



REVIEW 2018

FIM MotoGP™ WORLD CHAMPIONSHIP

MOTOGP

REVIEW



MOTUL

MOTUL

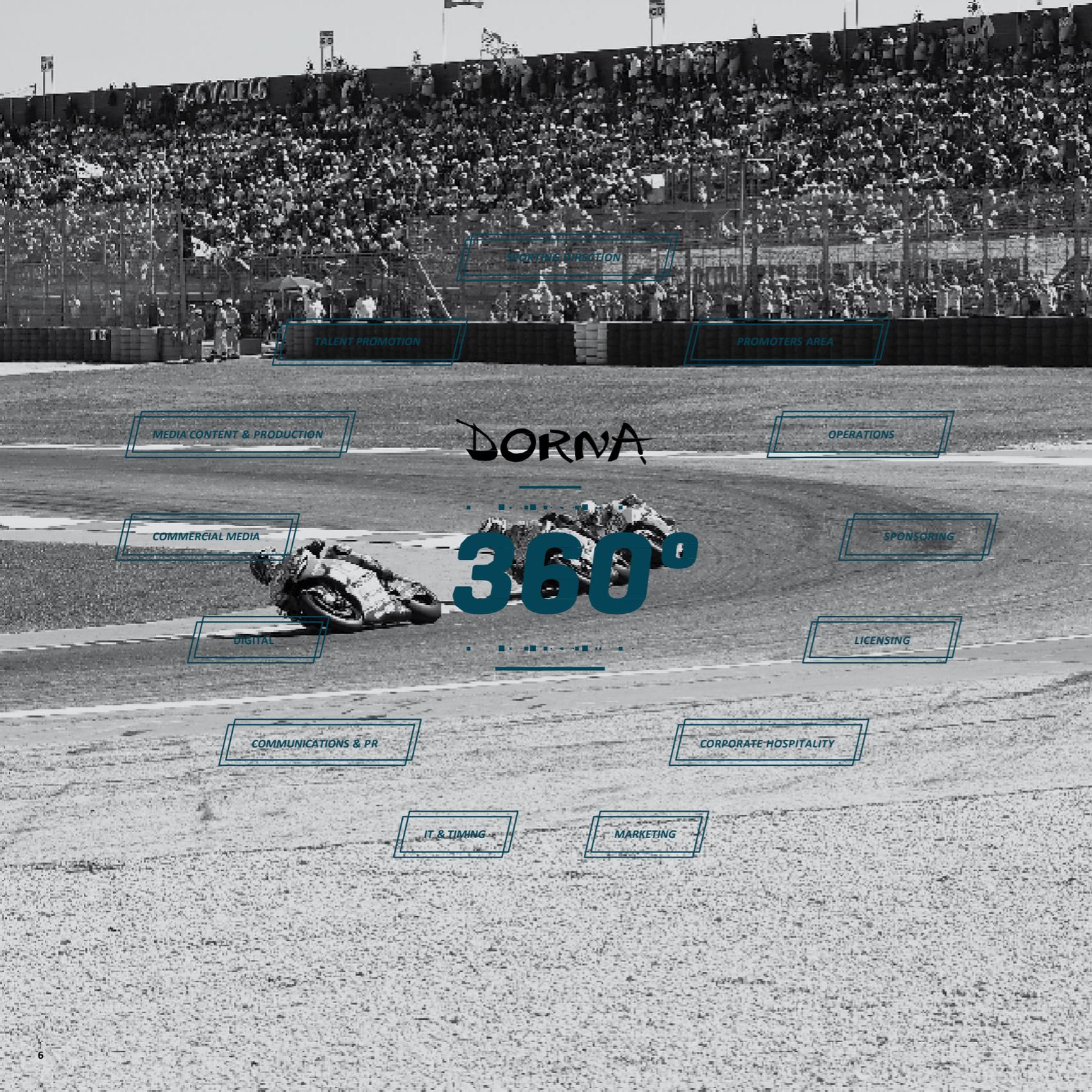
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DORNA SPORTS - INTEGRATED INTERNATIONAL EVENT MANAGEMENT

Dorna Sports is the exclusive commercial and television rights holder of the FIM Road Racing World Championship Grand Prix (MotoGP™), along with the MOTUL FIM Superbike World Championship (WorldSBK), the FIM CEV Repsol, the Asia Talent Cup and the British Talent Cup. Dorna has also been co-organiser of the Red Bull MotoGP™ Rookies Cup since its inception in 2007.

