, the dedicated auto and motor sports channel will be broadcasting highlights from all sixteen ADAC GT Masters races to fans in the German-speaking countries and also to viewers in the Middle East and Asia.

“We are pleased that, for the fifth year in succession, this agreement between us and our exclusive live broadcast partner *kabel eins* will enable fans to watch each and every race of the 2014 ADAC GT Masters live and in its entirety,” says Lars Soutschka, Director Motor Sports and Classic Divisions. “This year, we have further optimised the ADAC GT Masters TV package and acquired yet another attractive TV partner for the series in the shape of Motorvision TV. The growing number of drivers from other European countries has certainly also been a contributory factor in our increased international TV coverage.”

Fans in Europe can again follow all the ADAC GT Masters races this season as recordings on Motors TV: the pan-European motorsports channel will be showing the races as time-shifted broadcasts in around 40 European countries. With further delayed transmissions of the ADAC GT Masters in eleven other European countries, including the entire Nordic region and the UK, the series has more extensive coverage in Europe than ever before.

Media information

Action from the ADAC GT Masters this year will even be available to armchair sports car fans in Australia and the USA, with Fox Sports providing time-delayed coverage in both countries.

German international broadcaster ProSiebenSat.1Welt will also be increasing its involvement after a successful trial run in 2013. The ADAC GT Masters races will be shown live or as highlights on ProSiebenSat.1Welt in eight European countries, in North and South America and in South Africa.

TV broadcast times for the ADAC GT Masters at Oschersleben

kabel eins:

Sat 26 April	11:45 - 12:00	LIVE - Warm-up
	12:00 - 13:00	LIVE - The race
	13:00 - 13:10	LIVE - The highlights
	16:35 - 16:45	NEWS → Highlights *
Sun 27 April	11:45 - 12:00	LIVE - Warm-up
	12:00 - 13:00	LIVE - The race
	13:00 - 13:10	LIVE - The highlights
	16:10 - 16:20	NEWS → Highlights *
Mon 28 April	02:15 - 02:30	ran Racing ADAC GT Masters-Magazin
Weds 30 April	02:15 - 02:29	ran Racing ADAC GT Masters-Magazin

* Highlights of the ADAC GT Masters will follow the kabel eins news

SPORT1

Sat 3 May 16:30 - 17:30 ADAC GT Masters-Magazin (first airing)

Motors TV

Weds 6 May 00:15 - 01:45 Recording Oschersleben (first airing)

ran.de

Sat 26 April 11:45 - 13:10 ran Racing - Livestream on www.ran.de

Sun 27 April 11:45 - 13:10 ran Racing - Livestream on www.ran.de

About the ADAC GT Masters

The ADAC GT Masters 2014 season gets underway on the weekend of 25th - 27th April at the etropolis Motorsport Arena Oschersleben. All 16 races of the ADAC GT Masters will again be broadcast live and in full throughout Germany, Austria and Switzerland on *kabel eins* during 2014.

Tickets, including paddock access, start at €20.00.

Fans who prefer to experience the ADAC GT Masters live at the track can obtain tickets in advance starting at 20 euros (includes access to the paddock). Tickets are available online at www.adac.de/motorsport from all ADAC branch offices, online at www.eventim.de or from one of the more than 20.000 Eventim outlets in Europe.

ADAC GT Masters schedule, 2014

08/04 - 09/04/14	Official testing at etropolis Motorsport Arena Oschersleben (8th April Media Day)
25/04 - 27/04/14	etropolis Motorsport Arena, Oschersleben
09/05 - 11/05/14	Circuit Park Zandvoort (NL)
23/05 - 25/05/14	Lausitzring*
06/06 - 08/06/14	Red Bull Ring (A)
08/08 - 10/08/14	Slovakia Ring (SK)

Media information

29/08 - 31/08/14 Nürburgring
19/09 - 21/09/14 Sachsenring
03/10 - 05/10/14 Hockenheimring, Baden-Württemberg

* subject to FIA/DMSB approval

ADAC GT Masters website: Access to Press Area via 'Press' in the top menu bar at www.adac.de/gt-masters.
For further information, visit www.adac.de/gt-masters

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