



**Clipper 11-12 Round the World Yacht Race
Media Evaluation: Cumulative to 1 September 2012**

Monitoring and evaluation

- **It should be noted that monitoring and subsequent evaluation does not capture all media exposure.**

- Only the UK (England, Wales, Scotland and Northern Ireland) and global internet publishing is monitored continuously.

- Overseas markets are only monitored for approximately one month around each race stopover (About a week before, during and after)

- Against the Tide (ATT) TV documentary of the Clipper 09-10 Race is being transmitted during this period. This data also informs a projection of TV documentary value likely to be achieved for the Clipper 11-12 Race: the new series has been evaluated for each yacht's share of airtime and branding exposure.

- This report concludes monitoring with legs 7 and 8, race finish and post race, 17 April to 1 September 2012, and provides a cumulative summary and analysis of all Clipper 11-12 Race coverage to date.

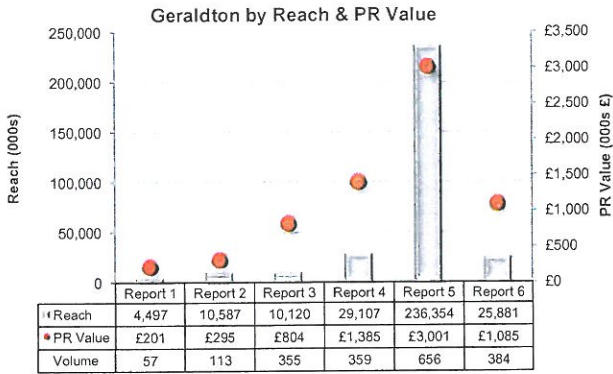


Geraldton Western Australia share of Clipper coverage (by volume)

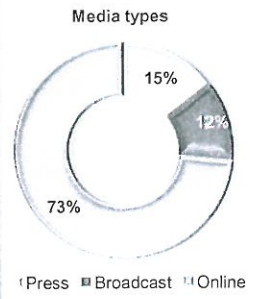


Geraldton Western Australia

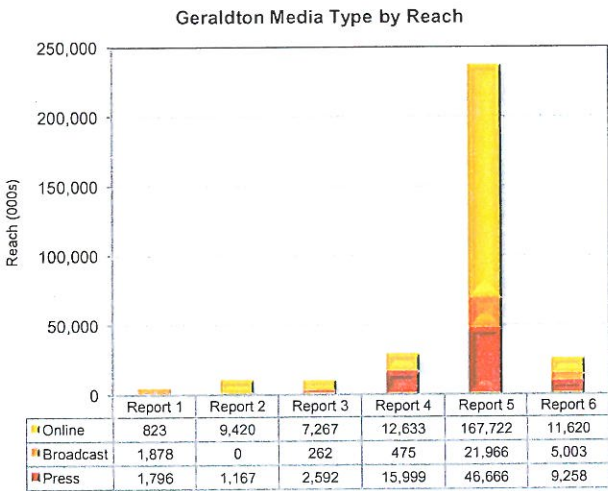
- Geraldton Western Australia generated 1,924 items of coverage throughout the entire reporting period achieving a reach of 316.5 million and PR value of £6.7 million, a 29.2% share of all Clipper Race news coverage (excluding TV documentary). Online titles accounted for 73% while the 12% proportion of broadcast coverage was the highest achieved by any sponsor.
- Geraldton Western Australia achieved a 5.7% share of the TV series 'Against the Tide 2'. Based on the value achieved from the previous 'Against the Tide' documentary (which reached a total of 126 countries), the projected AVE of Geraldton Western Australia's exposure in the new series is £19,512,196.
- April was by far the most successful month in terms of volume (564), reach achieved (1.9 million) and PR value generated (£2.8 million). This was a result of the coverage generated after a wave hit Geraldton's yacht, injuring four crew members, and resulting in a rescue effort by the US Coast guard (**BBC 1 TV Breakfast**, *BOATING ACCIDENT*; **ABCnews.com**' *Coast Guard Waits for Better weather before rescue*; **newyorktimes.com**, *Coast Guard Rescues Sailors Whose Yacht Was Overtaken by Wave*).
- Race news was the driver behind 94% of the total volume and the most prolific style of branding was body text, accounting for 76%.
- Skipper Juan Coetzer was the most prolific spokesperson with a 78% share of voice while crew members achieved 20%.