Founded in 1988, Dorna Sports took over the running of the MotoGP™ Championship in 1991, which is now past its 70th year after beginning in 1949. Based in Madrid, Spain, with subsidiaries in Barcelona, Rome, and Tokyo, the company, as a leader in sports management, marketing, and media, has seen continued growth over the years; expanding its focus from solely MotoGP™ to include other leading motorcycle racing championships across the globe.

360° GP EVENT MANAGEMENT

Dorna Sports manages all the sporting, commercial and media aspects of MotoGP™ and the MOTUL FIM Superbike World Championship in-house, with its 360-degree event management approach. An experienced multinational team of 280 full-time employees, with a further 300 part-time professionals during peak times, are the basis of Dorna's continued success.

The 360-degree method ensures the smooth running of events through close working relationships with the FIM, Promoters, Manufacturers, Teams, Media Partners, Suppliers and Circuits the world over.

The expansion of the Dorna Sports racing portfolio has helped create synergies throughout all championships in principal markets around the world, aiding not only in the promotion and running of events but also continually attracting and developing new riders, manufacturers, and brands.

In addition to the fundamental business of racing motorcycles, Dorna Sports also markets Ad-Time; a rotating LED advertising board system used in sports such as football (soccer), volleyball, baseball, and basketball. Spain and Japan are the core markets for Ad-Time.

The company's principal shareholders are funds managed by Bridgepoint Capital and The Canadian Pension Plan Investment Board.

Dorna Sports' continued success in the commercial viability of the championship also involves Talent Promotion, Sponsorship, Licencing Rights, Corporate Hospitality; as well as all general Operations. Strong relationships have been built through providing the highest quality TV and Media Production, Marketing, Communications and PR via Digital Content, as well as coordination of Home Video rights and Communication matters of each Championship.

Introduction

Inaugurated as the FIM Road Racing Championship Grand Prix, and the oldest motorsport World Championship in existence, MotoGP™ has been thrilling race fans since 1949. Unsurprisingly it continues to win new fans as it expands around the globe.

Its 19-round season visits a total of 16 countries across 4 continents, showcasing the world's fastest motorcycle racers in three categories comprising Moto3™, Moto2™, and MotoGP™—the pinnacle of motorcycling racing.

MotoGP™ features the most technologically advanced and fastest prototype machinery on the planet. Producing over 250hp on a bike that weighs less than 160kg results in 0-100km/h (62mph) acceleration in under three seconds, and top speeds above 350km/h (217mph). Add to this the extreme lean-angles of over 60-degrees from the vertical, and braking forces more than 1.5G, holding on with just hands and feet, and it's clear to see why the riders' exploits are beyond comprehension.

The 2018 season was another masterclass in racing, as Marc Marquez broke more records and we enjoyed some of the most breathlessly close contests of all time. This year, Marquez took the crown in Japan but the competition was tight as ever, with the Dutch GP showcasing the best of the sport in one of the most spectacular races ever seen. Some of his biggest rivals took incredible wins of their own, too – with Andrea Dovizioso duelling the reigning Champion once again, Jorge Lorenzo taking to the top step in red for the first time, and then winning two more.

In the intermediate class, Moto2™, Francesco Bagnaia put together an impressive campaign to seal the crown, but he was pushed all the way by Portuguese rider Miguel Oliveira – who also won the season finale before both move up to the premier class. In Moto3™, a season-long fight between Jorge Martin and Marco Bezzecchi brought us some of the most dramatic moments of the season – before dark horse Fabio Di Giannantonio began gaining some big ground. In the end, Martin bounced back to take the crown, with Di Giannantonio second and Bezzecchi third before they get ready for new challenges in Moto2™.

MEDIA COVERAGE

A total of 207 countries and territories received live or same-day-delayed programming of the 19 Grands Prix held in 2018, with total broadcast hours reaching 31,525. A total of 9,454 media representatives from 66 countries attended the GPs, with an average of 498 media staff attending each event. These ever-increasing figures underline the success and continued growth interest in MotoGP™ around the world.

