



SRO
MOTORSPORTS GROUP
Esports



2021 SRO ESPORTS PROGRAMME

2021 SRO ESPORTS **OVERVIEW**



FANATEC ESPORTS PRO SERIES

SKIP TO PAGE 4 FOR MORE INFO

SRO and Fanatec's pioneering initiative unites real-world and virtual motorsport at all five Fanatec GT World Challenge Europe powered by AWS Endurance Cup rounds.

- Real-world drivers compete virtually for real Overall and Silver Cup Teams' Championship points
- All five esports races livestreamed from the on-site 'GT Arena'
- Fanatec Esports Pro Series Teams' Championship also awarded



GT WORLD CHALLENGE ESPORTS CHAMPIONSHIP

SKIP TO PAGE 7 FOR MORE INFO

Three GT World Challenge Esports Championships will run simultaneously, closely mirroring their respective real-life counterparts in Europe, Asia and America.

- The world's best sim racers contest their respective regional championship remotely
- Variety of sprint and endurance events
- Regional and overall champions



BRITISH GT ESPORTS CHAMPIONSHIP

SKIP TO PAGE 23 FOR MORE INFO

Following the early 2021 release of Assetto Corsa Competizione's British GT DLC, SRO will also be running a parallel esports programme for its highly successful multi-class national GT championship.



SRO ESPORTS OVERVIEW



Real Drivers - Onsite



Sprint Series - Online

Endurance Series - Online



Sprint Series - Online

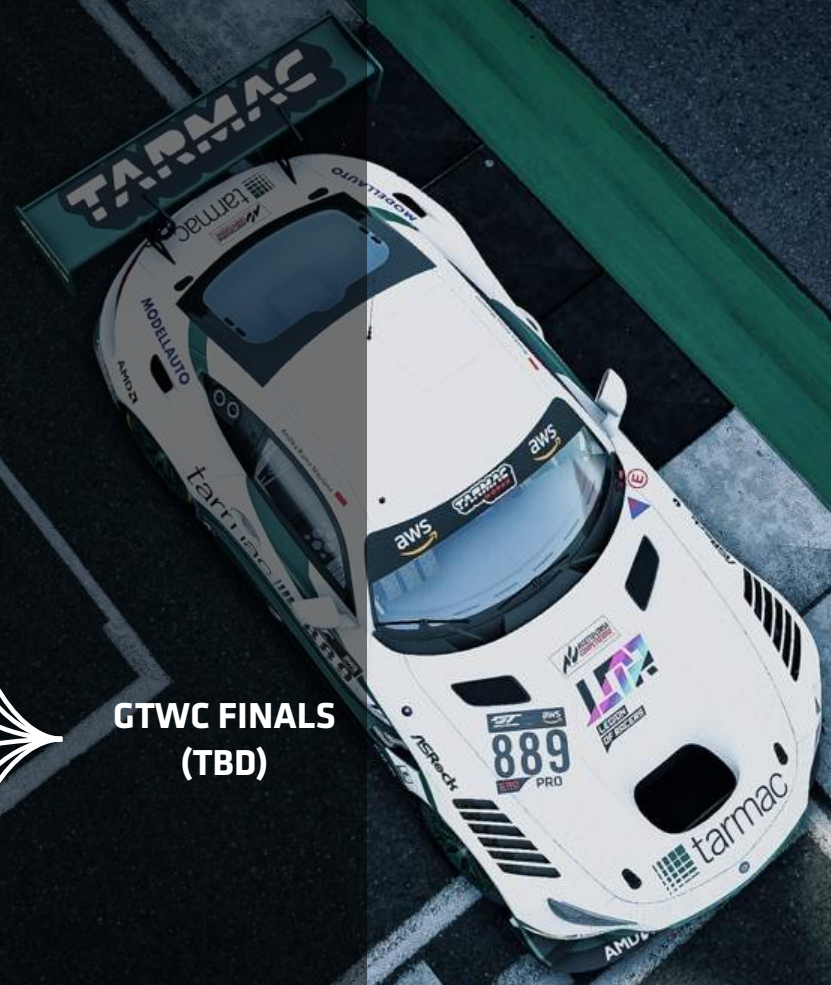
Endurance Series - Online



Sprint Series - Online

Endurance Series - Online

GTWC FINALS
(TBD)



FANATEC
GT

WORLD CHALLENGE
EUROPE

POWERED
BY **aws**

FANATEC ESPORTS GT PRO SERIES

RACING ON
ASSETTO CORSA
COMPETIZIONE

SRO
MOTORSPORTS GROUP

AK
ESPORTS

FANATEC

aws

FANATEC ESPORTS PRO SERIES

MAKING THE VIRTUAL, REALITY

FOR THE FIRST TIME IN MOTORSPORT HISTORY THE RESULTS OF VIRTUAL RACING WILL COUNT TOWARDS REAL-WORLD CHAMPIONSHIPS

One esports race staged during each real FANATEC GTWC Europe Endurance Cup pwd by AWS event (x5)

- Esports results and points count towards GTWC Europe's 2021 Overall and Silver Cup Teams' Championships
- Fanatec Esports Pro Series Teams' Championship also awarded

Up to 24 real-world drivers racing simultaneously on-site

- Each team selects one of their real-world drivers per event
- Silver-graded drivers can score Overall and Silver Cup Teams' points depending on their real-world team entry

