



**WBD | Sports**  
**MOTORSPORTS 2025**





# A 360° MOTORSPORTS EXPERTISE



**Motorsports BROADCASTER**



**WBD | Sports EVENTS**

**Motorsports PROMOTER**



# MOTORSPORTS

On linear & OTT

EUROSPORT

max

discovery+

📍 Rights territories : Pan-European (50+ markets)

WEC  
FIA WORLD ENDURANCE  
CHAMPIONSHIP

24h  
LE MANS

ABB FORMULA E  
FIA WORLD CHAMPIONSHIP

DAKAR

EXTREME

SBK  
SUPERBIKE  
FIM WORLD CHAMPIONSHIP

MXGP

2R  
WORLD RALLY-RAID  
CHAMPIONSHIP

MX2

2000+

Hours  
broadcasted



55M+

Linear  
viewers



100M+

Digital views  
on Eurosport



Sources: TNS Gallup Denmark, TNS Gallup Norway, AGF, Stichting KijkOnderzoek, Nielsen Audience Measurement Polska, ARMADATA, KANTAR Media Spain, MMS, BARB, AUDITEL, Mediametrie, TNS Gallup Media/TechEdge, AdvantEdge, All Individuals 3+, All TV Homes, Audience = 9h-26h, Reach = All day. National universe in all markets. Evolution based on the sum of measured countries. From 10/01/2023 to 31/12/2023



# MOTORSPORTS

On linear & OTT



📍 Rights territories : UK & Ireland



2000+

Hours  
broadcasted



2M+

Linear  
viewers



3M+

Digital views  
on TNT Sports



Sources: TNS Gallup Denmark, TNS Gallup Norway, AGF, Stichting KijkOnderzoek, Nielsen Audience Measurement Polska, ARMADATA, KANTAR Media Spain, MMS, BARB, AUDITEL, Mediametrie, TNS Gallup Media/TechEdge, AdvantEdge, All Individuals 3+, All TV Homes, Audience = 9h-26h, Reach = All day. National universe in all markets. Evolution based on the sum of measured countries. From 10/01/2023 to 31/12/2023



# MOTORSPORTS PROMOTER



## Our motorsports event division

# A global promoter

**15+**

Motorsports events  
organized



**300K+**

On-site  
Spectators



**3500+**

Hours broadcasted  
Worldwide





# MOTORSPORTS PROMOTER



Delivering

**Worldwide**

**Events**



# MOTORSPORTS PROMOTER



WBD Sports Events delivers a **full spectrum of event management** services including promotion, World TV feed production, media rights distribution, PR management, sponsorship deals and client servicing.

## Broadcast & Promotion



## Sport management



## Event design & Delivery



## Sales & Partnerships



# 360° Motorsports

**Brand**

**Solutions**