A GLOBAL MARKET

MotoGP™ travels the world, with the world in tow! It brings the motorcycle racing show to all, as well as featuring the very best riders from world.

Spain and Italy feature highest on the list, with numerous World Champions past and present lining the grid; the likes of Marc Marquez, Jorge Lorenzo, Maverick Viñales and Valentino Rossi name only a few. However, the recent years have also seen a re-emergence of talent from Great Britain with Cal Crutchlow, Australia with Jack Miller and France thanks to the incredible exploits of Johann Zarco. The first ever Malaysian rider has recently joined the premier class, too – Hafizh Syahrin. He's now joined by a Portuguese teammate for 2019 in the form of Miguel Oliveira, too – both the most successful from their nations. The path to the top is always increasing the talent pool, too – in Moto2™ and Moto3™, and on the Road to MotoGP™. Encompassing many different junior Cups, series and Championships including the likes of the Asia Talent Cup and British Talent Cup, the Road to MotoGP™ program is aimed at finding and developing talent worldwide and continues to unearth some incredible riders and launch their careers.

The pull of MotoGP™ is represented by the diversity in the nations competing across the three classes of the Championship, including: Argentina, Australia, Czech Republic, France, Germany, Indonesia, Italy, Japan, Kazakhstan, Malaysia, the Netherlands, Portugal, Spain, South Africa, Switzerland, Turkey, Thailand, the UK and the United States.

Big crowds consistently attend Grand Prix events around the world, with over 2.8 million spectators heading to the track in 2018 to watch MotoGP™.

Out of the 19 Grands Prix on the 2018 calendar, 16 once more attracted crowds of well over 100,000 spectators (Argentina, Austin, Jerez, France, Mugello, Catalunya, Assen, Sachsenring, Brno, Austria, Silverstone, Misano, Aragón, Thailand, Sepang and Valencia).

The newest event on the calendar, the PTT Thailand Grand Prix drew the biggest crowd of the year with over 222,000 spectators, followed by the Austrian GP at the Red Bull Ring.



2018 SEASON

MARC MARQUEZ CROWNED RECORD-BREAKING 2018 CHAMPION

Marc Marquez (Repsol Honda Team) is now a seven-time World Champion, with the number 93 wrapping up his fifth premier class crown in six years in Japan. That makes it a more than 83% success rate for the 25-year-old Spaniard as he continues to work his way through the record books, with 2015 so far the only season since he graduated in which he hasn't been crowned MotoGP™ Champion. The youngest rider to win five premier class titles and the youngest rider to reach seven Championships overall, Marquez is also now one of only four men to have won five or more premier class crowns, joining Valentino Rossi, Mick Doohan and Giacomo Agostini in that exclusive club.

In 2018 it was 19 rounds that would decide the Champion and it began with fireworks in the desert as Andrea Dovizioso came out swinging and duelled Marquez for the first victory of the season. The Italian took it at the final corner of the final lap – the duo's third duel and the third win for Dovizioso – but Argentina was up next, where Marquez was expected to be the favourite. That he was, but with start line drama hitting the number 93 and three penalties given to the reigning Champion during a riotous race, it was a Grand Prix that saw him fail to score and caused some big debates in the paddock.

Next time out in Texas, Marquez was on a mission to quell the aftermath and took his first win of the season, putting him back in the title hunt – and Dovizioso had had two more challenging rounds since his Qatari celebrations. But it was time to return to Europe and Marquez was about to turn the screw. Jerez was

dramatic not for Marquez' antics, but for a huge crash at the front involving three key rivals – Andrea Dovizioso, Jorge Lorenzo and Dani Pedrosa, and then bad luck kept coming for Dovizioso next time out in Le Mans and the Italian crashed out the lead, with the number 93 on the top step once again. Mugello was a shake up as Ducati took their first 1-2 at the venue with Lorenzo on the top step for the first time in red, and the Majorcan followed it up by the same, 'Lorenzo-style' victory in Barcelona, but Marquez was second and did some good damage limitation. The next race was set for the TT Circuit Assen in the Netherlands, and that was one of the most spectacular races of all time – won by Marquez.

