

# TER<sup>®</sup>

## TOUR EUROPEAN RALLY



## ABOUT TER



*"The TER project was born in 2016 to merge the assets of some outstanding rally events in Europe and create a "Series" in order to have an enhanced global promotion.*

*The chosen events must have outstanding characteristics: based in tourist-oriented areas, they must possess unique specific features different from the other championship events and they must display an excellent touristic and/or historical background.*

*In all the TER rounds, the "TER RALLY VILLAGE" will enable each event to promote and share its location, tourist packages, food, history, etc.*

*The TER and its locations are promoted through TV Coverage in 97% of the world (more of 150 countries), by social networks, the most important web platforms, by newspapers, magazines, and other important media".*

*All TV production, press, distribution is managed inside TER company.*

*TER Historic, since 2019 and TER Series (the world series of TER) born in 2023, are also promoted by TER "Modern" and all events of the series are TER events.*



*The TER is an innovative concept of international rally series FIA Approved. A perfect blend of the sporting and tourism side of the events and locations enabling a tailored promotion.*

*The rounds of TER combine outstanding characteristics and unique specific features, all enhanced by a dedicated global promotion.*



## WHY SHOULD DRIVERS, TEAMS, COMPANIES CHOOSE TER



- Wide TV/Web Coverage for Drivers/Teams, Events and commercial partners.
- Great promotion opportunities for drivers (TV, web, media, social).
- The Promoter will give each Driver/Team entered in the TER 5 minutes of generic video footage of each event, the video will be FOC and without any TER rights, only with the TER logo and Rally logo in a corner of the screen.
- Free registration, no series entry fee for drivers.
- A supply FOC of TER 25 minutes TV Reports to all Drivers and/or Teams who wish to broadcast TER Events in their country (no international broadcasting, only for local or national TV). The TV Report of each TER event will have the little TER logo in a corner of the screen.
- All the Teams and Drivers will be welcomed in the amazing locations of the TER.
- Dedicated promotional activities involving Drivers during events.
- New-for-2022 tailored sightseeing and TER VIP Tour packages.



- 646 drivers have registered for the TER - Tour European Rally 2016, 2017, 2018, 2019, 2020, 2021, 2022 and 2023.
- Registered drivers come from 31 countries: Argentina, Austria, Belgium, Bulgaria, Czech Republic, Denmark, France, Germany, Greece, Hungary, Japan, Ireland, Italy, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Romania, South Korea, San Marino, Spain, Sweden, Switzerland, Turkey, UAE, UK, Ukraine and USA.
- 2 Official Teams registered in Tour European Rally: Hyundai Motorsport and Toyota Motorsport GmbH.
- Main Top Drivers have registered in TER: Sebastien Loeb, Hayden Paddon, Giandomenico Basso, Romain Dumas, Luca Rossetti, Andreas Mikkelsen, Nil Solans, Bryan Bouffier, Paolo Andreucci, Bernd Casier, Mads Ostberg, Ole Christian Veibi, Stephane Lefebvre, Andrea Crugnola, Jaroslav Orsak, Pieter Tsojen, Olivier Burri, Yoann Bonato, Umberto Scandola, Eric Camilli.

# MAIN TV COVERAGE



## MOTORVISION TV

Market Reach: 115+ Countries Worldwide  
 Technical Reach: around 21+ million homes  
 An average of over 300 broadcasts of TER events per year

