

MEDIA OVERVIEW DUBAI 2023-2024



DUBAI AUTODROME

ABOUT CREVENTIC

Founded in 2005, CREVENTIC has fast established itself as one of the most professional organizing bodies in the world of motorsport. Built by, and for, keen amateur racers, CREVENTIC's network has grown substantially since its 'humble' beginnings – continuing to do so today – and remains among the most respected names in the motor racing community, thanks to an ever-increasing portfolio of endurance racing series catering to GT, touring car, Le Mans-style prototype racing, and pretty much everything else in-between.

Based in Gennepe, The Netherlands, CREVENTIC's extensive racing programs welcome teams, drivers and motorsport personnel from around the globe to compete at some of the most challenging and vibrant race circuits in the world, and the highly-competitive racing categories therein. Indeed, providing top-level racing with a relaxed paddock environment has seen the 24H SERIES powered by Hankook tour extensively across Europe, the Middle East and the United States of America, with ambitions to extend this portfolio in the future.

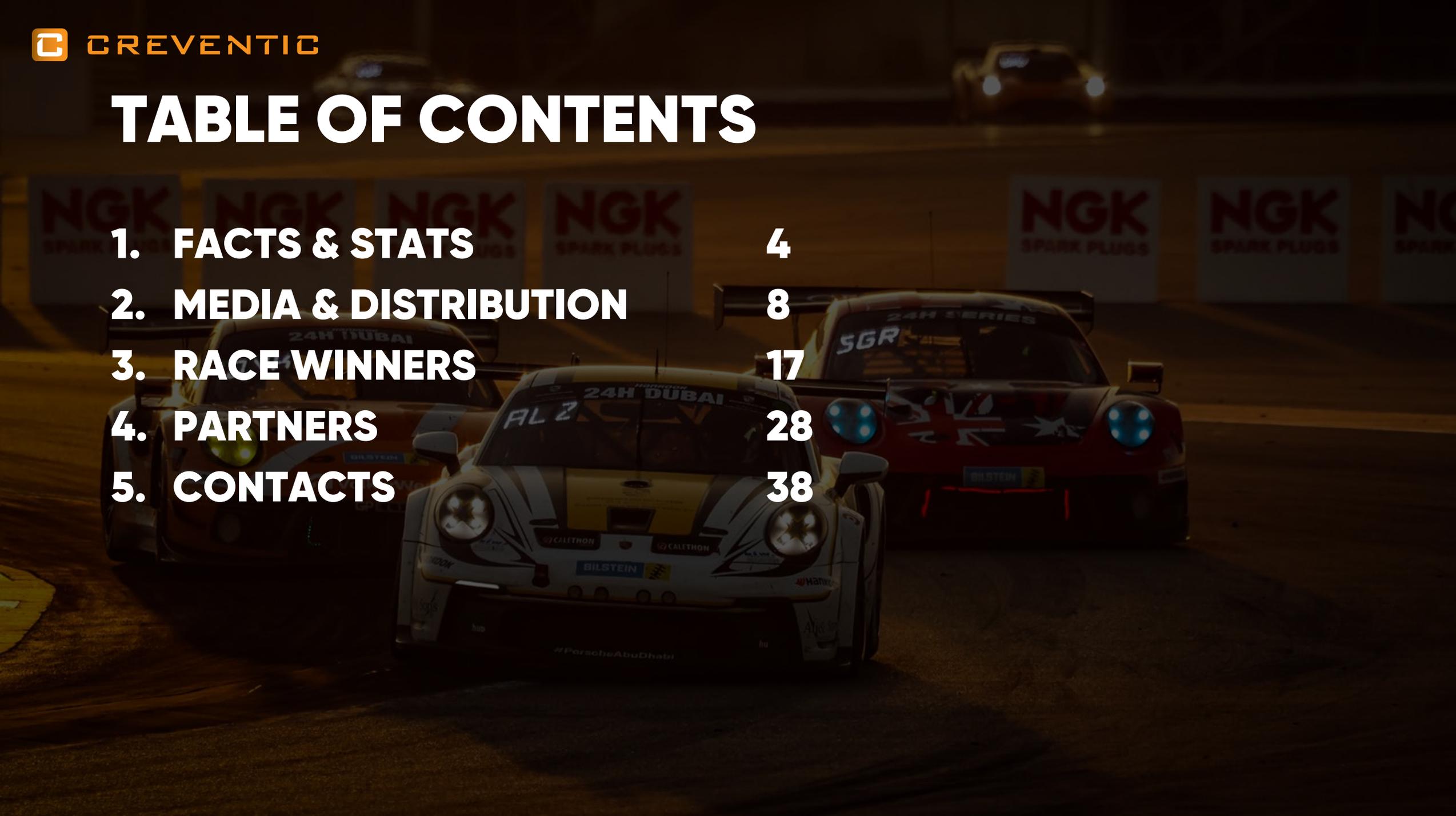
Our focus, however, has never been to 'win at all costs'. For close to two decades, CREVENTIC has prided itself on offering high-quality, professional service alongside a welcoming, approachable atmosphere in its paddocks. Team spirit, fair racing, and actively enjoyable competition with an international flair are our bread and butter, and we wouldn't have had it any other way.

"At CREVENTIC, we like to do things differently: to create an open environment that's comfortable as well as professional; to raise expectations and benchmarks through innovation, all while keeping our feet on the ground; to offer the best possible endurance racing experience for everyone, everywhere, with the best value for money; and to give you the most professional and approachable motor racing service you've ever had. In short, CREVENTIC wants to put the fun first in racing"

If you're interested to learn more about our organization, or how you too can compete in the 24H SERIES powered by Hankook, you can contact us at info@creventic.com. And don't worry, our multi-national network will be able to assist any enquiries you may have, be it in English, French, German, Spanish or Dutch.

