

BROADCAST MEDIA AND SPONSORSHIP REPORT

DENMARK

2022

SAILGP SEASON 3
ROCKWOOL DENMARK SAIL GRAND PRIX |
COPENHAGEN
19/20TH AUGUST 2022

YouGov Sport



SAILGP

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DENMARK 2022 KEY FINDINGS



DEDICATED TV AUDIENCE*

- The 2022 ROCKWOOL Denmark Sail Grand Prix attracted a Dedicated TV audience of 9.9m
- Highlights was the most popular form of viewing the 2022 ROCKWOOL Denmark Sail Grand Prix, with 4.3m watching in this format (43% of the Dedicated TV total).

691 hours

DEDICATED TV BROADCAST HOURS

- The largest amount of coverage was broadcast on Pav TV (612 hours, 89% of the total).
- Europe aired the highest amount of coverage, delivering 326 hours across multiple networks. This was followed by Asia Pacific which broadcast 181 hours.



34.0m

SECONDARY TV AUDIENCE

> TV News delivered the largest proportion of the Secondary TV audience, with 32.4m tuning in to programming of this type (95% of the Secondary TV total).

YouGov Sport

Sports News & Magazine content delivered 1.6m viewers from 89 features.



565 = 14.6m

SOCIAL MEDIA VIDEOS & VIEWS (EXC. LIVE STREAMS)

Social Media Videos and views by platform: Instagram (150, 6.4m), TikTok (21, 4.4m), YouTube (18, 1.9m), Facebook (115, 1.7m), Twitter (261, 107k).



5,487

SOCIAL MEDIA MENTIONS

- 5.487 Social Media mentions were generated during the monitoring period for the ROCKWOOL Denmark Sail Grand Prix. These amassed 111.8m potential impressions.
- > Social Media mentions and impressions by platform: Twitter (4,743, 51.3m), Instagram (324, 33.7m), Facebook (420, 26.8m),



1,672

ONLINE PRESS ARTICLES

- > 1,672 Online Press articles were published during the monitoring period for the ROCKWOOL Denmark Sail Grand Prix. These had a cumulative potential readership of 613.2m.
- The highest potential readership was generated in the United Kingdom (173.8m, 135 articles).

Note: Dedicated TV covers preview, live, as live, repeats, delayed and highlights programming across linear TV, digital streaming and Social Media Live Streams. Social Media Live Streams include App Views and are based on data provided by SailGP, reflecting 3-second views of Facebook videos.



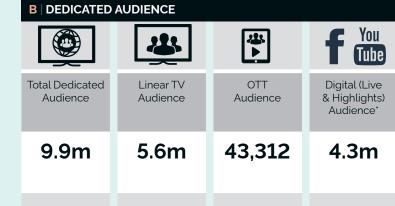


KPISKEY PERFORMANCE INDICATORS

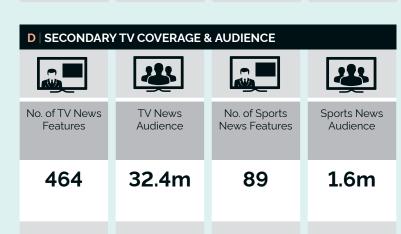


Note: Dedicated TV Programming covers preview, live, delayed race and long form highlights across linear & Digital TV, and Social Media Etreaming. Social Media Live Streams include App Views and are based on data provided by SailGP, reflecting 3-second views of Facebook videos





| C DEDICATED TV BROADCAST COVERAGE | | | |
|-------------------------------------|-------------------------|--|--|
| 00:00:00 | 00:00:00 LIVE | | |
| Dedicated TV Broadcast Hours | Live Broadcast Hours | | |
| 691 hours | 137 hours | | |







vs. Season 2 average

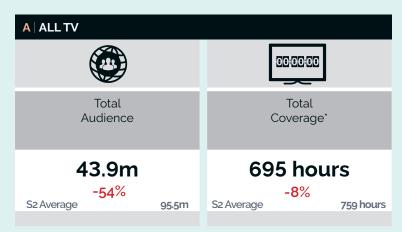
Comparisons with Season 2 average

The 2022 ROCKWOOL Denmark Sail Grand Prix was behind the Season 2 average by 54% in Total Audience and 8% behind in Total Coverage. The lag behind Season 2 was caused by low Secondary TV audiences (34.0m, 62% behind the S2 average). Responsible for this was the absence of news coverage on wide-reaching broadcasters such as CNN International and EuroNews.

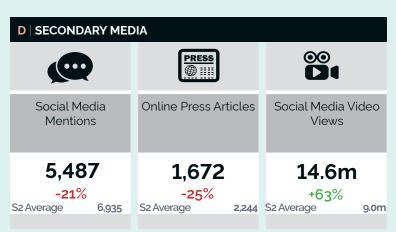
In terms of Dedicated TV audience. the event outperformed the Season 2 average by 101%, delivering an audience of 9.9m thanks to strong audiences being found on Social Media Streaming (4.3m).

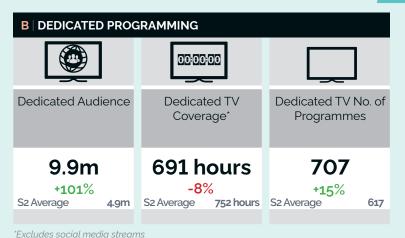
Highlights audiences were 207% higher than the Season 2 average (5.7m vs. 1.8m). This was driven by strong audiences in China on the Travel Channel (3.2m), which accounted for 57% of the Highlights audience.

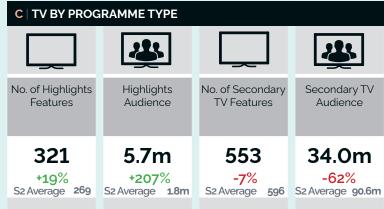
The 2022 ROCKWOOL Denmark Sail Grand Prix lagged behind the Season 2 average in all forms of Secondary Media bar Social Media Videos, where it was above the Season 2 average by 63%. This was driven by high viewership on Instagram and TikTok (6.4m and 4.4m respectively).













vs. Denmark 2021

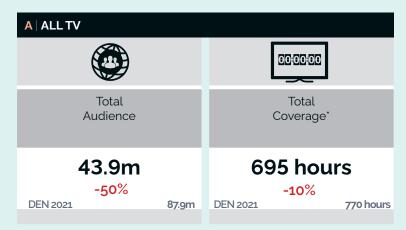
Race-on-Race comparisons with Denmark 2021

In comparison with last season's ROCKWOOL Denmark Sail Grand Prix in Aarhus, the 2022 ROCKWOOL Denmark Sail Grand Prix saw a 50% decrease in audience and a 10% decrease in coverage.

Driving the decrease in audience was Secondary TV viewership, which was down 60% on last year, with strong audiences on EuroNews (37.1m) and China's Guangdong TV Sat (19.1m) driving Secondary TV audience last year.

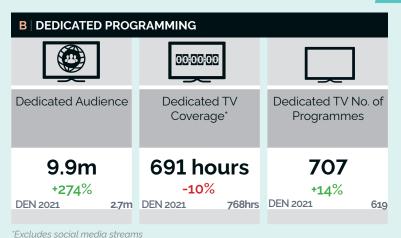
However, there was an uplift in Dedicated TV audience on the 2021 event (+274%). Driving this increase was strong Highlights audiences, which delivered 5.7m this year, compared to just 444,521 last year.

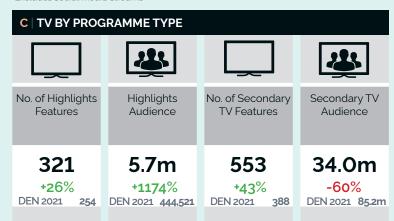
Social Media Mentions and Social Media Video Views were up by 12% and 67% respectively. Online Press fell by 9% to 1,672 articles, with the cancellation of the first day of racing perhaps contributing to fewer articles this year.













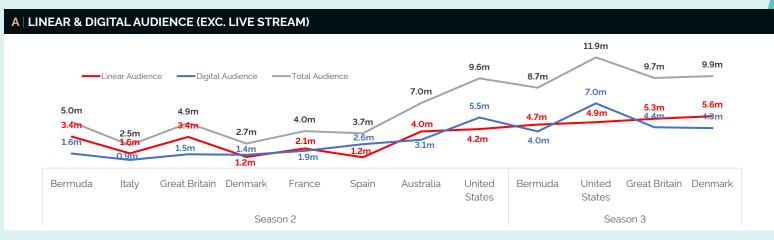
KEY GROWTH METRICS

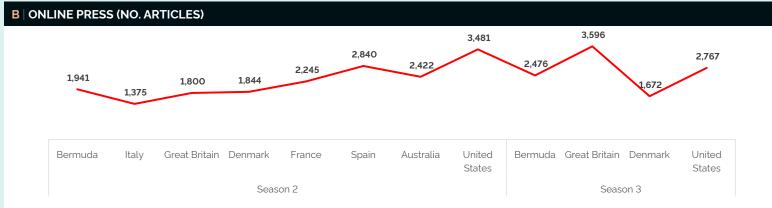
Linear and Digital viewership up on Great Britain Grand Prix

The 2022 ROCKWOOL Denmark Sail Grand Prix delivered a Linear TV & Digital audience of 7.0m - an increase of 7% on the previous Great Britain Sail Grand Prix

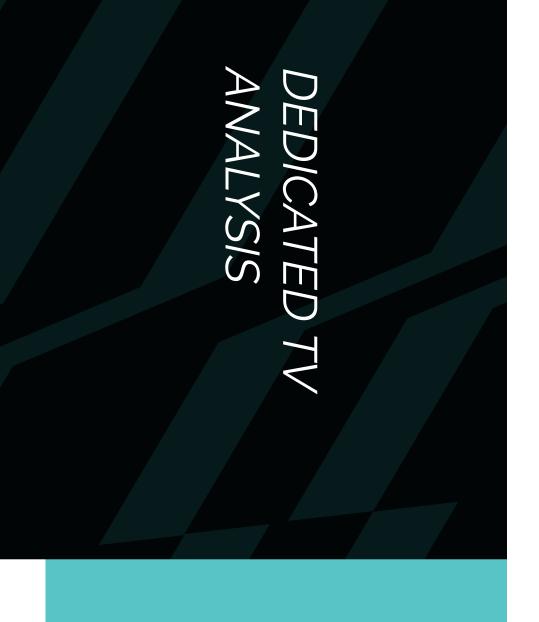
However, the number of Online Press articles fell to its lowest total since Italy Season 2, representing a 54% fall on the previous race. The fall race-on-race can be attributed to the Princess of Wales' attendance at the Great Britain event causing a spike in Online Press articles.

Social Media Videos contributed 14.6m views, a fall of 8% on the Great Britain event. Social Media Video views did benefit from a knock-on effect from the Great Britain event, with a video posted to the Prince and Princess of Wales' Instagram account on the 7th August falling within the monitoring period for the Denmark Grand Prix. The video amassed 4.5m views.











ANALYSIS BY CONTINENT AND MARKET

Asia Pacific draws largest Dedicated TV Audiences

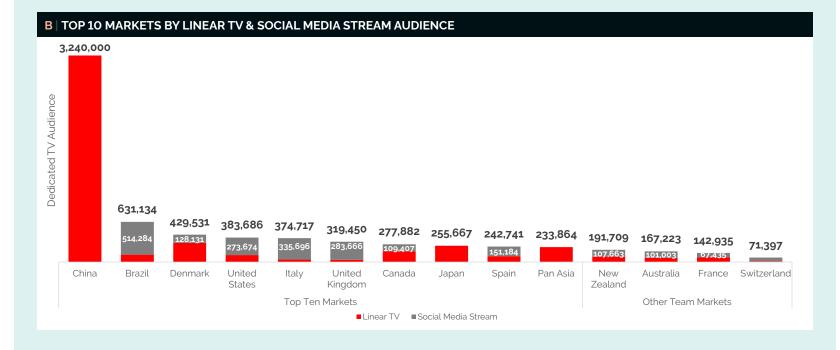
Asia Pacific delivered the highest audiences for the ROCKWOOL Denmark Sail Grand Prix, with 4.4m viewers comprising 44% of the total audience.

Driving the audience in this region were two Highlights broadcasts on the Travel Channel in China, which delivered audience of 3.2m (74% of the Asia Pacific total).

