



DEXTRO ENERGY
TRIATHLON



ITU
WORLD
CHAMPIONSHIP
SERIES

STATISTICS 2010

SEVEN
EVENTS

149 COUNTRIES
BROADCAST IN

556 h^{*}
DURATION

2,264,210,000^{*}
TV CONTACTS

728,000
SPECTATOR CONTACTS

21,000
PARTICIPANTS

* Measured Markets Only

2010 – Year two of the Dextro Energy Triathlon ITU World Championship Series

In 2010 the Dextro Energy Triathlon ITU World Championship Series took some significant steps forward. TV broadcast time increased from 350 hours in 2009 to 556 hours in 2010. The average TV contacts per event rose from 262-million to 323-million. Amateur athletes competing in the Series events increased from 17,000 to 21,000. Paratriathlon, a strong contender for inclusion in the Paralympic Games, was held in 6 of the 7 events. The largest-ever field participated in Budapest, with 85 athletes representing 15 countries.

The host cities Seoul, Madrid, London and Budapest are the capitals of their countries, Kitzbühel is known as the capital of the Alps and Hamburg and Sydney are truly capitals of the Triathlon sport. All of these iconic cities provided spectacular scenery and an impressive number of 728,000 spectators.

The Series is entirely covered live on TV and broadcast in 24 countries. This is followed with fourteen 52-minute magazine shows distributed to 46 TV partners and broadcast in 149 countries. Each magazine show provides a behind-the-scenes look at what life is like for the world's top triathletes, as well as a fast-paced recap of each event, athlete interviews and other exclusive features. News feeds are also immediately distributed worldwide post-race.

For 2010 a new website design was launched. All series related websites now follow the same look and feel. Together the series websites were loaded almost four million times.

209,200 posters, flyers and information brochures were published. Advertisements were run in newspapers and magazines with a combined circulation above 600,000. Journalists wrote more than 1,000 articles about the Hamburg event and reached 56 million people.

The Dextro Energy Triathlon Series includes 69 partners that have invested into the sport. At the event EXPOs 180 exhibitors displayed and sold their products.



HOST CITIES 2010



Sydney
Metropolitan area: population **4.12 m**
Specific feature: Birthplace of Olympic Triathlon, Olympic City 2000



Hamburg
Metropolitan area: population **3.5 m**
Specific feature: Blueprint for the Series, German Media city



Seoul
Metropolitan area: population **23.0 m**
Specific feature: 2nd biggest metropolitan area worldwide, Olympic City 1988



London
Metropolitan area: population **14.0 m**
Specific feature: Host City of 2012 Olympic Games
Race staged on Olympic course



Madrid
Metropolitan area: population **6.0 m**
Specific feature: Capital of Hispanic world



Kitzbühel
Tourists & Habitants: **1.0 m** annually
Specific feature: Capital of the Alps, most popular skiing destination

Grand Final:



Budapest *
Metropolitan area: population **2.4 m**
Specific feature: Grand Final

The main TV figures in 2010 increased compared to 2009 although there were only seven events in instead of eight. The TV contacts increased by 11.7%, the audience by 21.3% and the duration by 58.9%.

All races were produced for live TV, 14 magazine shows were produced, one for each event, one season preview, one review, one about the Team World Championship and four World Cup shows.

2010	TV Contacts (million)	Audience (million)	Duration (hours)
Sydney	76.82	8	35
Seoul	192.01	8.2	73
Madrid	286.95	7.43	99
Hamburg	355.24	29.34	58
London	471.81	11.83	63
Kitzbühel	299.62	17.73	113
Budapest	581.76	25.66	115
Total	2,264.21	108.19	556

2009	TV Contacts (million)	Audience (million)	Duration (hours)
Tongyeong	72.86	16	12
Madrid	205.84	5	95
Washington DC	228.14	12	43
Kitzbühel	172.35	8.3	30
Hamburg	298.31	9	21
London	628.23	11.8	75
Yokohama	220.77	14.5	28
Gold Coast	200.92	12.6	46
Total	2,027.42	89.2	350

MEASURED TV MARKETS

(Data gathered by IFM)