1st Place = 3 Points

2nd Place = 2 Points

3rd Place = 1 Point

- Virtual car setups are open, team engineering support recommended
- Testing servers made available 2 weeks before each race
- All participating teams will receive livery forms to be completed

Proven technical support by AK Informatica; high-end sim hardware by Fanatec

- Esports races streamed live from the on-site 'GT Arena'



FANATEC ESPORTS PRO SERIES

MAKING THE VIRTUAL, REALITY



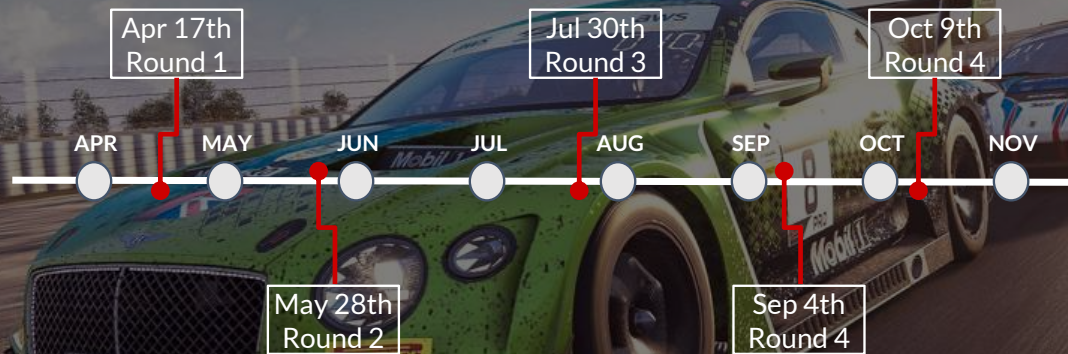
Round 1 - Monza

Round 2 - Paul Ricard

Round 3 - Spa

Round 4 - Nurburgring

Round 5 - Barcelona



FORMAT

60-minute races

Mandatory pitstop

Fixed pit window

Top-3 Overall and Silver finishers score points

All races will be livestreamed on SRO's Youtube, Twitch & Facebook accounts (TBD)



**GT WORLD CHALLENGE ESPORTS
EUROPE, AMERICA & ASIA**



GT WORLD CHALLENGE ESPORTS

UNITING THREE CONTINENTS ONLINE

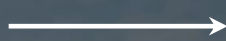


Sprint Series - Online



10 Rounds

Endurance Series - Online



5 Rounds

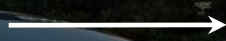


Sprint Series - Online



5 Rounds

Endurance Series - Online



3 Rounds



Sprint Series - Online



5 Rounds

Endurance Series - Online



3 Rounds

GTWC FINALS (TBD)



Top Players Globally



1 Round



GT WORLD CHALLENGE ESPORTS

FORMATS: SPRINT & ENDURANCE

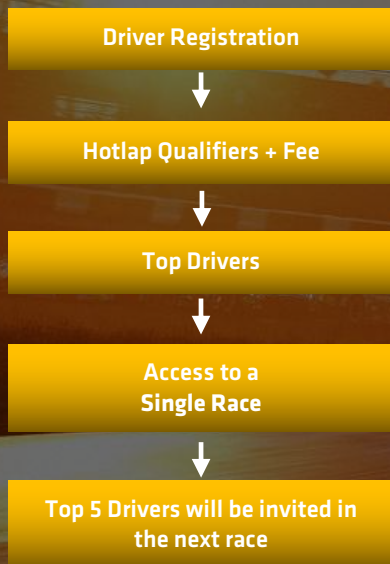
SPRINT SERIES

- Dedicated to single players
- Entry fee to join each qualifier
- Top 5 drivers of each race will join the next race for free

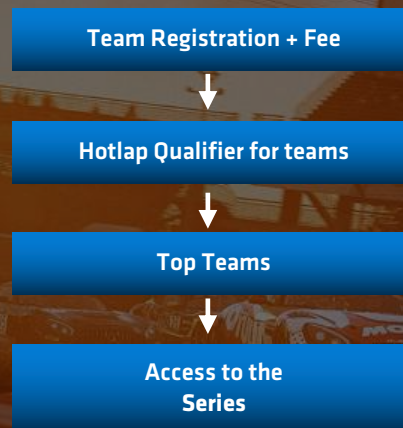
ENDURANCE SERIES

- Dedicated to teams (max 4 players)
- One main entry fee for each team
- One Qualifier to join the series

