



Star Mazda Championship Racing on TV

Table of Contents

- Page 1: Which races are on TV and info about the major outlets
- Pages 2-3: Latest TV schedule / SPEED Latin America Schedule
- Pages 4-5: Additional info on how to find out where shows are airing / search links for networks
- Pages 5-6: List of affiliates and viewership numbers
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Thanks to the MAZDASPEED partnership with VISIT FLORIDA®, select races of the 2010 Star Mazda Championship Presented By Goodyear will be televised, including four LIVE HD broadcasts. The five race weekends and seven races that constitute the VISIT FLORIDA Cup will all be televised. Those races are as follows:

- Sebring International Raceway, March 19, 2010
 - New Jersey Motorsports Park, June 26-27, 2010
 - Autobahn Country Club, July 31-August 1, 2010
 - Mosport International Raceway, August 28, 2010
 - Road Atlanta, October 1, 2010
- Front & Back Sides
- All 5 races will air on HDNet....first (the taped shows from Sebring, Mosport, Road ATL...and one of two races from NJ and Autobahn).
 - Both doubleheader weekends will air LIVE on HDNet, from NJ and Autobahn. 4 races total live.
 - THEN, the 5 taped shows will air on our many syndication networks (InCountry, etc.)
 - InCountry is the lead syndication affiliate for telecasts. They will air all shows, nationally, at one air time, consistently, beginning approximately 30 days after each race date; with over 60 million additional US households. Each race will have multiple rebroadcasts.
 - InCountry's key is channel 344 on BASIC DirecTV and channel 230 on Dish Network.

2010 Visit Florida Cup Series TV Schedule

(Revised August 16, 2010; subject to change; all times eastern; MASN; Altitude Sports and Comcast SportsNet, California airdates are available to outer market DIRECTV SportsPak; Dish Multi-Sport Package and AT&T U-Verse sports subscribers)

DATE	AFFILIATE	RACE	TIME (ET)
Tuesday, August 17	MAV TV	NJ Motorsports (R)	11am
	MAV TV	NJ Motorsports (R)	4pm
	KC Metro Sports 2	NJ Motorsports (R)	5pm
	Untamed Sports		8pm
	Altitude Sports	NJ Motorsports (R)	10pm
Wednesday, August 18	Altitude Sports	NJ Motorsports (R)	12pm
	KC Metro Sports 2	NJ Motorsports (R)	5pm
Thursday, August 19	Altitude Sports	NJ Motorsports (R)	1am
	Bright House Sports Network	NJ Motorsports (R)	1pm
	KC Metro Sports 2	NJ Motorsports (R)	5pm
	Untamed Sports		11pm
Saturday, August 21	KC Metro Sports	NJ Motorsports (R)	10pm
Sunday, August 22	MASN	NJ Motorsports (R)	10am
Tuesday, August 24	MAV TV	NJ Motorsports (R)	11am
	MAV TV	NJ Motorsports (R)	4pm
	Untamed Sports		8pm
Wednesday, August 25	America One	NJ Motorsports (R)	9:30pm
Thursday, August 26	Altitude Sports	NJ Motorsports (R)	4pm
	TWC SportsNet, Buffalo	NJ Motorsports (R)	4:30pm
	MAV TV	NJ Motorsports (R)	7pm
	Untamed Sports		11pm

Friday, August 27	America One	NJ Motorsports (R)	3am
	MAV TV	NJ Motorsports (R)	1am
Sunday, August 29	MASN	NJ Motorsports (R)	10am
	TWC SportsNet, Buffalo	NJ Motorsports (R)	3:30pm
Tuesday, August 31	MAV TV	NJ Motorsports (R)	11am
	MAV TV	NJ Motorsports (R)	4pm
	Untamed Sports		8pm

After a self-imposed delay caused by fans focused on the World Cup of Soccer, P-UNO Motorsports TV has resumed airing 2010 Star Mazda Championship presented by Goodyear races on SPEED Latin America. The program sequence began with re-airings of the season opener in Sebring and next up on the schedule will be three airings of a composite show that includes highlight from Round 3 at Mazda Raceway Laguna Seca and full race action from Round 5 Iowa Speedway.