Germany, Belgium, Netherlands, Denmark, Sweden, Norway, Finland, Iceland, Luxembourg, Switzerland, Spain, France, Greece, Cyprus, Algeria, Bahrain, Egypt, Iraq, Iran, Kuwait, Lebanon, Libya, Qatar, Saudi Arabia, Syria, Tunisia, UAE, Albania, Bulgaria, Croatia, Montenegro, Republic of Bosnia and Herzegovina, Republic of Serbia, Republic of Slovenia, Israel, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, CAR, Chad, Comoros, Congo, Cote d'Ivoire, Congo, Djibouti, Equatorial Guinea, Eritrea, Ethiopia, Gambia, Gabon, Ghana, Guinea, Guinea Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mayotte, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, Senegal, Seychelles, Sierra Leone, Sao Tome & Principe, Somalia, Southern Sudan, St. Helena, Sudan, Swaziland, Tanzania, Zanzibar, Togo, Uganda, Zambia, South Africa, Zimbabwe, Timor Leste, Mozambique, Angola, Nigeria, Philippines, Maldives, Myanmar, Mongolia, Cambodia, Sri Lanka, Nepal, Thailand, Portugal, UK, USA, ...

### Cross Channel Content Distribution:

TV: Sky, Prime Video, T, Waipu TV, Zattoo, Watch IT!, TV.deLive A1, Magenta, Lixest, My Sports, Blue Sport, Quick Line, Post Luxembourg, Etrona, Samsung TV Plus, Xumo, LG Channels, Rakuten TV, Pluto TV, Plex, Roku TV, TCL, Huawei, Netgem, LocalNow, X Foxsum, TIVO, Altice, Zeas, Hisense, Prende TV, Rad, More Thank Sports TV.

### WEB/APP:

Motorvision, AppStore, GooglePlay, Fire TV, Roku, Samsung Smart TV, LG, VIZIO.

## SUPERSPORT "Multichoice"

20+ million subscribers

### Affiliates:

- ESPN
- Sky Sport
- Sony TEN
- Fox Sports Australia

### Sister Channels:

- iMagic
- Abol TV
- Africa Magic
- Akwaaba Magic
- Channel O
- kykNet
- M-Net
- M-Net Movies
- Me
- Malisha Magic
- Mzansi Magic
- Novela Magic
- OrcaZed
- Pearl Magic
- Zambazi Magic
- Maringue Magic
- Kwenda Magic

## MAV TV

Around 35 million homes technical reach in the USA  
 USA, Canada.

## EL GARAGE TV

7.5 million subscribers.  
 Spain, Argentina, Chile, Uruguay, Paraguay, Bolivia, Peru, Colombia, Dominican Republic, Mexico and the United States (southern zone).

## beIN SPORTS

Over 55 million subscribers worldwide, 5 continents, 43 countries and in 9 different languages spanning Europe, North America, Asia, Australasia and the Middle East & North Africa). Hong Kong, Indonesia, Laos, Malaysia, Philippines, Thailand, East Timor and Singapore, Australia, Algeria, Bahrain, Chad, Djibouti, Egypt, Eritrea, Iraq, Iran, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, the Palestinian Territories, Qatar, Saudi Arabia, Somalia, Sudan, South Sudan, Syria, Tunisia, the UAE, Yemen, US (meaning the United States of America including US Overseas Territories), Canada and Turkey.

## FOX SPORT RACING

Canada & Caribbean

## ARFNA SPORT

Currently reached 2.5 million households with an average market share of 50% across the region (ex-YU countries - Serbia, Croatia, Slovenia, Bosnia and Herzegovina, North Macedonia, Montenegro).

- EVOtv
- Polaris
- MexTV
- TotalTV
- ArtMotion

## MotoRRacing TV

- Samsung TV Plus (connected TVs) 18 million TV Sets (Available in UK, Germany, Austria, Switzerland, France).
- Pluto TV (Connected TVs, laptops, mobile phones) (Available in France, a Block of programming incorporated in Pluto Extreme).
- Ribox (Amazon Fire, Android TV, Apple TV, Connected TVs : LG, Panasonic, Hisense, Sharp, Toshiba, Medion, Metz, IVO, Teletankers, Grundig) (Available in UK, Germany, Austria, Switzerland, France).
- Samsung Mobile Phones (Available in UK, Germany).
- Huawei Mobile Phones (Available in UK, France, Italy, Germany, Sweden, Poland, Denmark, Norway, Spain, Finland, Japan, Russia, South Africa, Mexico, Malaysia, Philippines, Saudi Arabia, Singapore, Thailand, Chile, Colombia, Egypt, Turkey, United Arab Emirates and South Africa).