Sprint Series



Endurance Series



2021 CALENDAR – GLOBAL



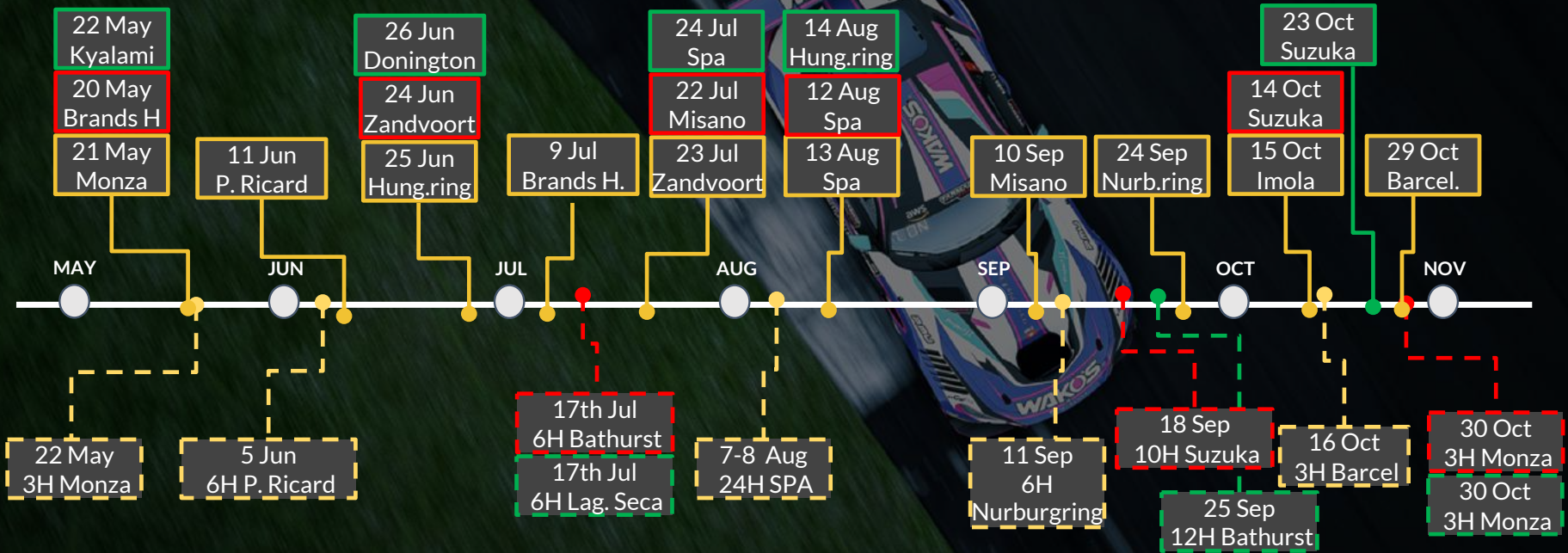
EUROPE SERIES

ASIA SERIES

AMERICA SERIES

SPRINT

ENDURANCE





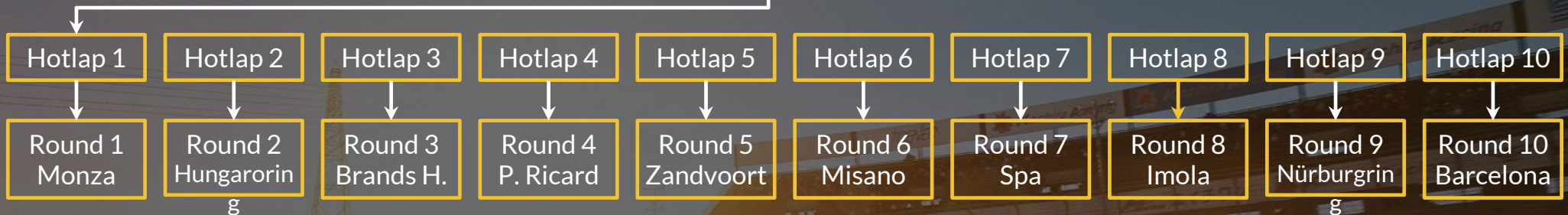
GTWC EUROPE ESPORTS CHAMPIONSHIP



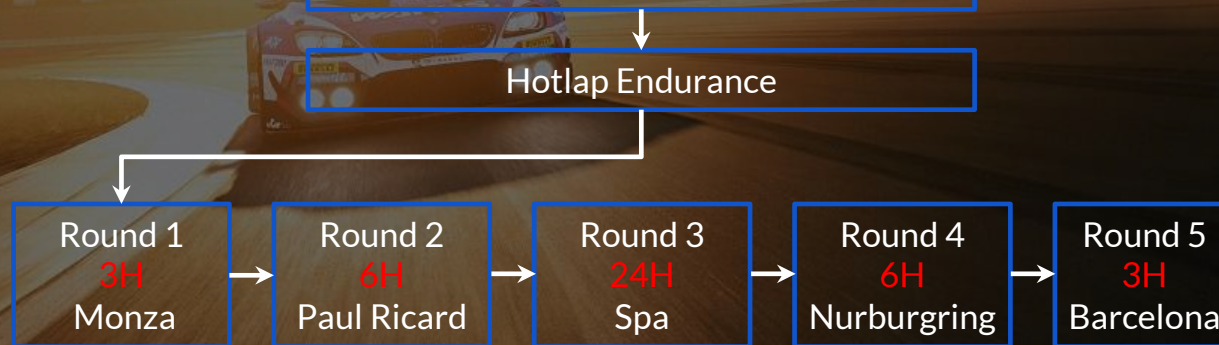
GTWC EUROPE ESPORTS CHAMPIONSHIP
2021 CALENDAR - EUROPE



SPRINT SERIES



ENDURANCE SERIES

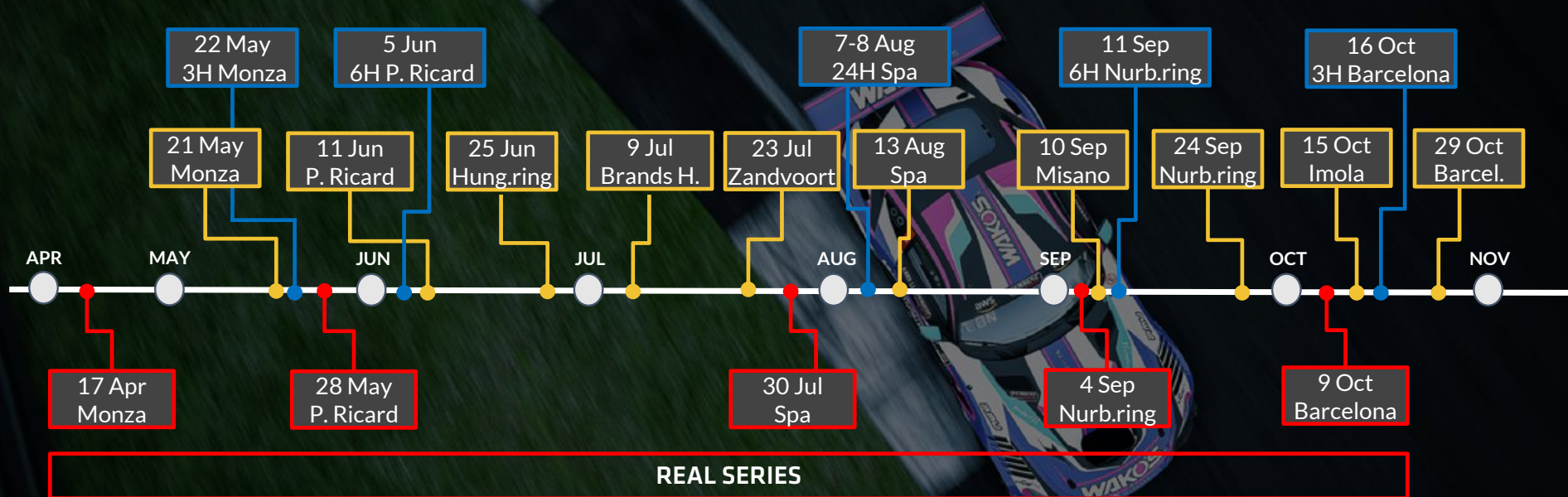


GT WORLD CHALLENGE ESPORTS 2021 CALENDAR - EUROPE



SPRINT SERIES

ENDURANCE SERIES



All races will be livestreamed on SRO's Youtube, Twitch & Facebook accounts (TBD)

*All dates may be subject to changes

GTWC EUROPE ESPORTS CHAMPIONSHIP

FORMAT - EUROPE

SPRINT SERIES

- Dedicated to European players
- Entry fee to join each hotlap qualifier
- Up to 44 participants in each race - 11 car manufacturers - GT3 class 2020
- 10 races
- 60-minute races
- Mandatory pitstop and fixed pit window