Geraldton Western Australia	News	ATT2*	Total
Volume	1,924	-	-
Reach	316,546,468	629,674,692	946,221,160
AVE £	£2,257,011	£19,512,196	£21,769,207
PR Value £	£6,771,033	£58,536,588	£65,307,621

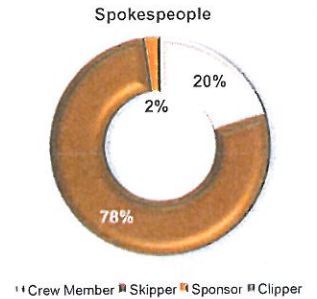
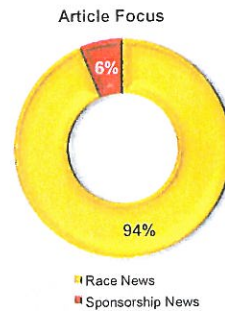
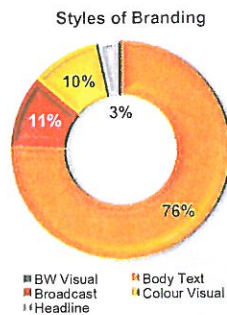


*Geraldton Western Australia achieved a 5.7% share of ATT2. Reach and AVE are based on the values achieved by the previous 'Against the Tide' documentary (which reached a total of 126 countries).



- abc.net.au (Australia 19/06/11) – Geraldton set to reap yacht race benefits
- sail-world.com (Australia 05/08/11) – Geraldton Western Australia diverts to Vigo to medevac crew member
- atlanticboatingnews.ca (Canada 26/10/11) – Cape Town to Geraldton Western Australia
- mysailing.com.au (Australia 20/02/12) – Geraldton Western Australia takes the lead in Clipper Race
- cnn.com (US 2/4/12) – Sailors injured after mammoth wave hits racing yacht
- YACHTe.com.au (01/07/12 Australia) – Geraldton Western Australia home fourth

AVE: monetary value attributed to editorial space gained
 PR Value: AVE x3 as it is believed that editorial space is more valuable
 Reach: Accumulative figure of officially audited readership numbers
 Report 6: Pre race, Legs 1 – 8, Post race

