

LEADING PRODUCTION MOTORCYCLE WORLD CHAMPIONSHIP



The HANNspree FIM Superbike World Championship is the world's leading production motorcycle event. The 2010 season consists of 13 rounds in 12 countries, covering four continents — it is a truly global experience visiting the world's greatest circuits.

The most exciting motorcycling event

The HANNspree FIM Superbike World Championships (SBK) is the only road racing world championship using production motorcycles of world class manufacturers such as Aprilia, BMW, Ducati, Honda, Kawasaki, Suzuki and Yamaha. The machines are competitively engineered to boost performance, with top speeds exceeding 300 km/h.

Infront Motor Sports, a subsidiary of Infront Sports & Media, is the owner of the Championship and provides full promotional, marketing, sales and broadcasting services to the Superbike World Championship - the leading production motorcycle event worldwide.

First class motor sport thrills

Due to the innovative high-tech nature of the motor cycles and the fast, challenging and exciting performance of the riders, Superbike is highly popular with fans, manufacturers, broadcasters and commercial partners.

World Superbike is arguably the most exciting form of motor sports offering a format of two races plus additional World Supersport, Superstock 1000 and Superstock 600 racing. With Stars like Max Biaggi (ITA), Troy Corser (AUS), Noriyuki Haga (JAP), James Toseland (GBR) and Max Neukirchner (GER) Superbike is truly fantastic viewing.

The 2010 FIM Superbike World Championship is the 23rd racing season in the history of the event consisting of 13 races staged in 12 countries. With 130 permanent riders from 19 countries competing in the three classes of the Championship, Superbike is a truly global sport. It is not only popular throughout Europe, but also in Australia, Brazil, Indonesia, Japan, South Africa and the USA.

The HANNspree FIM Superbike World Championship is promoted by Infront Motor Sports and governed by the Fédération Internationale de Motocyclisme (FIM). As a full-service agency and owner of the Championship, Infront brings its expertise not only in the marketing and sales of the event rights, but also in the host broadcast production, the servicing of broadcasters and in hospitality.

Global television coverage

The 2009 season achieved phenomenal figures, with a cumulative audience of more than 300,000 watching over 3,700 hours of television programming worldwide. Live coverage attracted over 76,000 viewers worldwide on over 90 channels including: Sky Sports, Eurosport, ESPN and Telecinco.

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WorldSBK.com official website relaunched

With the 2009 season the official website – www.worldsbk.com – was re-launched with a radical facelift attracting an average of 550,000 unique visitors per month from over 220 different geographical locations worldwide. The new website offers many key features, including live, free of charge streaming, which enables users to watch the World Superbike races as they happen 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 - attracting fans worldwide.

Highlight show

Infront markets all forms of media rights to the event on a worldwide basis, including TV and new media, offering live, delayed and highlights coverage. In addition it offers a 26 minute highlight show, 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.

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, new state-of-the-art TV graphics and the introduction of HD features. On an average race weekend, coverage is produced from seven events amounting to over 350 minutes of live material.

Infront produces interview feeds for both qualifiers and full races in the Superbike, World Supersport and Superstock 1000 races. Full race feeds consist of: circuit intro; pit lane, pit garage, pit wall and grid action; podium and post-race interviews (with international sound and English commentary provided) through a world feed with a commentator and sport expert. All footage is available live via a multilateral satellite feed through Globecast.

Full-service for broadcasters

Infront is using its expertise in host broadcasting to enhance coverage of the series and provide new insights for viewers. It is overseeing the host broadcast and new media production through its international production operation, which is structured into two divisions, Host Broadcast Services (HBS) and Infront Production.

The servicing of broadcasters and satellite coordination is being handled by Infront's Broadcaster Servicing Team, which contributes its tremendous expertise from various global sports events, including the 2006 FIFA World Cup™.

2010 race calendar*

The 2010 HANNsperre 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 (Silverstone)	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 change

“The FIM Superbike series is already one of the sport's fastest growing and most promising properties, we are confident that Infront's strong market position and experienced network will help to raise the bar even higher in terms of growth for the series.”
FIM President Vito Ippolito