	TV Contacts (Million)	Audience (Million)	Duration (hours)	Broadcaster
UK	656	7.1	63	BBC 1+2, Channel 4, British Eurosport
Germany	606	66.5	11	ARD, ZDF, sport digital
Spain	372	3.7	60	TVE, Teledporte
Portugal	224	2	24	RPT 2
Japan	96	n.a.	6	NHK
New Zealand	67	4.3	68	TVNZ, Sky
Hungary	65	2.8	5	Magyar TV
Australia	61	6.3	54	One, Fox Sport 3
South Korea	50	1.2	10	NBC
Austria	18	2.1	11	ORF, ORF Sport Plus
USA	n.a.	n.a.	93	Universal Sport
Belgium	n.a.	n.a.	127	EXQI

Other Broadcasters and Countries: CBC (Canada), TVN (Chile), CCTV (China), Nelonen Sport (Finland), Sport+ (France), Now TV / PCCW (Hong Kong), 365 (Iceland), Ten Sports / Ten Action (India, Pakistan, Sri Lanka, Bangladesh, Maldives, Nepal, Afghanistan, Bhutan), Setanta (Ireland), RAI (Italy), TDM (Macao), Astro (Malaysia, Brunei), Go (Malta), Televisa (Mexico, Guatemala, Salvador, Nicaragua, Honduras, Panama, Costa Rica, USA, Canada), Dubai Sports Channel (Bahrain, Irak, Iran, Jordan , Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Syria, UAE, Yemen, Algeria, Chad, Egypt, Libya, Djibouti, Mauritania, Morocco, Somalia, Sudan, Tunisia), Showtime (Algeria, Bahrain, Chad, Djibouti, Egypt, Iran, Iraq , Israel, Jordan, KSA, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Somalia, Sudan, Syria, Tunisia , UAE, Yemen), Solar Entertainment (Philippines), NTV (Russia), Starhub (Singapore), Sport TV (Slovenia), Supersport (South Africa, Sub Sahara Africa (53 Territories)), TV4 (Sweden), SRG (Switzerland), Poverkhnost (Ukraine), Bloomberg, Deutsche Welle, Eurovision Sports News, Reuters, SNTV, Sunset and Vine (World Sports), IEC In Sports (all Worldwide)

Note: Over 50% of broadcasters are free-to-air



The Dextro Energy Triathlon Series website, the website triathlonlive.tv where all races are covered live and, as well as all magazine shows, are available on-demand. All event websites together generated nearly four million page impressions.

Only fully loaded web pages are counted as page impressions.

Page Impressions (Jan-Nov)	
Series	727,305
triathlon.tv	315,793
Sydney	144,387
Seoul	89,847
Madrid	144,646
Hamburg	1,174,569
London	329,490
Kitzbühel	214,313
Budapest	715,834
3,856,184	

PRESS ARTICLES (HAMBURG)



1,077 articles were written about the Hamburg event. The circulation of the media where the articles were covered was higher than 23 million, the audience reached more than 56 million people.

Month	No. of Articles	Circulation	Audience
Feb	1	72,000	118,080
Mar	2	30,978	156,528
April	2	3,800	15,656
May	4	309,828	1,012,818
June	9	1,875,119	5,784,291
July	1,037	20,219,840	46,379,728
August	19	1,399,955	2,328,802
September	3	60,859	205,448
Total	1,077	23,972,379	56,001,357

Media	No. of Articles	Circulation	Audience
Daily newspaper	1,029	19,779,460	40,488,259
Weekly newspaper	4	451,225	1,430,384
Public newspaper	16	1,797,871	11,435,321
Special interest magazine	7	78,954	343,890
Classified ad magazine	3	147,200	147,200
Supplement	3	1,717,669	2,156,312
Agencies	15	-	-
Total	1,077	23,972,379	56,001,357

PROMOTION MATERIAL CIRCULATION

**DEXTRO ENERGY
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WORLD
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SERIES**

	Sydney	Seoul	Madrid	Hamburg	London	Kitzbühel	Budapest
Posters, Flags (or similar)	1,500	2,000	900	-	300	500	1,000
Adverts	300,000	-	-	-	132,000	130,000	100,000
Flyer	63,000	-	-	-	6,000	20,000	40,000
Information Brochures				40,000 (in cooperation with "Triathlon Magazin")		110,000 (in cooperation with "Tiroler Tageszeitung")	
Athletes Information	3,000	4,000	5,000	9,000	3,000	1,000	6,000
Special Advertising	Radio spots		Video clips on metro station TV			Banners at all village boundaries	Video clips on public big screens

The events generated 728,400 spectator contacts. Since spectators are transient during events open for the public, the unit of spectator counting is a spectator contact. The calculation of a spectator contact is: duration of the event divided into 30 minute units multiplied by the number of spectators who watched the races at that time.

