



FERRARI CHALLENGE TROFEO PIRELLI European Series Communication Analysis

Final Report 2010



FERRARI CHALLENGE TROFEO PIRELLI – European Series Communication analysis

- **Calendar**
- PRESS Coverage
- WEB Coverage
 - TV Coverage
- FEEDBACK Value



FERRARI CHALLENGE TROFEO PIRELLI – European Series Calendar

28th March 2010

MONZA (ITA)

23rd May 2010

PORTIMAO (POR)

13th June 2010

HOCKENHEIM (GER)

18th July 2010

VALENCIA (ESP)

05th September 2010

BUDAPEST (HUN)

19th September 2010

PAUL RICARD (FRA)

25th November 2010

WORLD FINALS – VALENCIA (ESP)



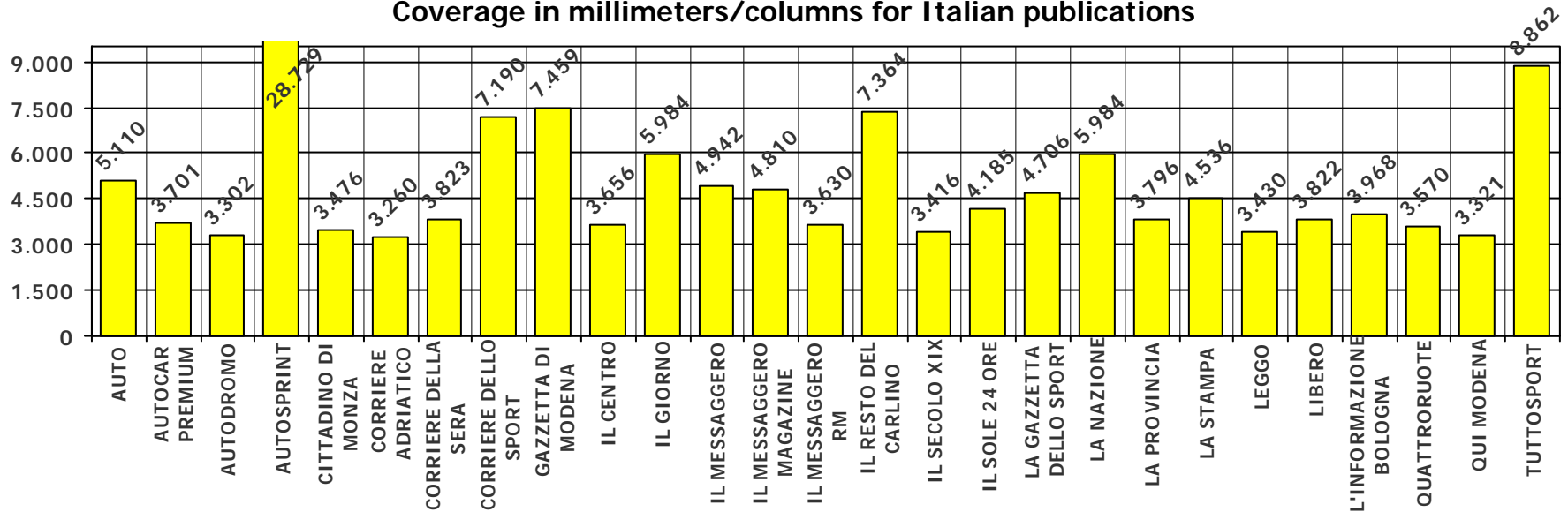
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FERRARI CHALLENGE TROFEO PIRELLI – European Series PRESS Coverage (Italy)