Europe was the second-biggest market overall, delivering 2.1m in viewership. Host market Denmark delivered the highest European audiences, with 429,531 tuning in on the TV2 network and to Live Streams on Facebook and YouTube.

Five of the nine team markets appeared in the top 10. After Denmark, United States delivered the highest audiences (383,686) through coverage on the CBS Sports Network, and Facebook and YouTube Live Streams

| A LINEAR TV & DIGITAL STREAMING METRICS BY CONTINENT | | | | | |
|--|------------------------|------------|---------------|--------------------|--|
| CONTINENT | CUMULATIVE TV AUDIENCE | | BROADCAST COV | BROADCAST COVERAGE | |
| | NO. OF VIEWERS | % OF TOTAL | HH:MM:SS | % OF TOTAL | |
| Asia Pacific | 4,351,128 | 44% | 181:27:43 | 26% | |
| Europe | 2,065,327 | 21% | 325:55:37 | 47% | |
| Global | 1,709,469 | 17% | 9:17:16 | 1% | |
| Central & South America | 867,355 | 9% | 30:00:00 | 4% | |
| North America | 661,568 | 7% | 25:00:00 | 4% | |
| Africa & Middle East | 228,577 | 2% | 114:28:10 | 17% | |
| Pan Asia (Indian Subcontinent) | 17,620 | 0% | 4:43:18 | 1% | |
| Total | 9,901,044 | | 690:52:04 | | |



NETWORK AND PROGRAMME TYPE ANALYSIS

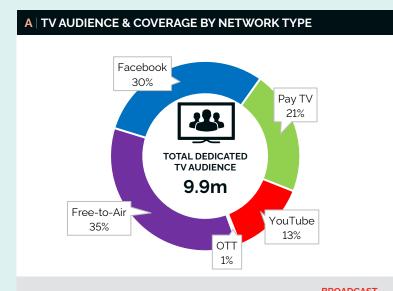
Highlights broadcasts attract highest audiences

Highlights broadcasts attracted the largest audiences for the 2022 ROCKWOOL Denmark Sail Grand Prix (4.3m, 43% of the total audience). This was driven by audiences on the Free-to-Air Travel Channel in China (3.2m), which comprised 33% of the total Dedicated TV audience for the event. Audiences from this channel also contributed 93% of the Free-to-Air audience.

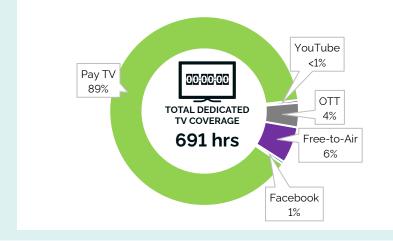
Social Media Streams on Facebook and YouTube attracted the second- largest audiences for the 2022 ROCKWOOL Denmark Sail Grand Prix (4.3m). This was despite accounting for just 1% of total coverage. Facebook streams produced 70% of the Social Media Streaming audience.

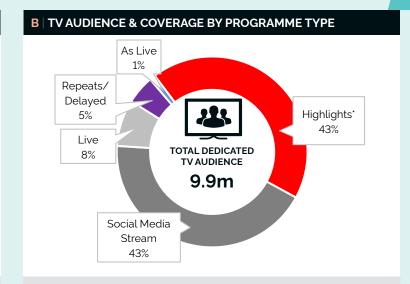
Repeats/Delayed broadcasts accounted for the majority of broadcasts aired (377 hours, 54%) but this translated into just 5% of the total audience (479,464).

*Excludes Facebook & YouTube highlights. These are included under Social Media Streams

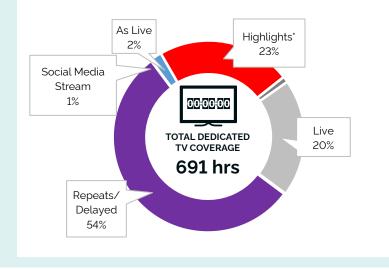


| PLATFORM | CUMULATIVE TV AUDIENCE | COVERAGE (HH:MM:SS) |
|-------------|---------------------------|------------------------|
| Free-to-Air | 3,497,659 | 43:06:40 |
| Facebook | 2,978,106 | 3:08:38 |
| Pay TV | 2,095,834 | 612:38:08 |
| YouTube | 1,286,133 | 3:08:38 |
| OTT | 43,312 | 28:50:00 |





| PROGRAMME TYPE | CUMULATIVE TV AUDIENCE | BROADCAST COVERAGE (HH:MM:SS) |
|---------------------|---------------------------|-------------------------------------|
| Highlights* | 4,278,383 | 156:49:22 |
| Social Media Stream | 4,264,239 | 6:17:16 |
| Live | 782,250 | 137:36:05 |
| Repeats/Delayed | 479,464 | 377:09:21 |
| As Live | 96,708 | 13:00:00 |



YOUTUBE & FACEBOOK LIVE STREAM ANALYSIS

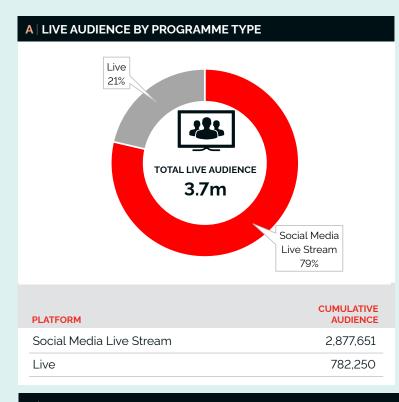
Social Media Live Streams accounted for 79% of Live Audience

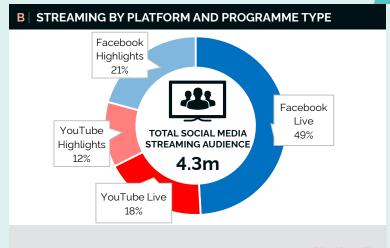
A total audience of 3.7m chose to tune in to the 2022 ROCKWOOL Denmark Sail Grand Prix Live. Social Media Live Streams of the action accounted for 79% of this number, with 2.9m watching Live Streams on SailGP's YouTube and Facebook channels. Live Linear TV and Digital broadcasts were watched by 782,250 viewers.

Facebook accounted for the majority of the Social Media Live Stream audience (2.1m), 73% of the total. 782,881 viewers watched live streams on YouTube.

In terms of Linear TV, the largest Live audience was found in the host market Denmark, where 179,600 tuned in on TV 2.

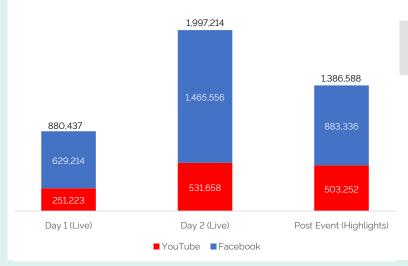
Understandably due to the cancellation of racing on Day 1, Day 2 of the event was the most popular with Live Stream viewers, attracting an audience of 2.0m from 3 hours of coverage on this day. In comparison, Day 1 of the event drew an audience of 880,437.



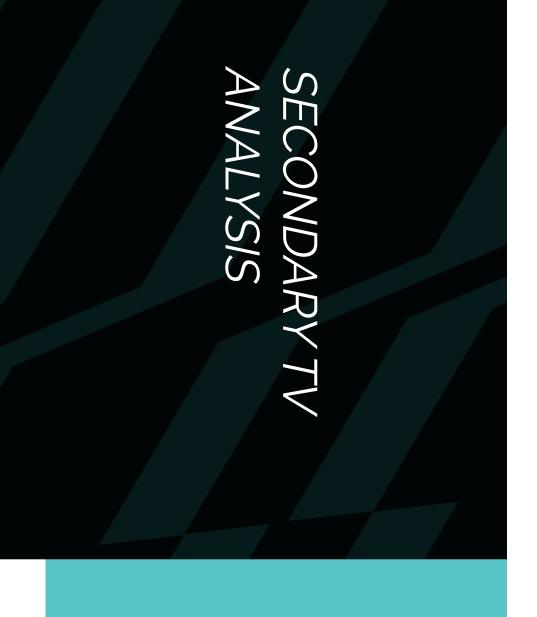


| PLATFORM | BROADCAST AUDIENCE |
|---------------------|-----------------------|
| Facebook Live | 1,832,783 |
| YouTube Live | 1,314,553 |
| YouTube Highlights | 823,261 |
| Facebook Highlights | 389,408 |

C | FACEBOOK + YOUTUBE STREAM BREAKDOWN BY DAY



| Total | | 4,264,239 |
|----------|----------------|------------------------|
| | Highlights | 503,252 |
| | 20 August 2022 | 531,658 |
| YouTube | 19 August 2022 | 251,223 |
| | Highlights | 883,336 |
| | 20 August 2022 | 1,465,556 |
| Facebook | 19 August 2022 | 629,214 |
| PLATFORM | DATE | CUMULATIVE AUDIENCE |





SECONDARY TV AUDIENCE AND FEATURES ANALYSIS

Secondary TV coverage delivers 34.0 million viewers

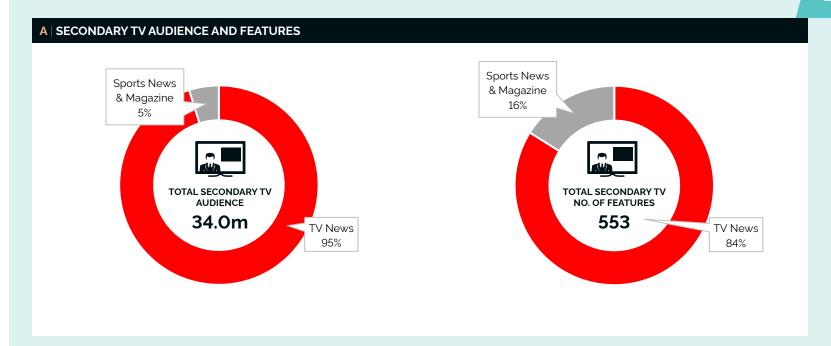
TV News drove the vast majority of viewership for the ROCKWOOL Denmark Sail Grand Prix, generating an audience of 32.4m (95% of the total) from 464 features. Sports News & Magazine features engaged an audience of 1.6m (89 features)

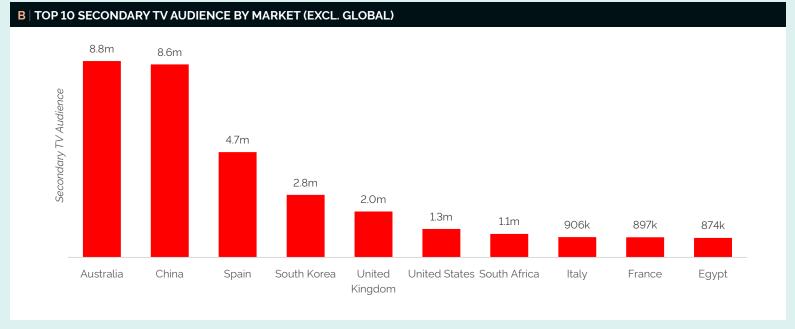
A number of key stories drove Secondary TV features. This included the cancellation of the first day of racing due to a lack of wind, Carlsberg unveiling their 100% biobased recyclable beer bottle and a friendly 'royal race' between the Crown Prince Couple of Denmark.

Australia was the biggest individual Secondary TV market, delivering 8.8m from 342 broadcasts on various local TV networks.

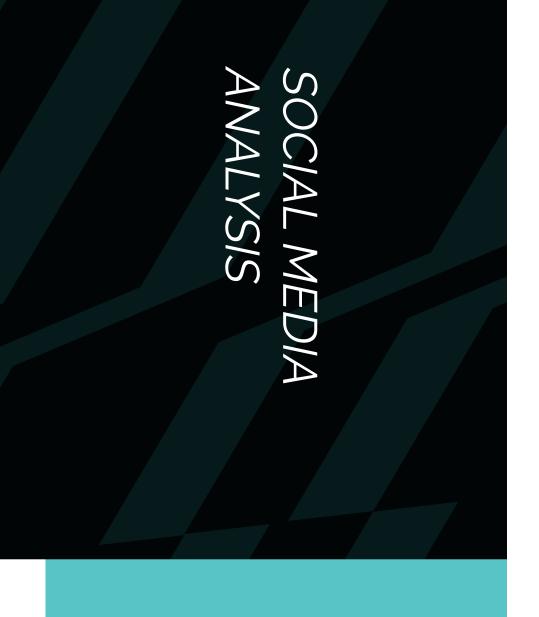
This was closely followed by China, which generated 8.6m from just 1 broadcast on Guangdong TV Sat.

