



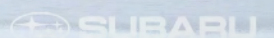
**CANADIAN RALLY CHAMPIONSHIP**  
**CHAMPIONNAT DE RALLYE CANADIEN**

THE CRC THRU JANUARY 2020  
TV & SOCIAL MEDIA EXPOSURE



# Contents of the Presentation

- CARS the Canadian Association of Rallysport
- The CRC & CARS website
- CRC TV episodes on TSN & RDS
- The CRCRallyTV YouTube Channel
- The CRCRally Facebook Page
- The CRCRally Instagram Page
- The CRCRally Twitter account





# The Canadian Association of Rallysport (CARS)

- ASN Canada FIA delegated the sanctioning authority for Rallysport in Canada to CARS the Canadian Association of Rallysport.
- 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
clubs	26	26	27	27	27	27	26	26	27	26	
licenses	248	287	318	331	339	323	349	319	258	267	
CRC events	6	6	6	6	6	6	7	7	7	8	
CRC entries	240	231	227	197	193	169	241	238	198	218	

# The Canadian Association of Rallysport (CARS)

- Annual Canadian Rally Championship event entries

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



# The Canadian Association of Rallysport (CARS)

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

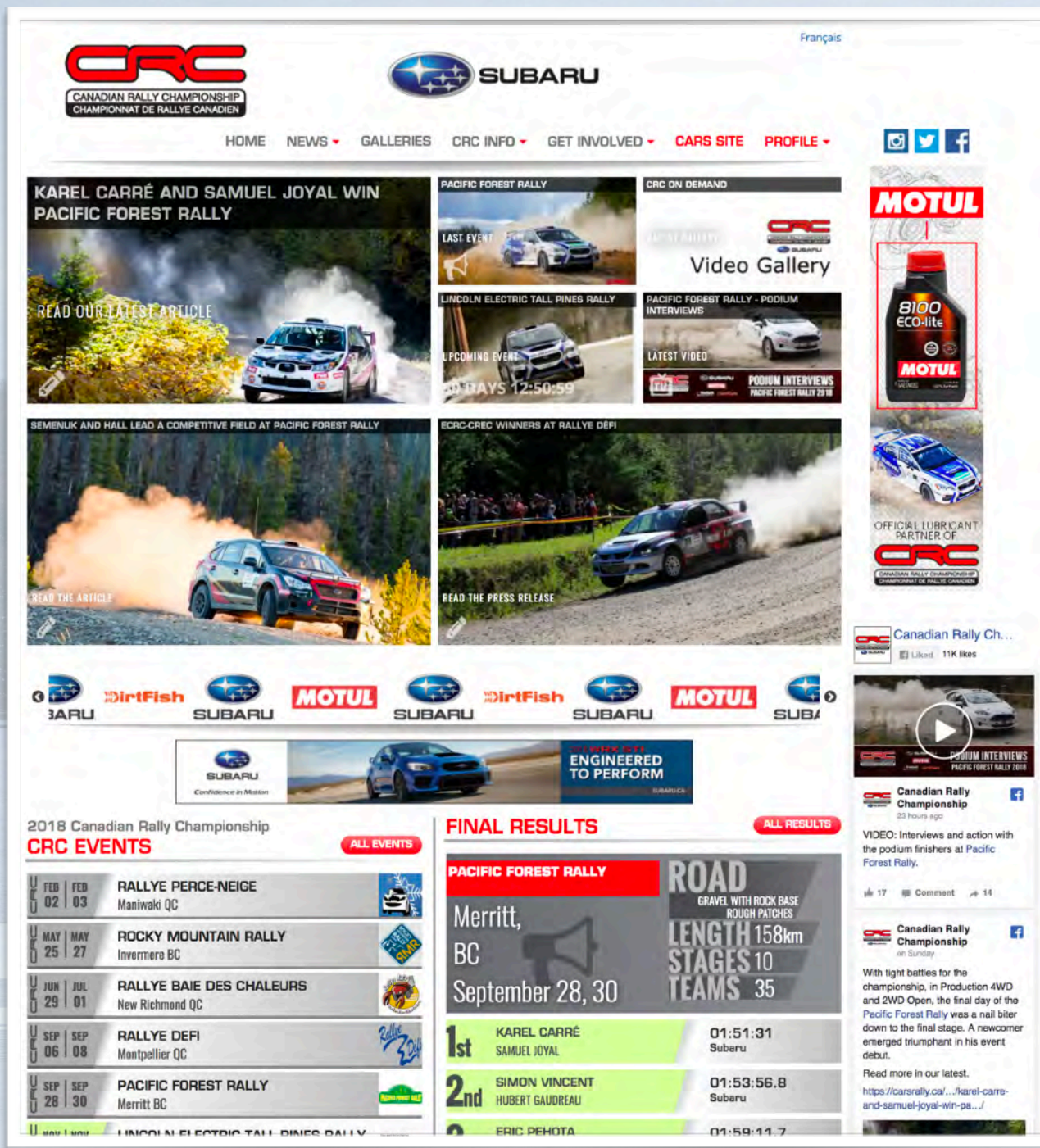
Events	2012	2013	2014	2015	2016	2017	2018	2019	2020
Performance Rally	18	19	18	17	21	15	14	14	15
Navigational (TSD)	42	42	43	44	37	37	39	30	
Rally Sprint	0	0	2	6	5	3	1	4	
Rally Cross	38	50	47	46	46	39	38	57	
Rally Schools	-	-	2	1	5	3	10	8	
Shakedown / Test Days	-	-	3	2	12	13	10	8	
Total Events	98	111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