Coverage in millimeters/columns for Italian publications



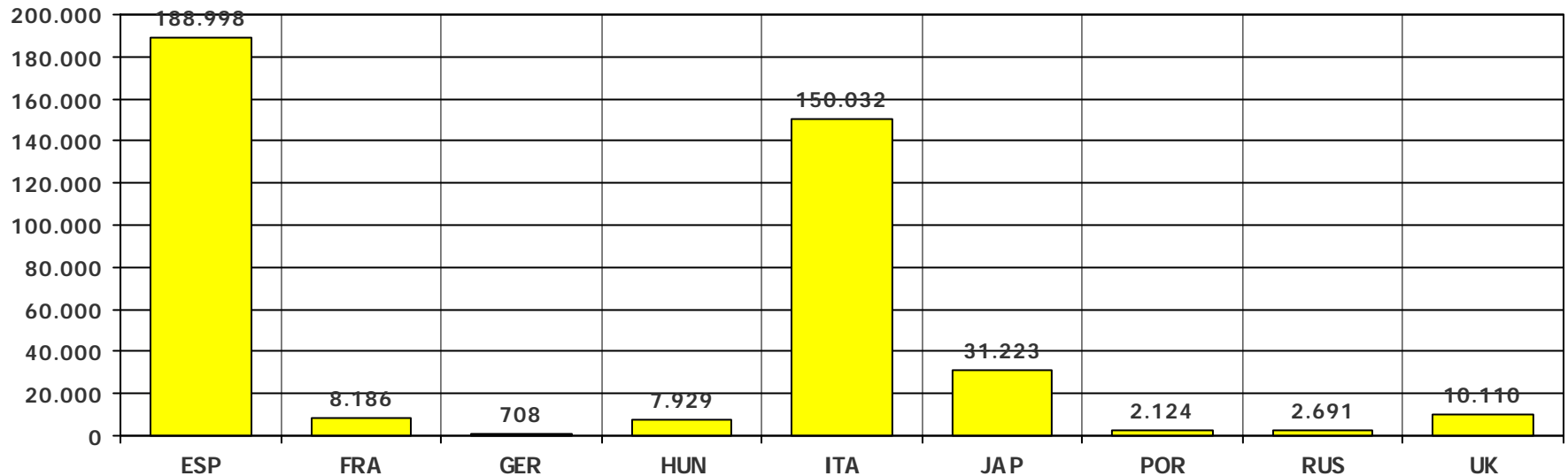
Analysis based on Press Review supplied by Ferrari's Press Office