Not long after came the battle for the Red Bull Ring, which was a spectacular scrap and it was Lorenzo who took the spoils. The Majorcan was on a serious run of form that he followed up with pole at Silverstone, but racing was then cancelled on Sunday. Dovizioso won in Misano to gain some ground but Lorenzo crashed letting Marquez' second edged him ever closer to the crown. Aragon only underlined that as the number 93 took the win before he finally – on the fourth attempt – beat Dovizioso in a last lap duel in the first ever Thai GP. From there it was next stop Motegi and a first chance at wrapping up the crown.

That race ended with a huge wheelie across the line as the number 93 wrote another chapter in his legend, making yet more history in style.

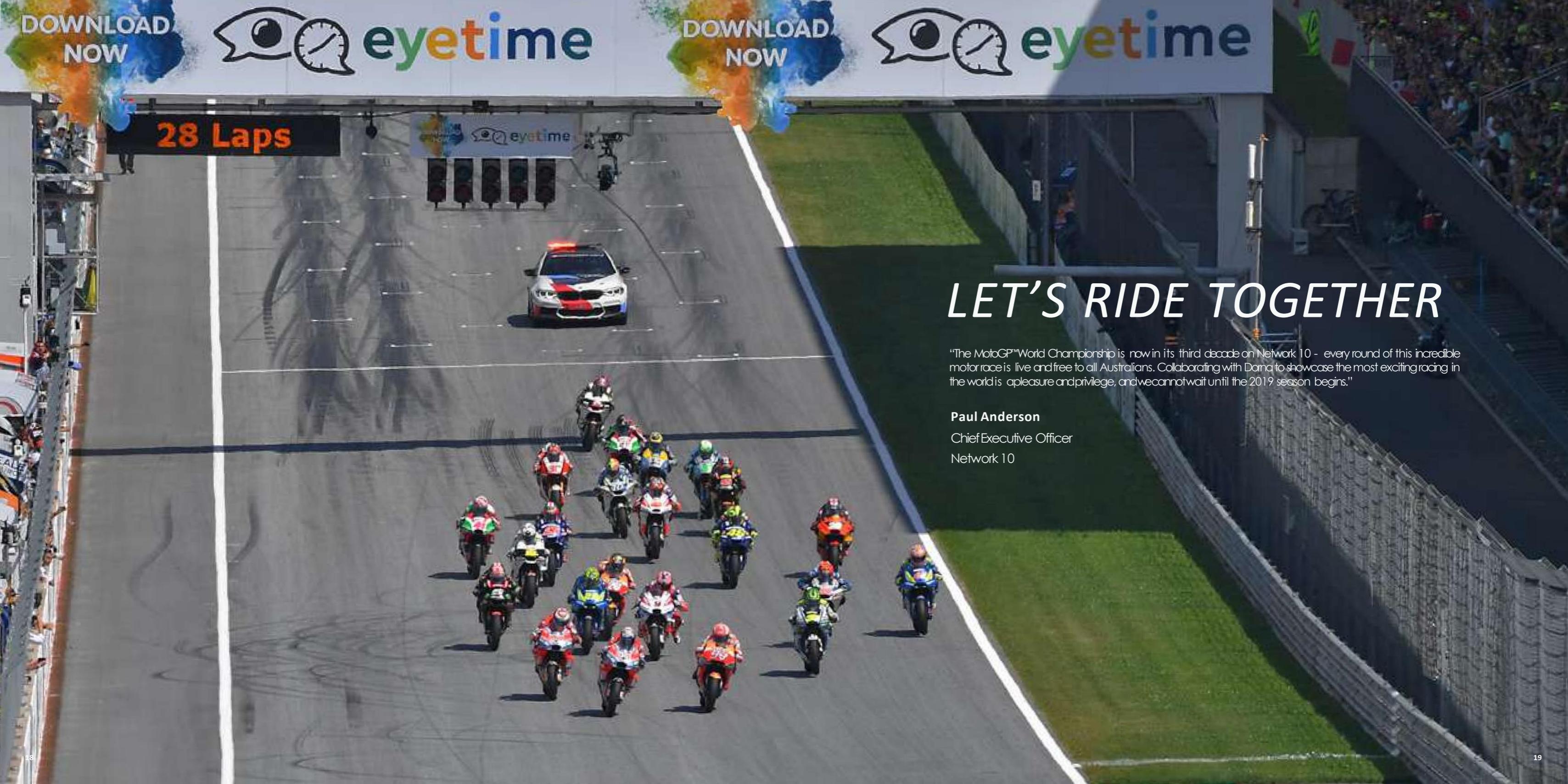
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28 Laps



LET'S RIDE TOGETHER

"The MotoGP™ World Championship is now in its third decade on Network 10 - every round of this incredible motor race is live and free to all Australians. Collaborating with Dana to showcase the most exciting racing in the world is a pleasure and privilege, and we cannot wait until the 2019 season begins."

