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ADAC GT Masters surpasses all previous viewing figures

- Worldwide interest in TV coverage of the ADAC GT Masters
- Record highs in transmission duration, number of programmes and global reach
- Fans around the world were able to follow the ADAC GT Masters on TV in 2014

Munich: Worldwide interest in the 2014 ADAC GT Masters was higher than in any previous season. This year's Super Sports Cars League received more frequent and extensive international TV coverage than ever before. That includes duration of transmission, number of programme slots and size of audience. During the 2014 season, action from the ADAC GT Masters was screened in almost every country in the world. The series was broadcast live or 'live delayed' and in roundup format on 206 channels in 210 countries. Theoretical global coverage was increased by a further 3.96% to a new high of 1.4 billion households.

Transmission duration was more than double that of 2013. A total of 2,021 hours from the 16 races last season have so far been shown, representing a 134% increase on the previous year. The ADAC GT Masters has thus continued to build on its existing popularity. By comparison with 2012, transmission time has quadrupled over the two-year period.

The number of separate broadcasts has tripled since 2013. In all, 2,867 programmes featuring action from the ADAC GT Masters were broadcast worldwide. Viewing figures increased by 14.8%. The bulk of international TV coverage for the ADAC GT Masters continues to be in Europe. Around half of all programmes accounting for a good 75% of total transmission time went out in Europe.

The ADAC GT Masters will also have a major TV presence in 2015 when its new exclusive partner SPORT1 shows all 16 races live and in full to fans watching at home in Germany, Austria and Switzerland.

Tickets cost 20 euros, including access to paddock

Fans who want to experience the ADAC GT Masters live at the racetrack can now get tickets for the races at Oschersleben, at the Lausitzring and at the Nürburgring for just 20 euros, including access to the paddock. Tickets are available online at www.adac.de/gt-masters, from all ADAC offices, at www.eventim.de and from more than 20,000 Eventim ticket offices throughout Europe.

The ADAC GT Masters will line up again in the 2015 season for eight events with 16 races in Germany, Austria, Belgium and the Netherlands. All 16 races of the ADAC GT Masters will be broadcast live on free-to-air TV channel SPORT1. Coverage begins at 1 pm each race weekend.

Schedule and venues for the 2015 ADAC GT Masters:

24/04 – 26/04/2015	etropolis Motorsport Arena Oschersleben
05/06 – 07/06/2015	Red Bull Ring (A)
19/06 – 21/06/2015	Circuit Spa-Francorchamps (B)
03/07 – 05/07/2015	Lausitzring
14/08 – 16/08/2015	Nürburgring
28/08 – 30/08/2015	Sachsenring
18/09 – 20/09/2015	Circuit Park Zandvoort (NL)
02/10 – 04/10/2015	Hockenheimring Baden-Württemberg

Media information

For further information, visit www.adac.de/gt-masters

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