



THE CRC THRU DECEMBER 2021  
TV & SOCIAL MEDIA EXPOSURE



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- The CRC & CARS website
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- The CRCRally Twitter account





# The Canadian Association of Rallysport (CARS)

- CARS the Canadian Association of Rallysport is the sanctioning body for Rallysport in Canada
- CARS currently have 26 member clubs in 5 regions across the country.
- The Canadian Rally Championship (CRC) is the flagship national performance rally championship.

CARS	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
clubs	26	26	27	27	27	27	26	26	27	26	26	26	
licenses	248	287	318	331	339	323	349	319	258	267	COVID	180	
CRC events	6	6	6	6	6	6	7	7	7	8	COVID	6	
CRC entries	240	231	227	197	193	169	241	238	198	218	COVID	143	

# The Canadian Association of Rallysport (CARS)

- Annual Canadian Rally Championship event entries

CARS	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Perce Neige	54	42	41	42	38	29	33	43	31	24	27	COVID	
Rocky Mountain	28	27	31	36	28	24	35	32	32	35	COVID	27	
Baie des Chaleurs	48	39	39	35	27	32	38	35	38	32	COVID	20	
Defi	36	34	29	27	33	21	33	40	23	27	COVID	28	
Pacific Forest	26	30	34	24	36	33	36	33	27	34	COVID	Forest Fires	
Charlevoix	31 (reg)	31 (reg)	29 (reg)	40 (reg)	35 (reg)	36 (reg)	26 (reg)	27 (reg)	22 (reg)	23	COVID	23	
Tall Pines	48	59	53	33	31	30	31	24	23	23	COVID	29	
Big White	13 (reg)	21 (reg)	18 (reg)	27 (reg)	29 (reg)	31 (reg)	35	31	24	20	COVID	16	
Total CRC	240	231	227	197	193	169	241	238	198	218	27	143	
Total	284	283	274	264	257	236	267	265	220	218	27	143	

# The Canadian Association of Rallysport (CARS)

- Summary of Rallysport events at national, Regional and Club levels

Events	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Performance Rally	18	19	18	17	21	15	14	14	COVID	7	
Navigational (TSD)	42	42	43	44	37	37	39	30	COVID	5	
Rally Sprint	0	0	2	6	5	3	1	4	COVID	5	
Rally Cross	38	50	47	46	46	39	38	57	COVID	27	
Rally Schools	-	-	2	1	5	3	10	8	COVID	2	
Shakedown / Test Days	-	-	3	2	12	13	10	8	COVID	4	
Total Events	98	111	115	116	121	110	112	121	COVID	50	



