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Live TV coverage of ADAC Formula 4 on SPORT1 until 2017



- SPORT1 secures live TV rights to ADAC Formula 4
- ADAC Formula 4 live on SPORT1, SPORT1+ and SPORT1.de in 2016 and 2017
- Comprehensive multimedia coverage of ADAC Formula 4 via the SPORT1 platforms

Munich. TV channel SPORT1 has secured live TV rights to ADAC Formula 4 through to 2017. The races of the 'ADAC High Speed Academy' will continue to be shown live and in full for the next two years on the free-to-air TV channel SPORT1, on the pay-TV channel SPORT1+ and also as an online and mobile live stream on SPORT1.de and on www.adac.de/motorsport. The TV coverage by SPORT1 also extends to a magazine programme about ADAC Formula 4, the ADAC GT Masters and the support series. In addition, there will continue to be a range of online and mobile reporting about ADAC Formula 4 on SPORT1.de and on the SPORT1 apps. SPORT1 also secured a comprehensive TV rights package for the ADAC GT Masters extending to the 2017 season.

"The successful launch of the ADAC Formula 4 series this year has exceeded our high expectations, and the extensive live television coverage of SPORT1 has made a significant contribution to this," said ADAC Sport President Hermann Tomczyk. "We are very pleased that SPORT1 has committed itself to partnership with the ADAC for the promotion of junior motorsport in Germany and has secured live TV rights for the next two years."

SPORT1 Chief Editor Dirc Seemann: "Over the next two years, we will continue to follow the fortunes of ADAC Formula 4 in great detail on our platforms. With this all-round coverage, we offer the talented youngsters a first-class media stage which rivals the major motorsport series in all respects."

Lars Soutschka, ADAC Director Motorsport and Classic Motoring: "ADAC Formula 4 has been very effective in continuing the successful work done by the ADAC to bring on talented youngsters. By renewing this thriving partnership with SPORT1 at such an early stage, we continue to create optimum conditions for the next generation of racing drivers. SPORT1 has shown a high level of commitment in reporting not only on the top level of the sport as seen in the ADAC GT Masters but also on the stars of tomorrow in ADAC Formula 4."

Since ADAC Formula 4 made its debut in April, SPORT1 has been showing all races in the junior series live on SPORT1 or SPORT1+ and as live stream on SPORT1.de. Germany's number one sports broadcaster has also secured the live TV rights for the 2016 and 2017 ADAC GT Masters.

MEDIA INFORMATION

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