

SBK SUPERBIKE WORLD CHAMPIONSHIP



The HANNspree Superbike World Championship is the world's leading production motorcycle event. The 2010 season will consist of 13 rounds in 12 countries, covering four continents, visiting the world's great circuits.

The most exciting form of motor cycling

The HANNspree Superbike World Championship (www.worldsbk.com) is the elite road racing World Championship using production motorcycles of world leading manufacturers such as Aprilia, BMW, Ducati, Honda, Kawasaki, Suzuki and Yamaha, competitively engineered to boost performance, with top speeds exceeding 300 km/h and sharing comparable lap times with grand prix bikes.

Superbike (SBK) is arguably the most exciting form of motor sports offering a format of two races plus additional World Supersport, Superstock 1000 and Superstock 600 races. With Stars like Max Biaggi, Troy Corser, Nori Haga and Ben Spies, SBK is truly fantastic viewing.

The 22nd season of the HANNspree Superbike World Championship, which ended in Portimao in Portugal on 25th October involved 13 countries, including two new venues, Kyalami in South Africa and Imola in Italy.

Infront's role

Infront Sports & Media holds all commercial rights to the HANNspree Superbike World Championship, through its subsidiary in Italy, Infront Motor Sports, partner of the Fédération Internationale de Motocyclisme (FIM).

Television opportunities

The series is broadcast in 175 countries by 97 broadcasters, delivering a total of more than 3,500 hours of programming and reaching a cumulative audience of two billion. Global coverage had an estimated television media value in excess of US \$780 million.

Superbike in HD

Infront has now introduced HD coverage of the Superbike World Championship, starting half way through the 2009 season. The last seven rounds of the 2009 season were made available in high definition exclusively on Eurosport HD, the high definition simulcast of Eurosport.

Infront provides broadcasters with a full race feed and highlight shows. Broadcaster servicing and satellite coordination is handled by Infront's Broadcaster Servicing Team, which contributes its expertise gained at global sports events, including the FIFA World Cup™.

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Full race feed produced by Infront

The TV production of SBK's race feed is handled in full by Infront. Continuous improvements have been applied with the addition of new cameras and new state-of-the-art TV graphics. On an average race weekend, coverage includes seven live events, amounting to over 350 minutes of live material.

- Saturday: Superpole qualifying and post Superpole interview feeds
- Sunday: Full race feed includes Superbike races 1 & 2 plus World Supersport race and Superstock 1000 race
- Full race feed includes circuit intro, pit lane, pit garage, pit wall action, grid, podium and post-race interviews
- International sound available; English commentary available (world feed) with a commentator & expert
- Footage available live via satellite multilateral feed through Globecast

Highlight show

A 26 minute highlight show is available on the Wednesday after each round via satellite; distribution via tape on request. There is also a 26-minute season preview show and a 56-minute season review available. Magazine programmes and behind the scene footage are available on request.

WorldSBK.com official website relaunched

The official website – www.worldsbk.com – has been re-launched with a radical facelift to coincide with the 2009 season. The new website retains all the user-friendly features of the previous version combined with an exciting new graphic layout. It offers many key features, including live, free of charge streaming, which enables users to watch the World Superbike races live with English language commentary. The website also offers the latest news, results, standings and updates from the Superbike, Supersport and Superstock Championships; a photo gallery with spectacular imagery directly from the racetrack; statistics and downloads for fans, such as screensavers.

2010 provisional race calendar*

The 2010 HANNspree Superbike World Championship will return to the majority of the circuits featured in 2009.

Date	Country (Venue)	SBK	SSP	STK
28 Feb	Australia (Phillip Island)	X	X	
28 Mar	Portugal (Portimao)	X	X	X
11 Apr	Spain (Valencia)	X	X	X
25 Apr	Netherlands (Assen)	X	X	X
9 May	Italy (Monza)	X	X	X
16 May	South Africa (Kyalami)	X	X	
31 May	United States (Salt Lake City)	X	X	
27 June	San Marino (Misano)	X	X	X
11 July	Czech Republic (Brno)	X	X	X
1 Aug	Great Britain (Donington Park)	X	X	X
5 Sept	Germany (Nürburgring)	X	X	X
26 Sept	Italy (Imola)	X	X	X
3 Oct	France (Magny-Cours)	X	X	X

*subject to final FIM approval