# 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.

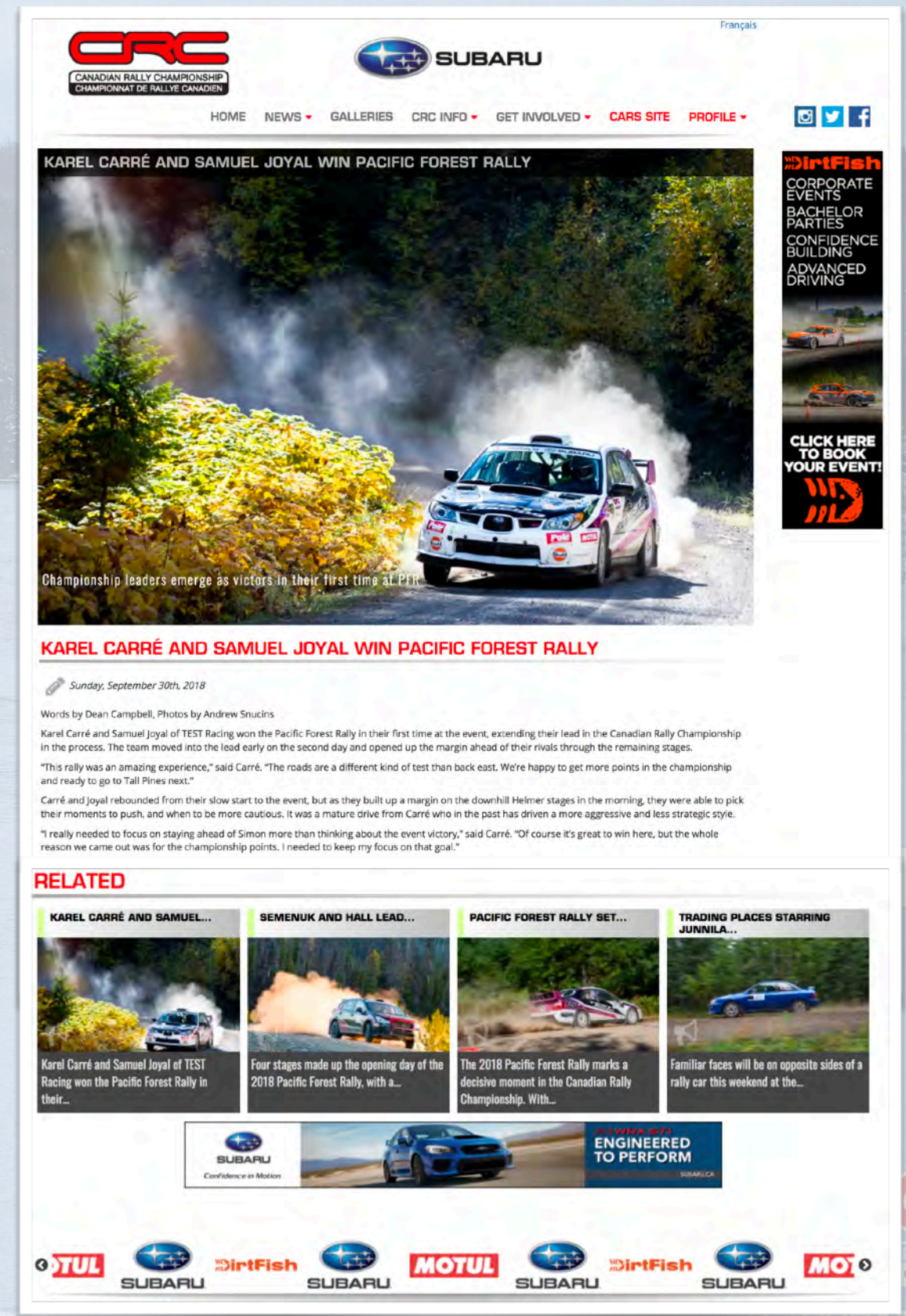
CRC Website	2017	2018	2019	2020
users	34,579	33,697	39,327	
sessions	62,322	58,291	65,023	
page views	288,388	282,434	293,042	
pages/session	4.62	4.85	4.51	
ave duration	2.04 minutes	2:00 minutes	1:49 min:sec	