PRESS COVERAGE >>>

150.032 mm/col

FERRARI CHALLENGE TROFEO PIRELLI – European Series PRESS Coverage

Coverage in millimeters/columns – countries detail

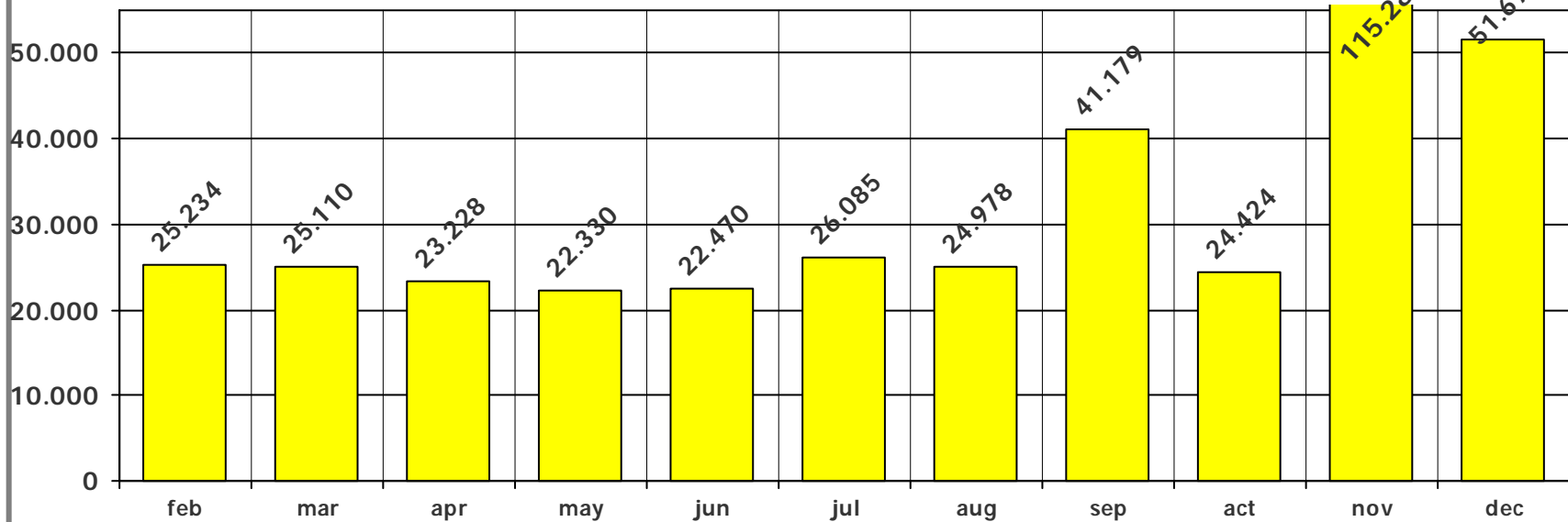


Analysis based on Press Review supplied by Ferrari's Press Office

PRESS COVERAGE >>> 402.001 mm/col

FERRARI CHALLENGE TROFEO PIRELLI – European Series PRESS Coverage

Coverage in millimeters/columns – monthly detail

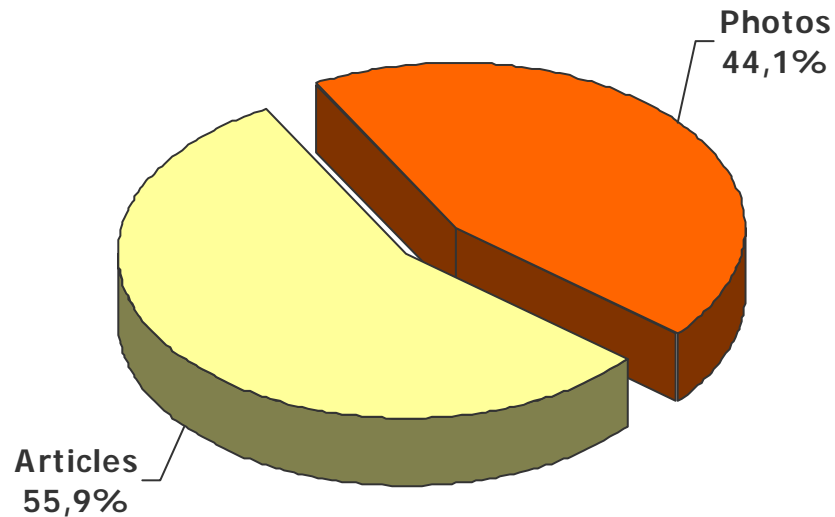


Analysis based on Press Review supplied by Ferrari's Press Office

PRESS COVERAGE >>> 402.001 mm/col

FERRARI CHALLENGE TROFEO PIRELLI – European Series PRESS Coverage

Coverage in millimeters/columns – typology detail



Analysis based on Press Review supplied by Ferrari's Press Office



PRESS COVERAGE >>> 402.001 mm/col

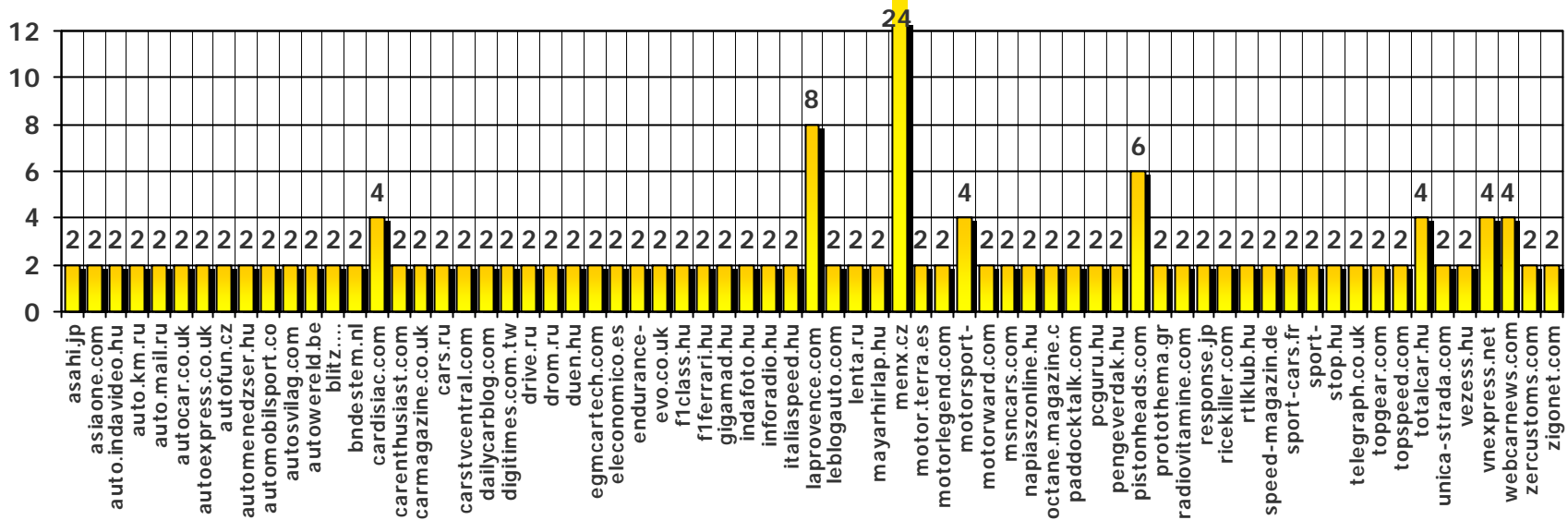
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FERRARI CHALLENGE TROFEO PIRELLI – European Series WEB Coverage