Host market Denmark delivered a TV News audience of 606,300 from 3 features on TV 2 and DR1.





TV News is defined as coverage of SailGP on general news programmes (e.g. CNN, BBC etc.). Sports News & Magazine is defined as coverage of SailGP within specific sports news shows (e.g. ESPN Sportscenter, ARD Sportschau etc.) or magazine shows (e.g. Gillette World Sport).





POSTS BY DATE & PLATFORM

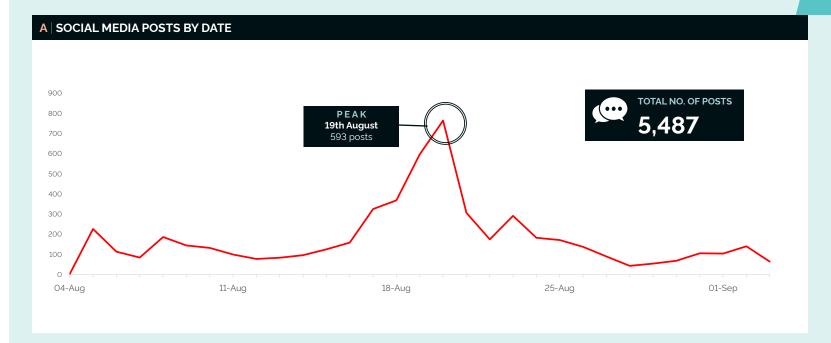
Peak in content on second day of racing

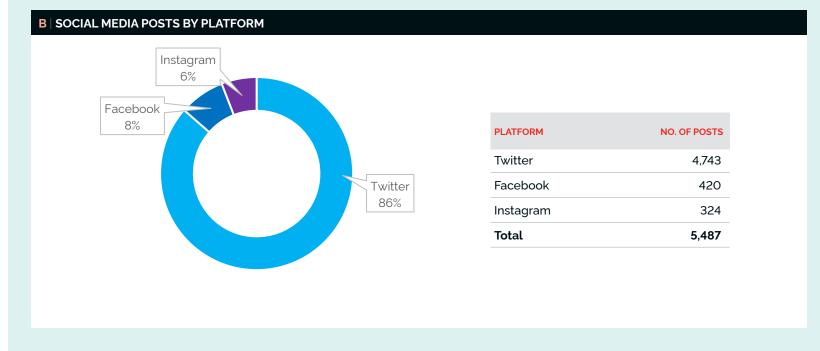
The 2022 ROCKWOOL Denmark Sail Grand Prix delivered 5,487 posts across Social Media, accruing a cumulative total of 111.8m impressions across Twitter, Facebook and Instagram.

Twitter was by far the biggest platform by number of posts, with 4,743 comprising 86% of the total during the event monitoring period. Twitter also generated the greatest number of impressions (51.4m).

Social Media activity peaked on the second day of the event with 763 posts. Engagement on this day was centred on a condensed schedule of racing, where New Zealand dominated on Day Two, winning all four races to win their second Sail Grand Prix in a row.

A combined 1,356 posts were generated across the race weekend itself, accounting for 25% of the total for the entire event monitoring period.





TWITTER IMPRESSIONS & INFLUENCERS

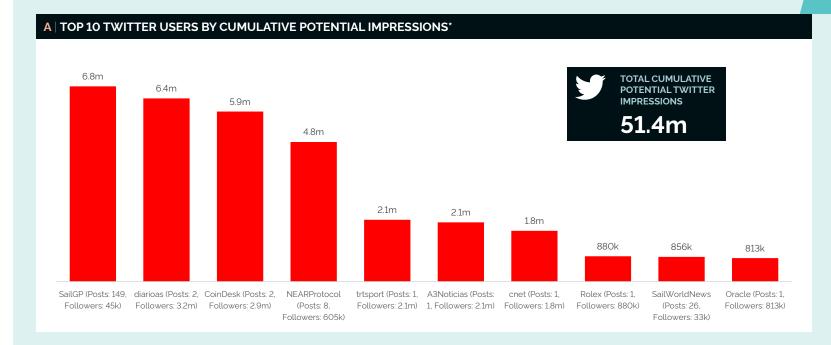
SailGP delivered the highest potential impressions

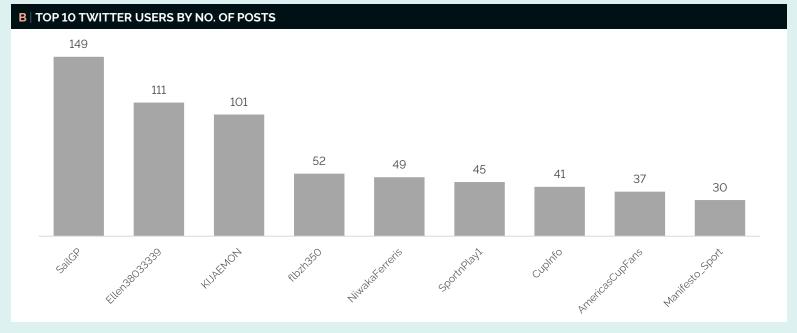
A total of 51.4m cumulative potential Twitter impressions were generated from 4,743 posts during the 2022 ROCKWOOL Denmark Sail Grand Prix monitoring period.

The official SailGP account generated the highest cumulative potential impressions (6.8m) from 149 tweets about the event, the most of any account.

Spanish sports outlet "diarias" generated the second-highest cumulative potential impressions, with 6.4m from just 2 tweets. This averaged at 3.2m impressions per post.

Three team accounts featured in the top 10 users by number of posts - Canada, France an New Zealand. In total SailGP official accounts posted 424 times to Twitter during the event monitoring period, generating 8.2m cumulative potential impressions.





*Cumulative Potential Impressions represents a sum of each individual post published, and is not a figure representing unique reach.





BY PLATFORM & ACCOUNT TYPE

Instagram generates most Social Media Video views

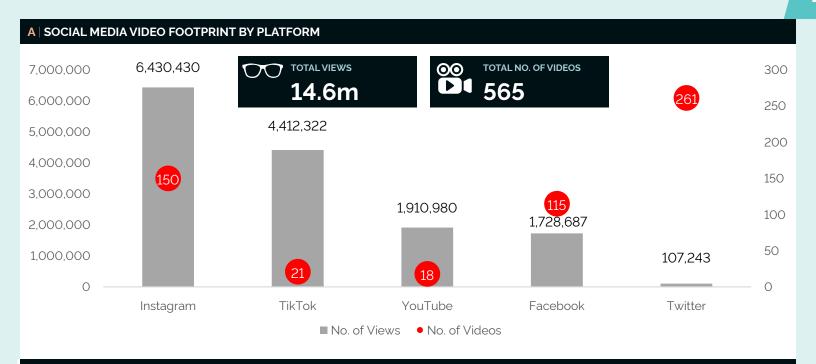
A total of 565 Social Media Videos were posted covering the 2022 ROCKWOOL Denmark Sail Grand Prix. These delivered 14.6m views.

Instagram was the most popular platform, delivering the highest number of views with 6.4m views generated from 150 videos. This accounted for 44% of all Social Media Video views.

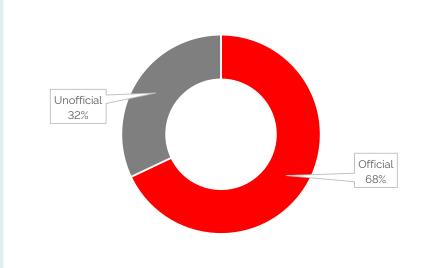
Twitter produced the most Social Media videos (261, 46% of all videos produced). This only generated 107k views, giving an average views per video of 411 - the lowest of any platform.

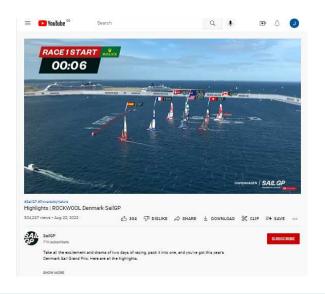
TikTok generated the secondgreatest number of views, with 4.4m from 21 videos, averaging 210k views per video- the highest of any platform. This highlights the importance of short-form video content in generating engagement for SailGP.

The majority of videos derived from official accounts, with 384 videos comprising 68% of the total. Videos from official accounts garnered 9.8m views (67% of the total).









VIDEO VIEWERSHIP

Official SailGP account drives video viewership

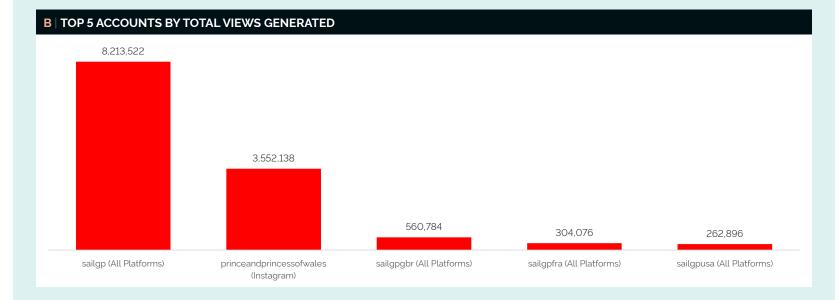
The official SailGP account across multiple social media platforms generated the most views, with 8.2m from 110 videos. Eight of the top 10 videos derived from the official SailGP account.

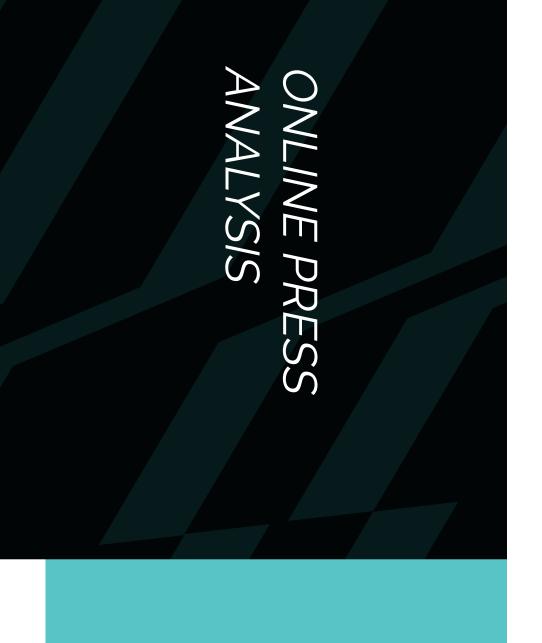
Due to overlapping monitoring periods with the Great Britain Sail Grand Prix, the most-watched video remained the video posted to the Prince and Princess of Wales' Instagram account on the 7th August. The video showed the Princess taking to water with Sir Ben Ainslie at the Great Britain Sail Grand Prix, amassing 4.5m views to date.

SailGP GBR had the best performing set of team accounts, with their accounts across all platforms generating 560,784 views.

