

Super One to be televised in 2010

The organisers of the Super One Series are pleased to announce that the majority of the 'MSA' (Super KF, KF2, KF3 and Comer Cadet) and Rotax rounds will be televised on Motors TV in 2010, reaching 17.7 million homes. S1 have engaged the services of PSC Productions with the experienced Alan Taddei at the helm, On behalf of the organisers, S1 Marketing Director John Hoyle emphasised how difficult the bidding process had been, saying: "There were several considerations, not least the overall cost, but also what everyone could offer in terms of added value. At this stage, we felt that Alan's experience in producing his previous Motors TV series regarding the style of the finished programmes, the fact that he was prepared to work with us producing a DVD for each driver of each race event covered which we will supply at no extra charge, and work with drivers to help with sponsorship proposals, were key to our final decision."

Alan was keen to point out that TV coverage in itself is not just about exposure for the sport and individuals to gain sponsorship, saying: "TV can produce sponsorship for individual drivers for instance James Theodore has just completed his first season in Formula Renault, for which he was funded fully by his sponsor, Liberty Properties. This year they purchased him a brand new car, paid for him to run with one of the top teams, paying all race fees and ALL other racing costs, including accident damage. This partnership came about as a direct result of his appearance and exceptional performances in the 2006 Motors TV series. However, I have always said that filming of each race event offers more than just the potential to raise a driver's profile. We are capturing your memories on video. As each driver gets older most of them will leave the sport, but one good result on video will offer a lifetime of memories to treasure."

Some potential competitors have raised issues about the potential of the TV coverage and its value to the sport. John Hoyle responds to these comments, saying: "I have followed some of the concerns about additional fees for the series, the actual value for the drivers, and how programmes represent individual drivers. If anyone goes on to Youtube and has a look at some of the old Motors TV series footage, you will get a flavour for how PSC produced each race. You can expect that as a minimum but now it will be even better from this new partnership in terms of how each programme will be produced."

- Each programme will be one hour, divided into four segments of approximately 12 minutes each, with 4 x 3 minutes for advert breaks
- First showing on weekday prime time between 7pm and 9pm (repeated 4- 5 times per week)
- Each series will have 5 rounds televised
- Motors TV goes to 38 countries in Europe and many other countries worldwide and goes to 17.7 million subscribed homes
- In each programme, each class - Super KF, KF2, KF3 and Comer Cadets in MSA rounds, and MiniMax, Junior Max, Senior Max & Max 177 in Rotax, will have the Grand Final (Final 2 only) covered in full. If it was attempted to cover heats, pre-finals etc., it would end up with almost a highlights only summary of each race, so it is much better to concentrate on the main final and put all the team's efforts into a more in depth coverage of that important race. There may also be a feature interview, or a feature on some aspect of the sport within certain segments.
- Each grid rundown will feature EVERY driver, including a photo image of each driver, with EVERY driver having their name included in the commentary for the grid rundown, not just the top 10. The results graphic will feature the top 10 in the race. Alan Taddei will attend on the

Friday and Saturday of the first rounds to get every driver's photograph, and will require the co-operation of every driver to get this done.

- Each race will feature certain information graphics on some drivers as the race progresses.
- The driver achieving the fastest lap in each featured race will have a graphic showing their photo image and the fastest lap time.
- Drivers with sponsors can forward the sponsor information to Alan for inclusion in the grid position graphic and commentary. For instance, if you were to get a sponsor, then your kart may become the "My sponsor kart of Joe Bloggs" in the commentary and will include the drivers' sponsor logos in the graphics on TV. There will be no additional cost for this service to the drivers, but you can only include the logo of your one main sponsor only, and it must be supplied in a suitable format.

If individual drivers require the services of the Super One or PSC in securing a significant sponsorship deal, that will be freely given, supporting you at meetings with your potential sponsors on behalf of the TV production team, providing you can arrange a suitable convenient time to all parties. The producer and commentator will attend these meetings where possible and will be able to put forward in advance definite ideas about how best to handle this type of meeting.

If potential competitors require any additional information about TV coverage or Super One in general please contact John Hoyle johnhoylejkh1@btinternet.com 01928 740090 or 07774 646784 or visit the website www.s1series.co.uk .