Web pages – websites detail



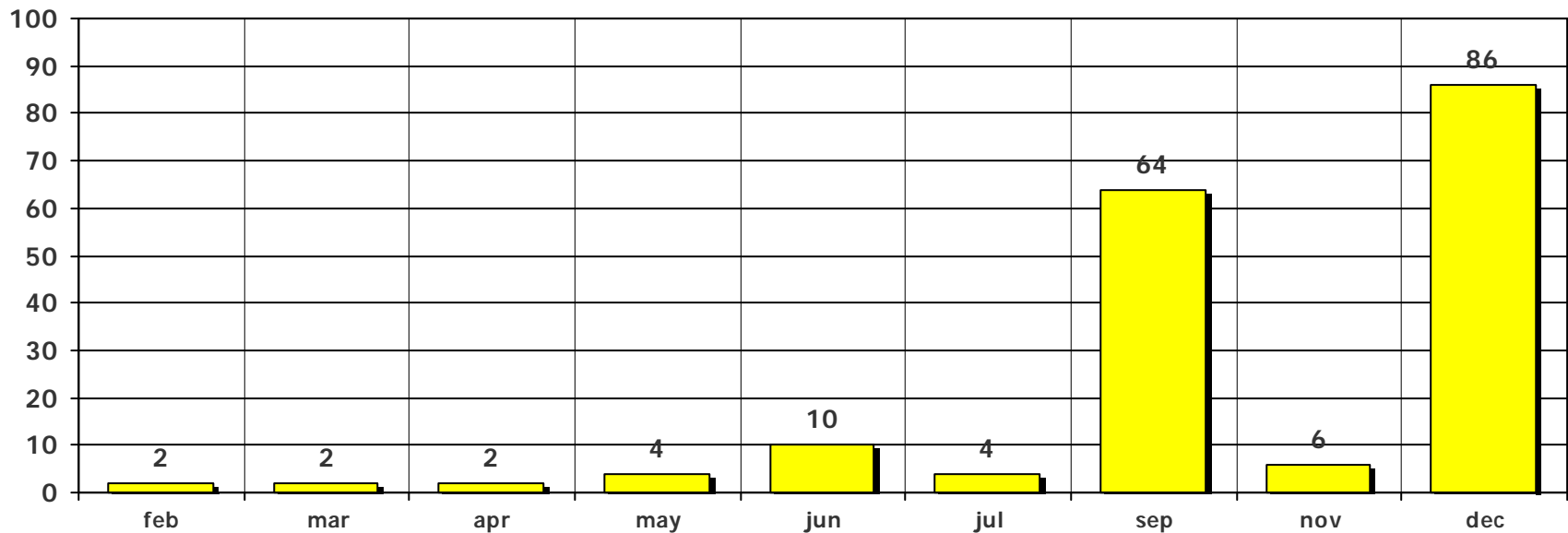
Analysis based on Press Review supplied by Ferrari's Press Office