# The CRC and CARS website

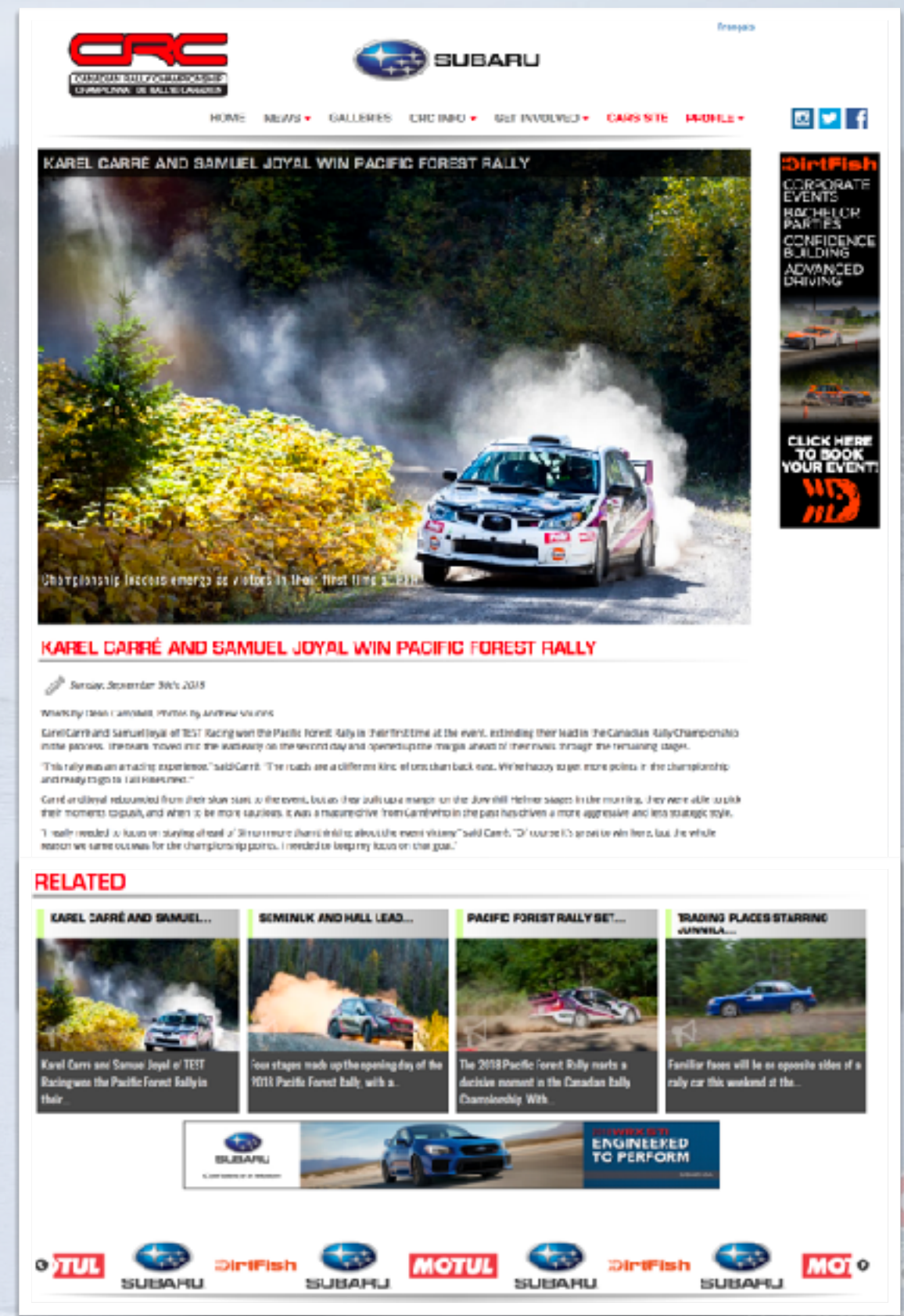
- The new CRC & CARS website was launched in September of 2016 and has become the main focal point for Canadian rally news and information
- The bulk of the traffic arrives at the CRC homepage then reads event news, series news and information.

CRC Website	2017	2018	2019	2020	2021	2022
users	34,579	33,697	39,327	35,296	39,010	
sessions	62,322	58,291	65,023	49,254	54,577	
page views	288,388	282,434	293,042	189,429	225,053	
pages/session	4.62	4.85	4.51	3.85	4.12	
ave duration	2m:04s	2:00 minutes	1m:49s	1m:25s	1m:27s	





Adverts appears on the ad bars of all CRC pages. This includes approx. 350 competitor profile pages and all of the news pages.



Series sponsors logo appears on the scroll bar along with our other series sponsors. The scroll bar appears on all CRC pages



# The CRC on TV

- The 7 episode CRC Television series is aired in Canada on TSN in English and RDS in French.
- A few weeks after the premiere airing on TV the episode is posted to the CARSRallyTV YouTube channel
- The 7 episodes are aired throughout the season and spaced to not coincide with other events
- The 7 episodes receive a minimum of 70 airings on TSN & RDS
- The views are extrapolated from the Neilson ratings provided by the broadcaster.