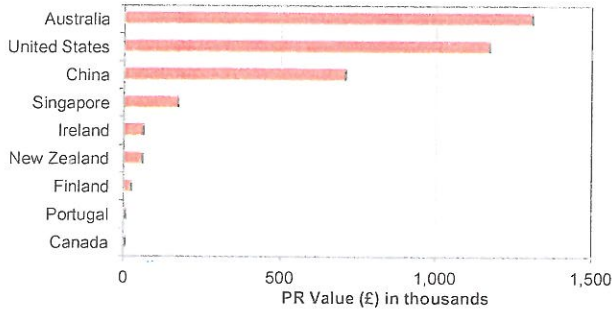


Geraldton Western Australia - All News

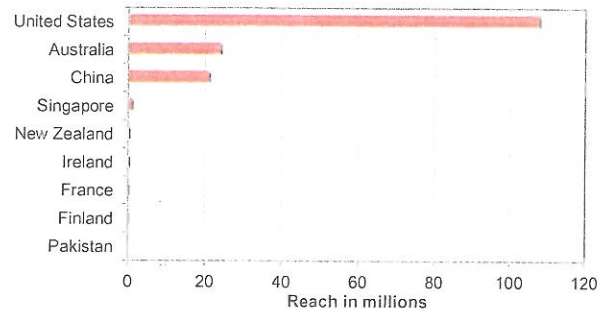


UK	Volume	Reach	PR Value
	918	157,600,479	£3,190,935

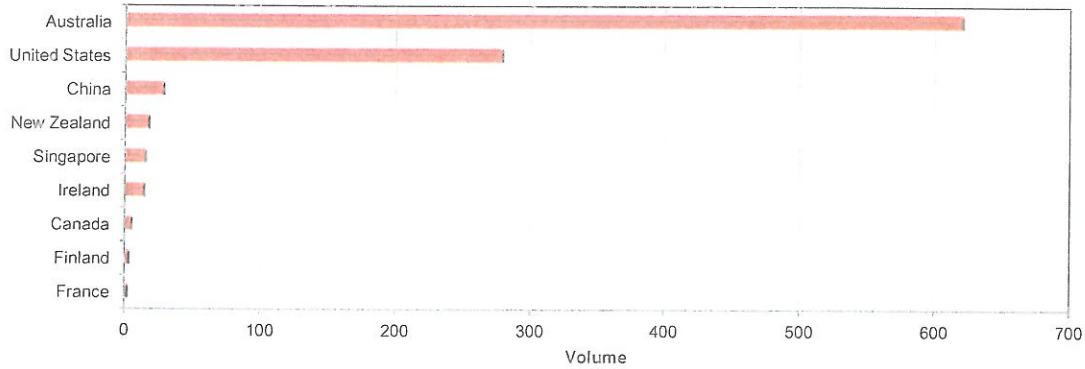
Top 10 Countries by PR Value (after UK)



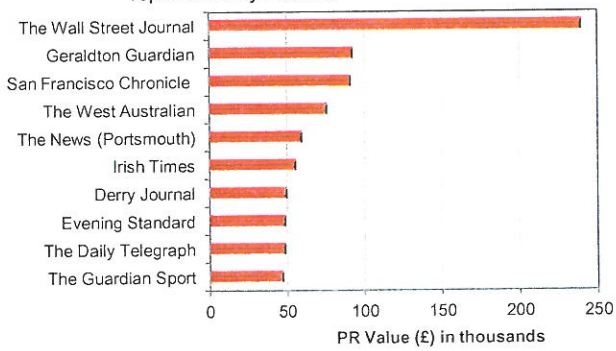
Top 10 Countries by Reach (after UK)



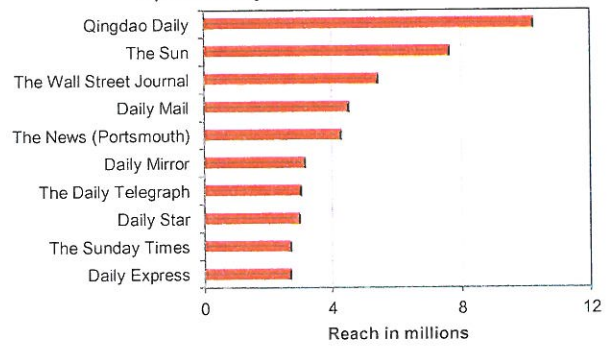
Top 10 Countries by Volume (after UK)