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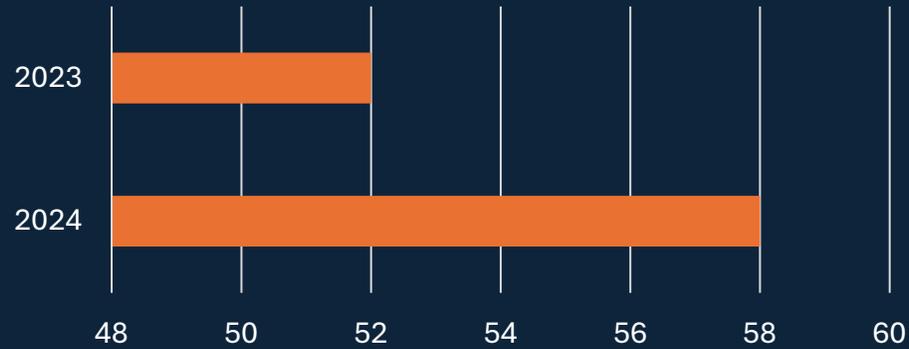
FACTS & STATS



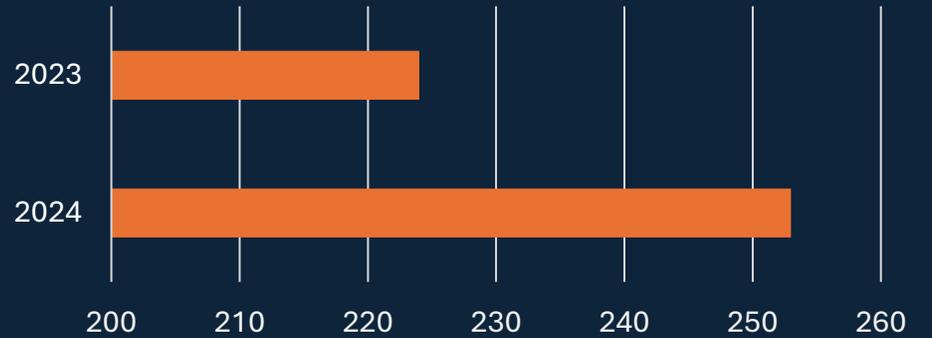
01

TOTAL ENTRIES

CARS ENTERED:



TOTAL DRIVERS:

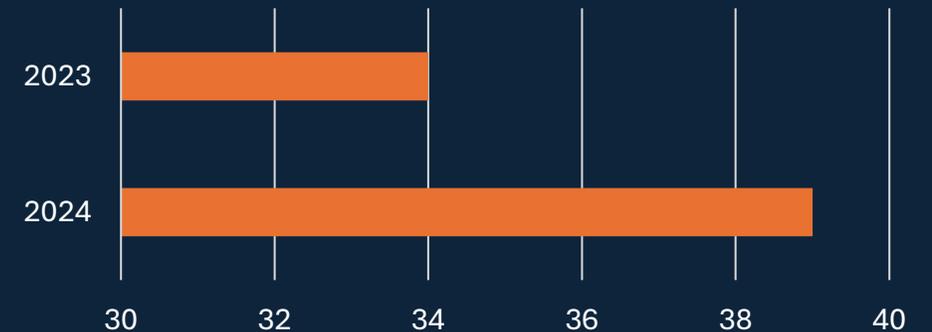


DIFFERENT TEAM NATIONALITIES:



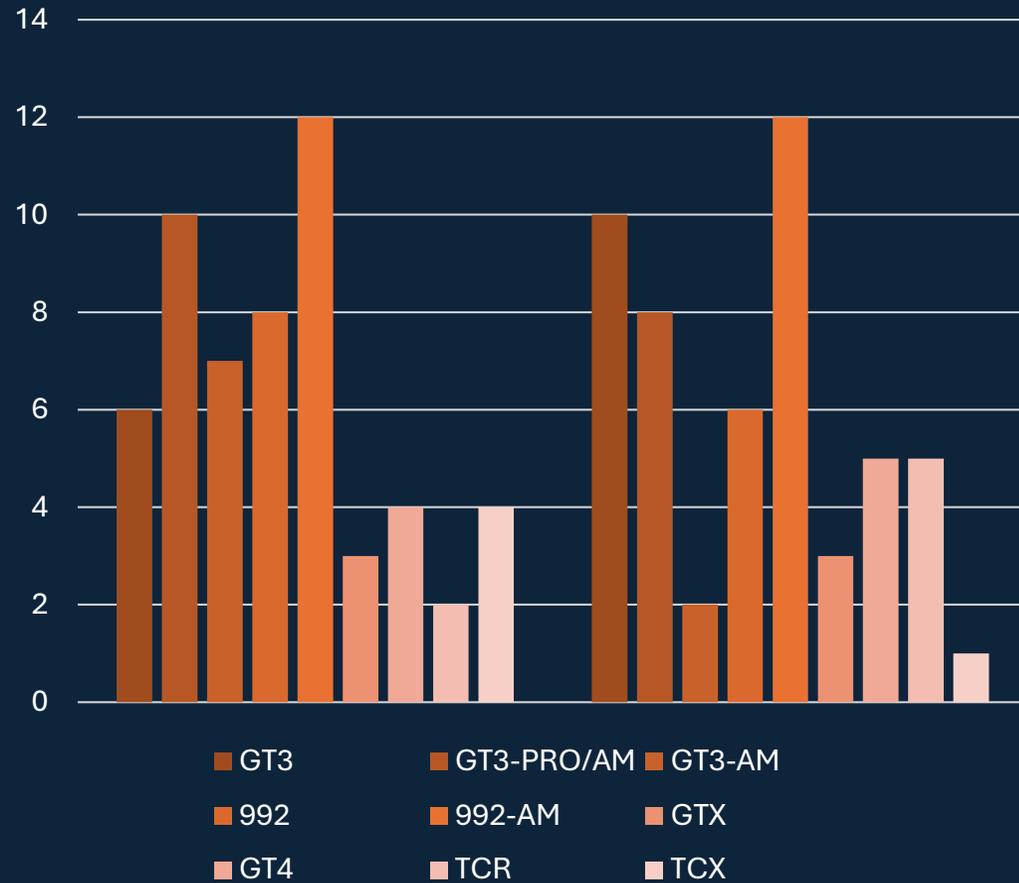
**VISITORS:
21.000**

DIFFERENT DRIVER NATIONALITIES:

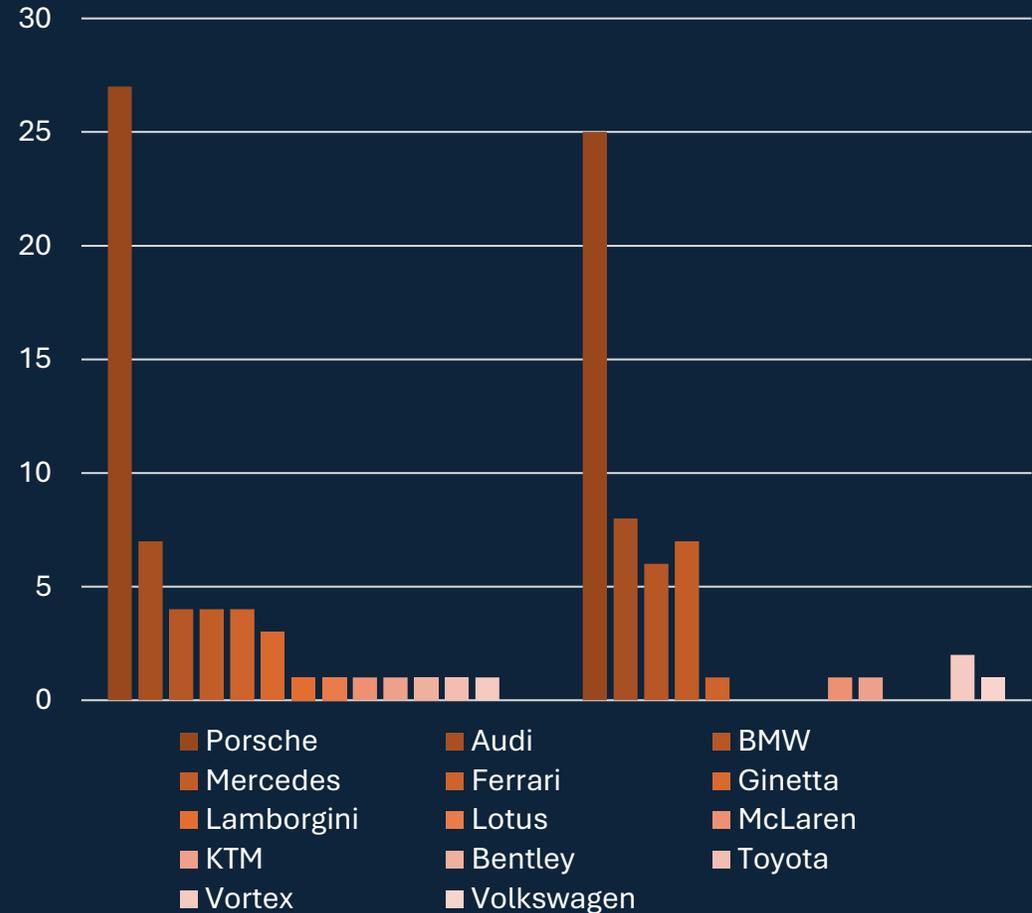


TOTAL ENTRIES

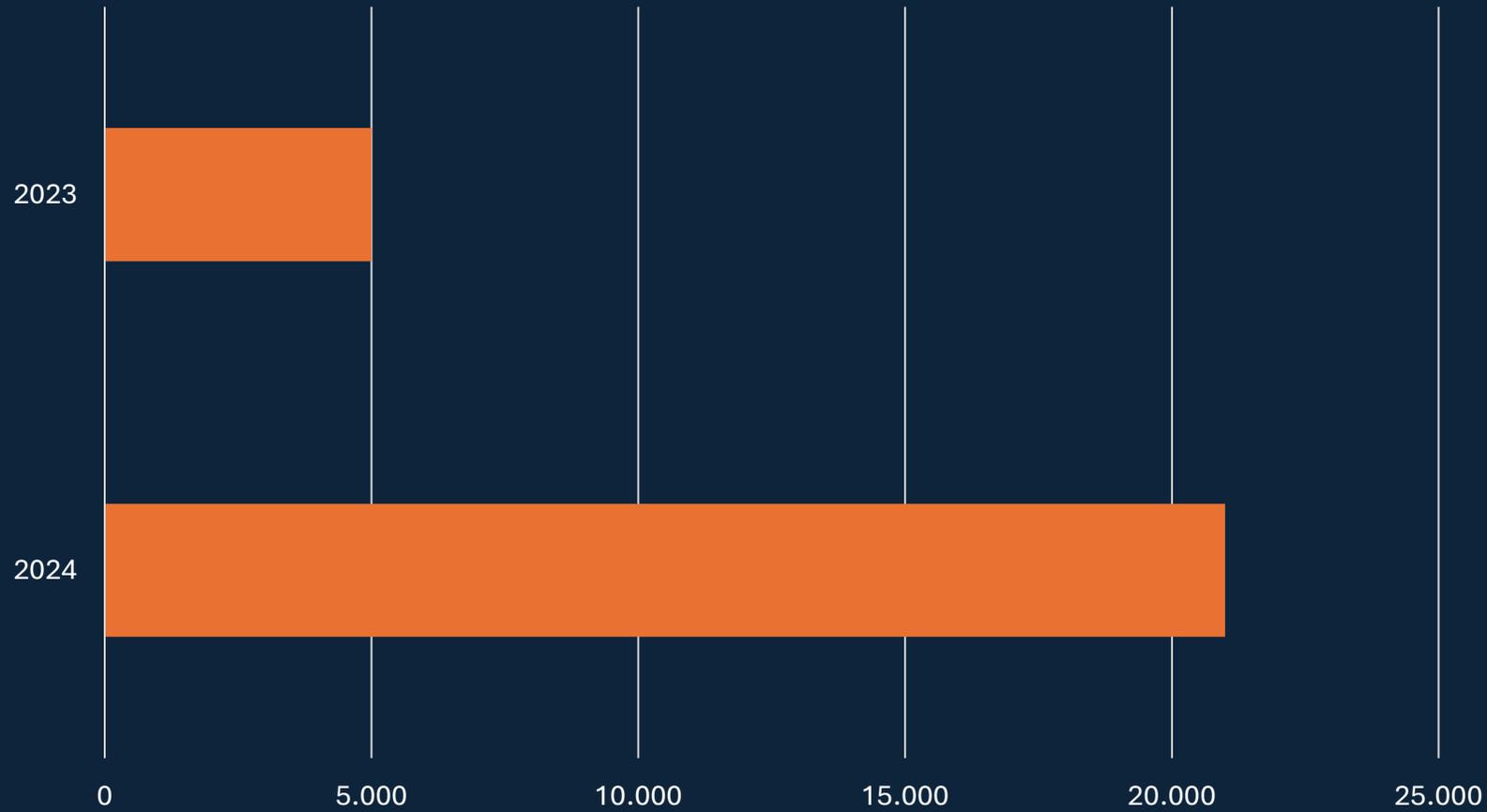
AMOUNT OF CARS



MANUFACTURERS



VISITORS



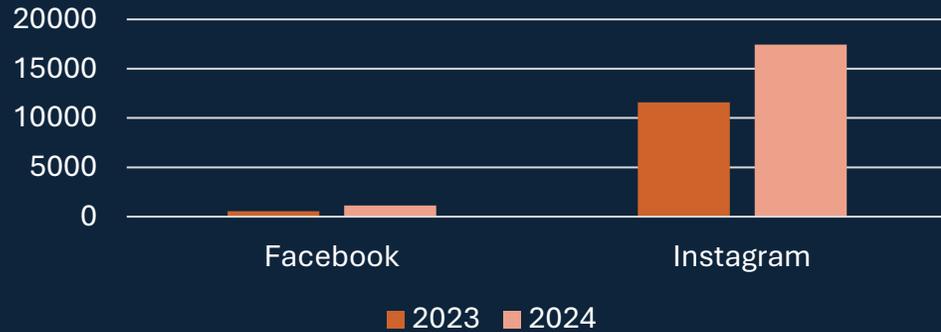
MEDIA & DISTRIBUZIONE

02

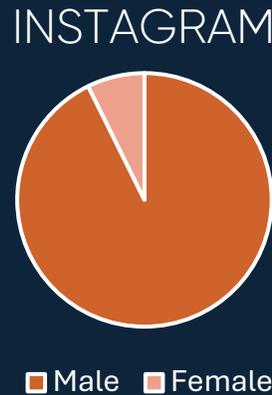


SOCIAL MEDIA STATS

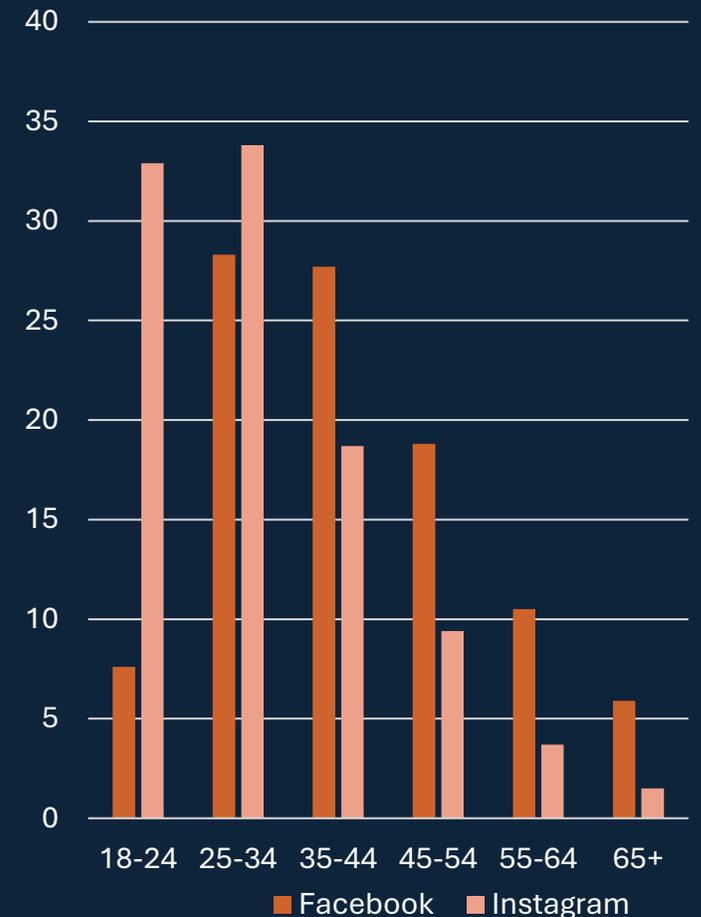
TOTAL GROWTH



GENDER



AGE



TOP COUNTRIES