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

Adverts appears on the ad bars of all CRC pages. This includes approx. 350 competitor profile pages and all of the news 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 view are taken from the Neilson ratings provided by the broadcaster.

TV	2014	2015	2016	2017	2018	2019	2020
TSN views	630,000	680,000	720,000	1,152,000	1,359,400	on track to be approx. the same as 2018	
RDS views	189,000	200,000	218,000	349,000	411,800	on track to be approx. the same as 2018	




# 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
videos	50	44	40	41	38	30	
views	95,626	115,569	156,292	133,244	96,300	99,421	
minutes watched	388,439	437,938	745,699	631,634	578,400	690,000	
subscribers	-	-	-	3,367	4316	4839	



# The CARSRallyTV YouTube channel





















**CRC** **CARSRallyTV**  
3,943 subscribers

SUBSCRIBED 3.9K

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads ▾ PLAY ALL SORT BY

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



# 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
followers	2035	3964	6135	9404	11,137	12,183	13,758	
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

John
 Home Create

15

CANADIAN RALLY CHAMPIONSHIP  
CHAMPIONNAT DE RALLYE CANADIEN

Canadian Rally Championship

@CRCRally

Home

About

Posts

Videos

Photos

Events

CRC TV

Notes

Community

Create a Page

PHOTO: DEANCAMPBELL

NEXT: BIG WHITE WINTER RALLY  
KELOWNA, BC  
DECEMBER 7-8, 2019

Liked

Following

Share

...

Learn More

Send Message

Posts

**Canadian Rally Championship**

January 2 at 6:55 PM · 🌐

Official television coverage of the [Lincoln Electric CRC - Rally of the Tall Pines, Bancroft, Ontario](#), round 7 of the 2019 Canadian Rally Championship. As seen on TSN. (En Français: <https://youtu.be/T9mxTyY-T2w> )

Watch together with friends or with a group

Start Watch Party

133

9 Comments 103 Shares

ABOUT CANADIAN RALLY CHAMPIONSHIP

Our Story

Made up of eight events from coast to coast, the series kicks off in the snow and ice of February an...

