



APEX RACING TV



# MISSION STATEMENT FROM OUR TEAM PRINCIPAL

Apex Racing UK launched its esports team in 2012. It was established to be a professional elite team and to win at the very highest level in esports racing competitions in the world.

Our success on the track, emboldens our ethos off the track, and helps us give back to the community and support Sim Racing in esports. Apex Racing now combines the best of on track competition and off-track services such as live esports broadcast productions through [Apex Racing TV](#), sanctioned esports events and leagues with [Apex Racing League](#) & enrich sim racers' user experience with software enhancements through SDK Gaming.

Our diversity has allowed us to tap into a wide demographic and attract a new audience, be it as fans of the team or members of communities, and we thank you for your consideration in helping us grow and blossom as a staple in the esports world.

- **ALEX SIMPSON**



# APEX RACING TV



650,000

TOTAL YOUTUBE IMPRESSIONS  
PER MONTH



40,000

TOTAL APEX RACING TV VIEWS  
PER MONTH

- Apex Racing TV is an esports broadcasting company within the Apex Racing UK organization
- Apex Racing TV was founded in 2012 and has enjoyed success ever since, including being featured on the small screen with Motors TV & Ginx eSport TV in 2016, which assisted ARTV in reaching 1 Million viewers that year alone
- Apex Racing TV broadcasts iRacing series of all sorts, from official iRacing-sanctioned championships to member-hosted iRacing leagues
- Apex Racing TV is a featured broadcaster on the iRacing eSports Network, giving it massive exposure from iRacing as a company and helping display ARTV to a larger audience
- An iRacing broadcast company, such as ARTV, operates similar to real-world broadcasting companies, structured with producers, directors, commentators, and social media heads
- ARTV simulcasts to Facebook as well as to YouTube and Twitch, giving each broadcast a massive reach to diverse demographics
- ARTV also broadcasts special events hosted by Apex Racing League