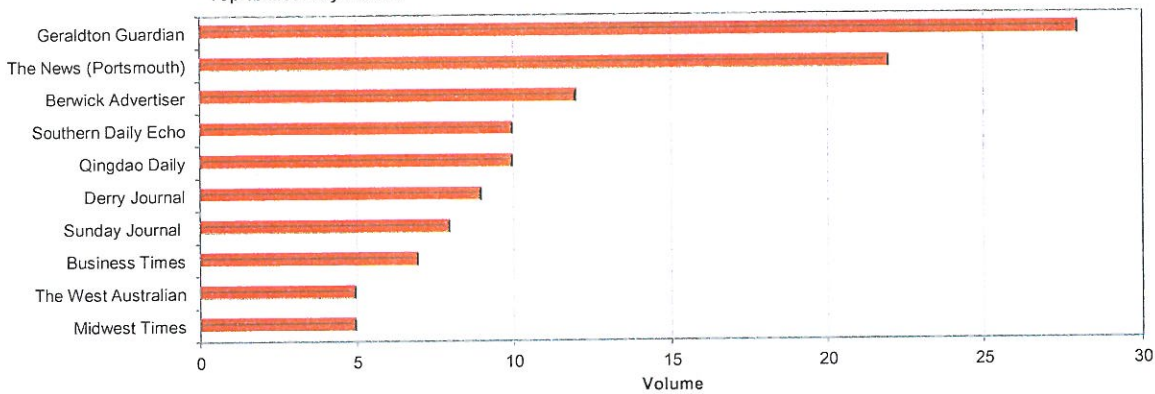
Top 10 Media by PR Value



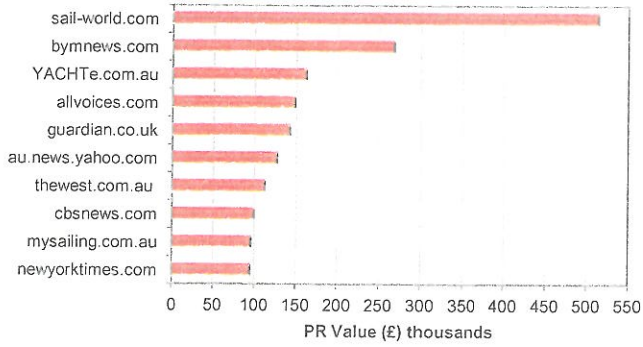
Top 10 Media by Reach



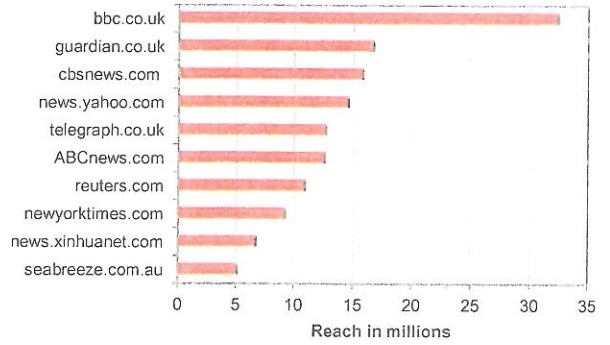
Top 10 Media by Volume



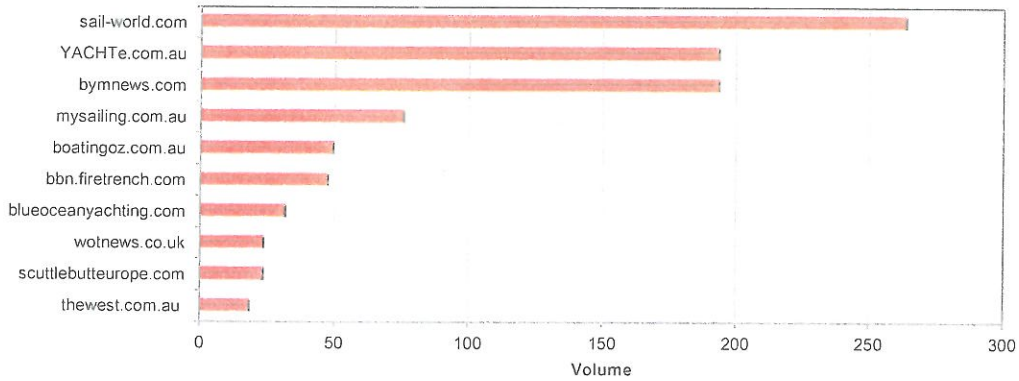
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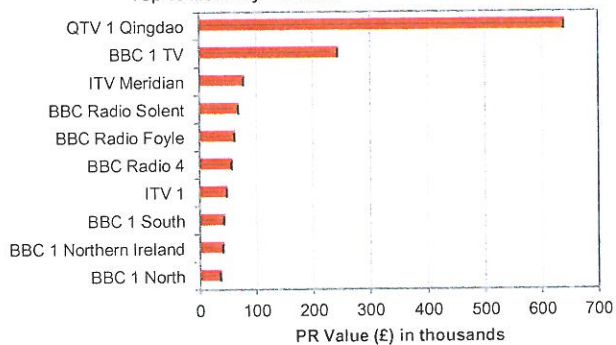
Top 10 Media by Reach



