



Monaco - Wednesday 14 October 2009

2010 RALLYE MONTE-CARLO: A BREAKTHROUGH IN SPORTS TV FULL LIVE COVERAGE OF THE EVENT

Eurosport Events, the promoter of the IRC (Intercontinental Rally Challenge), and ACM (Automobile Club de Monaco) have revealed at SPORTEL in Monaco the broadcast plan for the 2010 Rallye Monte-Carlo on January 20-23, which will be the most televised rally in the sport's history.

The ground-breaking coverage will bring live action throughout the event, totalling 14 hours of live coverage from the stages. These broadcasts full of innovation will reflect the prestige of the event, which will open the 2010 IRC season for the second consecutive year.

The Rallye Monte-Carlo, founded in 1911, is one of the world's most famous motor sport events in any discipline. It is famous for taking competitors through the snow and tricky asphalt stages in the Alpes Maritimes before reaching its ceremonial finish on the glittering streets of Monaco.

The unprecedented live action from the stages, including the epic Col du Turini stages run at night, will be using a mixture of aerial shots, on-board footage and land-based cameras, and will bring television viewers closer to the Monte Carlo Rally than they have ever been before.

Géraldine Filiol, Managing Director of Eurosport Events, said: *"This is a world premiere in rallying, a tremendous bonus for the millions of fans around the world. We are naturally proud to open the IRC season in 2010 again with the Monte Carlo Rally and I am sure that our ambitious plans are worthy of a mythical motorsport event like this. What viewers can look forward to is witnessing the story of the Monte Carlo Rally unfold live over the three days of the event. This pioneering development is set to bring the sport to new standards of TV coverage"*.

Rene Isoart, General Commissioner of the ACM, added, *"We have found within this IRC all the necessary ingredients to allow the Rally to return to the fundamental values of the sport and to see amateurs driving side by side with professional drivers, and this is very important for us. With this incredible TV coverage, we believe that our next rally will be again a great edition, with lots of participants and fantastic live images on TV as we have experienced in last January"*.

This unmatched live action will enable rally fans to see all the action thanks to a unique international media coverage, including live extensive broadcasts on Eurosport's channels (Eurosport, Eurosport 2 and Eurosport Asia-Pacific), complemented by coverage on EurosportNews and the Eurosport network of websites.

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The IRC, organised and promoted by Eurosport Events, is an all-action cost-effective series which has seen seven manufacturers doing battle in 2009. With a full field of highly competitive machines crewed by a mixture of up-and-coming talent and established stars, the IRC delivers the very best of the sport's traditions in a dynamic format for a new era.

Rallye Monte Carlo 2010 – Broadcasting Plan

Wednesday 20 January: **4 Special Stages LIVE**

Thursday 21 January: **6 Special Stages LIVE**

Friday 22 January: **4 Special Stages LIVE**



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