Official SailGP accounts accounted 9.8m views (67% of all Social Media Video views).

| A TOP 10 SOCIAL MEDIA VIDEOS BY VIEWS | | | |
|---|---------------------------|------------------------------|-------------|
| VIDEO TITLE | ACCOUNT | VIDEO DURATION (HH:MM:SS) | TOTAL VIEWS |
| 1 Out on the water with @sailgpgbr last weekend | princeandprincessofwales | 00:00:38 | 4,523,835 |
| 2 @sailgpgbr love a good umpire call #SailGP | sailgp | 00:00:18 | 2,800,000 |
| 3 Throooowback to last years SPICY start line in Saint-Tropez | sailgp | 00:00:18 | 878,000 |
| 4 Crew Calls Plymouth Controversy What was it like on board | Great Britain SailGP Team | 00:00:48 | 399,528 |
| 5 All the highlights from an incredible weekend of racing | sailgp | 00:18:25 | 390,428 |
| 6 #TBT to last year's spicy start line in Saint-Tropez. | sailgp | 00:00:17 | 379,641 |
| 7 The ROCKWOOL Denmark Sail Grand Prix was over as quickly | sailgp | 00:11:34 | 320,295 |
| 8 How not to head into race weekend @SailGPGBR #SailGP | sailgp | 00:00:12 | 281,100 |
| 9 Kevin Magnussen 's F50 Experience Denmark SailGP Team | sailgp | 00:03:18 | 1,145,106 |
| 10 Best of Go Pro ROCKWOOL Denmark Sail Grand Prix | sailgp | 00:03:10 | 1,144,637 |
| Total | | 12:36:37 | 14,589,662 |







BY DATE & EXAMPLE CLIPPINGS

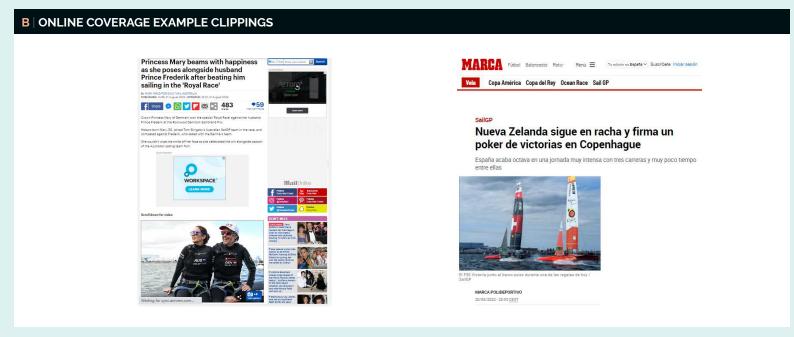
Online Press peaks on second day of event

A total of 1,672 Online Press articles were published during the monitoring period for the 2022 ROCKWOOL Denmark Sail Grand Prix, generating a cumulative potential readership of 613.2m.

The peak in Online Press coverage occurred on the second day of racing (20th August), with 380 articles engaging a cumulative potential readership of 84.8m. Articles on this day focussed on New Zealand's superb performance in the shortened race weekend, where they won all four fleet races to win their second Sail Grand Prix in a row.

A slightly smaller peak occurred on the 22nd August (118 articles, 21.1m potential readership), Articles on this day continued to focus on New Zealand's performance, as well as the 'royal race' between the Crown Prince Couple of Denmark.





*Cumulative Potential Readership represents a sum of each individual article published, and is not a figure representing unique readers.

READERSHIP & MARKETS

United Kingdom leads Online Press readership

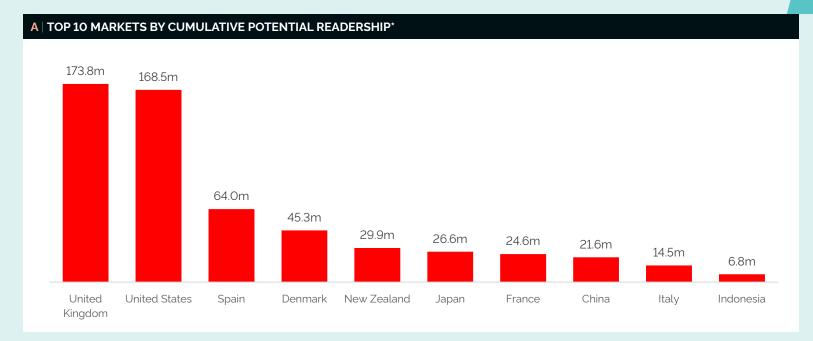
The United Kingdom delivered the highest cumulative potential readership for the ROCKWOOL Denmark Sail Grand Prix, with 173.8m engaged from 135 articles. The Daily Mail was the most-read publication in the market, delivering an audience of 43.0m from 5 articles about the event.

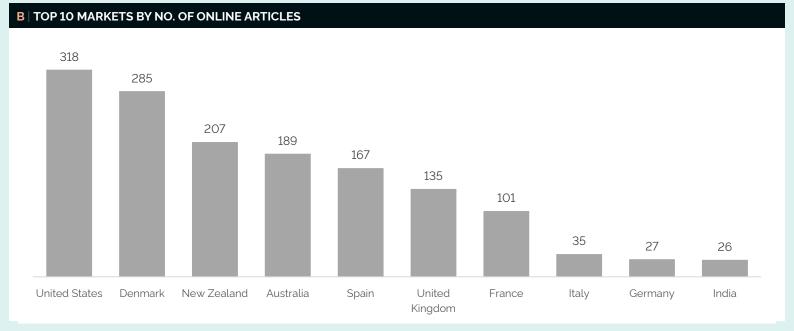
US outlet MSN.com was the most-read publication overall, garnering a readership of 43.9m from 11 articles about the event (4.0m per article).

MSN NZ published the most articles overall (129), but this only translated into a readership of 812.742

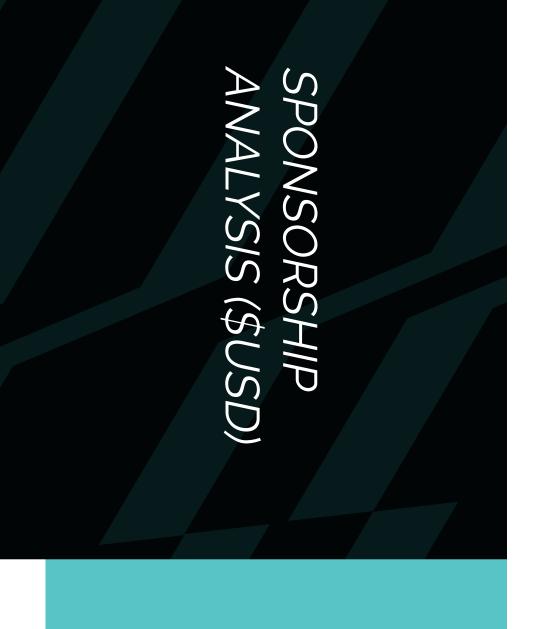
Host market Denmark delivered the second-highest number of articles (285) and the fourth-highest potential readership (45.3m). dr.dk generated the highest readership in the market, potentially engaging 36.1m readers from 76 articles.

Markets of 7 of the 9 SailGP teams featured in the top 10 markets by number of articles, with the only two team markets to not appear were Canada and Switzerland.





"Cumulative Potential Readership represents a sum of each individual article published, and is not a figure representing unique readers.





COPENHAGEN - HOST VENUE



At the 2022 ROCKWOOL Denmark Sail Grand Prix in Copenhagen, \$10.5m in TV Net Sponsorship Value was achieved from Copenhagen branding across 4 branded locations.

Watermark was the most valuable location, generating \$9.4m in Net Sponsorship Value (89% of the TV total). This was driven by its 640 hours of brand exposure that made up 95% of the total TV exposure for Copenhagen due to its constant presence on-screen.

Postcard View was the second most valuable location, gaining 12 hours of Brand Exposure and delivering \$637,545 in Net Sponsorship Value.

Screen - Boundary contributed a further Net Sponsorship Value of \$467.876.

Secondary Media sources contributed \$1.1m in Sponsorship Value. This was driven by Online Press and its 62% value contribution to Secondary Media sources.

| A TV BRAND EXPOSURE* | |
|------------------------------------|---------------------------------------|
| | © 00:00 |
| Total Brand Exposure (HH:MM:SS) | Total Exposure per Hour (MM:SS) |
| 676:04:44 | 1:01:06 |
| | LIVE |
| No. of | Brand Exposure |
| Branded Locations | – Live Coverage (HH:MM:SS) |
| Branded Locations 4 | - Live Coverage |

| BRAND | GROSS | |
|----------------|--|---|
| | | NET ONSORSHIP VALUE (\$) |
|):21:52 \$32,5 | 506,464 \$9 | ,415,302 |
| :33:34 \$ | 637,545 | 6637,545 |
| :34:04 \$1,0 | 094,835 | 5467,867 |
|) | h:MM:ss) D:21:52 \$32,5 2:33:34 \$ | H:MM:SS) VALUE (\$) 0:21:52 \$32,506,464 \$9 1:33:34 \$637,545 \$ |

| D TOP 5 MARKETS (ALL TV) | | | |
|--------------------------|---------------------------------|------------------------------------|----------------------------------|
| MARKET | BRAND EXPOSURE (HH:MM:SS) | GROSS ADVERTISING VALUE (\$) | NET SPONSORSHIP VALUE (\$) |
| Global | 9:34:30 | \$5,585,683 | \$1,716,592 |
| Australia | 41:18:32 | \$3,302,037 | \$1,014,782 |
| Pan Africa (Sub Sahara) | 74:12:34 | \$2,886,964 | \$887,221 |
| United Kingdom | 27:28:12 | \$2,379,143 | \$731,158 |
| Brazil | 16:48:07 | \$2,263,004 | \$695,466 |

| B SPONSORSHIP METRICS (US\$) | | | |
|--|--|---|--|
| | BIS | % | |
| 100% Gross TV Media Value | Brand Impact Score (0-5) Average | Discount Percentage (% of Gross Value) | |
| \$34.3m | 2.03 | 30.73% | |
| | | | |
| TV Net Sponsorship Value Linear TV, Digital, Long Form Social Videos and Secondary TV | Secondary Media Value Online Press, Social Media, Social Media Videos | Total Net Sponsorship Value All Media Sources | |
| \$10.5m | \$1.1m | \$11.6m | |
| | | | |

| E NET SPONS | E NET SPONSORSHIP VALUE BY MEDIA PLATFORM | | | |
|---------------|---|------------------------|--------------|--|
| | | | | |
| \$10,547,039 | | | | |
| | | | | |
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| | | | | |
| | \$685,869 | \$392,812 | \$19,747 | |
| | | | | |
| TV | Online Press | Social Media Videos | Social Media | |
| | | | | |
| | | | | |

^{*} Includes Linear TV, Digital, Long Form Social Videos and Secondary TV.

A ROCKWOOL



ROCKWOOL produced \$2.7m in TV Net Sponsorship Value across 13 branded locations at the ROCKWOOL Denmark Sail Grand Prix.

The Screen - Boundary location registered as the most valuable location for the brand, generating \$1.0m in Net Sponsorship Value from 29 hours of Brand Exposure. The Sail location produced a Net Sponsorship Value of \$712,700 from 44 hours of Brand Exposure.

Australia was responsible for the highest Net Sponsorship Value for an individual market (\$255,793).

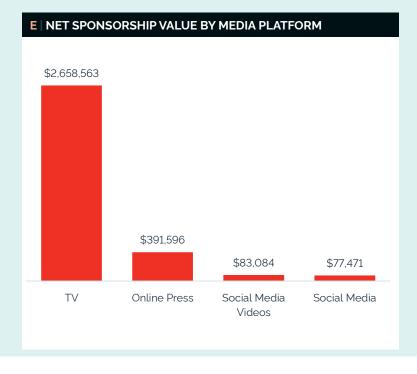
Secondary Media sources totalled \$552,151 in Net Sponsorship Value, predominantly coming from the contribution of Online Press branded articles (71%).

| A LTV BRAND EVERGUES: | |
|------------------------------------|---|
| A TV BRAND EXPOSURE* | |
| | © 00:00 |
| Total Brand Exposure (HH:MM:SS) | Total Exposure per Hour (MM:SS) |
| 121:28:15 | 10:59 |
| | LIVE |
| No. of Branded Locations | Brand Exposure - Live Coverage (HH:MM:SS) |
| 13 | 28:37:59 |
| | |

| C SPONSOR LOCATIONS (ALL TV)* | | | | |
|---------------------------------|---------------------------------|------------------------------------|----------------------------------|--|
| SPONSOR LOCATION | BRAND EXPOSURE (HH:MM:SS) | GROSS ADVERTISING VALUE (\$) | NET SPONSORSHIP VALUE (\$) | |
| Screen - Boundary | 29:04:21 | \$1,475,794 | \$1,005,825 | |
| Sail | 44:13:39 | \$2,245,091 | \$712,700 | |
| Hull | 26:35:54 | \$1,350,195 | \$475,096 | |

| D TOP 5 MARKETS (ALL TV)* | | | |
|---------------------------------|--|---|--|
| BRAND EXPOSURE (HH:MM:SS) | GROSS ADVERTISING VALUE (\$) | NET SPONSORSHIP VALUE (\$) | |
| 1:43:13 | \$1,003,577 | \$432,696 | |
| 7:25:19 | \$593,275 | \$255,793 | |
| 13:19:59 | \$518,699 | \$223,639 | |
| 4:56:08 | \$427,459 | \$184,301 | |
| 3:01:08 | \$406,593 | \$175,304 | |
| | ERAND EXPOSURE (HH:MM:SS) 1:43:13 7:25:19 13:19:59 4:56:08 | BRAND EXPOSURE (HH:MM:SS) GROSS ADVERTISING VALUE (\$) 1:43:13 \$1,003,577 7:25:19 \$593,275 13:19:59 \$518,699 4:56:08 \$427,459 | |

| B SPONSORSHIP METRICS (US\$) | | | |
|---|--|---|--|
| | BIS | % | |
| 100% Gross TV Media Value | Brand Impact Score (0-5) Average | Discount Percentage (% of Gross Value) | |
| \$6.2m | 2.96 | 43.12% | |
| (\$) | | | |
| TV Net Sponsorship Value Linear TV, Digital, Long Form Social Videos and Secondary TV | Secondary Media Value Online Press, Social Media, Social Media Videos | Total Net Sponsorship Value All Media Sources | |
| \$2.7m | \$552,151 | \$3.2m | |
| | | | |



^{*} Includes Linear TV, Digital, Long Form Social Videos and Secondary TV.

