



Paris, 2008 March 5<sup>th</sup>

## Le Mans Series broadcast on Eurosport

**Le Mans Series is pleased to announce its new broadcasting agreement signed with Eurosport. This notification is the evidence of the expanding Le Mans Series media exposure. Discover the details of the new TV coverage planned on the international Eurosport interface:**

Three channels (Eurosport, Eurosport 2 & Eurosport Asia Pacific), sixty or so countries covered, over 110 millions homes reached, over 20-language versions, an internet hub which is the sports leader in Europe... Eurosport is today the major sports multi media interface.

Thus, Le Mans Series was very pleased to sign this year with Eurosport this TV coverage agreement. The aim is to support all season long the Le Mans Series thanks to an exceptional live broadcast on Eurosport -within the frame of the global agreement signed with the Automobile Club de l'Ouest (ACO) for the three forthcoming seasons. This broadcasting allows the series to reach the media coverage it deserves, should we consider the quality of the grid, even more increased this year.

Major broadcast measures were set up from the 1000 Km of Catalunya on 4/5/6 April onwards, **2hrs30** of total broadcast for each Le Mans Series race (even over **4hrs for the 1000 Km of the Nürburgring**); here is what Eurosport platform intends to offer to its viewers.

The provisional programme includes the **first 30 minutes of race live broadcast**, a **highlights summary** on the evening of the meeting, and on the following Tuesday, completed by a **one-hour summary** during the week following the event.

On the occasion of the 1000 Km of the **Nürburgring** (15/16/17 August), the viewers will be able to follow a **2hr-live programme from 12:00 on**, a **spot at 16:00**, then see live the **final 30 minutes of the event**. From Monday morning on, a 15-minute summary will be on the air on **Eurosport**, as well as a special 1hr-programme on Tuesday evening on Eurosport 2 and Eurosport Asia Pacific.

### 2008 le Mans Series Calendar

* 4/5/6 April	1000 Km of Catalunya	Spain
* 25/26/27 April	1000 Km of Monza	Italy
* 9/10/11 May	1000 Km de Spa	Belgium
* 15/16/17 August	1000 Km of the Nürburgring	Germany
* 12/13/14 September	1000 Km of Silverstone	England

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