TV	2014	2015	2016	2017	2018	2019	2020	2021
TSN views	630,000	680,000	720,000	1,152,000	1,359,400	1,380,000	COVID	
RDS views	189,000	200,000	218,000	349,000	411,800	421,000	COVID	



# The CARSRallyTV YouTube channel

- The CARSRallyTV channel shows all of the CRC videos and TV episodes
- All of the CRC video shorts showing highlights, podium interviews, features along with our full 22 min TV episodes are posted to the CARSRallyTV YouTube channel

YouTube	2014	2015	2016	2017	2018	2019	2020	2021	2022
videos	50	44	40	41	38	30	2		
views	95,626	115,569	156,292	133,244	96,300	99,421	COVID		
minutes watched	388,439	437,938	745,699	631,634	578,400	690,000	COVID		
subscribers	-	-	-	3,367	4316	4839	5,290		



# The CARSRallyTV YouTube channel

**CRC CARSRallyTV**  
3,943 subscribers

SUBSCRIBED 1.9K

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Video Title	Views	Time Ago
CRC: Rallye Défi 2018 Highlights	439 views	2 weeks ago
CRC TV: Rallye Baie des Chaleurs 2018 - In English	900 views	1 month ago
CRC TV: Rallye Baie des Chaleurs 2018 - En Français	385 views	1 month ago
RSQ: Rallye Baie-des-Chaleurs 2018 -	398 views	1 month ago
CRC TV: Rocky Mountain Rally 2018 - English	1.2K views	1 month ago
CRC TV: Rocky Mountain Rally 2018 - En Français	226 views	1 month ago
Rallye Défi 2018 - September 7-8 - 2018 Canadian Rally	666 views	2 months ago
CRC: Action Highlights - Rallye Baie-des-Chaleurs	774 views	2 months ago
CRC: Podium Interviews - Rallye Baie des Chaleurs	428 views	2 months ago
CRC: Action Highlights - Rocky Mountain Rally 2018	943 views	4 months ago
CRC: Podium Interviews - Rocky Mountain Rally 2018	401 views	4 months ago
CRC TV: Rallye Perce Neige 2018 - Championnat de	441 views	4 months ago
CRC TV: Rallye Perce Neige 2018 - Canadian Rally	2.6K views	4 months ago
RSQ: Rallye Perce Neige 2018 - Championnat	675 views	6 months ago
ONBOARD CRASH: Laverdière vs Telephone Pole	991 views	6 months ago
CRC TV: Big White Winter Rally 2017 - En Français	452 views	7 months ago
CRC TV: Big White Winter Rally 2017 - In English	2.2K views	7 months ago
CRC: Action Highlights - Rallye Perce Neige 2018	3.9K views	7 months ago



# The CRC on Amazon Prime

- Amazon Prime Video shows the CRC TV episodes complete with the embedded Subaru commercial spot the same as our YouTube versions.
- The shows are shown in the USA, UK, Canada and a catch all for the “Rest of the World”

Amazon Prime	2019	2020	2021	2022
TV Episodes	7	COVID		
Hours watched	11,162	COVID		
minutes watched	669,765	COVID		
Unique Viewers	50,650	COVID		