SPORT EVENT DENMARK



Sport Event Denmark branding during the ROCKWOOL Denmark Sail Grand Prix delivered \$775,230 in TV Net Sponsorship Value from 43 hours of Brand Exposure across 3 locations.

The Screen - Boundary was the most valuable location for Sport Event Denmark, generating \$428,297 (55% of the TV Net Sponsorship Value) from 19 hours of Brand Exposure.

Sport Event Denmark's Screen - On Water sponsorship brought in the second-highest amount of value, with \$330,460 from 21 hours of Brand Exposure.

93% of the Secondary Media Sponsorship Value was delivered by Social Media Videos with \$15,069 from 9 Sport Event Denmark-branded videos.

| A TV BRAND EXPOSURE* | |
|------------------------------------|---|
| | © 00:00 |
| Total Brand Exposure (HH:MM:SS) | Total Exposure per Hour (MM:SS) |
| 41:32:54 | 03:45 |
| | LIVE |
| No. of Branded Locations | Brand Exposure - Live Coverage (HH:MM:SS) |
| 3 | 9:47:38 |
| | |

| C SPONSOR LOCATIONS (ALL TV)* | | | | |
|---------------------------------|---------------------------------|------------------------------------|----------------------------------|--|
| SPONSOR LOCATION | BRAND EXPOSURE (HH:MM:SS) | GROSS ADVERTISING VALUE (\$) | NET SPONSORSHIP VALUE (\$) | |
| Screen - Boundary | 19:26:33 | \$986,950 | \$428,297 | |
| Screen - On Water | 21:18:25 | \$1,081,589 | \$330,460 | |
| Interview Board | 0:47:56 | \$40,560 | \$16,474 | |

| D TOP 5 MARKETS (ALL TV)* | | | |
|-----------------------------|---------------------------------|------------------------------------|----------------------------------|
| MARKET | BRAND EXPOSURE (HH:MM:SS) | GROSS ADVERTISING VALUE (\$) | NET SPONSORSHIP VALUE (\$) |
| Global | 0:35:18 | \$343,268 | \$126,173 |
| Australia | 2:32:19 | \$202,927 | \$74,589 |
| Pan Africa (Sub Sahara) | 4:33:38 | \$177,418 | \$65,213 |
| United Kingdom | 1:41:17 | \$146,210 | \$53,742 |
| Brazil | 1:01:57 | \$139,073 | \$51,118 |

| B SPONSORSHIP METRICS (US\$) | | | |
|--|--|---|--|
| | BIS | % | |
| 100% Gross TV Media Value | Brand Impact Score (0-5) Average | Discount Percentage (% of Gross Value) | |
| \$2.1m | 2.48 | 36.76% | |
| \$ | | \$ | |
| TV Net Sponsorship Value Linear TV, Digital, Long Form Social Videos and Secondary TV | Secondary Media Value Online Press, Social Media, Social Media Videos | Total Net Sponsorship Value All Media Sources | |
| \$775,230 | \$16,193 | \$791,424 | |
| | | | |

| E NET SPONS | ORSHIP VALUE B | Y MEDIA PLATFO | DRM |
|---------------|------------------------|----------------|--------------|
| | | | |
| \$775,230 | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | \$15,069 | \$303 | \$821 |
| TV | Social Media Videos | Online Press | Social Media |
| | | | |

^{*} Includes Linear TV, Digital, Long Form Social Videos and Secondary TV.





$\textit{SAILGP} \mid \textit{SEASON 3} \mid \textbf{ROCKWOOL DENMARK SAIL GRAND PRIX} \mid \textbf{COPENHAGEN}$

FULL EVENT BROADCAST AUDIT - PRIMARY

| | | TOTAL TV CUMULATIVE | TOTAL TV BROADCAST |
|------------|--------------------|------------------------|------------------------|
| MARKET | BROADCASTER | AUDIENCE | DURATION (HH:MM:SS) |
| Argentina | YouTube | 70 | 0:00:00 |
| Australia | FOX Sports 503 | 1,301 | 0:59:59 |
| Australia | FOX Sports 505 | 38,378 | 13:26:45 |
| Australia | FOX Sports 506 | 319 | 1:59:58 |
| Australia | FOX Sports More | 23,059 | 19:19:40 |
| Australia | Kayo Sports | 3,164 | 3:00:00 |
| Australia | YouTube | 40,472 | 0:00:00 |
| Austria | Eurosport 1 | 1,200 | 0:57:01 |
| Austria | Eurosport 2 | 526 | 1:00:00 |
| Austria | ServusTV.com | 8,568 | 3:00:00 |
| Belgium | Eurosport 1 | 1,949 | 0:57:07 |
| Belgium | Eurosport 2 | 3,194 | 1:00:00 |
| Belgium | Voo Sport World 1 | 6,091 | 6:54:00 |
| Belgium | Voo Sport World 2 | 5,467 | 8:00:00 |
| Belgium | Voo Sport World 4 | 8,729 | 8:30:00 |
| Belgium | YouTube | 1,112 | 0:00:00 |
| Bermuda | YouTube | 211 | 0:00:00 |
| Bosnia & H | Eurosport 1 | 730 | 1:00:00 |
| Bosnia & H | Eurosport 2 | 722 | 1:00:00 |
| Bosnia & H | Nova Sport | 481 | 3:00:00 |
| Bosnia & H | Sport Klub 3 | 142 | 3:00:00 |
| Bosnia & H | Sport Klub 4 | 410 | 1:30:00 |
| Bosnia & H | Sport Klub HD | 173 | 3:05:00 |
| Brazil | Band Sports | 116,850 | 16:30:00 |
| Brazil | Facebook | 143,671 | 0:00:00 |
| Brazil | YouTube | 13,190 | 0:00:00 |
| Canada | CBS Sports Network | 19,477 | 9:00:00 |
| Canada | Facebook | 50,081 | 0:00:00 |
| Canada | RDS | 53,400 | 2:00:00 |
| Canada | TSN | 60,400 | 3:00:00 |
| | | | |

| MARKET | BROADCASTER | TOTAL TV CUMULATIVE AUDIENCE | TOTAL TV BROADCAST DURATION (HH:MM:SS) |
|----------------|----------------|------------------------------------|---|
| Canada | TSN2 | 49 | 0:30:00 |
| Canada | YouTube | 21,304 | 0:00:00 |
| Canada | RDS2 | 35,149 | 1:30:00 |
| China | Travel Channel | 3,240,000 | 1:30:00 |
| Croatia | Eurosport 1 | 84 | 1:00:00 |
| Croatia | Eurosport 2 | 84 | 1:00:00 |
| Croatia | Sport Klub 3 | 238 | 3:00:00 |
| Croatia | Sport Klub 4 | 683 | 1:30:00 |
| Croatia | Sport Klub HD | 289 | 3:05:00 |
| Czech Republic | Eurosport 1 | 98 | 0:56:58 |
| Czech Republic | Eurosport 2 | 1,312 | 1:00:00 |
| Denmark | Facebook | 48,856 | 0:00:00 |
| Denmark | TV2 | 286,600 | 4:20:07 |
| Denmark | TV 2 Sport | 4,200 | 2:46:54 |
| Denmark | YouTube | 39,814 | 0:00:00 |
| Denmark | TV2 Play | 10,600 | 3:00:00 |
| Finland | C More Max | 247 | 3:48:13 |
| Finland | C More Max 2 | 649 | 2:56:02 |
| Finland | C More Sport 1 | 247 | 4:50:20 |
| Finland | C More Sport 2 | 547 | 4:14:18 |
| Finland | C More SVOD | 460 | 3:00:00 |
| France | Canal + Decale | 16,000 | 3:01:00 |
| France | Canal + Sport | 59,500 | 7:04:00 |
| France | YouTube | 66,090 | 0:00:00 |
| Germany | Eurosport 1 | 28,400 | 0:56:59 |
| Germany | Eurosport 2 | 2,480 | 1:00:00 |
| Germany | ServusTV.com | 7,626 | 3:00:00 |
| Germany | XYZ Sports | 252 | 3:00:00 |
| Germany | YouTube | 9,890 | 0:00:00 |
| Global | Sport 24 | 9,625 | 3:00:00 |

| MARKET | BROADCASTER | TOTAL TV CUMULATIVE AUDIENCE | TOTAL TV BROADCAST DURATION (HH:MM:SS) |
|--------------|--------------------|------------------------------------|---|
| Global (ROW) | Facebook | 325,385 | 0:11:35 |
| Global (ROW) | YouTube | 67,674 | 0:11:35 |
| Greece | Edge Sport | 2,325 | 6:25:00 |
| Hong Kong | belN Sports 2 | 4,802 | 7:25:00 |
| Hungary | Eurosport 1 | 5,149 | 0:56:58 |
| Hungary | Eurosport 2 | 3,604 | 0:56:39 |
| India | Sony Ten 2 | 36,430 | 2:21:39 |
| India | Sony Ten 2 HD | 5,947 | 2:21:39 |
| Indonesia | belN Sports 1 | 31,418 | 6:05:00 |
| Indonesia | belN Sports 3 | 24,196 | 6:30:00 |
| Ireland | Eurosport 1 | 242 | 0:59:52 |
| Ireland | Sky Sports Action | 325 | 2:55:39 |
| Ireland | Sky Sports Arena | 373 | 10:14:04 |
| Ireland | Sky Sports Mix | 1,846 | 13:37:39 |
| Ireland | YouTube | 815 | 0:00:00 |
| Italy | Eurosport 1 | 5,452 | 1:00:00 |
| Italy | Eurosport 2 | 4,822 | 1:00:00 |
| Italy | Facebook | 61,449 | 0:00:00 |
| Italy | Sky Sport Action | 13,100 | 2:09:10 |
| Italy | Sky Sport Arena | 11,449 | 1:17:30 |
| Italy | YouTube | 15,084 | 0:00:00 |
| Italy | Eleven Sports | 4,198 | 3:00:00 |
| Japan | J Sports 1 | 59,090 | 6:30:00 |
| Japan | J SPORTS 2 | 49,982 | 7:40:00 |
| Japan | J Sports 3 | 83,010 | 8:40:00 |
| Japan | J SPORTS 4 | 57,414 | 10:10:00 |
| Japan | J Sports On Demand | 5,236 | 4:50:00 |
| Japan | YouTube | 662 | 0:00:00 |
| Malaysia | beIN Sports | 22,049 | 3:29:57 |
| Malaysia | Eurosport HD | 98 | 0:59:58 |