Paul Anderson
Chief Executive Officer
Network 10



MotoGP™ VALUES

In-depth marketing analysis over the years, highlights that the key values of the MotoGP™ World Championship – dynamism, excitement, innovation, passion, technology and excellence – are widely recognised by the millions of spectators who attend the Grands Prix and the many millions of fans who follow each race live on television and across social media every year.

MotoGP™ is a key asset in the programming of its international broadcast partners thanks to the viewer loyalty that the sport enjoys, as well as the competitive nature it embodies. Dorna continually invests in crucial market research in order to provide partners with the most detailed information possible on how MotoGP™ is perceived and valued.

YOUTH

INNOVATION

PASSION

DYNAMISM

TECHNOLOGY

EXCITEMENT



FIM Enel MotoE World Cup

FIM ENEL MotoE™ World Cup

The all-new FIM Enel MotoE™ World Cup is coming soon, with competition in this new category of motorcycle racing set to begin in 2019. This parallel path of racing combines speed and sustainability like never before, with the electric 2019 Energica Ego Casa ready to get out on track. The motorcycles will all be identical in the Cup, supplied by Energica Motor. What's more, all the energy stored in the batteries that will power the motorcycles will be produced from renewable resources, a commitment from Enel, the Title Sponsor of the series.

Enel X, the Official Smart Charging Partner of the series, will not only provide a mobile charging solution, the JuiceRoll, but Solar Panels as well. Battery capacity is around 20 Kwh, power up to 120Kw (around 160 Hp) and the maximum speed up to 270km/h. The grid comprises 18 riders, including the presence of female rider Maria Herrera. They're split up into 12 different Teams comprising MotoGP™ Independent Teams and some teams from Moto2™ and Moto3™.

There will be ten different nationalities lining up, from Australia to Brazil including many European countries. Four former MotoGP™ riders including Sete Gibernau, twice MotoGP™ runner up, and Bradley Smith, MotoGP™ podium finisher, are joined by two former 125 World Champions – Nico Terol (2011) from Spain and Mike di Meglio (2008) from France – as well as former European Moto2™ Champion, Eric Granado from Brazil.

MotoE™ will race alongside MotoGP™ at five European events in 2019, in Jerez, Le Mans, Sachsenring, Austria and Misano, which concludes the season with a double header.

DATE	Official TEST
March 13-15th	CIRCUITO DE JEREZ
April 23-25th	CIRCUITO DE JEREZ

DATE	GRAND PRIX	CIRCUIT
MAY 5th	GRAN PREMIO RED BULL DE ESPAÑA	CIRCUITO DE JEREZ
MAY 19th	GRAND PRIX DE FRANCE	LE MANS
JULY 7th	HJC HELMETS MOTORRAD GRAND PRIX DEUTSCHLAND	SACHSENRING
AUGUST 11th	myWorld MOTORRAD GRAND PRIX VON ÖSTERREICH	RED BULL RING - SPIELBERG
SEPTEMBER 15th	GRAN PREMIO OCTODI SAN MARINO E DELLA RIVIERA DI RIMINI*	MISANO WORLD CIRCUIT MARCO SIMONCELLI