WEB COVERAGE >>>

180
pages

FERRARI CHALLENGE TROFEO PIRELLI – European Series WEB Coverage

Web pages – monthly detail



Analysis based on Press Review supplied by Ferrari's Press Office



WEB COVERAGE >>> **180 pages**

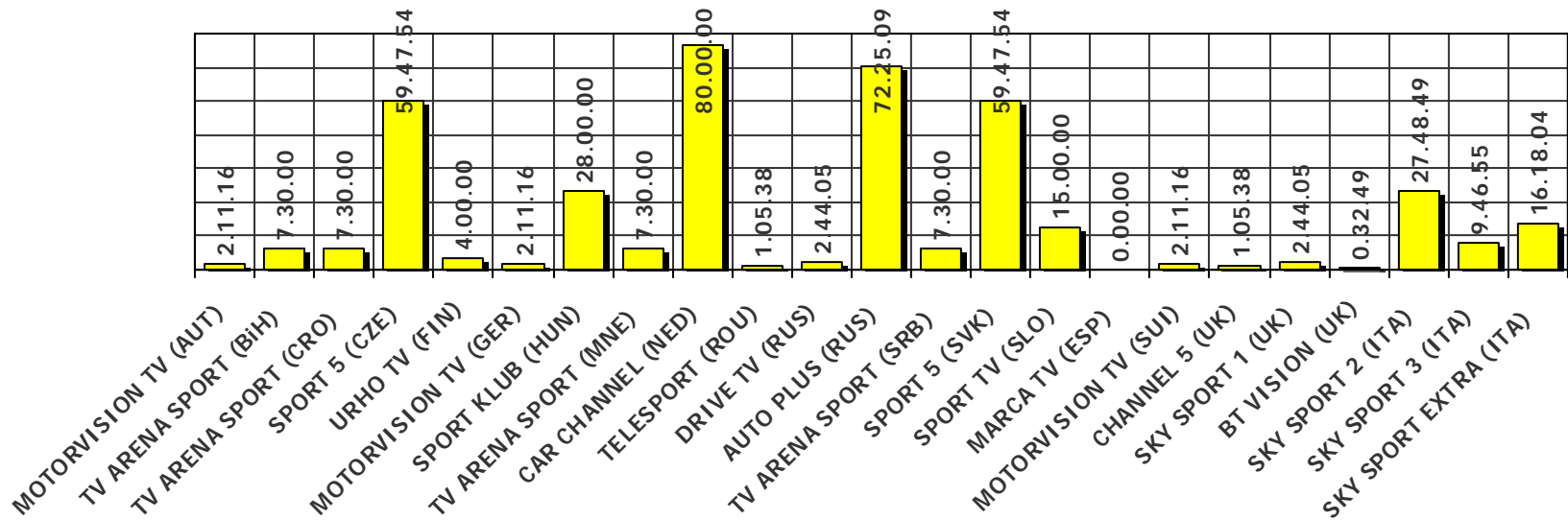
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FERRARI CHALLENGE TROFEO PIRELLI – European Series TV Coverage