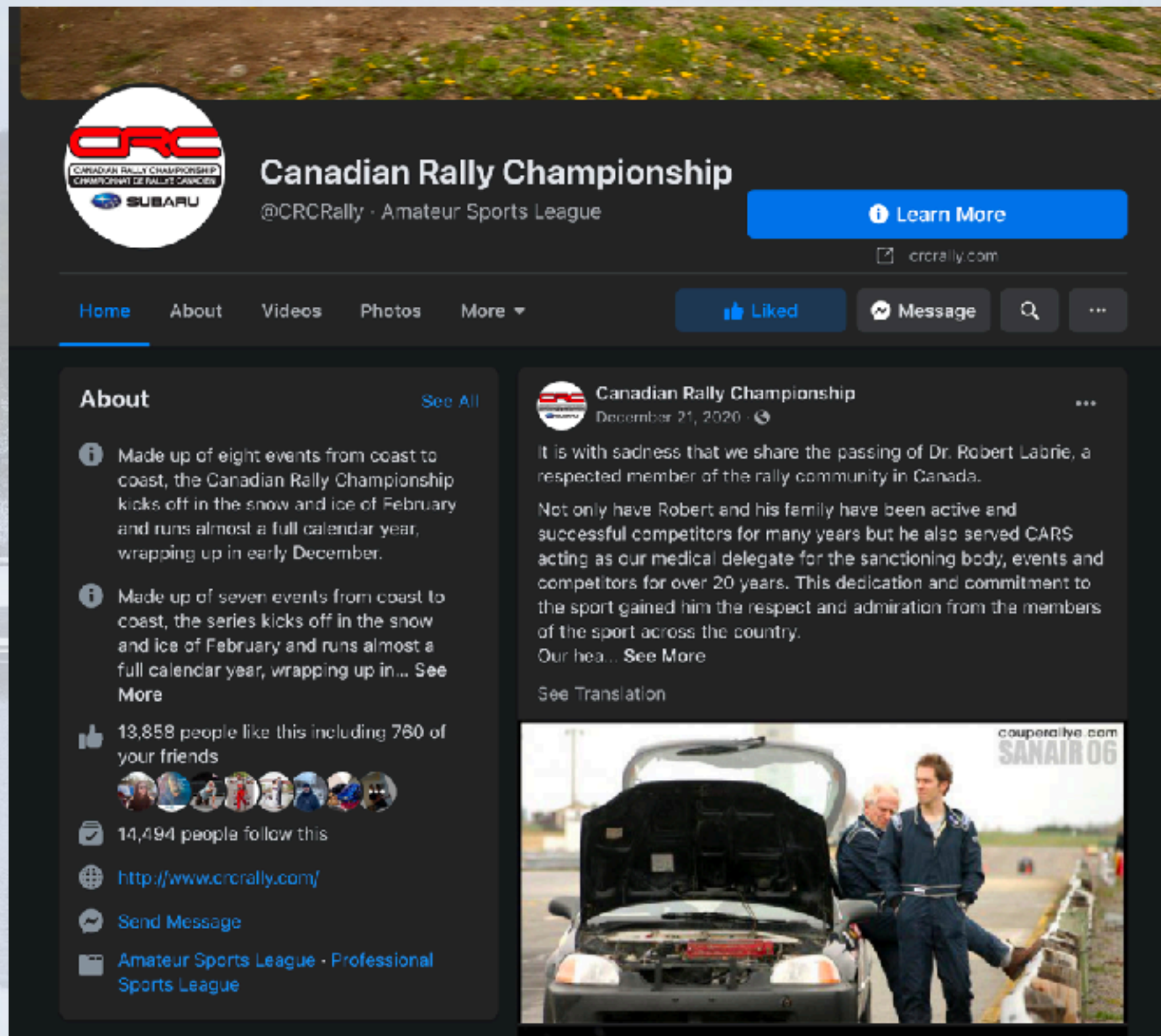
# The CRCRally Facebook Page

- The CRCRally Facebook page is used to engage followers
- Facebook allows for news snippets, videos and pictures to be posted as well as live accounts of the action

Facebook	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
followers	2035	3964	6135	9404	11,137	12,183	13,758	13,858	14,855	
Followers % increase	-	95%	55%	53%	18%	9%	13%			
videos posted	0	0	52	32	34	29	30			
video views	0	0	76,434	114,576	296,400	96,062	164,264			
live streams	0	0	0	15	35	27	7			
live stream views	0	0	0	24,752	80,300	49,300	22,600			



# The CRCRally Facebook Page



**CRC**  
CANADIAN RALLY CHAMPIONSHIP  
CHAMPIONNAT DE RALLYE CANADIEN  
SUBARU

**Canadian Rally Championship**  
@CRCRally · Amateur Sports League

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**i** Made up of eight events from coast to coast, the Canadian Rally Championship kicks off in the snow and ice of February and runs almost a full calendar year, wrapping up in early December.

**i** Made up of seven events from coast to coast, the series kicks off in the snow and ice of February and runs almost a full calendar year, wrapping up in... [See More](#)

**Like** 13,858 people like this including 780 of your friends

**Follow** 14,494 people follow this

<http://www.crrally.com/>

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**Canadian Rally Championship**  
December 21, 2020 · [Public](#)

It is with sadness that we share the passing of Dr. Robert Labrie, a respected member of the rally community in Canada.