*Two race event



FIM Enel MotoE World Cup



ENERGICA



MICHELIN



Allianz



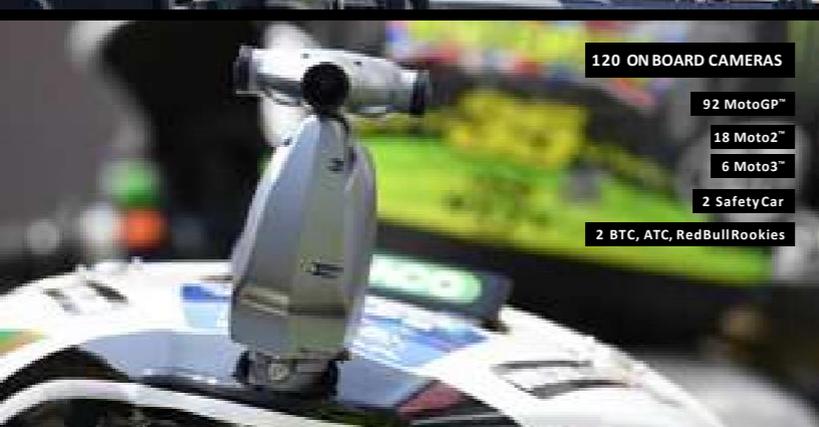
DELORTO



26 TRACK FEED CAMERAS
 20 Track cameras
 1 Jimmy Jib
 2 Sheffield Plate
 1 Bridgecam
 2 Groundcam



THE LIVE INTERNATIONAL PROGRAMME FEED



120 ON BOARD CAMERAS
 92 MotoGP™
 18 Moto2™
 6 Moto3™
 2 SafetyCar
 2 BTC, ATC, RedBullRookies



4 lines GRAPHICS



2 HIGH SPEED CAMERA



3 BEAUTY CAMERAS



4 RF CAMERAS
 1 Steady Cam RF
 3 Handheld RF



HELICOPTER CAMERA
 1 Shotover System



MEDIA PRODUCTION

Produced in High Definition, Dolby 5.1 format, Dama's live International Programme Feed at every Grand Prix uses more than 300 High Definition cameras. A total of 156 cameras, including 26 track feed cameras, 120 OnBoard, four RF cameras, GoPros, three beauty cameras, two high-speed cameras providing ultra-slow-motion images at up to 2,500 frames per second and the helicopter camera.

During Live Transmission, broadcasters have 12 cameras in addition to the BNG(non Live) cameras and GoPros in order to complete their broadcast.

Newly incorporated, the Live 360 cameras on the bikes complete the broadcast providing a viewing experience from never seen before angles, enabling fans to sit right in the middle of the action and experience overtakes and spectacular moments as if they were racing onboard a MotoGP™ bike themselves.

The challenges of this incredible operation are met using an in-house Technical Laboratory with well-known brands such as SONY, Fujifilm, Kenwood, Axon, Lawo, Vislink, TATA, Vizrt, GoPro and Grass Valley. The broadcast also counts on Remote Production from the Barcelona office.

LIVE PROGRAMMING AVAILABLE AT EVERY GRAND PRIX

Dama produces over 15 hours of live programming from each Grand Prix with coverage of every Free Practice, Qualifying Practice and the Races of all three categories (with English commentary available).

As well as fully produced live coverage, Dama also provides daily news and highlights feeds which are distributed after the final session of the day.

- DAILY NEWS FEEDS FROM EACH DAY OF THE GRAND PRIX
- 10' DAILY HIGHLIGHTS FEED EACH DAY WITH FOOTAGE AND INTERVIEWS



MotoGP™ SECOND SCREEN

Alongside the International Programme Feed, Dama also delivers additional live feeds for use in SecondScreen applications to bring never before seen camera angles of this exciting sport. OnBoard Cameras, including the new 360 cameras, aHelicam, Live Timing, and Live Tracking feed are available to audiences wishing to delve even deeper into the heart of the MotoGP™ action.

MEDIA FIGURES

207  

COUNTRIES REACHED (RECEIVING LIVE TV SIGNAL)

31,525 

TOTAL BROADCASTED HOURS

428  MILLION

HOMES REACHED VIA CABLE SATELLITE NETWORKS

66

COUNTRIES REPRESENTED BY MEDIA PERSONNEL

 9,454

MEDIA REPRESENTATIVES

AVERAGE OF 498 PER GP



51% ARE TV PERSONNEL

AUDIENCE

Dorna's live television programming reaches 207 nations across all five continents, thanks to broadcast agreements with media partners in every key territory. During the 2018 season, a total of 31,525 hours of Grand Prix television coverage were broadcast, as fans witnessed the triumph of Marc Marquez as he claimed his fourth MotoGP™ title.