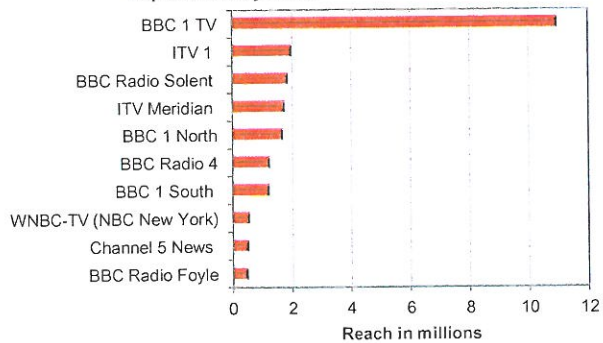
Top 10 Media by Volume



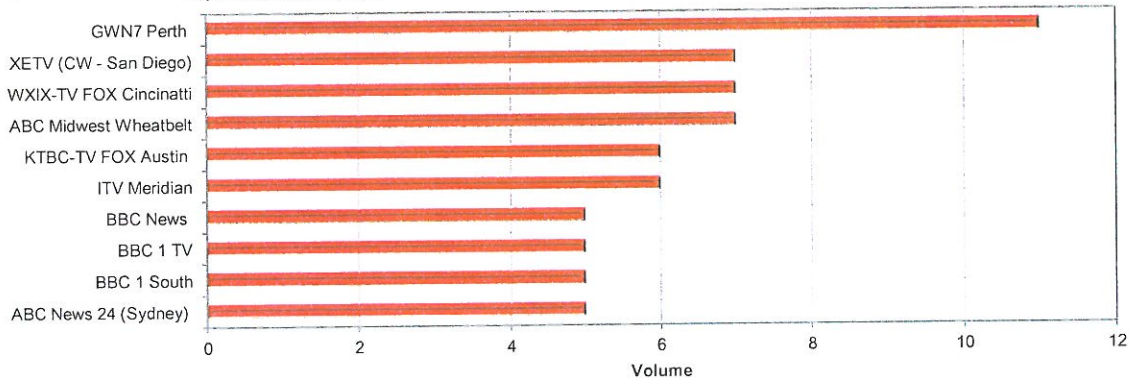
Top 10 Media by PR Value



Top 10 Media by Reach



Top 10 Media by Volume



ALL CLIPPER RACE MEDIA

17 April – 1 September 2012
and cumulative totals



Executive Summary – Report 6: All Clipper Race news media

17/04/12 – 01/09/12

- Clipper 11-12 Race news media reached an audience of 376,927,310 during the period. This was made up of:
 - Press articles: 72,530,684
 - Broadcasts: 21,404,713
 - Electronic media hits: 282,991,913
- The PR Value for Clipper 11-12 Race news media was £ 6,594,717 during the period. This was made up of:
 - Press articles: £ 3,115,695
 - Broadcasts: £ 806,955
 - Electronic media hits : £ 2,672,067
- A total of 1,725 news media items have been tracked during the period. This was made up of:
 - Press articles: 635
 - Broadcasts: 112
 - Electronic media hits: 978
- The Advertising Value Equivalent (AVE) for Clipper 11-12 Race news media is £ 2,198,239 during the period. This was made up of:
 - Press articles: £ 1,038,565
 - Broadcasts: £ 268,985
 - Electronic media hits: £ 890,689