FACEBOOK

- GERMANY
- UNITED STATES
- UNITED KINGDOM
- ITALY
- THAILAND

INSTAGRAM

- UNITED STATES
- GERMANY
- BRAZIL
- FRANCE
- UNITED KINGDOM

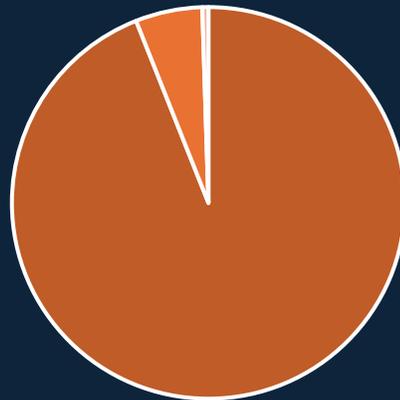
YOUTUBE STATS

TOTAL VIEWS = 588.1 K
WATCHTIME HOURS WATCHED = 161.5 K
UNIQUE VIEWERS = 300.2 K

TOP COUNTRIES

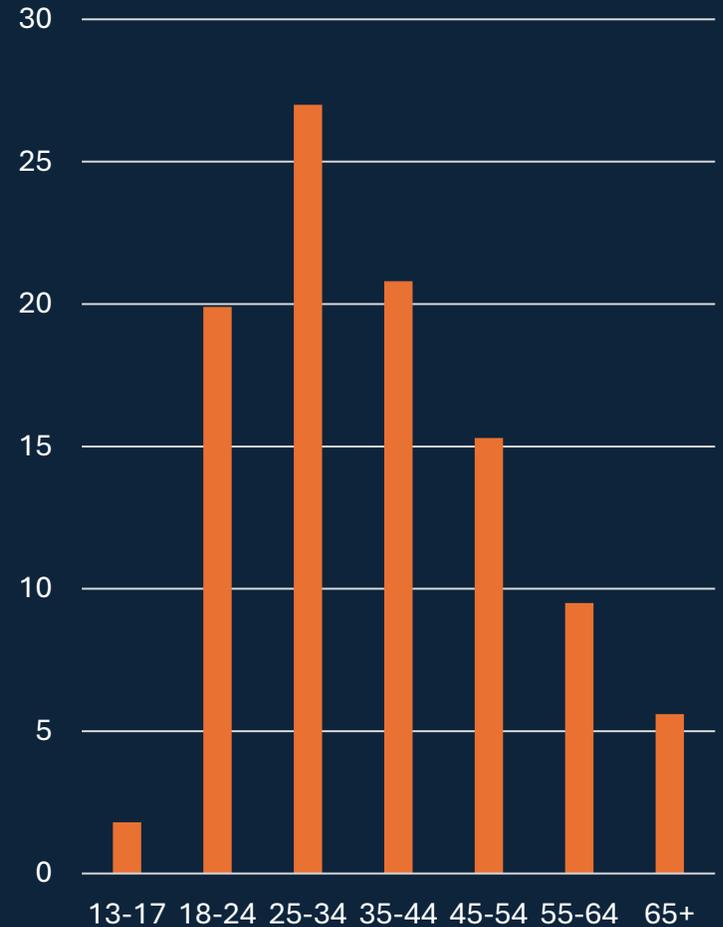
1. GERMANY
2. UNITED STATES