PRIZE POOL - TBD

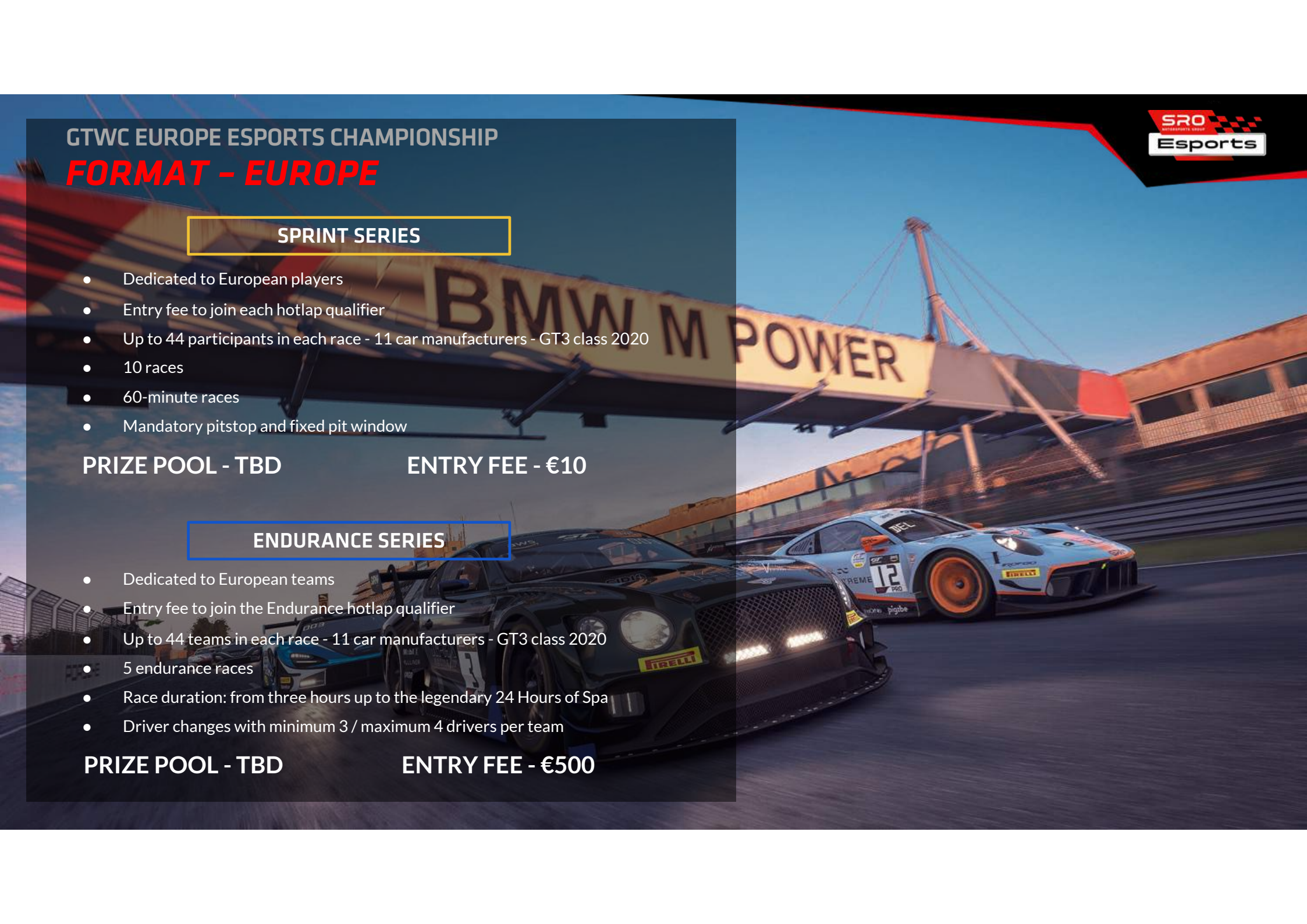
ENTRY FEE - €10

ENDURANCE SERIES

- Dedicated to European teams
- Entry fee to join the Endurance hotlap qualifier
- Up to 44 teams in each race - 11 car manufacturers - GT3 class 2020
- 5 endurance races
- Race duration: from three hours up to the legendary 24 Hours of Spa
- Driver changes with minimum 3 / maximum 4 drivers per team