SAILGP | SEASON 3 | ROCKWOOL DENMARK SAIL GRAND PRIX | COPENHAGEN

FULL EVENT BROADCAST AUDIT - PRIMARY

| MARKET | BROADCASTER | TOTAL TV CUMULATIVE AUDIENCE | TOTAL TV BROADCAST DURATION (HH:MM:SS) |
|-----------------|------------------|------------------------------------|---|
| Malta | TSN1 | 877 | 16:00:00 |
| Malta | TSN6 | 102 | 1:30:00 |
| Montenegro | Eurosport 1 | 64 | 1:00:00 |
| Montenegro | Eurosport 2 | 142 | 1:00:00 |
| Montenegro | Nova Sport | 170 | 3:00:00 |
| Montenegro | Sport Klub 3 | 50 | 3:00:00 |
| Montenegro | Sport Klub 4 | 145 | 1:30:00 |
| Montenegro | Sport Klub HD | 61 | 3:05:00 |
| Netherlands | Eurosport 1 | 8,800 | 0:56:58 |
| Netherlands | Eurosport 2 | 2,494 | 1:00:00 |
| Netherlands | YouTube | 1,030 | 0:00:00 |
| New Zealand | Prime | 7,000 | 0:30:58 |
| New Zealand | Sky Sport 1 | 49,178 | 5:33:50 |
| New Zealand | Sky Sport 2 | 7,049 | 1:17:30 |
| New Zealand | Sky Sport 3 | 15,049 | 5:40:55 |
| New Zealand | Sky Sport 9 | 2,753 | 3:30:00 |
| New Zealand | SKY Sport Select | 2,524 | 3:30:00 |
| New Zealand | YouTube | 39,176 | 0:00:00 |
| New Zealand | Sky Sport 6 | 493 | 0:30:00 |
| North Macedonia | Eurosport 1 | 160 | 1:00:00 |
| North Macedonia | Eurosport 2 | 36 | 1:00:00 |
| North Macedonia | Sport Klub 3 | 128 | 3:00:00 |
| North Macedonia | Sport Klub 4 | 368 | 1:30:00 |
| North Macedonia | Sport Klub HD | 155 | 3:05:00 |
| Pan Africa | Canal + Sport | 10,977 | 8:20:00 |
| Pan Africa | Canal + Sport 1 | 1,898 | 1:34:00 |
| Pan Africa | Canal + Sport 3 | 15,184 | 12:09:00 |
| Pan Africa | Canal + Sport 4 | 15,861 | 13:05:00 |
| Pan Africa | SSVariety1 | 245 | 11:54:22 |
| Pan Africa | SSVariety2 | 504 | 13:48:50 |
| | | | |

| MARKET | BROADCASTER | TOTAL TV CUMULATIVE AUDIENCE | TOTAL TV BROADCAST DURATION (HH:MM:SS) |
|---------------------|-----------------|------------------------------------|---|
| Pan Africa | SSVariety3 | 879 | 4:29:18 |
| Pan Africa | SSVariety4 | 9,543 | 1:27:59 |
| Pan Africa | SuperSport 10 | 2,529 | 6:29:36 |
| Pan Asia | belN Sports | 39,818 | 3:29:57 |
| Pan Asia | SPOTV2 | 166,402 | 16:00:00 |
| Pan Asia | Eurosport HD | 27,644 | 0:59:58 |
| Pan Asia (Ind, Sub) | Sony Ten 2 | 15,073 | 2:21:39 |
| Pan Asia (Ind, Sub) | Sony Ten 2 HD | 2,547 | 2:21:39 |
| Pan Caribbean | ESPN Caribbean | 2,591 | 1:00:00 |
| Pan Caribbean | ESPN2 Caribbean | 1,232 | 0:30:00 |
| Pan Caribbean | Flow Sports | 4,884 | 12:00:00 |
| Pan Europe | Eurosport 1 | 54,320 | 0:57:09 |
| Pan Europe | Eurosport 2 | 53,884 | 0:56:43 |
| Philippines | belN Sports 1 | 19,257 | 6:05:00 |
| Philippines | belN Sports 3 | 10,545 | 6:30:00 |
| Poland | Eurosport 1 | 20,700 | 0:57:09 |
| Poland | Eurosport 2 | 8,300 | 0:56:43 |
| Poland | Sportklub | 445 | 7:51:42 |
| Portugal | Sport TV 2 | 2,300 | 2:55:39 |
| Portugal | Sport TV 3 | 3,079 | 3:30:00 |
| Romania | Eurosport 1 | 11,000 | 0:56:59 |
| Romania | Eurosport 2 | 5,000 | 0:56:39 |
| Saudi Arabia | MBC | 17,396 | 3:00:00 |
| Serbia | Eurosport 1 | 736 | 1:00:00 |
| Serbia | Eurosport 2 | 598 | 1:00:00 |
| Serbia | Nova Sport | 2,245 | 3:00:00 |
| Serbia | Sport Klub 3 | 958 | 3:00:00 |
| Serbia | Sport Klub 4 | 1,913 | 1:30:00 |
| Serbia | Sport Klub HD | 807 | 3:05:00 |
| Singapore | belN Sports | 1,812 | 3:30:00 |

| MARKET | BROADCASTER | TOTAL TV CUMULATIVE AUDIENCE | TOTAL TV BROADCAST DURATION (HH:MM:SS) |
|--------------|-----------------|------------------------------------|---|
| Singapore | YouTube | 12,229 | 0:00:00 |
| Slovakia | Eurosport 1 | 1,554 | 0:56:58 |
| Slovakia | Eurosport 2 | 1,542 | 1:00:00 |
| Slovenia | Eurosport 1 | 412 | 1:00:00 |
| Slovenia | Eurosport 2 | 252 | 1:00:00 |
| Slovenia | Sport Klub 3 | 336 | 3:00:00 |
| Slovenia | Sport Klub 4 | 597 | 1:30:00 |
| Slovenia | Sport Klub HD | 230 | 3:05:00 |
| South Africa | SSVariety1 | 245 | 11:54:22 |
| South Africa | SSVariety2 | 500 | 13:48:50 |
| South Africa | SSVariety3 | 849 | 4:29:18 |
| South Africa | SSVariety4 | 9,200 | 1:27:59 |
| South Africa | SuperSport 10 | 4,769 | 6:29:36 |
| South Africa | YouTube | 7,097 | 0:00:00 |
| Spain | Esport3 | 1,400 | 1:12:19 |
| Spain | Eurosport 1 | 3,400 | 0:57:00 |
| Spain | Eurosport 2 | 149 | 0:56:40 |
| Spain | RTVE Play | 3,208 | 3:00:00 |
| Spain | TELEDEPORTE | 83,400 | 4:27:58 |
| Spain | YouTube | 23,413 | 0:00:00 |
| Sweden | Sportkanalen | 2,049 | 3:27:00 |
| Switzerland | Blue Sport 1 | 7,410 | 12:35:00 |
| Switzerland | Blue Zoom | 5,295 | 4:35:00 |
| Switzerland | Eurosport 1 | 1,064 | 0:57:09 |
| Switzerland | Eurosport 2 | 1,064 | 0:56:43 |
| Switzerland | YouTube | 24,102 | 0:00:00 |
| Thailand | belN Sports 1 | 31,058 | 5:30:00 |
| Thailand | belN Sports 3 | 18,865 | 4:30:00 |
| Thailand | True Sport 5 | 26,807 | 7:00:00 |
| Turkey | TRT Spor Yildiz | 86,445 | 29:25:25 |

FULL EVENT BROADCAST AUDIT - PRIMARY

| | | TOTAL TV CUMULATIVE AUDIENCE | TOTAL TV BROADCAST DURATION |
|----------------|--------------------|------------------------------------|-----------------------------------|
| MARKET | BROADCASTER | | (HH:MM:SS) |
| Turkey | belN Sports Haber | 13,282 | 1:00:00 |
| Turkey | TRT Sport Start | 62,018 | 3:00:00 |
| U.A.E | Facebook | 46,921 | 0:00:00 |
| U.A.E | YouTube | 18,171 | 0:00:00 |
| United Kingdom | Eurosport 1 | 8,000 | 0:59:52 |
| United Kingdom | Facebook | 124,931 | 0:00:00 |
| United Kingdom | Sky Sports Action | 3,049 | 2:55:39 |
| United Kingdom | Sky Sports Arena | 1,294 | 10:14:04 |
| United Kingdom | Sky Sports Mix | 23,441 | 13:37:39 |
| United Kingdom | YouTube | 58,795 | 0:00:00 |
| United States | CBS Sports Network | 110,012 | 9:00:00 |
| United States | Facebook | 82,042 | 0:00:00 |
| United States | YouTube | 42,851 | 0:00:00 |
| Total | | 7,023,393 | 684:57:58 |

SAILGP | SEASON 3 | ROCKWOOL DENMARK SAIL GRAND PRIX | COPENHAGEN

FULL EVENT BROADCAST AUDIT - SECONDARY

| MARKET | BROADCASTER | TOTAL SECONDARY CUMULATIVE AUDIENCE | TOTAL SECONDARY BROADCAST DURATION (HH:MM:SS) |
|-----------|--------------------------------|--|---|
| Albania | Supersport News | 410 | 0:00:46 |
| Australia | 10 Adelaide | 36,528 | 0:00:30 |
| Australia | 10 Darwin | 3,632 | 0:00:30 |
| Australia | 10 Gold Coast | 18,898 | 0:00:30 |
| Australia | 10 Perth | 55,725 | 0:00:30 |
| Australia | Channel 7 Adelaide | 210,191 | 0:02:30 |
| Australia | Channel 7 Brisbane | 313,477 | 0:02:00 |
| Australia | Channel 7 Cairns | 24,049 | 0:02:30 |
| Australia | Channel 7 Central Qu | eensland35,61 | 1 0:02:30 |
| Australia | Channel 7 Darwin | 20,628 | 0:02:30 |
| Australia | Channel 7 Gold Coast 109,851 | | 0:02:30 |
| Australia | Channel 7 Mackay 12,421 | | 0:02:30 |
| Australia | Channel 7 Melbourne 629,229 | | 0:02:00 |
| Australia | Channel 7 Perth 263,832 | | 0:02:00 |
| Australia | Channel 7 Sunshine Coast52,802 | | 0:02:30 |
| Australia | Channel 7 Sydney 449,785 | | 0:01:30 |
| Australia | Channel 7 Toowooml | oa 21,405 | 0:02:30 |
| Australia | Channel 7 Townsville | 10,876 | 0:01:00 |
| Australia | Channel 7 Wide Bay | 22,312 | 0:02:30 |
| Australia | CNBC Asia | 773,036 | 0:05:30 |
| Australia | FOX Sports News 50 | 0 42,921 | 0:05:17 |
| Australia | GWN7 Television 512,989 | | 0:01:30 |
| Australia | Imparja Television 170,590 | | 0:01:30 |
| Australia | NBN Coffs Harbour | 15,113 | 0:03:30 |
| Australia | NBN Gold Coast | 164,253 | 0:04:00 |
| Australia | NBN Gosford | 917 | 0:04:30 |
| Australia | NBN Lismore | 7,579 | 0:04:30 |
| Australia | NBN Newcastle | 144,194 | 0:05:00 |
| | | | |

| | | TOTAL SECONDARY CUMULATIVE | TOTAL SECONDARY BROADCAST DURATION |
|-----------|-----------------------|----------------------------------|---|
| MARKET | BROADCASTER | AUDIENCE | (HH:MM:SS) |
| Australia | NBN Port Macquarie | 11,537 | 0:04:00 |
| Australia | NBN Tamworth | 11,452 | 0:04:30 |
| Australia | Nine | 998,373 | 0:01:21 |
| Australia | Nine Adelaide | 127,738 | 0:01:30 |
| Australia | Nine Albury | 9,150 | 0:01:30 |
| Australia | Nine Brisbane | 231,527 | 0:01:30 |
| Australia | Nine Bunbury | 9,286 | 0:02:00 |
| Australia | Nine Cairns | 14,798 | 0:01:30 |
| Australia | Nine Central Queens | land 21,051 | 0:01:30 |
| Australia | Nine Central Victoria | 23,782 | 0:01:30 |
| Australia | Nine Central West | 30,848 | 0:02:00 |
| Australia | Nine Darwin | 12,701 | 0:01:30 |
| Australia | Nine Gippsland | 25,840 | 0:01:30 |
| Australia | Nine Gold Coast | 66,088 | 0:01:30 |
| Australia | Nine Hobart | 20,875 | 0:01:30 |
| Australia | Nine Illawarra | 37,692 | 0:02:00 |
| Australia | Nine Mackay | 7,706 | 0:01:30 |
| Australia | Nine Melbourne | 466,254 | 0:01:30 |
| Australia | Nine Mildura | 4,985 | 0:01:30 |
| Australia | Nine Mount Gambier | 2,848 | 0:01:30 |
| Australia | Nine Orange | 5,050 | 0:02:00 |
| Australia | Nine Perth | 252,776 | 0:02:00 |
| Australia | Nine Renmark | 439 | 0:01:30 |
| Australia | Nine Riverina | 20,992 | 0:02:00 |
| Australia | Nine Shepparton | 5,004 | 0:01:30 |
| Australia | Nine Sunshine Coast | 32,493 | 0:01:30 |
| Australia | Nine Sydney | 607,304 | 0:02:00 |
| Australia | Nine Toowoomba | 13,296 | 0:01:30 |