3. UNITED KINGDOM
4. JAPAN
5. RUSSIA

GENDER



Male Female User Specified

AGE



LIVE COVERAGE DISTRIBUTION

DUBAI 2023

AIRING TIME BY PROGRAMME TYPE

TOTAL	HIGHLIGHTS	SPORTS MAGAZINES	LIVE
265:42:51	134:46:00	12:36:51	118:20:00

NUMBER OF TRANSMISSIONS BY PROGRAMME TYPE

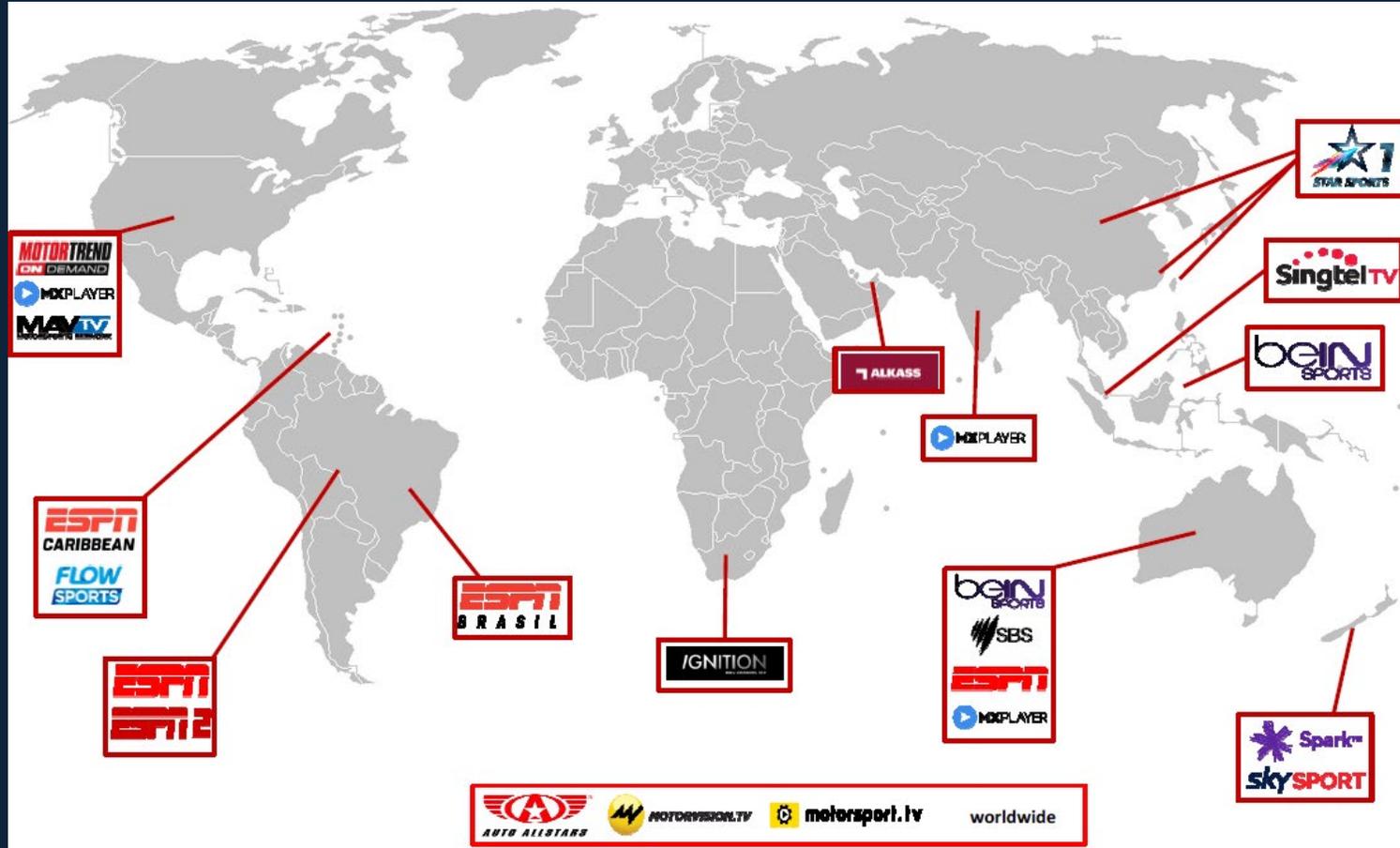
TOTAL	HIGHLIGHTS	SPORTS MAGAZINES	LIVE
215	160	43	12

