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ADAC Formula 4 reaches global audience

- Worldwide interest in 2016: ADAC Formula 4 seen in 162 countries
- More than 344 hours of TV broadcasting from eight race weekends
- All races to be shown live again in 2017 by exclusive live TV partner, SPORT1



Munich: The exciting ADAC Formula 4 races not only delighted fans in Germany during the 2016 season, but the exciting battle between Joey Mawson and Mick Schumacher also had fans around the world on the edge of their seats. Pictures from the ADAC High-Speed Academy were broadcast live, as recordings, as repeats, as catch-up and as magazine highlights in 162 countries during 2016.

Last year, more than 344 hours of TV pictures from the ADAC Formula 4 were watched internationally by 336 million people. A total of 92 TV stations showed recordings of the series for juniors. Globally, 1.37 billion households were able to receive over 5,550 broadcasts from the ADAC Formula 4.

The ADAC's series for juniors was a big hit in Asia and in South and Central America, where TV stations StarSport (China and India), Fox Sport and a number of ESPN stations showed the races. Moreover, the ADAC Formula 4 was also very much the focus of attention internationally on TV in Europe with more than 50 hours of broadcasting to 16 countries. The ADAC Formula 4 was featured by many TV channels in Europe, including ORF Sport (Austria), beIN France (France), Sport TV (Portugal), Garage TV (Spain), BT Sport (United Kingdom) and Motowizja TV (Poland). In North America, ESPN (Canada), beIN and MotorTrendOnDemand (both USA) carried TV pictures from the exciting races.

The ADAC Formula 4 races will again be broadcast by SPORT1 on free-to-air TV during 2017. The races can also be watched as live streams at www.sport1.de and www.adac.de/formel-4.

2017 ADAC Formula 4 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 Spielberg/AUT
07/07/17 - 09/07/17	Motorsport Arena Oschersleben
04/08/17 - 06/08/17	Nürburgring
15/09/17 - 17/09/17	Sachsenring
22/09/17 - 24/09/17	Hockenheimring

Media Contact

ADAC Formula 4

Uschi Vogel, Tel: +49 (0) 0221 99880 305, E-Mail: adac-motorsport@sid-marketing.de

ADAC e.V.

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

www.adac.de/formula-4