| MARKET | BROADCASTER | TOTAL SECONDARY CUMULATIVE AUDIENCE | TOTAL SECONDARY BROADCAST DURATION (HH:MM:SS) |
|-----------|-----------------------------------|--|---|
| Australia | Nine Townsville | 17,461 | 0:01:30 |
| Australia | Nine Western Victoria | a 5,980 | 0:01:30 |
| Australia | Nine Wide Bay | 26,035 | 0:01:30 |
| Australia | Prime 7 Ballarat | 10,021 | 0:01:30 |
| Australia | Prime 7 Bendigo | 9,381 | 0:01:30 |
| Australia | Prime 7 Traralgon | 3,882 | 0:01:30 |
| Australia | Prime7 Albury | 11,832 | 0:02:00 |
| Australia | Prime7 Orange | 6,191 | 0:02:30 |
| Australia | Prime7 Port Macquar | ie 7,492 | 0:02:30 |
| Australia | Prime7 Tamworth | 6,545 | 0:02:30 |
| Australia | Prime7 Wagga Wagga 8,617 | | 0:02:30 |
| Australia | Sky News Australia 60,479 | | 0:02:22 |
| Australia | Southern Cross Alice Springs1,749 | | 0:02:30 |
| Australia | Southern Cross GTS/BKN 8,682 | | 0:02:30 |
| Australia | Southern Cross Hobart 17,162 | | 0:03:00 |
| Australia | Southern Cross Launceston6,991 | | 0:03:00 |
| Australia | Southern Cross Mt. Is | a 1,210 | 0:02:30 |
| Australia | Southern Cross New | castle32,265 | 0:02:30 |
| Australia | Ten | 720,715 | 0:00:38 |
| Australia | Ten Cairns | 4,234 | 0:00:30 |
| Australia | TEN Central Digital T | V 7,521 | 0:00:30 |
| Australia | Ten Central Queensland 142,770 | | 0:00:30 |
| Australia | Ten Central Victoria | 180,982 | 0:00:30 |
| Australia | Ten Central West | 73,154 | 0:00:30 |
| Australia | Ten Gippsland | 7,391 | 0:00:30 |
| Australia | Ten Illawarra | 8,311 | 0:00:30 |
| Australia | Ten Mackay | 2,205 | 0:00:30 |
| Australia | Ten Riverina | 4,627 | 0:00:30 |

$\textit{SAILGP} \mid \textit{SEASON 3} \mid \textit{ROCKWOOL DENMARK SAIL GRAND PRIX} \mid \textit{COPENHAGEN}$

FULL EVENT BROADCAST AUDIT - SECONDARY

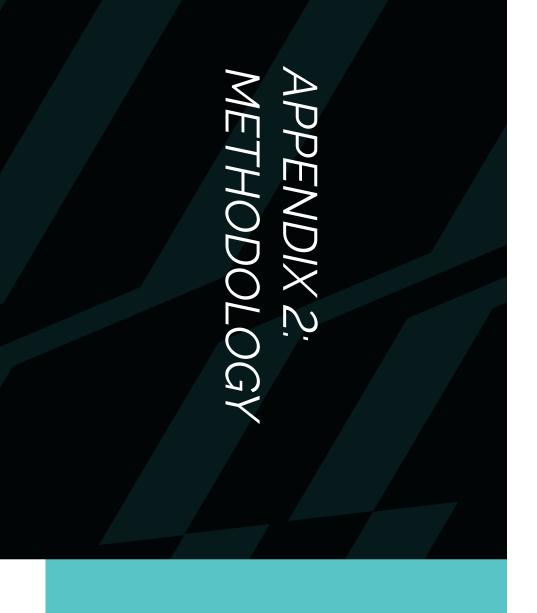
| MARKET | BROADCASTER | TOTAL SECONDARY CUMULATIVE AUDIENCE | TOTAL SECONDARY BROADCAST DURATION (HH:MM:SS) |
|-----------|------------------------|--|---|
| Australia | Ten Sunshine Coast | 9,293 | 0:00:30 |
| Australia | Ten Toowoomba | 3,801 | 0:00:30 |
| Australia | Ten Townsville | 4,994 | 0:00:30 |
| Australia | Ten Western Victoria | 1,707 | 0:00:30 |
| Australia | Ten Wide Bay | 7,446 | 0:00:30 |
| Australia | One | 152,401 | 0:00:30 |
| Australia | Southern Cross Port I | _incoln 198 | 0:00:30 |
| Australia | Southern Cross Port I | Pirie 169 | 0:00:30 |
| Austria | ORF Sport + | 19,290 | 0:03:30 |
| China | Guangdong TV Sat | 8,614,309 | 0:00:46 |
| Denmark | DR1 | 256,200 | 0:00:31 |
| Denmark | TV2 | 350,100 | 0:01:00 |
| Egypt | Al Ahly | 873,692 | 0:01:16 |
| France | Canal + | 803,354 | 0:01:52 |
| France | Canal + Sport | 18,000 | 0:01:17 |
| France | Infosport + | 76,092 | 0:25:30 |
| Global | Planet Sail | 806 | 0:01:31 |
| Global | Video Intelligence | 147,181 | 0:02:52 |
| Global | VR Sport | 8,572 | 0:02:35 |
| Indonesia | METRO TV | 39,000 | 0:01:30 |
| Indonesia | Usee Sports | 7,506 | 0:00:46 |
| Iraq | Al Iraqia | 396,368 | 0:01:16 |
| Iraq | Kurdistan Satellite Co | Kurdistan Satellite Company39,325 | |
| Iraq | Rudaw | 39,325 | 0:00:46 |
| Ireland | Virgin Media Three | 4,700 | 0:00:30 |
| Italy | RCS Media | 906,360 | 0:02:52 |
| Jamaica | Jamaica News Netwo | ork 4,437 | 0:00:30 |
| Jordan | JTV | 26,551 | 0:00:46 |
| | | | |

| MARKET | BROADCASTER | TOTAL SECONDARY CUMULATIVE AUDIENCE | TOTAL SECONDARY BROADCAST DURATION (HH:MM:SS) |
|----------------|---------------------|--|---|
| Kosovo | Supersport News | 263 | 0:00:46 |
| Kuwait | Kuwait TV | 54,230 | 0:02:49 |
| Nepal | NTV | 100,720 | 0:00:46 |
| New Zealand | Prime | 6,000 | 0:00:30 |
| New Zealand | MediaWorks TV | 1,343 | 0:00:30 |
| Pan Africa | SuperSport | 5,240 | 0:00:30 |
| Pan L. America | Claro Sports | 23,141 | 0:00:30 |
| Poland | Wydarzenia 24 | 267,508 | 0:00:26 |
| Serbia | Tanjug | 7,494 | 0:01:16 |
| Singapore | BBC World News | 9,415 | 0:00:30 |
| Singapore | BBC World Service | 16,782 | 0:01:00 |
| Singapore | CNBC Asia | 103,565 | 0:05:30 |
| South Africa | SABC1 | 1,045,599 | 0:01:46 |
| South Africa | SuperSport | 5,787 | 0:00:30 |
| South Korea | SBS | 2,791,333 | 0:02:52 |
| Spain | Antena 3 | 3,294,120 | 0:01:30 |
| Spain | Forta Group | 719,247 | 0:02:52 |
| Spain | La1 | 450,784 | 0:00:22 |
| Spain | Mundo Nautica - You | uTube 1,476 | 0:01:16 |
| Spain | TVE Internacional | 122,087 | 0:00:28 |
| Spain | TVE Espanola Int | 108,812 | 0:00:07 |
| Taiwan | Homiya Media | 54,734 | 0:00:46 |
| Thailand | True Vision | 97,432 | 0:00:46 |
| United Kingdom | BBC 1 Oxford | 4,625 | 0:00:30 |
| United Kingdom | BBC 1 South | 32,000 | 0:01:00 |
| United Kingdom | BBC 1 South West | 2,000 | 0:00:30 |
| United Kingdom | BBC World News | 19,000 | 0:00:30 |
| United Kingdom | CNBC Europe | 744,185 | 0:04:00 |

| MARKET | BROADCASTER | TOTAL SECONDARY CUMULATIVE AUDIENCE | TOTAL SECONDARY BROADCAST DURATION (HH:MM:SS) |
|----------------|-----------------------|--|---|
| United Kingdom | Eurosport 1 | 25,000 | 0:05:30 |
| United Kingdom | Sky News | 564,000 | 0:05:00 |
| United Kingdom | Sky Sports F1 | 93,000 | 0:02:30 |
| United Kingdom | BBC 1 Channel Island | ds 1,809 | 0:00:30 |
| United Kingdom | BBC 1 East | 2,000 | 0:01:00 |
| United Kingdom | BBC 1 East Midlands | 4,000 | 0:01:00 |
| United Kingdom | BBC 1 London | 22,000 | 0:00:30 |
| United Kingdom | BBC 1 North East and | l Cumbria16,0 | 00 0:00:30 |
| United Kingdom | BBC 1 North West | 10,000 | 0:01:00 |
| United Kingdom | BBC 1 Northern Irelar | nd 3,650 | 0:01:00 |
| United Kingdom | BBC 1 South East | 8,000 | 0:01:00 |
| United Kingdom | BBC1West | 5,000 | 0:00:30 |
| United Kingdom | BBC 1 West Midlands | 21,000 | 0:00:30 |
| United Kingdom | BBC 1 Yorkshire & L | 8,000 | 0:01:00 |
| United Kingdom | BBC 1 Yorkshire & NN | 13,423 | 0:00:30 |
| United Kingdom | BBC News 24 | 401,000 | 0:03:00 |
| United Kingdom | BBC Parliament | 50,000 | 0:08:00 |
| United Kingdom | BBC1 Cambridge | 121 | 0:00:30 |
| United States | ESPN | 1,267,800 | 0:02:52 |
| Total | | 34,004,923 | 4:51:56 |

FULL EVENT BROADCAST AUDIT - LIVE STREAM

| | | | TOTAL |
|----------------|-------------|---------------------|-----------------------|
| | | TOTAL CUMULATIVE | BROADCAST DURATION |
| MARKET | BROADCASTER | AUDIENCE | (HH:MM:SS) |
| Argentina | Facebook | 194,259 | 0:00:00 |
| Argentina | YouTube | 32,004 | 0:00:00 |
| Australia | YouTube | 60,531 | 0:00:00 |
| Belgium | YouTube | 2,083 | 0:00:00 |
| Bermuda | YouTube | 970 | 0:00:00 |
| Brazil | Facebook | 329,129 | 0:00:00 |
| Brazil | YouTube | 28,294 | 0:00:00 |
| Canada | YouTube | 38,022 | 0:00:00 |
| Denmark | YouTube | 39,461 | 0:00:00 |
| France | YouTube | 1,345 | 0:00:00 |
| Germany | YouTube | 19,865 | 0:00:00 |
| Global (ROW) | Facebook | 1,165,828 | 2:57:03 |
| Global (ROW) | YouTube | 140,957 | 2:57:03 |
| India | YouTube | 84 | 0:00:00 |
| Ireland | YouTube | 1,887 | 0:00:00 |
| Italy | Facebook | 231,909 | 0:00:00 |
| Italy | YouTube | 27,254 | 0:00:00 |
| Japan | YouTube | 273 | 0:00:00 |
| Netherlands | YouTube | 3,178 | 0:00:00 |
| New Zealand | YouTube | 68,487 | 0:00:00 |
| Singapore | YouTube | 17,068 | 0:00:00 |
| South Africa | YouTube | 12,684 | 0:00:00 |
| Spain | Facebook | 73,579 | 0:00:00 |
| Spain | YouTube | 54,192 | 0:00:00 |
| Switzerland | YouTube | 32,462 | 0:00:00 |
| U.A.E | Facebook | 32,354 | 0:00:00 |
| U.A.E | YouTube | 20,771 | 0:00:00 |
| United Kingdom | YouTube | 99,940 | 0:00:00 |
| United States | Facebook | 67,712 | 0:00:00 |
| United States | YouTube | 81,069 | 0:00:00 |
| Total | | 2,877,651 | 5:54:06 |





DEFINITION OF TV TYPES

YouGov Sport

| TV TYPE | PROGRAMME GROUP | PROGRAMME TYPE | DEFINITION |
|--------------|---------------------------|---------------------------|---|
| | Live | Live | Live race coverage shown in real time on either Linear TV, Digital Streaming or Social Media Live Stream (including Replay as not able to split from Live). |
| Dedicated TV | | As Live | The first delayed Live race programme broadcast within 24 hours of the race across Linear TV. |
| Dedicated 1V | Other | Highlights | Shortened version of the race coverage providing a selection of the most important and exciting parts of the event. There is no time constraint (can be within or outside of 24 hours). |
| | | Repeats / Delayed | First airing of the 'live' race programme broadcast beyond 24 hours from the race or re-runs of previous Live or As Live race coverage aired. |
| | TV News | TV News | Coverage of SailGP on general news programmes (e.g. CNN, BBC etc.) |
| Secondary TV | Sports News & Magazine | Sports News & Magazine | Coverage of SailGP within specific sports news shows (e.g. ESPN Sportscenter, ARD Sportschau etc.) or magazine shows (e.g. Gillette World of Sport). |

CALCULATING CUMULATIVE TV VIEWERSHIP

YouGov Sport has sourced ratings for programming where available.