GLOBAL MEDIA PERMEATION

NUMBER OF COUNTRIES REACHED	NUMBER OF BROADCAST PLATFORMS REACHED	ESTIMATED REACH
99	32	623.000

LIVE COVERAGE DISTRIBUTION WORLD

DUBAI 2023



LIVE COVERAGE DISTRIBUTION

DUBAI 2024

AIRING TIME BY PROGRAMME TYPE

TOTAL	HIGHLIGHTS	SPORTS MAGAZINES	LIVE
223:12:24	153:24:00	8:38:24	61:10:00

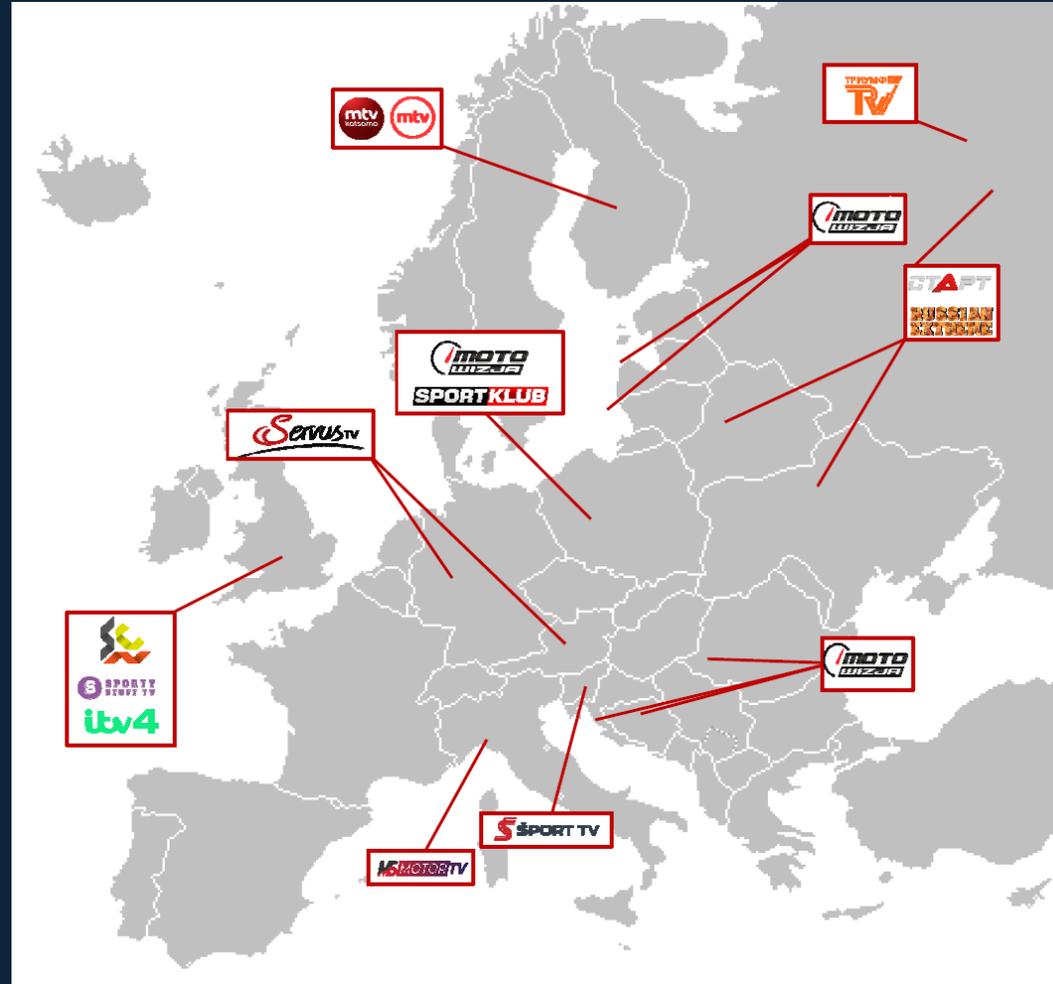
NUMBER OF TRANSMISSIONS BY PROGRAMME TYPE

TOTAL	HIGHLIGHTS	SPORTS MAGAZINES	LIVE
247	177	64	6

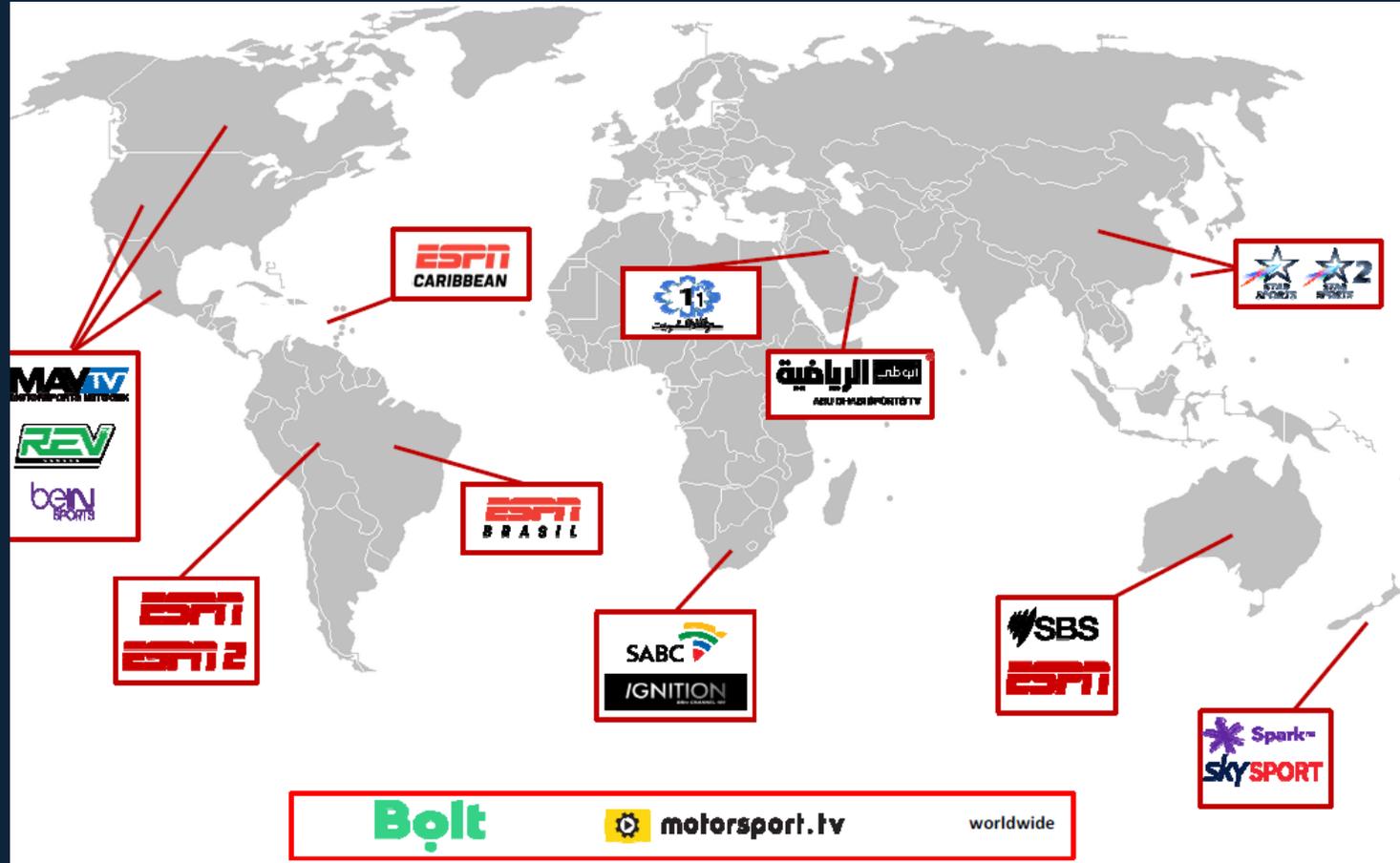
GLOBAL MEDIA PERMEATION

NUMBER OF COUNTRIES REACHED	NUMBER OF BROADCAST PLATFORMS REACHED	ESTIMATED REACH
80	29	627.500

LIVE COVERAGE DISTRIBUTION EUROPE



LIVE COVERAGE DISTRIBUTION WORLD



RACE WINNERS

03



RACE WINNERS 2023



1. **#7 Team WRT**
Drivers: Saud Fahad Al Saud Menchaca Simmenauer Klingmann Vanthoor