Executive Summary – All Clipper Race news media Cumulative total

01/08/10 – 01/09/12

- Clipper 11-12 Race news media has reached an audience of 1,390,915,587 to date. This is made up of:
 - Press articles: 392,182,869
 - Broadcasts: 175,002,576
 - Electronic media hits: 823,730,142
- The PR Value for Clipper 11-12 Race news media is £39,310,227 to date. This is made up of:
 - Press articles: £ 14,242,701
 - Broadcasts: £ 13,244,190
 - Electronic media hits : £ 11,823,336
- Clipper 09/10 Race documentary series Against the Tide (ATT) was screened 248 times and seen in 126 countries, achieving the following:
 - Reach 629,674,692
 - AVE £ 339,719,054
 - PR Value £ 1,019,157,162
- A total of 6,592 news media items have been tracked to date. This is made up of:
 - Press articles: 2,357
 - Broadcasts: 734
 - Electronic media hits: 3,501
- The Advertising Value Equivalent (AVE) for Clipper 11-12 Race news media is £13,103,409 to date. This is made up of:
 - Press articles: £ 4,747,567
 - Broadcasts: £ 4,414,730
 - Electronic media hits: £ 3,941,112
- TOTAL: Clipper 11-12 Race news and TV documentary total reach and value:
 - Reach 2,000 million+
 - AVE £ 350 million+
 - PR Value £ 1,050 million+

Breakdown by Report

	Volume	Reach	AVE Value (£)	PR Value (£)
Report 1 01.08.10 – 01.08.11	1,131	313,516,105	£2,778,134	£8,334,402
Report 2 02.08.11 – 06.10.11	686	93,469,349	£1,582,011	£4,746,033
Report 3 07.10.11 – 25.12.11	1,131	86,398,371	£1,566,823	£4,700,469
Report 4 26.12.11 – 05.03.12	928	203,006,711	£3,391,935	£10,175,805
Report 5 06.03.12 – 16.04.12	991	317,597,741	£1,586,267	£4,758,801
Report 6 17.04.12 – 01.09.12	1,725	376,927,310	£2,198,239	£6,594,717
Cumulative Total	6,592	1,390,915,587	£13,103,409	£39,310,227