PRIZE POOL - TBD

ENTRY FEE - €500





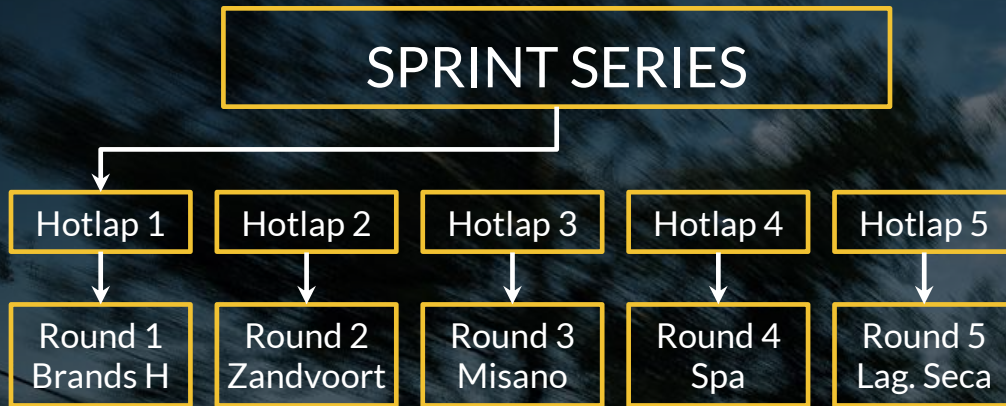
GTWC AMERICA ESPORTS CHAMPIONSHIP



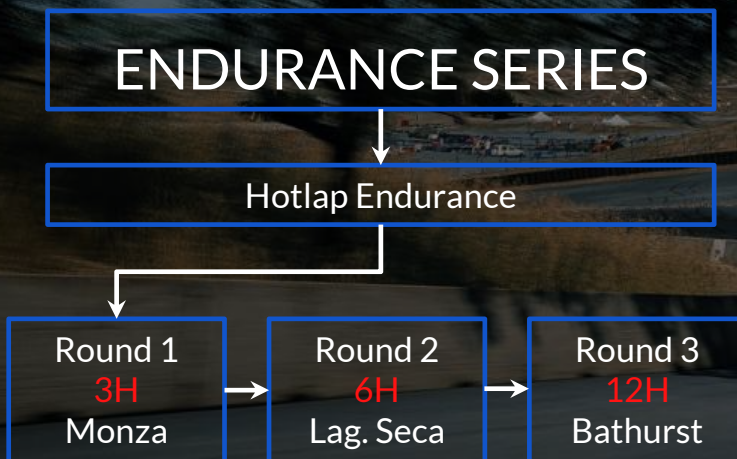
GTWC AMERICA ESPORTS CHAMPIONSHIP 2021 CALENDAR - AMERICA



SPRINT SERIES



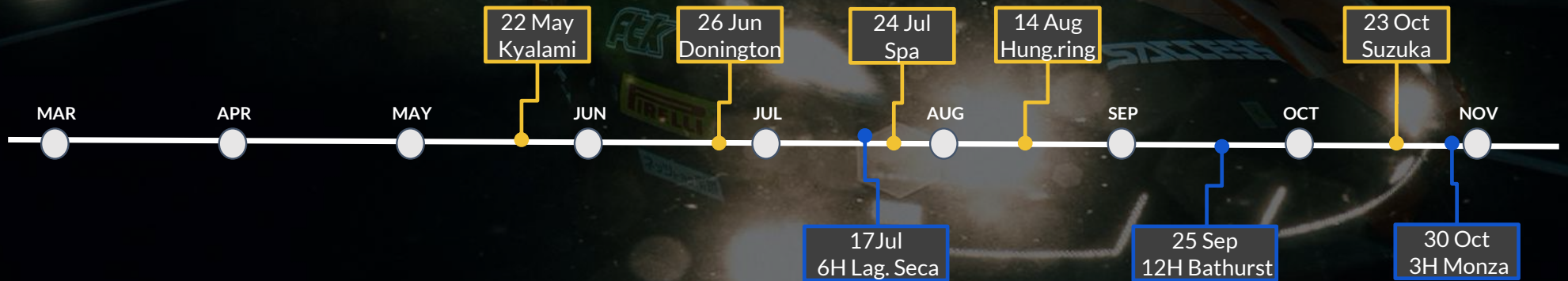
ENDURANCE SERIES



GTWC AMERICA ESPORTS CHAMPIONSHIP 2021 CALENDAR - AMERICA



SPRINT SERIES



ENDURANCE SERIES

All races will be livestreamed on SRO's Youtube,
Twitch & Facebook accounts (TBD)

*All dates may be subject to changes

GTWC AMERICA ESPORTS CHAMPIONSHIP

FORMAT - AMERICA



SPRINT SERIES

- Dedicated to North American players
- Entry fee to join each hotlap qualifier
- Up to 44 participants in each race - 11 car manufacturers
- 5 races
- 60-minute races
- Mandatory pit stop and fixed pit window

ENDURANCE SERIES

- Dedicated to North American teams