2. **#91 Herberth Motorsport**
Drivers: Bohn Allemann Renauer Renauer

3. **#46 Team WRT**
Drivers: Whale Rossi Gelael Hesse Martin



1. **#91 Herberth Motorsport**
Drivers: Bohn Allemann Renauer Renauer

2. **#92 Herberth Motorsport**
Drivers: Hart Skeer Adelson Lucas

3. **#27 Heart of Racing by SPS**
Drivers: James Newell De Angelis Gunn

RACE WINNERS 2023



1. **#85 CP Racing**
 Drivers: Putman Espenlaub Foster Lewis Quaife

2. **#Saalocin by Kox Racing**
 Drivers: Pronk Kox Retera Kox Boonen

3. **#76 7TSIX**
 Drivers: Cottingham Gilbert Rueda Vyboh



1. **#714 Razoon - More than Racing**
 Drivers: Drexel Pichler Rosenberger Bau Kirchmayr

2. **#701 Vortex V8**
 Drivers: Bonnel Gruau Amrouche Pieri

3. **#702 Vortex V8**
 Drivers: Fertoret Sugliano Nobs Moiola

RACE WINNERS 2023



1. #962 FACH AUTO TECH
Drivers: Schwarzer Rindone ten Voorde Hoffsümmer van Eijndhoven

2. #961 FACH AUTO TECH
Drivers: Hegglin Klingelberg Langer Fach Zöchling

3. #995 DUEL RACING BY TORO VERDE
Drivers: Moutran Moutran Moutran Keen



1. #925 Huber Motorsport
Drivers: Aust Wehrmann Rader Göring Menzel

2. #929 QMMF by HRT Thuraya Qatar
Drivers: Al Khelaifi Al Maadheed Al Abdulghani Hanses

3. #928 NKPP by HRT Performance
Drivers: Bessem Hilders Herber Aa

RACE WINNERS 2023



1. #408 ROFGO with Dragon Racing
 Drivers: Goethe Goethe Goethe Hall Grogor

2. #438 Simpson Motorsport
 Drivers: Kell McLeod Kassulke Holloway Vladykin

3. #429 Century Motorsport
 Drivers: Johnston Salkeld Plato Cavers



1. #188 AC Motorsport
 Drivers: Perrin Mettler Born Dejonghe

2. #117 Wolf-Power Racing
 Drivers: Menden Menden Huff Posavac

3. #121 Wolf-Power Racing
 Drivers: Preisig Vallers Bergman Höfler

RACE WINNERS 2023



1. #227 Team Sorg Rennsport
Drivers: Tagle Krombach Gregor Grütter

RACE WINNERS 2024

GT3



1. **#54 Eastalent Racing Team**
Drivers: C. Haase S. Reicher M. Winkelhock M. Zhou G. Magnus

2. **#83 Proton Huber Competition**
Drivers: R. Salikhov S. Borisov V. Shaytar S. Müller

3. **#22 Century Motorsport**
Drivers: C. Cavers L. Plato J. Barlow J. Rattenbury

**GT3
PRO/AM**



1. **#22 Century Motorsport**
Drivers: C. Cavers L. Plato J. Barlow J. Rattenbury

2. **#95 Manamauri Energy by Ebimotors**
Drivers: F. Broggi S. de Castro S. Nicolae C. Papi

3. **#96 Car Collection Motorsport**
Drivers: D. Blattner S. Gorga F. Sawaya M. Wallenwein D. Marschall

RACE WINNERS 2024

GT3 AM



1. **#14 Century Motorsport**
Drivers: M. Johnston C. Salkeld D. Leung S. Gelael

2. **#26 Sainteloc Junior Team**
Drivers: W. Merafina T. Merafina M. Merafina

3. **#21 HAAS RT**
Drivers: S. Minsky T. Kiefer T. Kratz M. Detry M. Panu

GTX



1. **#795 Toro Verde**
Drivers: L. Tomlinson F. Tomlinson M. Simpson N. Prost

2. **#701 Vortex V8**
Drivers: A. Gomez P. Bonnel L. Amrouche O. Gomez

3. **#714 Razoon - More Than Racing**
Drivers: A. Chwist H. Quarajouli D. Drexel K. Woods M. Pitamber

RACE WINNERS 2024



1. **#909 Red Camel- Jordans.nl**
Drivers: I. Breukers L. Breukers R. Breukers F. Danz

2. **#931 QMMF by HRT**
Drivers: A. Al Khelaifi G. Al Ali I. Al Abdulghani J. Hanses

3. **#962 FACH AUTO TECH**
Drivers: P. Meijer J. Rappange R. Poppelaars H. van Eijndhoven



1. **#931 QMMF by HRT**
Drivers: A. Al Khelaifi G. Al Ali I. Al Abdulghani J. Hanses

2. **#907 RPM Racing**
Drivers: T. Krohn P. Huisman N. Jönsson P. Hamprecht

3. **#971 RABDAN by FULGENZI**
Drivers: S. Alameri S. Alketbi H. Almazrouei F. Alzaabi C. Zöchling

RACE WINNERS 2024



1. #496 Continental Racing by TTR
Drivers: V. Vladykin A. Solukovtsev D. Pogosyan M. Loboda

2. #438 AGMC Racing team by Simpson Motorsport
Drivers: F. Duffieux M. Detry I. Krapivtsev H. Cook C. Mcleod



1. #138 Simpson Motorsport
Drivers: N. Zuhour O. Webb A. Muraveika A. Al Khaja K. Jundu

2. #188 AC Motorsport
Drivers: I. Vallers J. Kaye T. Chkondali P. Sieltjes K. Pauwels

RACE WINNERS 2024



1. **#278 CWS Engineering**
Drivers: C. White M. Griffith D. Morris T. Holland O. Hizey

2. **#227 Team Sorg Rennsport**
Drivers: B. Tagle J. Garcia C. Krombach G. Bauknecht P. Kolb

3. **#277 CWS Engineering**
Drivers: J. Littman C. Broberg C. White M. Griffith T. Holland

PARTNERS

04





Since 2014, Hankook Tire is the official sponsor of the 24H Series, a world-renowned endurance race series attended by global premium brands such as Porsche, Ferrari, and Mercedes-Benz.