TV Coverage in h. m. s. – Broadcasters detail

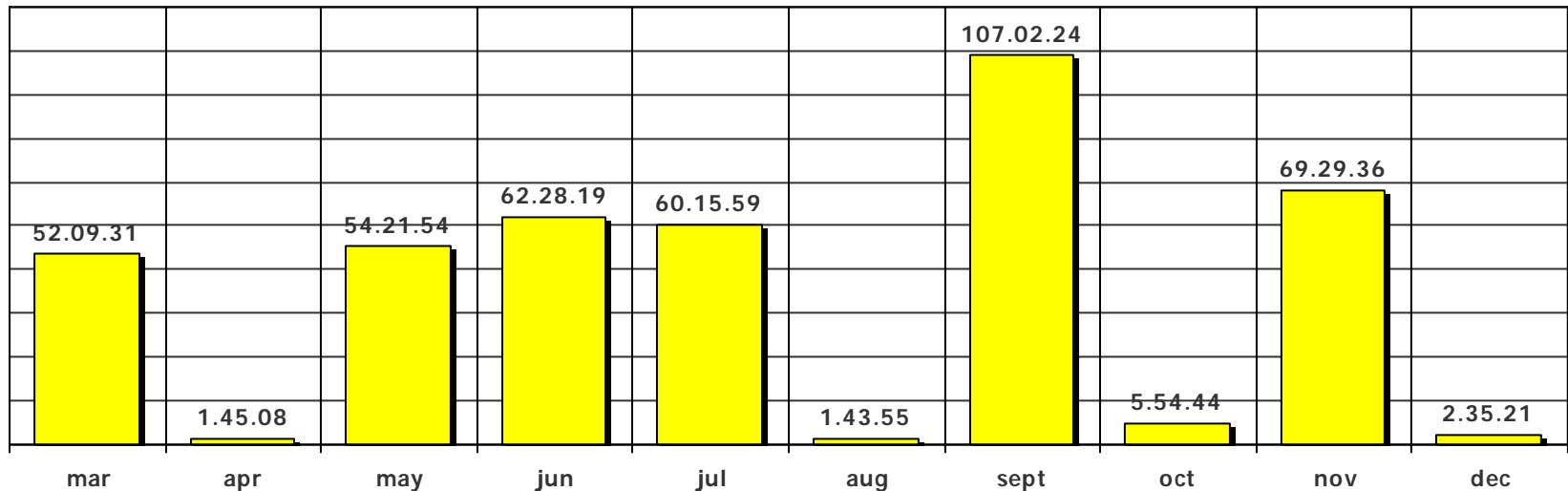


Coverage data on national broadcasters only. Coverage obtained by Ferrari Challenge on LOCAL TV channels is not included.



FERRARI CHALLENGE TROFEO PIRELLI – European Series TV Coverage

TV Coverage in h. m. s. – monthly detail

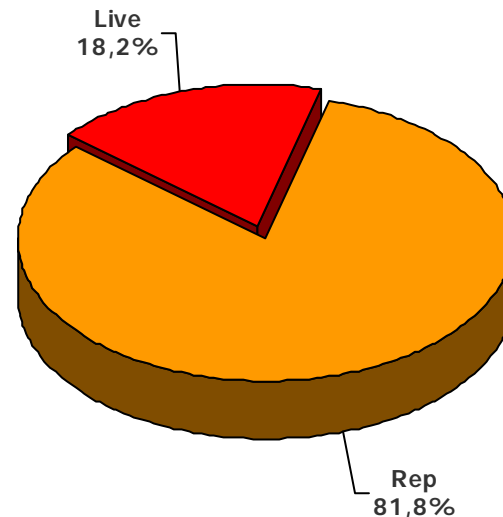


Coverage data on national broadcasters only. Coverage obtained by Ferrari Challenge on LOCAL TV channels is not included.



FERRARI CHALLENGE TROFEO PIRELLI – European Series TV Coverage

TV Coverage in h. m. s. – typology detail



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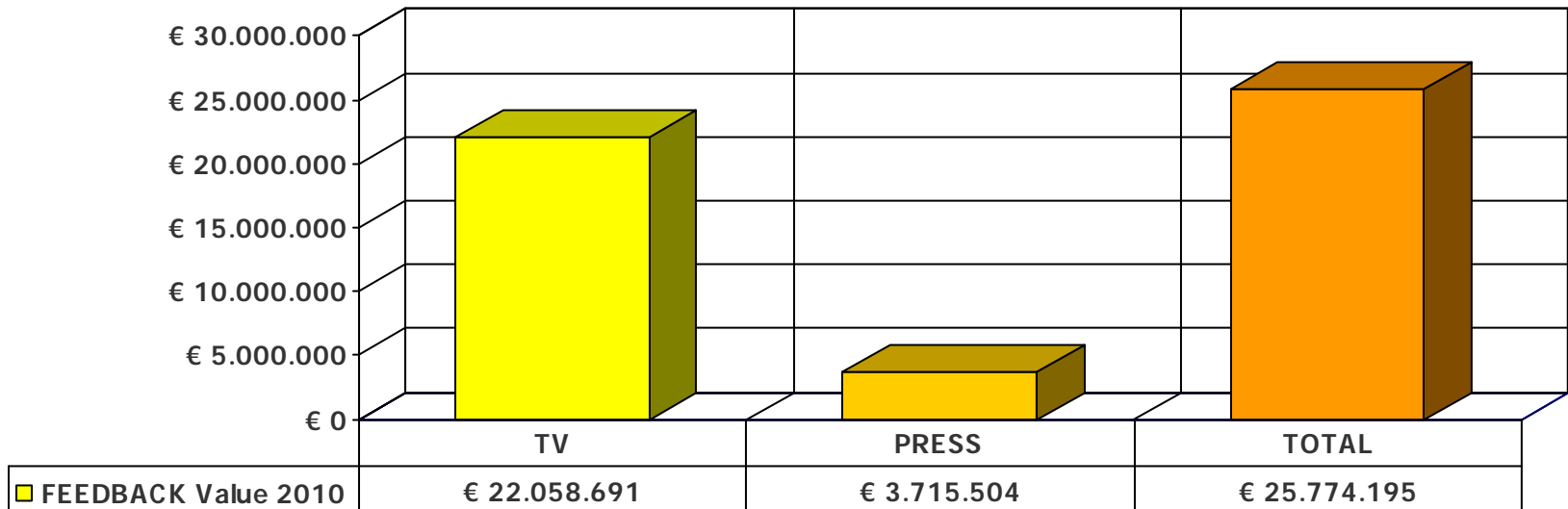
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FERRARI CHALLENGE TROFEO PIRELLI – European Series FEEDBACK Value