Not only have Robert and his family have been active and successful competitors for many years but he also served CARS acting as our medical delegate for the sanctioning body, events and competitors for over 20 years. This dedication and commitment to the sport gained him the respect and admiration from the members of the sport across the country. Our hea... [See More](#)

[See Translation](#)

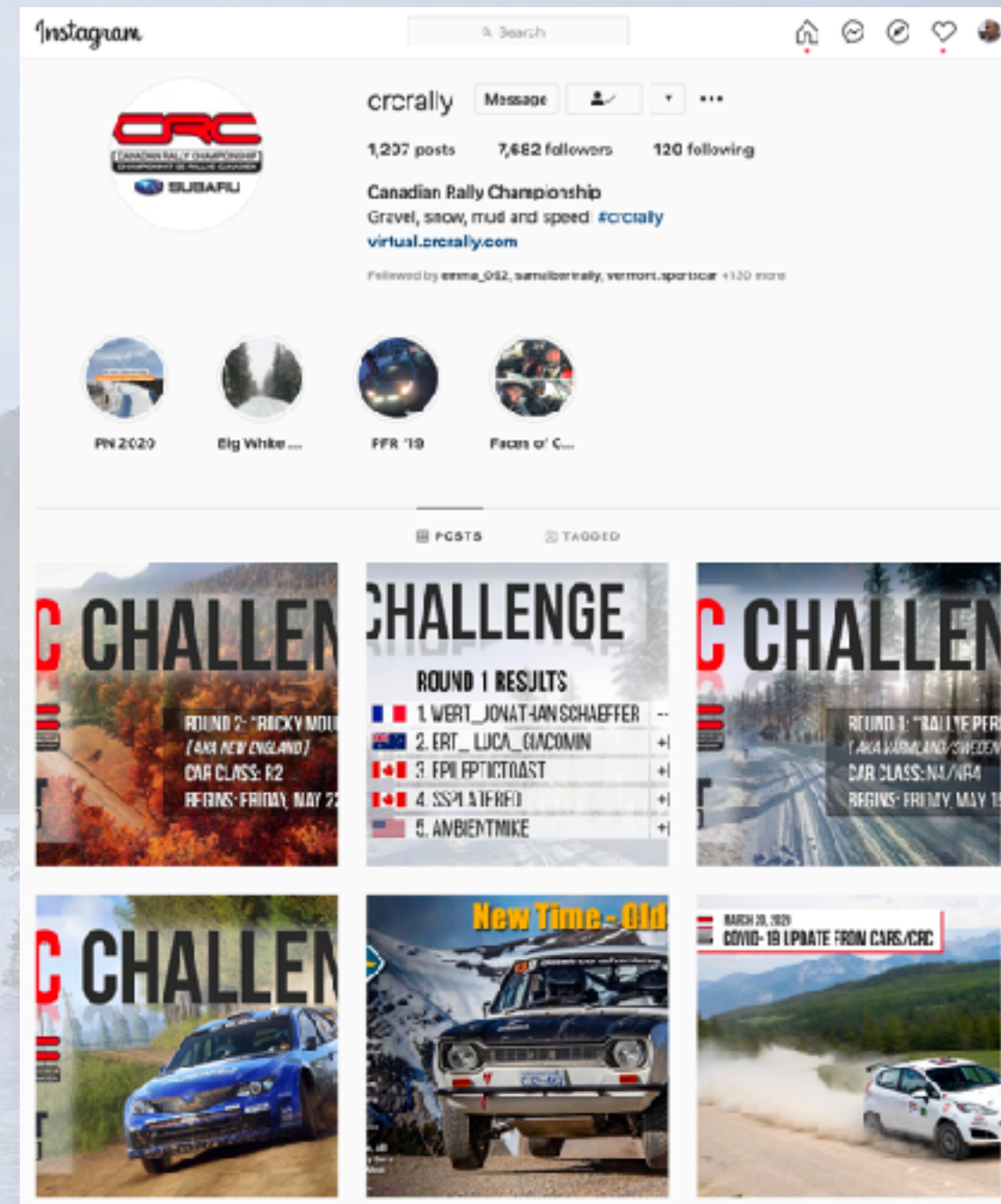
[couperallive.com](#)  
**SAN AIR 06**





# The CRCRally Instagram Page

- The CRCRally Instagram page is used to engage followers.
- Instagram is used to capture exciting and newsworthy scenes during the rallies.



Instagram	2014	2015	2016	2017	2018	2019	2020	2021	2022
followers	2,573	3,420	4,262	5,269	6,417	7,546	7,682	7750	