BROADCASTERS 2018



CSM International GmbH, Nielsen Sports, Zenith Media and Kantar Media all contribute to Dorna's market analysis work.

DIGITAL

The pace of the on-track MotoGP™ action is matched by Dorna's dynamic delivery of digital content, serving a dedicated and enthusiastic fan base who utilise the latest technology to consume their favourite sport.

DIGITAL AUDIENCE



SOCIAL MEDIA FANBASE

MotoGP™ keeps the sport's growing global fan base fully up-to-date with all the developments on the race track and around the paddock via, Facebook, Twitter, Instagram and YouTube.



Source: GoogleAnalytics

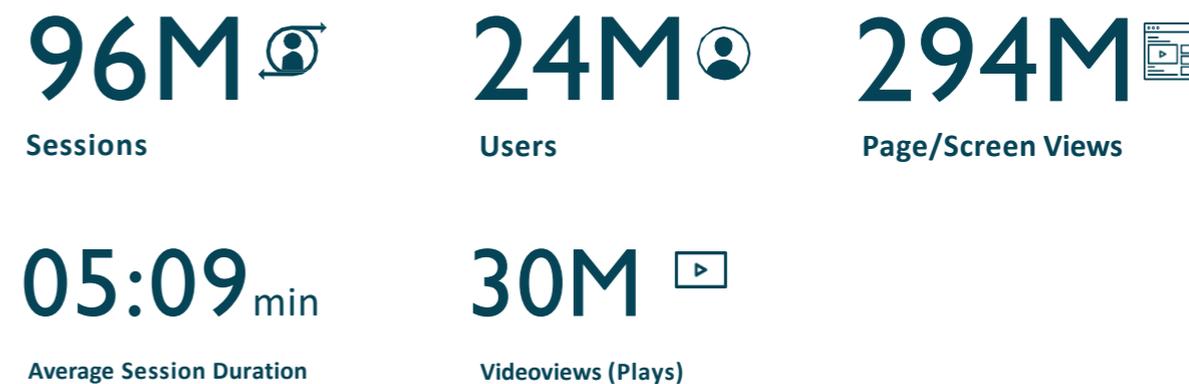
THE OFFICIAL WEBSITE *motogp.com*

Available in six languages, MotoGP™.com provides Live Online and OnDemand Video in High-Definition, plus news, photos, official results and historical statistics, interviews, special features and much more, providing extensive coverage of every Grand Prix.

OFFICIAL MotoGP™ APP

The Official MotoGP™ application is the only official app which provides Live Video, Live Timing and Live 3D Tracking of each practice, qualifying session and race of the MotoGP™ World Championship – all available in real-time and on demand via your smartphone or tablet.

WEBSITE AND APP DATA



USER PROFILE



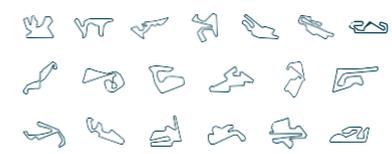
Source: GoogleAnalytics



MEDIA PROFILE

The MotoGP™ Championship appeals to a young audience, with 65% under the age of 35. These figures are backed up by the fact that 43% have been following the sport two to five years, meaning newcomers and younger viewers of the sport are growing in number. These factors are key for the appeal of the Championship to advertisers, broadcasters and sponsors.

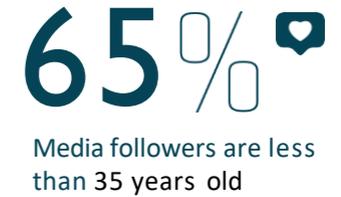
70% follow the Grand Prix on television alongside friends and family, making it a shared experience for most viewers. In addition, 83% of those who watch MotoGP™ on television say they would tend to choose a brand because they associate it with the sport. This proven statistic is essential for MotoGP™'s commercial partners.