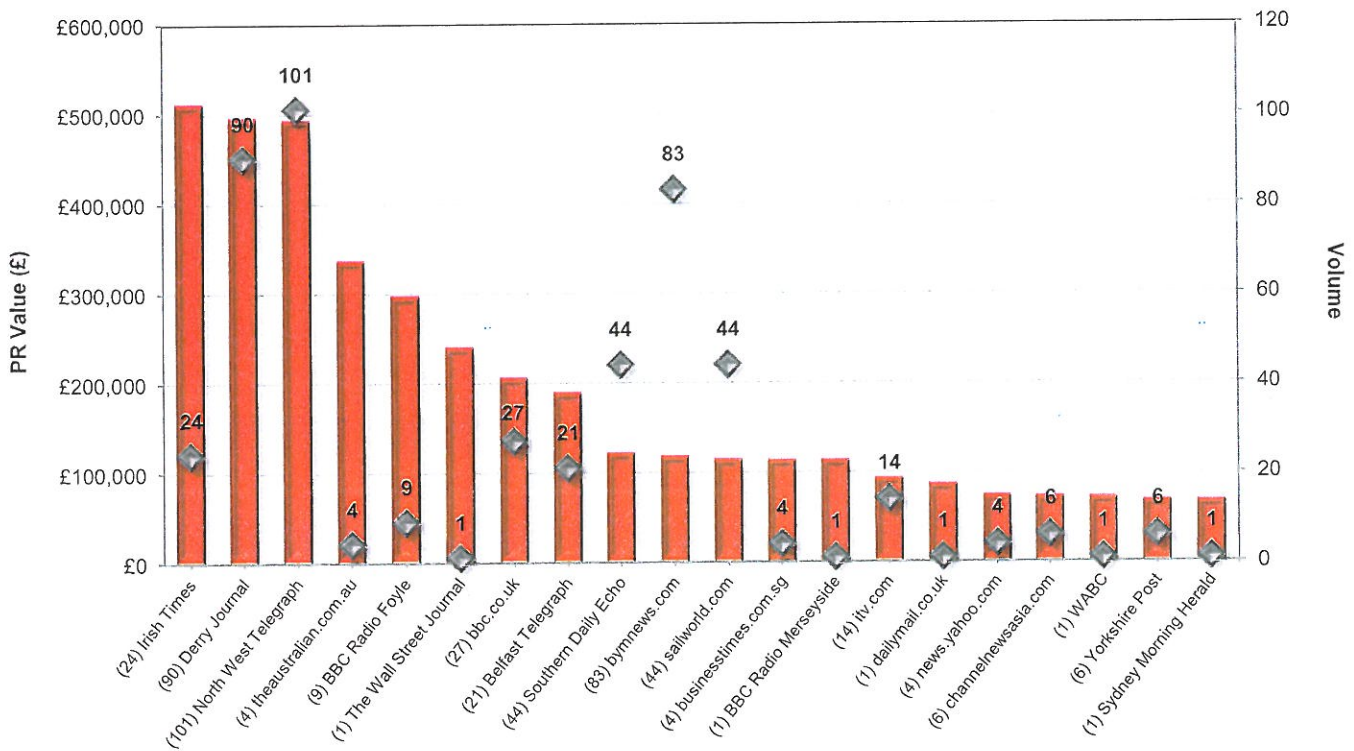
* News media only

Results by Country – To date*

Top 10 Countries	Items	Reach	AVE (£)	PR Value (£)
UK	4,035	909,969,356	£6,618,426	£19,855,278
Australia	1,182	60,061,826	£1,195,725	£3,587,175
United States	554	178,703,327	£733,238	£2,199,714
Ireland	268	21,679,180	£530,449	£1,591,347
China	210	137,084,034	£1,911,149	£5,733,447
Singapore	76	14,925,574	£279,050	£837,150
New Zealand	67	4,611,551	£101,957	£305,871
Portugal	44	7,231,856	£197,399	£592,197
South Africa	34	11,994,960	£135,664	£406,992
Canada	28	6,522,480	£16,555	£49,665
Total Top 10	6,498	1,352,784,144	£11,719,612	£35,158,836
Overall Total	6,592	1,390,915,587	£13,103,409	£39,310,227

* News media up to 01.09.12

Top 20 Media By PR Value with Volume – Report 6



* News media only

AGAINST THE TIDE #1 (Clipper 09-10 Race documentary transmitted in this monitoring period) Running Total	
Volume	248
Reach	629,674,692
AVE (£)	£339,719,054
PR Value (£)	£1,019,157,162

Breakdown by region - Running Total				
Regions	Volume	Reach	AVE (£)	PR Value (£)
Africa and Middle East	114	341,878,872	184,614,591	553,843,773
Brazil	18	1,280,376	£691,403	£2,074,209
Europe	30	180,660,444	£97,268,640	£291,805,920
Asia	56	83,079,000	£44,845,380	£134,536,140
United States	30	22,776,000	£12,299,040	£36,897,120

- Pan Sub-Saharan Africa's exposure reached a total of 54 countries in this region
- Europe's exposure reached 45 countries in the region
- The Middle East's exposure reached 16 countries in the region
- Asia's exposure reached 11 countries in the region

Methodology

- **Kantar Media PreciS** analysed the coverage for the below metrics:
- **Advertising Value Equivalent (AVE):** On the basis of the audited information available, it is possible to establish the rate values for placing advertisements in the press. These costs per thousand figures are updated quarterly and will reflect a monetary measure of newspaper space or broadcast time as if it were purchased for advertising purposes.
- For online publications which do not publish their advertising rates, a bracketing system was used to determine an equivalent rate as discussed with our client.
- **PR Value:** AVE x3 as it is believed that editorial space is more believable thus more expensive.
- **Reach:** This is a measurement of audience and will be recorded as a cumulative number of audiences for publications and broadcasts and is sourced from the quarterly feed of National Readership Survey, BARB , RAJAR data and other international surveys available to us.