	Duration Elite Men	Spectators Elite Men Course	Spectators Elite Men Arena	Contacts Elite Men
Sydney	135 min	1,000	2,000	13,500
Seoul	135 min	200	500	3,150
Madrid	135 min	1,000	4,000	22,500
Hamburg	135 min	10,000	10,000	90,000
London	135 min	2,000	5,000	31,500
Kitzbühel	135 min	1,500	4,000	24,750
Budapest	135 min	1,000	4,000	22,500

Duration Elite Women	Spectators Elite Women Course	Spectators Elite Women Arena	Contacts Elite Women	Duration AG	Spectators AG Course	Spectators AG Arena	Contacts AG	Total Contacts
150 min	1,000	2,000	15,000					28,500
150 min	200	500	3,500	360 min	500	500	12,000	18,650
150 min	1,000	3,000	20,000	600 min	500	1,000	30,000	72,500
150 min	8,000	8,000	80,000	900 min	2,000	2,000	120,000	290,000
150 min	2,000	4,000	30,000	900 min	500	1,000	45,000	106,500
150 min	1,500	3,000	22,500	1200 min	500	500	40,000	87,250
150 min	1,500	4,000	27,500	1500 min	500	1,000	75,000	125,000
								728,400

NUMBER OF PARTICIPANTS



In 2010 the number of participants in 2010 increased by 3,000 compared to 2009. For 2011 30,000 participants are expected.

	Sydney	Seoul	Madrid	Hamburg	London	Kitzbühel	Budapest	Total
Elite Men	59	65	62	65	65	65	76	
Elite Women	46	52	64	64	63	64	69	
AG Olympic Distance	-	1,150	1,200	3,900	1,680	264	1,983	
AG Sprint Distance	-	-	-	4,050	1,425	296	1,036	
AG Super Sprint	-	-	700	-	-	-	-	
U23	-	-	-	-	0	-	122	
Juniors	-	-	-	-	55	-	124	
Youth	-	-	-	-	40	-	-	
Kids	-	-	-	-	-	426	-	
Paratriathlon	-	-	20	10	45	5	85	
Team Relay	-	-	150	900	3	90	156	
Other format	-	-	-	-	-	106	380	
Total	105	1,267	2,196	8,989	3,376	1,316	4,031	21,280

PARTNERS

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Global	Sydney	Seoul	Madrid	Hamburg	London	Kitzbüchel	Budapest
Dextro Energy	New South Wales Government	K-Swiss	Madrid City Council	Hamburg Wasser	Tata Steel	Inteco	OTP Bank
Suunto	New South Wales Events	Hi Seoul	Comunidad de Madrid	Erdinger	GE	Sparkasse Kitzbühel	Generali
Skins	sydney.com	Hi Mart	Federation de Madrilena	Asics	Speedo	Kitzbühel Tourism	2XU
Specialized	Asics	Samsung Books	Metro	Kitzbühel Tirol	UK Sport	Tirol	Toyota
Laureus Sorts for Good	MBF	Korea Sports Promotion Council	Samsung	Sailfish	Visit London	Kitzbüheler Tagesanzeiger	hungary.com
	Westpac	Seoul Sports Council	Coca Cola	Zoggs	Marie Curie	Tiroler Tageszeitung	National Olympic Committee
	Skoda			Radsporzentrum Hamburg	Sport Tours International	Jolsport	ÖK Panon
	Eyline			Sportstadt Hamburg	Royal Parks		Hertz
	Roses only			P&P (insurance agency)	British Triathlon		Zold Vezlet
	Daily Telegraph			Marriott	Marathon Photos		MÀV Start
				Handelskammer	220 Triathlon		BSI
					Tri247		Volan
							ÖBÖL
No. of Exhibitors	6	12	15	60 + 20 Catering	26 + 5 Catering	10 + 3 Catering	28 + 5 Catering