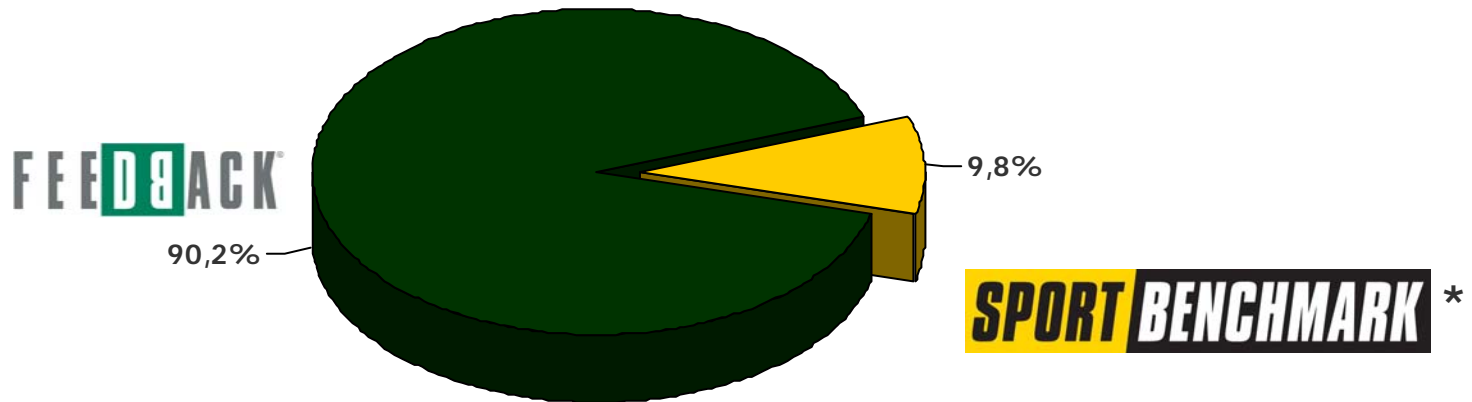
FEEDBACK Value (in €uro)



FEEDBACK VALUE >>> 25.774.195 €uro

FERRARI CHALLENGE TROFEO PIRELLI – European Series The Value

Value in %



*Estimated value according to the contacts realized by the whole communication activity: Istituzional Activities, Live Spectators, Participating people, Website users, PR, press Office, ...



TOTAL VALUE >>> **28,57**
mio. €uro

FERRARI CHALLENGE TROFEO PIRELLI – European Series Communication Analysis

Comparison

	2010	2009
PRESS Coverage	402.001 mm/col	404.317 mm/col
WEB Coverage	180 pages	192 pages
TV Coverage	417 h. 41 min.	174 h. 57 min.

	2010	2009
PRESS Value	€ 3.715.504	€ 3.736.309
TV Value	€ 22.058.691	€ 17.171.175
TOTAL Value	€ 25.774.195	€ 20.907.484

FEEDBACK





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