[See More](#)

Community

[Invite your friends](#) to like this Page

13,376 people like this

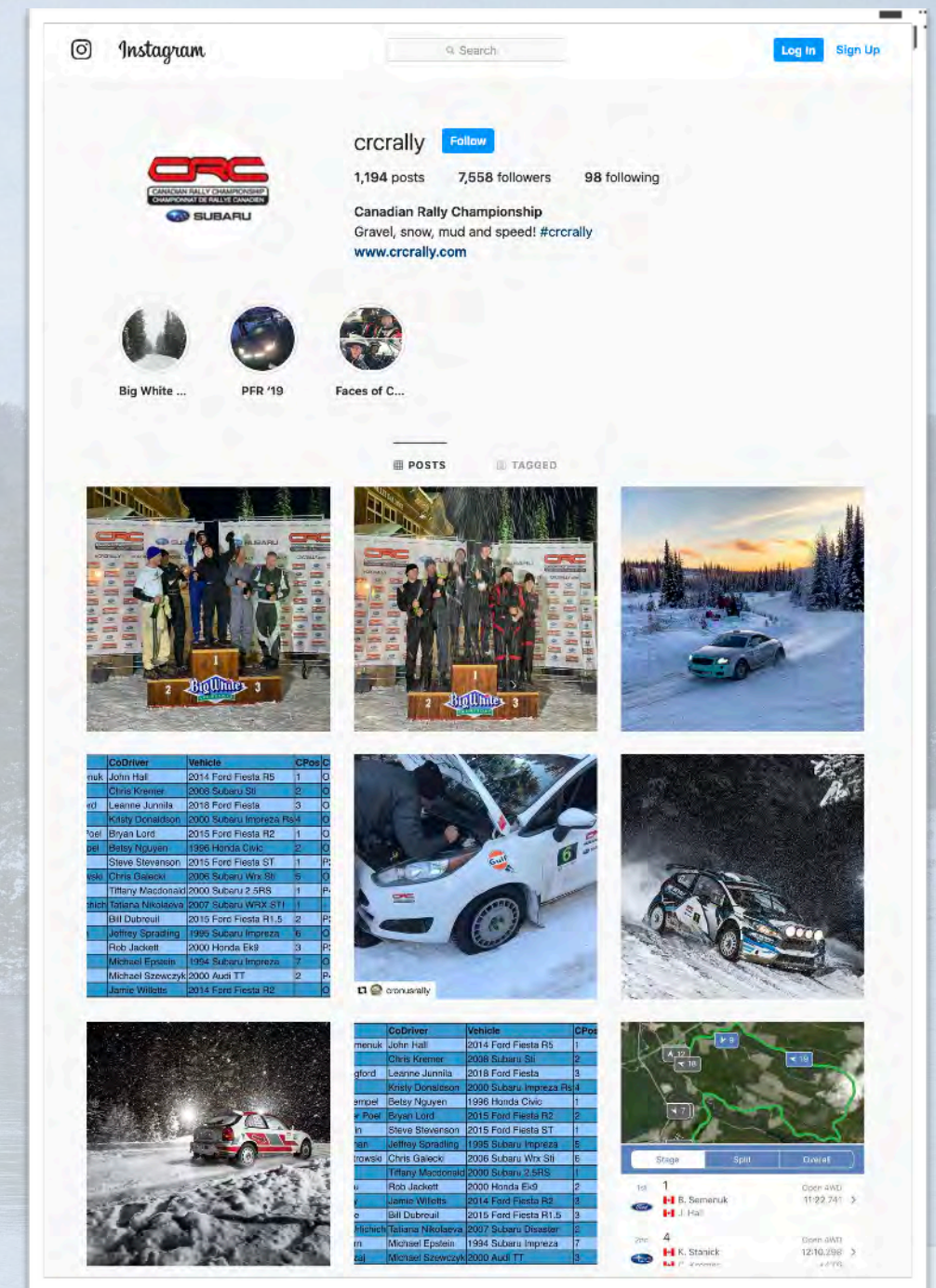
13,790 people follow this

[Kristin Martin](#) and **704 other friends** like this



# 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.

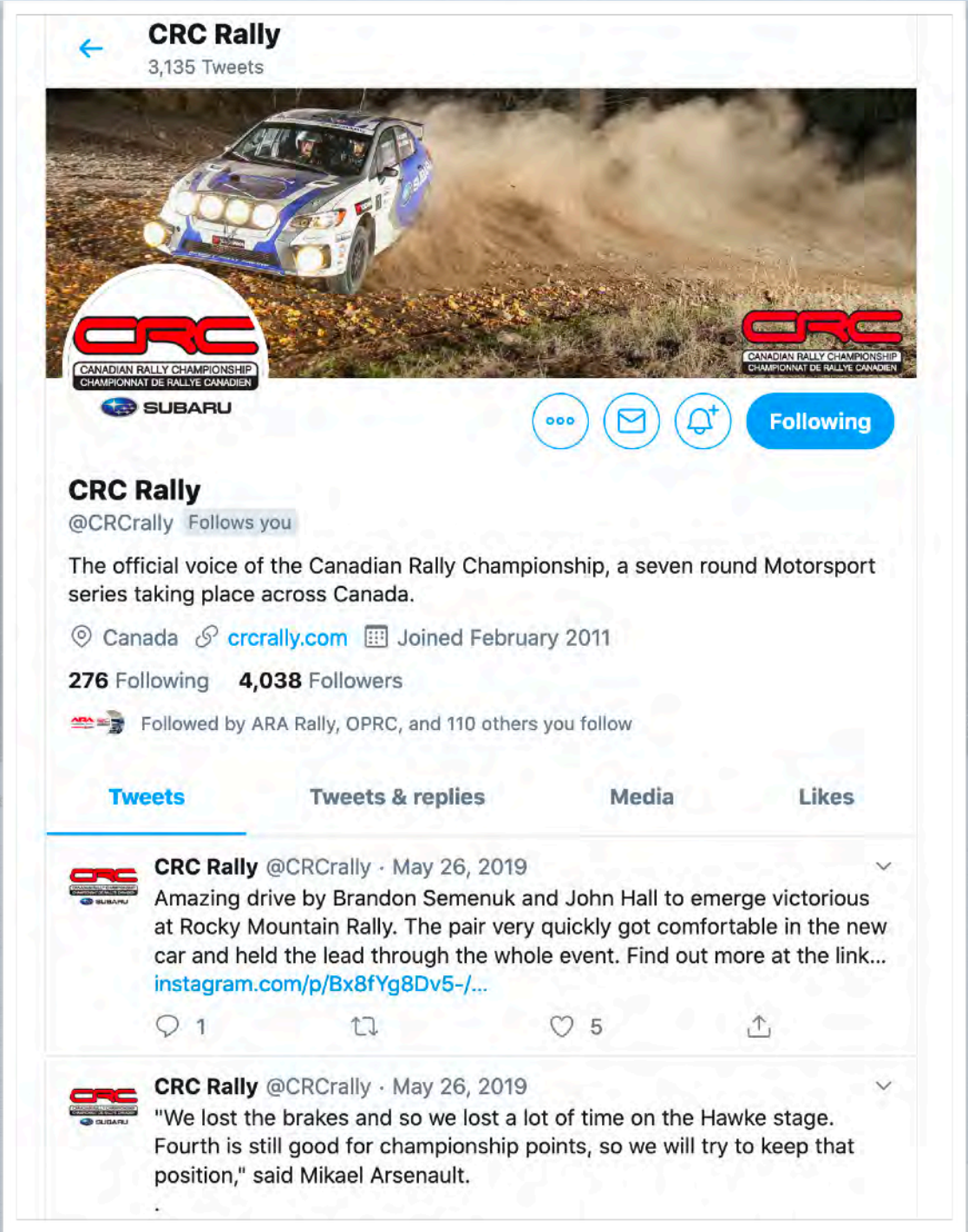


Instagram	2014	2015	2016	2017	2018	2019	2020
followers	2,573	3,420	4,262	5,269	6,417	7,546	



# The CRC Rally Twitter Page

- The CRCRallyTwitter page is used to engage followers.
- Twitter is used extensively during rallies to update on the action as it unfolds



Twitter	2013	2014	2015	2016	2017	2018	2019	2020
followers	1,592	2,573	3,420	3,883	4,022	4,059	4043	