Hankook Tire will stand witness to the moments of unbounded challenge and the passion of motorsport. Motorsport, filled with daring challenges and genuine passion, resembles Hankook Tire in its ceaseless innovation towards instilling the ultimate high technology.

As a supplier of tires for motorsport competitions around the world as well as a sponsor for promising racing teams and drivers, Hankook Tire delivers feverish moments that resonate with fans.



Working as a Partner of Creventic, 0221 Mediagroup is responsible for everything which is „live“ since 2012. We cover all services effecting the Live broadcast of the 24H SERIES. Our OB Vans as well as our flight cases are used to produce and stream all races worldwide, viewable free of charge for every racing Fan.

We move with the times and keep developing and are pioneers in „AVXR“, better known as Augmented / Virtual Reality, integrated in Live coverage. We conceptualize everything on each event and our work is specially tailored for each race.



The relationship between Creventic and RSL, goes back to 2012 when the 24H Dubai was broadcast live for the first time. The January event, the opening to the International Endurance racing calendar, had been running since 2006 and was one of the events the audience most requested was given coverage.

From the earliest phone calls and meetings it was clear that Creventic and RSL shared the same passion and enthusiasm for endurance racing. The Creventic philosophy of organizing races for racers, putting the competitor first, mirrors the "fans first" RSL approach to broadcasting.

Creventic organize events, on bucket list circuits for drivers, without many of the obstacles to competitors found in other more traditional series and championships. Easy registration, national license levels where possible, Series organized transport of race cars and a class structure with 'real world' BoP, allows an eclectic mix of cars to compete together.

On the broadcast side Eve Hewitt, Managing Director of Radio Show Limited cites the "democracy of radio" as the essential principle behind free to air, non-geoblocked, uninterrupted coverage. The professional yet informal tone of the broadcast is influenced by and reflective of, the collaborative, family atmosphere created by the Creventic Organizing team which encompasses the whole paddock.

This "no barriers" approach allows endurance racing fans to share the pure Spirit of Endurance experienced by competitors. This resonates with the listeners and viewers and despite the relative lack of big name teams or drivers, especially in the early years, Creventic audio and video broadcasts attract a loyal and growing audience.

Access to endurance racing, at the track as a competitor, around the world by the fans, delivered by Creventic and RSL.

Partners in Passion.

POGONA

INSURANCE

Pogona Insurance and the 24H Series share a deep passion for supporting racing at every level, prioritizing safety, and go for the thrill of the race. This collaboration is dedicated to ensuring that teams and drivers can focus on the track, confident that Pogona Insurance is safeguarding their investments.

We invite and motivate all motorsport enthusiasts, teams, and drivers to go for the legacy of thrilling moments and unparalleled excitement during the races of the 24H Series.

Our Pogona insurance team will offer specialized coverage options designed for the unique risks associated with endurance racing, providing participants with peace of mind on and off the track and go for their racing thrill at the same time!

For inquiries, partnership opportunities, or to learn more about Pogona Insurance and 24H Series, please contact us at race@pogonainsurance.com or visit www.pogonainsurance.com



Revolugo

It's been 4 years now that Revolugo and Creventic are partners. As the official travel partner, we provide to the Organizer and the teams a full range of travel services. We're happy to work together with Creventic to offer the participants of the 24H series, the best conditions of travel with exclusive and negotiated rates in the hotels of the championship.

We're also happy to provide many other advantages to the teams, as a unique and dedicated contact for the whole season, payment and invoice options, a full range of travel services e invite an motivate all motorsport enthusiasts, teams, and drivers to go for the legacy of thrilling moments and unparalleled excitement during the races of the 24H Series.



Scrutineering

The partnership between Creventic and Speedcom/AIM started in January 2008. Speedcom/AIM has followed the championship through any circuit, any country it has been, from Hungary to USA, with grids of 15 or 100 cars, always putting our best, just like Creventic did. I think that from that point, Creventic and Speedcom/AIM took care of each other and help in everything possible.

In relation to Creventic, we are responsible for the communication systems of the Creventic team and for the last 3 years, we also help in scrutiny with our specialized department AIM Scrutineering. For the teams and drivers in the championship, we offer an integral service for what we believe they may need. In order not to lose our beginnings, we offer complete assistance for SPEEDCOM brand communication systems. As we have been AIM for more than 25 years, we also offer all data acquisition systems and on-board cameras and for 3 years, we have been importers of BELL and OMP offering their entire range of products on the circuit.



SHARE LOGISTICS

For the first time in the 18-year history of Creventic, Share Logistics was nominated as logistics partner for the first ever edition of the 12HR in Kuwait and the well-known 24HR Race in Dubai.

For Share Logistics it was a very exciting and great adventure to work closely with the team of Creventic and the relationship quickly took on friendly forms as we felt like being part of the team sharing the same goals; making the race happen! As logistics never goes without hiccups, both our companies had to put all the effort into the project in order to finalize and we feel happy to have succeeded in our mutual goal.

After months of planning and adjusting, we are looking back at a wonderful event and are proud to have been a part of the organization. Especially during our presence at the event itself, it is astonishing to see the entire operation of the team. We are definitely looking forward to being a partner for the next edition and bring our service to an even higher level.

Share Logistics is a family-owned logistics partner with offices around the world. Experience our customized service and personal attention. Benefit from the local expertise of our global offices to find tailored alternative solutions.

Share Logistics specializes in live-event logistics, airfreight services, reefer cargo, greenhouse building projects, heavy and out-of-gauge cargo, oil & gas, pharmaceuticals, hazardous goods and shipping of spare parts. Our offices and warehouses are in strategic locations around the world, to ensure local expertise on a worldwide scale.



W RACING PROJECT

HOSPITALITY MANAGEMENT

Based in San Marino, W Racing Projects have provided motorsport hospitality suites across two decades for celebrated racing series like MotoGP, the World Rally Championship, Formula E, and since 2022 the 24H Series as well, among many others.

W Racing Projects carefully chooses its high-quality products, their menus for each event including Italy's finest meats, fish, vegetables, herbs and confectionary, as well as focaccia and pizza, baked fresh every day.

Since 2022 there is a wonderful collaboration with Creventic. We provided our Order Manhattan tent (TUV certificated) and we have served them and their guests with our own catering!

CONTACTS

05



CONTACTS



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