Audience ratings have been sourced from official audience measurement panels using in-house software, as well as broadcasters directly providing data or purchasing additional ratings from suppliers outside of YouGov Sport's in-house subscriptions.

YouGov Sport



45+

Markets accessed in-house

COLLECT VERIFIED DATA FROM ALL RATED MARKETS

YouGov Sport collects official ratings from one of the following sources in EVERY available market:

- > In-house ratings systems
- > Direct contact with broadcasters
- > All other official ratings panels

YouGov Sport reports TV audience according to industry best practices, taking market-by-market variances into consideration. In the main, audience TV viewership data is reported based on a programme average viewership, which reports the number of individuals on average that viewed at least 3 minutes of a programme.

In the case of pan-regional broadcasters, YouGov Sport have reported audience based on data received direct from each pan-regional broadcaster where available, which counts the number of people who watch at least 1 consecutive minute of the programme and is defined as 'reach'



Ratings also received from broadcasters, or purchased from other suppliers.

RELIABLE AUDITING OF ALL NON-RATED MARKETS

In markets where ratings are not available, YouGov Sport follows a two step process to ensure reliable auditing of broadcast coverage and audience reach:

1) Find the Coverage

YouGov Sport sources coverage using broadcaster schedules, commercial auditing info and our best-in-class schedule monitor tool, auditing over 1,500 broadcasters to search for relevant programming.

2) Estimate the Audience

Estimates are calculated utilising ratings in similar broadcast markets and taking into account factors such as channel type, subscription levels, programme type, and time zone

CALCULATING TV VIEWERSHIP ESTIMATES

No official data? How we calculate TV Viewership

To estimate TV viewership for a TV network or territory where no official data is available we undertake the following the process:

YouGov Sport





1,500 Global TV networks



Capturing all advertised programme schedules each day and up to 2 weeks in advance

STEP 1

VERIFY TRANSMISSION COVERAGE

We use a special in-house developed software tool that collects transmission schedule data across more than 1,500 global TV networks.

The tool takes an image capture of each TV network schedule, translates into English, and downloads ALL advertised programme schedules for each day as well forward schedules up to two weeks in advance.

Output of the tool provides coverage date, network, transmission start time, and duration of each programme.

Without such a tool, we would not have verification of coverage.

STEP 2

DEFINE TRANSMISSION PROFILE

Once verification data coverage is collected we are able to take the following factors into consideration to develop sensible viewership estimations:

- Peak or Non-Peak Time of Transmission Coverage

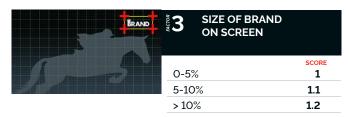
 prime time coverage or non-peak
- 2) **Network Reach** with name of TV Network confirmed we can establish the technical penetration reach of the channel (free-to-air or subscription)
- 3) Format of Coverage Live coverage, delayed, or highlights coverage as well as duration
- 4) Benchmark taking the above factors into consideration, we then look towards official TV rated viewership markets which are similar in geographical time zone, sport interest /following, network reach and determine the number of TV viewers for each minute of coverage. This being official rated data. We then use a broadcast duration and viewership formula to determine a fair viewership estimate for non-rated territories.

BRAND IMPACT SCORE ('BIS')

5 key factors are taken into consideration when measuring the impact of brand exposure:







| 00-00-03 | DURATION OF EXPOSURE | |
|----------|----------------------|---------|
| BRAND | 1 Second | SCORE 1 |
| BRAND | 2-5 Seconds | 1.05 |
| | 6-10 Seconds | 1.1 |
| | > 10 Seconds | 1.15 |

| BRAND | 5 MULTIPLE INSTANCES OF BRAND PER FRAME | |
|-------|---|---------|
| BRAND | 1 instance | SCORE 1 |
| BRAND | 2 instances | 1.05 |
| | 3 instances | 1.1 |
| | 4 instances | 1.15 |
| | 5 or more instances | 1.2 |

MEASURING THE IMPACT OF BRAND EXPOSURE

- Brand Impact Scores are measured on an exposure-byexposure basis per location and then averaged out across the whole event.
- A factor score between 1 and 1.5 is calculated by multiplying the individual scores, based on the quality of exposure (see panel on left).
- > Once the factor score is calculated, it is subtracted by 1 and multiplied by 10 to create a Brand Impact Score.
- > For example the exposure below would have a Brand Impact Score of 5.00.



| FACTOR | CATEGORY | SCORE |
|---|--------------------------------------|-------|
| 1 | Brand is 'Solus' | 1.2 |
| 2 | Centre of brand is not in centre 50% | 1.0 |
| 3 | Brand covers >10% of the screen | 1.0 |
| 4 | Brand is on screen for >10 secs | 1.15 |
| 5 | 1 instance of the brand is visible | 1.0 |
| TOTAL 1.2 x 1.0 x 1.0 x 1.15 x 1.0 = 1.38 | | |

BRAND IMPACT SCORE = 3.80

DISCOUNT PERCENTAGE MULTIPLICATION CRITERIA

YouGov Sport

> Each location has an individual BIS which defines the discount percentage of Gross Advertising Value, that equates to the Net Sponsorship Value.

The Brand Impact Score which is directly related to a percentage of Gross Advertising Value, based on the quality of exposure.

| MULTIPLICATION CRITERIA | | | | |
|-------------------------|------|--------|---|--------|
| | < 1% | 5.00% | - | 17.05% |
| | 1-2 | 17.05% | - | 30.29% |
| | 2-3 | 30.29% | - | 43.53% |
| | 3-4 | 43.53% | - | 56.77% |
| | 1_5 | 56 77% | | 70.01% |

EXAMPLE CALCULATION

GROSS ADVERTISING VALUE

Once a brand's total exposure has been ascertained, an industry standard Cost per Thousand (CPT) is applied on a broadcast-by-broadcast basis using the following formula.

| GROSS | (CPT x PROGRAMME AUDIENCE) | SECONDS OF BRAND EXPOSURE |
|---------------|-------------------------------|------------------------------|
| ADVERTISING (| 1000 | 30 |

Once the Gross Advertising Value has been calculated, the Brand Impact Score methodology is then applied to create the Net Sponsorship Value.

If a source had a Gross Advertising Value of \$10.0 million with a Brand Impact Score of 5.00, the calculation would be as follows:

| BRAND IMPACT SCORE | 5.00 |
|-----------------------|-------------|
| DISCOUNT % | 70.01% |
| NET SPONSORSHIP VALUE | |
| \$10,000,000 x 70.01% | \$7,000,000 |



Race-on-Race Comparisons

| KPI | %Change | DEN | GBR |
|--------------------------|---------|------------|------------|
| TV- No. of Progra | ms | (#) | (#) |
| AllTV | -2% | 1,260 | 1,289 |
| As Live | 40% | 7 | 5 |
| Highlights | 6% | 321 | 303 |
| Live | -7% | 88 | 95 |
| Repeats/Delayed | -33% | 233 | 349 |
| Social Media Live Stream | 2% | 58 | 57 |
| Sports News & Magazine | -35% | 89 | 137 |
| TV News | 35% | 464 | 343 |
| TV- Audience | | (#) | (#) |
| AllTV | -41% | 43,905,967 | 74,149,652 |
| As Live | 12% | 96,708 | 86,031 |
| Highlights | 10% | 5,664,971 | 5,127,642 |
| Live | 72% | 782,250 | 454,472 |
| Repeats/Delayed | -46% | 479,464 | 895,061 |
| Social Media Live Stream | -9% | 2,877,651 | 3,147,336 |
| Sports News & Magazine | 154% | 1,641,414 | 645,818 |
| TV News | -49% | 32,363,510 | 63,793,293 |
| TV- Coverage | | (HH:MM:SS) | (HH:MM:SS) |
| AllTV | -15% | 695:45:13 | 818:58:58 |
| As Live | 73% | 13:00:00 | 7:30:00 |
| Highlights | 17% | 157:12:32 | 134:55:11 |
| Live | -4% | 137:36:05 | 143:17:33 |
| Repeats/Delayed | -28% | 377:09:21 | 522:01:07 |
| Social Media Live Stream | 1% | 5:54:06 | 5:51:11 |
| Sports News & Magazine | -48% | 0:54:55 | 1:46:12 |
| TV News | 9% | 3:58:14 | 3:37:44 |

| KPI | %Change | DEN | GBR |
|----------------------------|---------|-------------|---------------|
| Online Press | | (#) | (#) |
| No. of Articles | -54% | 1,672 | 3,596 |
| Potential Readership | -71% | 613,150,681 | 2,129,261,904 |
| Top 5 Markets by Volume | | | |
| United States | -64% | 318 | 893 |
| Denmark | 345% | 285 | 64 |
| New Zealand | -12% | 207 | 234 |
| Australia | -15% | 189 | 222 |
| Spain | -15% | 167 | 197 |
| Top 5 Markets by Readershi | р | | |
| United Kingdom | -74% | 173,805,767 | 665,619,301 |
| United States | -79% | 168,499,950 | 810,233,295 |
| Spain | -25% | 63,985,651 | 85,262,725 |
| Denmark | 2758% | 45,295,205 | 1,584,739 |
| New Zealand | -13% | 29,880,847 | 34,403,990 |

| KPI | %Change | DEN | GBR |
|-----------------------|---------|-------------|-------------|
| Social Media | | (#) | (#) |
| No. of Posts | -64% | 5,487 | 15,320 |
| Potential Impressions | -60% | 111,837,012 | 282,338,318 |
| Platforms by Volume | | | |
| Twitter | -65% | 4,743 | 13,384 |
| Facebook | -73% | 420 | 1,565 |
| Instagram | -13% | 324 | 371 |
| Impressions | | | |
| Twitter | -48% | 51,351,476 | 98,854,251 |
| Facebook | -83% | 26,783,693 | 157,204,857 |
| Instagram | 28% | 33,701,843 | 26,279,210 |



| | 0.01 | | |
|----------------------------|--------------|--------------|--------------|
| KPI | %Change | DEN | GBR |
| Sponsors | | | |
| Rolex | | | |
| TV Net Sponsorship Value | 29% | \$5,362,096 | \$4,159,863 |
| TV Gross Advertising Value | 22% | \$13,796,821 | \$11,343,929 |
| Brand Exposure (HH:MM:SS | 9% | 271:47:31 | 249:31:07 |
| Oracle | | | |
| TV Net Sponsorship Value | -27 % | \$1,946,270 | \$2,670,372 |
| TV Gross Advertising Value | -25% | \$6,151,932 | \$8,181,938 |
| Brand Exposure (HH:MM:SS | 33% | 121:11:26 | 179:58:06 |
| Denmark (Host) | | | |
| TV Net Sponsorship Value | -18% | \$10,547,039 | \$12,931,103 |
| TV Gross Advertising Value | -15% | \$34,319,417 | \$40,353,099 |
| Brand Exposure (HH:MM:SS | -24% | 676:04:44 | 887:35:54 |

YouGov Sport

We are a global sports, sponsorship and entertainment research company, working with sports key stakeholders to unlock meaningful, actionable insights.

Founded as SMG Insight in July 2010, YouGov Sport is the sports division of YouGov – one of the world's largest and most respected research firms.

GAME-CHANGING INSIGHT

GLOBAL NETWORK 35 OFFICES ACROSS 22 COUNTRIES

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