- Entry fee to join the Endurance hotlap qualifier
- Up to 44 teams in each race - 11 car manufacturers
- 3 endurance races
- Race duration: from three hours to the legendary Bathurst 12 Hour (TBD)
- Driver changes with minimum 3 / maximum 4 drivers per team

PRIZE POOL - TBD

ENTRY FEE - €500



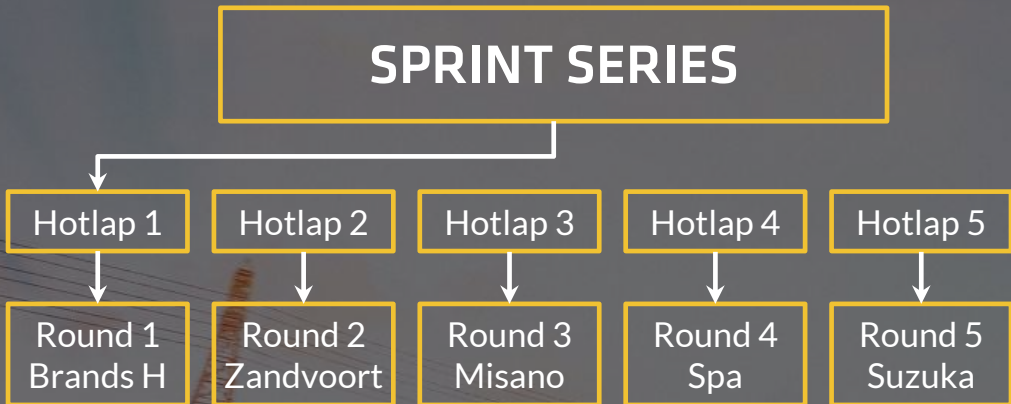
GTWC ASIA ESPORTS CHAMPIONSHIP



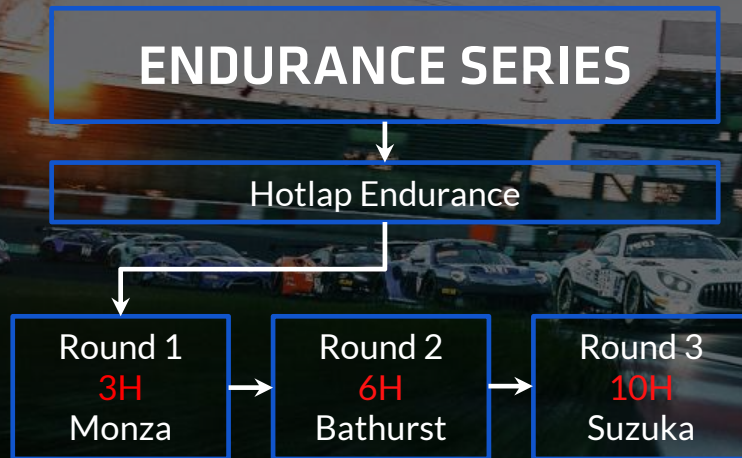
GTWC ASIA ESPORTS CHAMPIONSHIP
2021 CALENDAR - ASIA



SPRINT SERIES



ENDURANCE SERIES

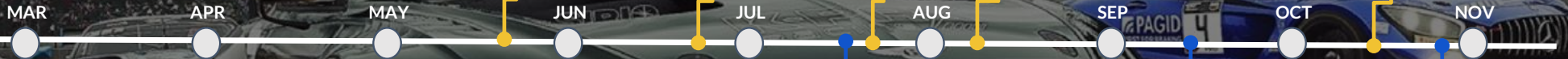


GTWC ASIA ESPORTS CHAMPIONSHIP

2021 CALENDAR - ASIA



SPRINT SERIES



20 May
Brands H

24 Jun
Zandvoort

22 Jul
Misano

12 Aug
Spa

14 Oct
Suzuka

TBD

17 Jul
6H Bathurst

18 Sep
10H Suzuka

30 Oct
3H Monza

ENDURANCE SERIES

All races will be livestreamed on SRO's Youtube,
Twitch & Facebook accounts (TBD)