## SPORTY STUFF TV - SKY TV

UK + IRELAND

## MORE THAN SPORTS TV

Germany, Austria, Switzerland

## EO TV

More than 32 million households in Germany, Austria and Switzerland.

## MS MOTOR TV

Italy.

## ADDITIONAL TV/PLATFORMS COVERAGE

- Amazon Prime UK
- Amazon Prime US
- Apple TV
- BLACK
- PROX TV
- My HD
- ZAP
- ZABA VAI TO
- PRIMETEL
- CABLENetCytA
- MTN Cyprus
- BleuSat
- Orange
- Free
- Boypous
- DNA
- SMART
- HYPP TV
- Diraagu
- SkyMedia
- UNIVISION
- MNBC
- Zap
- SKYNet
- KNIPPR T-Mobile
- YouSee TV
- SUBSU
- ACCION
- NOS
- UPC
- TELECOM Srbije
- AVCom
- Skigiel
- Amis
- DEOD
- Truevisions
- TELENOR Canal Digital
- TELENOR Sweden's CATV IPTV
- DTH
- TV Flex
- TV Stor
- Seppa TV
- YouSee Denmark (reaches more than 1.2 million households)
- ELISA FINLAND
- Lixest
- PROXIMUS (is already used by more than 1.5 million customers)
- Broadband Helmond NL
- MySports by UPC Switzerland
- TELECLUB
- Sky Sport OTT
- Telemach
- SBB
- D3
- EON
- D3i
- EUSKALTEL
- GIBTELECOM



## 2024 TER CALENDARS



### TER - TOUR EUROPEAN RALLY

| DATE     | EVENT NAME                 | COUNTRY | SURFACE |
|----------|----------------------------|---------|---------|
| 05-07/04 | Rallye Sierra Morena       | SPA     | Tarmac  |
| 09-11/05 | Rallye Antibes Côte d'Azur | FRA     | Tarmac  |
| 06-08/06 | Rally de Lisboa            | POR     | Tarmac  |
| 28-30/06 | Rally Fthiotidos           | GRE     | Tarmac  |
| 04-06/10 | Rally Terra Sarda          | ITA     | Tarmac  |
| 15-16/11 | Azores Rallye (coeff. 2)   | POR     | Gravel  |



### TER HISTORIC

| DATE     | EVENT NAME                 | COUNTRY | SURFACE |
|----------|----------------------------|---------|---------|
| 05-07/04 | Rallye Sierra Morena       | SPA     | Tarmac  |
| 09-11/05 | Rallye Antibes Côte d'Azur | FRA     | Tarmac  |
| 06-08/06 | Rally de Lisboa            | POR     | Tarmac  |
| 28-30/06 | Rally Fthioditos           | GRE     | Tarmac  |
| 04-06/10 | Rally Terra Sarda          | ITA     | Tarmac  |



### TER SERIES

The World Series of TER

| DATE     | EVENT NAME           | COUNTRY | SURFACE |
|----------|----------------------|---------|---------|
| 05-07/04 | Rallye Sierra Morena | SPA     | Tarmac  |
| 01-02/06 | Rally Barbados       | BRB     | Tarmac  |
| 04-06/10 | Rally Terra Sarda    | ITA     | Tarmac  |

### TER PROMO EVENTS

| DATE     | EVENT NAME           | COUNTRY | SURFACE |
|----------|----------------------|---------|---------|
| 01-03/02 | Arctic Lapland Rally | FIN     | Sow/Ice |
| --/--/11 | Cronoscalata Tandalò | ITA     | Gravel  |



PRESS

