

## **Motor Sport Forum Broadcast Live by Eurosport**

Leading sports multimedia platform and number one pan-European broadcaster, Eurosport, will produce live coverage of the 2007 Motor Sport Business Forum.

News follows the announcement that some of the biggest names in motor sport will be participating at the event, which will take place in Monaco on 5-6 December. FIA president Max Mosley, BMW motor sport boss Mario Theissen, Formula One's newest team owner Vijay Mallya and Honda Racing CEO Nick Fry are just a few of the major industry players taking part in the conference programme.

Eurosport has agreed to be the Platinum Broadcast Partner for the Forum, a deal which will enable motor sport professionals worldwide to follow the conference via a live webcast for the first-time. A full camera crew will be on the ground to film the event bringing the latest news and views, plus on-the-spot interviews with the motor sport industry's most influential people.

Jacques Raynaud, Vice-Chairman, Eurosport, said: "The Motor Sport Business Forum is a natural fit for us. The Forum is the leading event for the motor sport industry and Eurosport has a deep involvement in televising and promoting major motor racing championships. We are delighted to bring our cutting-edge technology and webcasting know-how to this important industry event." Jacques Raynaud will be talking about the FIA World Touring Car Championship as part of the panel discussion, "The Business of World Motor Sport" on 6 December at 11:00 am.

This year's Forum will be attended by representatives of the major motor racing teams and championships as well as top executives from some of the world's biggest motor sport sponsors. The event offers a unique opportunity for delegates to listen to new ideas, discuss sponsorship initiatives, debate current issues, network with industry professionals, and negotiate deals.

Eurosport will be providing enhanced live coverage of all conference presentations as well as the keynote speeches and panel debates. Those who subscribe to the live service can also download video content for selected events once the Forum has closed.

To register for this service go to:

<http://motorsportbusinessforum.eurosport.com>

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The Eurosport Group is the leading sports multimedia platform in Europe. Eurosport, the n°1 pan-European TV channel, is transmitted in 20 languages reaching 112 million homes and 240 million viewers across 59 countries. Eurosport 2, the new generation sports channel, broadcasts to 25 million households in 11 languages across 43 countries. The Eurosport Network is Europe's n°1 online sports portal, with 7 million visitors per month across all 8 websites, including four co-branded eurosport.yahoo.com sites in the UK, Spain, Germany, and Italy, and local language eurosport.com sites in China, Russia, France and Sweden. Eurosportnews provides up-to-date worldwide sports news worldwide. Eurosport Mobile offers Live streaming, WAP & I-Mod services with breaking sports news and results. Eurosport Events, launched in 2007, is the group's world-class international sporting events management arm.

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