*All dates may be subject to changes

GTWC ASIA ESPORTS CHAMPIONSHIP

FORMAT - ASIA

SPRINT SERIES

- Dedicated to Asia-Pacific region
- Entry fee to join each hotlap qualifier
- Up to 44 participants in each race - 11 car manufacturers
- 5 races
- 60-minute races
- Mandatory pit stop and fixed pit window

PRIZE POOL - TBD

ENTRY FEE - \$10

ENDURANCE SERIES

- Dedicated to Asia-Pacific teams
- Entry fee to join the Endurance hotlap qualifier
- Up to 44 teams in each race - 11 car manufacturers
- 3 endurance races
- Race duration: from three hours to the legendary Suzuka 10 Hours (TBD)
- Driver changes with minimum 3 / maximum 4 drivers per team

PRIZE POOL - TBD

ENTRY FEE - €500





BRITISH GT ESPORTS CHAMPIONSHIP



BRITISH GT ESPORTS CHAMPIONSHIP

OVERVIEW

A multi-class virtual championship inspired by British GT's original 2021 calendar that combines real-world stars with sim racing pros and amateurs. A single race is staged at each of the five rounds, which take place over a seven-week period before the real-life season begins.

GT3 CLASS

- Reserved for real teams and drivers that have recently or currently contest the Intelligent Money British GT Championship
- 1x entry per Intelligent Money British GT team

GT4 CLASS

- Reserved for the sim racing community
- Online qualifiers and top-10 finishers advance to the next event
- Public hot lap qualifying staged between events



BRITISH GT ESPORTS CHAMPIONSHIP

OVERVIEW



GT3

One multi-class 60-minute race per event (x5)
One driver per entry

20 full-season entries

Real-world British
GT3 & GT4 teams

Drivers with real-
world GT experience

All entries contest
each round

Champion earns
automatic GTWC
Europe Esports invite

GT4

20 entries per event

Hot lap qualifying
prior to each event

Sim racing Pros and
Ams

Top-10 finishers
invited to next event

Champion earns
automatic GTWC
Europe Esports invite

FORMAT

Both class' top-10
finishers score points

Sunday evening races

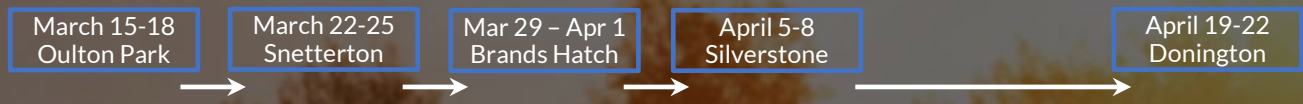
1x mandatory pitstop
per race

Fixed pit window

All races livestreamed
with professional TV-
quality production
and commentary

Full British GT PR &
photo support

HOT LAP QUALIFYING (SIM RACERS ONLY)



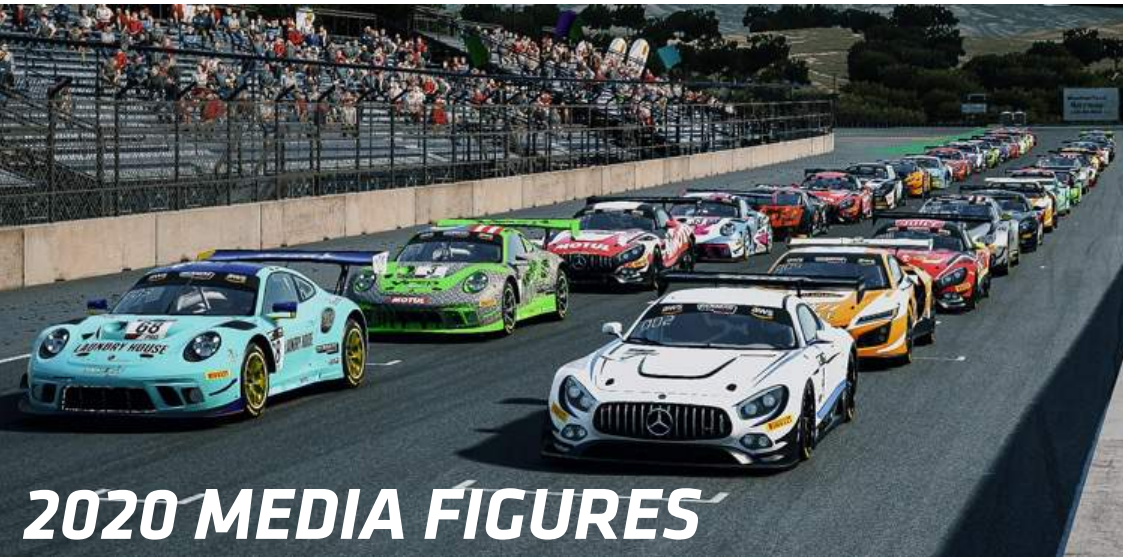
ESPORTS ROUNDS (1x 60MIN RACE PER EVENT)