15 of 19 Races in Total



AVERAGE RACES WATCHED ON TV THROUGHOUT THE YEAR



Source: CSM International GmbH & Nielsen Sports

Grand Prix of Qatar
Losail International Circuit *
31,618



Gran Premio Motul de la República Argentina
Termas de Río Hondo**
171,604



Red Bull Grand Prix of The Americas
Circuit of The Americas
125,127



Gran Premio Red Bull de España
Circuito de Jerez
144,771



HJC Helmets Grand Prix de France
Le Mans
206,617



Gran Premio d'Italia Oakley
Autodromo del Mugello
150,129



Gran Premi Monster Energy de Catalunya
Circuit de Barcelona-Catalunya
155,401



Motul TT Assen
TT Circuit Assen
167,170



Pramac Motorrad Grand Prix Deutschland
Sachsenring
193,355



Monster Energy Grand Prix České republiky
Automotodrom Brno
187,348



eyetime Motorrad Grand Prix von Österreich
Red Bull Ring-Spielberg
206,746



GoPro British Grand Prix
Silverstone Circuit **
125,434



Gran Premio Odo di San Marino e della Riviera di Rimini
Misano World Circuit Marco Simoncelli
159,120



Gran Premio Movistar de Aragón
MotorLand Aragón
114,057



PTT Thailand Grand Prix
Chang International Circuit
222,535



Motul Grand Prix of Japan
Twin Ring Motegi
96,425



Michelin® Australian Motorcycle Grand Prix
Phillip Island
86,250



Shell Malaysia Motorcycle Grand Prix
Sepang International Circuit
169,827



Gran Premio Motul de la Comunitat Valenciana
Circuit Ricardo Tormo**
170,708



2,884,242
2018 Total Attendance

* Evening race
** Race Under Rain Conditions

SPECTATORS AT THE CIRCUIT ATTENDANCE

MotoGP™ once again attracted large crowds of spectators across the 19 races around the world, with over 2.8 million fans flocking through the gates in 2018.

The two newest events on the calendar – the PTT Thailand Grand Prix in Buriram and the eyetime Motorrad Grand Prix von Österreich – drew huge crowds. Thailand welcomed over 222,000 people across the weekend and more than 206,000 headed to Austria – only beating the classic French Grand Prix at Le Mans by a few hundred.

A notable sign of MotoGP™'s global popularity is the fact that once again 16 of the 19 races had crowd figures that were well above the 100,000 mark.



ADVERTISING

Trackside advertising boards featured in highly visible areas of the circuit, such as key overtaking spots and bridges across the racetrack, provide significant brand exposure to a huge global TV audience for partners involved in MotoGP™.



PROMOTIONAL ACTIVITIES

Brands can get right to the heart of the MotoGP™ experience with promotional activities at the circuit, which allow them to directly interact with consumers as they take in the on-track action. This presents a fantastic opportunity to display a product to a captive market of millions of fans that attend races each year.





MotoGP™ eSport Championship

The critically-acclaimed MotoGP™ eSport Championship returned in 2018 with more challenges, more chances to win and an increased number of platforms available to compete on, making it sure to be a bigger and better show than ever before. For the 2018 season, the competition was available for players on the three gaming platforms: Sony PlayStation® 4, Xbox One and PC – and it took place across eight challenges, two Semi-Finals and the Grand Final, giving more opportunities for gamers to become World Champion.

Doma Sports approaches this project as a brand-new Championship within its full portfolio of racing series, managing all aspects of the competition. The official MotoGP™18 console video game - produced by long-standing licensee Milestone - provided the backbone of the MotoGP™ eSport Championship once again.

The Grand Final event, held in November at the Circuit Ricardo Tormo in Valencia, coincided with the last round of the FIM MotoGP™ World Championship and was broadcast live by Doma's Media partners. The Championship has also been backed by several founding members – most of whom are already involved in the MotoGP™ World Championship as sponsors or partners. The premiere of Motorcycling in eSports saw Italian 'Trastevere73' (Lorenzo Daretto) become a double title winner after producing the perfect Grand Final in Valencia

GLOBAL DATA

13

BROADCASTERS

5

CONTINENTS

8

ONLINE CHALLENGES

3

ONSITE EVENTS

(2 SEMI-FINALS, 1 GRAND FINAL)

DIGITAL AUDIENCE

Worldwide coverage via motogp.com, esport.motogp.com, YouTube, Twitter, Facebook and Twitch.

2.5M

ENGAGEMENT

70M

REACH

21M

VIDEOVIEWS

50%

BETWEEN 13-24 YEARS OLD

140

HOURS



MotoGP™ eSport Championship POWERED BY



FOUNDING PARTNERS