# HIGHEST VIEWS 2019/20

EVENT	DATE	YOUTUBE VIEWERSHIP	FACEBOOK VIEWERSHIP	BROADCAST LINK
World GT Championship S5/R1 at Watkins Glen	January 14th 2019	2132	432	<a href="https://youtu.be/ICZzaH0iDpo">https://youtu.be/ICZzaH0iDpo</a>
World GT Championship Round 1 at Brands Hatch	July 15th 2019	2124	411	<a href="https://youtu.be/4pZ_Ww8xe_g">https://youtu.be/4pZ_Ww8xe_g</a>
Acuta AOSC Super Series - Round 1 at Spa Francorchamps	January 17th 2020	2069	445	<a href="https://youtu.be/v1EqARK1EEs">https://youtu.be/v1EqARK1EEs</a>
Simracersworld GT Pro Series Round 1 at Spa Francorchamps	Spetember 4th 2019	2051	295	<a href="https://youtu.be/URZ20m8Zi7o">https://youtu.be/URZ20m8Zi7o</a>
World GT Championship Round 2 at Road America	January 21st 2019	2013	372	<a href="https://youtu.be/TONjOq6mSME">https://youtu.be/TONjOq6mSME</a>
IRacing Formula 3.5 Championship Week 3 at Montreal	December 28th 2019	1854	212	<a href="https://youtu.be/29fojiZCDrw">https://youtu.be/29fojiZCDrw</a>
IRacing Le Mans Series Round 2 at Monza	March 20th 2019	1839	254	<a href="https://youtu.be/IN8tyKqjQxE">https://youtu.be/IN8tyKqjQxE</a>
World GT Championship S5/R4 at Suzuka	February 11th 2019	1729	339	<a href="https://youtu.be/1MayCdBQfRE">https://youtu.be/1MayCdBQfRE</a>
World GT Championship Round 3 at Belle Isle	July 29th 2019	1664	318	<a href="https://youtu.be/7VWqp4a9yMLs">https://youtu.be/7VWqp4a9yMLs</a>
World GT Championship Round 4 at Zolder	August 12th 2019	1634	268	<a href="https://youtu.be/KoALbEgJa_g">https://youtu.be/KoALbEgJa_g</a>
IRacing Formula 3.5 Championship Week 2 at Laguna Seca	December 21st 2019	1631	211	<a href="https://youtu.be/Cd7qB8lc47U">https://youtu.be/Cd7qB8lc47U</a>
World GT Championship Round S5/R5 at Monza	February 18th 2019	1612	254	<a href="https://youtu.be/5Oo67c-QiHQ">https://youtu.be/5Oo67c-QiHQ</a>
IRacing Formula 3.5 Championship Week 4 at Indianapolis	January 4th 2020	1596	250	<a href="https://youtu.be/AyPG9EUkoVM">https://youtu.be/AyPG9EUkoVM</a>
ARL TCR Winter Series Round 1 at Silverstone	September 19th 2019	1480	328	<a href="https://youtu.be/S4piZYfhhY">https://youtu.be/S4piZYfhhY</a>
World GT Championship S5/R3 at Sebring	January 28th 2019	1476	259	<a href="https://youtu.be/pCceQzYOSS8">https://youtu.be/pCceQzYOSS8</a>
World GT Championship S5/R12 at Spa Francorchamps	April 22nd 2019	1452	321	<a href="https://youtu.be/fPHqW1pi0JM">https://youtu.be/fPHqW1pi0JM</a>
World GT Championship Round 2 at Snetterton	July 22nd 2019	1439	407	<a href="https://youtu.be/CkQsy1cahtM">https://youtu.be/CkQsy1cahtM</a>
World GT Championship S5/R8 at Mosport	March 18th 2019	1438	299	<a href="https://youtu.be/ZuLsifAbsFI">https://youtu.be/ZuLsifAbsFI</a>
ARL TCR Winter Series Showdown Final at Daytona Road	January 30th 2020	1431	202	<a href="https://youtu.be/F4_vVBoOW_U">https://youtu.be/F4_vVBoOW_U</a>
Abruzzi Simracersworld Endurance Series Round 1 at Barcelona	December 8th 2019	1381	283	<a href="https://youtu.be/HQ-kOllgFHY">https://youtu.be/HQ-kOllgFHY</a>
World GT Championship Round 6 at Monza	August 26th 2019	1376	226	<a href="https://youtu.be/yK-zzBY2FvY">https://youtu.be/yK-zzBY2FvY</a>
IRacing Formula 3.5 Championship Week 7 at Barcelona	January 25th 2020	1331	199	<a href="https://youtu.be/TmqO7qDH9Eo">https://youtu.be/TmqO7qDH9Eo</a>
ARL TCR Winter Series Showdown 3 of 4 at Belle Isle	January 23rd 2020	1300	383	<a href="https://youtu.be/G0XN3i2AZPE">https://youtu.be/G0XN3i2AZPE</a>
ARL TCR Winter Series Showdown 2 of 4 at Spa Francorchamps	January 9th 2020	1297	283	<a href="https://youtu.be/POXOtmY-q0A">https://youtu.be/POXOtmY-q0A</a>
Acuta AOSC Super Series - Round 3 at Daytona	January 31st 2020	1296	2000	<a href="https://youtu.be/WHSmkoZDJCg">https://youtu.be/WHSmkoZDJCg</a>
World GT Championship Round 5 at Imola	August 19th 2019	1269	221	<a href="https://youtu.be/IRFicaeJigU">https://youtu.be/IRFicaeJigU</a>
IRacing Formula 3.5 Championship Week 5 at Phillip Island	January 11th 2020	1246	168	<a href="https://youtu.be/H0rvWHrRqx8">https://youtu.be/H0rvWHrRqx8</a>
Simracersworld GT Pro Series Round 6 at Nordschleife	October 9th 2019	1241	342	<a href="https://youtu.be/r53QE-sxDJl">https://youtu.be/r53QE-sxDJl</a>
World GT Championship Round 8 at Laguna Seca	September 16th 2019	1215	349	<a href="https://youtu.be/y4qtd_FbKwI">https://youtu.be/y4qtd_FbKwI</a>
Aussie Mixed & Fixed GT Series - Round 5 at Bathurst	February 2nd 2020	1198	225	<a href="https://youtu.be/7uluYmyXvOM">https://youtu.be/7uluYmyXvOM</a>
World GT Championship Round 11 at COTA	October 14th 2019	1187	139	<a href="https://youtu.be/ZH_QAdY0QQA">https://youtu.be/ZH_QAdY0QQA</a>
IRacing Formula 3.5 Championship Week 6 at Nurburgring	January 18th 2020	1165	137	<a href="https://youtu.be/hAkKkoIR6n8">https://youtu.be/hAkKkoIR6n8</a>
World GT Championship Round 15 at Watkins Glen	November 18th 2019	1127	310	<a href="https://youtu.be/qFfUV_y8lec">https://youtu.be/qFfUV_y8lec</a>
BSR MX5 Pro Series Round 1 at Tsukuba	March 12th 2019	1105	237	<a href="https://youtu.be/o5iSqq8i4IA">https://youtu.be/o5iSqq8i4IA</a>
Aussie Mixed & Fixed GT Series - Round 1 at Imola	January 5th 2020	1003	287	<a href="https://youtu.be/5SSTLM6OkYo">https://youtu.be/5SSTLM6OkYo</a>

Total: 52,401 Views for top 35 events on YouTube

Total: 11,666 Views for top 35 events on Facebook

\* = Generated highest level of traffic ever for Open-Wheels.com  
 \*\* = Event with Live Audience Only



# WHAT A PARTNERSHIP MEANS



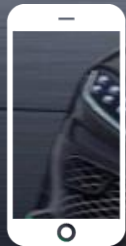
146%

ESPORTS VIEWERSHIP WILL INCREASE BY IN THE NEXT 3 YEARS



45%

OF ESPORTS VIEWERS DESCRIBE THEMSELVES AS ESPORTS ENTHUSIASTS



50%

VIEWERS AGED BETWEEN 25-34



6.6 BILLION

HOURS OF ESPORTS VIDEOS WERE WATCHED IN 2018

- Your title sponsor is exposed to a young and diverse demographic; 68% of **Apex Racing TV's** audience is under the age of 34
- **Apex Racing TV** can run promotional videos, provide sponsor introductions and display your sponsors logo prominently through the event
- **Apex Racing TV** provides a 2-3 man broadcast team for your event, consisting of a minimum of 2 commentators
- By default **Apex Racing TV** simultaneously streams to YouTube, Facebook & Twitch (schedule allowing)
- All events are broadcast at 1080P 60fps to ensure the best possible experience for your viewers
- **Apex Racing TV** uses their internally developed, class leading overlay system by SDK Gaming to keep viewers informed on race strategy and incidents
- Custom information such as Team Names, Driver Images and Driver Classes can be displayed within the overlay
- All events will have a Timing Screen, Track Map and Events web pages available to all viewers

# THANK YOU FOR YOUR CONSIDERATION

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**ARTV**

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