SOCIAL MEDIA AND DIGITAL SUMMARY





WORLDWIDE LIVESTREAM



TOTAL LIVE
63:07:06



VIEWS (DIGITAL
VIEWERSHIP)
2,569,033



REACH
10,053,385

TOP 5 MARKETS



1.  CHINA
CN

2.  UNITED KINGDOM
GB

3.  UNITED STATES OF AMERICA
US

4.  GERMANY
DE

5.  FRANCE
FR

2020 MEDIA FIGURES

EARNED MEDIA



TOTAL MENTIONS
SOCIAL
13,483



SOCIAL REACH
185.76M



TOTAL MENTIONS
EDITORIAL
1005



TOTAL REACH
EDITORIAL
710.71M

SOCIAL



TOTAL POSTS
2377



ENGAGEMENT
908,016



IMPRESSIONS
49,748,014

SRO ESPORTS LIVESTREAMING **2021 LIVE COVERAGE**



GTWC EUROPE ONSITE | 5 LIVE STREAMS

GTWC EUROPE ONLINE | 15 LIVE STREAMS

GTWC AMERICA ONLINE | 8 LIVE STREAMS

GTWC ASIA ONLINE | 8 LIVE STREAMS

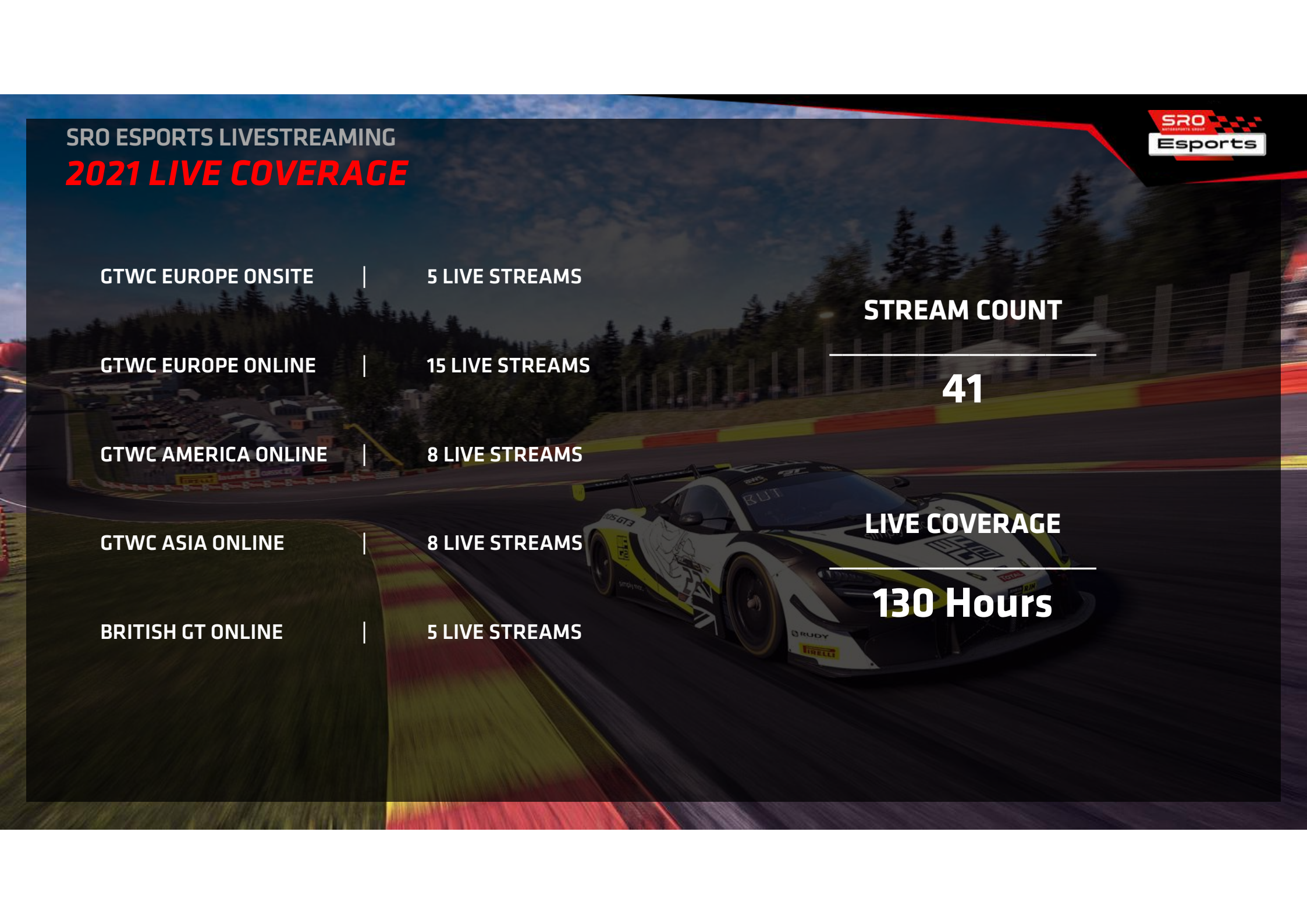
BRITISH GT ONLINE | 5 LIVE STREAMS

STREAM COUNT

41

LIVE COVERAGE

130 Hours



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RACING ON