The Mazda Raceway / Iowa show will be broadcast:

Wednesday August 11 - 6pm

Saturday August 14 - 10pm

Sunday August 15 - 7:30a

Note: All times are Mexico City

How to find out where shows are airing

Here's what else you need to know. We will keep you as informed as possible about when shows will air, but you should check regularly with the official site for Mazda racing on TV: www.MazdaRacing.tv.

Mazda, working with Carolinas Production Group, has produced a syndication package that ensures Star Mazda Championship races are available to households around the world. Given the nature of modern networks, finding a broadcast is no longer a matter – with the above exceptions - of tuning to a particular channel at a particular time.

Below is a list of links to the 'search page' for various networks that should help you find the race broadcast. And below that, just to give you an appreciation for the widespread distribution of Star Mazda Championship broadcasts, is a list of affiliates and the number of households they reach.... almost 112 million!

List of Search Links

Series / Mazda official site: www.MazdaRacing.tv

National Networks

HDnet: <http://www.hd.net/programsearch.html>

Direct TV: <http://www.directv.com/DTVAPP/epg/theGuide.jsp>

Dish Network: <http://www.dishnetwork.com/customerService/programmingGuides/default.aspx>

In Country Television: http://www.incountrytelevision.com/motor_sport.cfm

AT&T U-Verse: <http://entertainment.att.net/search>

MAV TV: <http://www.mavtv.com/mavtv-coverage>

Tuff TV: http://tufftv.com/index.php?option=com_content&view=article&id=61&Itemid=74

International Networks

SPEED TV Latin America: <http://www.canalspeed.tv/la/programacion/>

ESPN International: http://intl.espn.com/on_air/tv_listings

Note: Broadcasts in Israel, Middle East, North Africa, Africa, Australia

Regional Networks

Bright House Networks: <http://tvlistings.brighthouse.com/findTvListings/?c=0&mn=>

Altitude Sports and Entertainment: <http://www.altitude.tv/WhatsOn/default.aspx>

TW Sports Net: <http://www.twsportsnet.com/>

MASN Sports: http://masnsports.com/shows_and_programming/

AMG TV Network: <http://www.amgtv.tv/htmlindex.html>

CSN California: http://www.csncalifornia.com/pages/tvlisting_california

COX Sports Television: <http://www.coxsportstv.com/program-schedule/2010/04/26/>

<u>Affiliate</u>	<u>hh</u>	<u>Territory</u>
MASN	5.5mhh	DC; MD; VA; DE; PA; NC
Altitude Sports	3mhh	CO; WY; UT; NM; NE; MT; ID; KS
CSN California	4mhh	CA
Bright House Sports Network	1.6mkhh	Tampa & Orlando
Time Warner 3	425khh	Albany, NY
Time Warner Cable SportsNet	300khh	Buffalo, NY
Time Warner Cable SportsNet	330khh	Rochester, NY
Time Warner Sports	570hh	Syracuse, NY
KC Metro Sports	450hh	Kansas City, MO
Cox Sports Television	450khh	CT; RI
KOTR TV	225khh	Monterey-Salinas, CA
In Country Television Network	32mhh	National Cable Network
MAV TV	8mhh	National Cable Network
AMG Network	14mhh	National Digital Broadcast Network
Tuff TV	6.5mhh	National Digital Broadcast Network
Untamed Sports TV	9.7mhh	National Digital Broadcast Network
ESPN International -- TSN2	3.7mhh	Canada
ESPN International - ESPN Israel	1.2mhh	Israel
ESPN International - ESPN Middle East	600khh	North Africa/Middle East (20 countries)
ESPN International - ESPN Atlantic	2.9mhh	Africa (26 countries)
ESPN – International - ESPN Pac Rim	2.5mhh	Australia/New Zealand/Islands (8 countries)
SPEED Latin America	15mhh	South America; Latin America; Caribbean
DIRECTV Sports Pak	2mhh	National (outer market sports subscriber package)
DISH Multi Sports Pak	1mhh	National (outer market sports subscriber package)
AT&T U-Verse Sports Pak	200khh	National (outer market sports subscriber package)
RaceFansTV	TBD	Broadband Network
Total hh	116.2 million households worldwide	