

## Red Bull and Sportsman secure WRC promoter contract

The World Rally Championship (WRC) has resolved its long-running promoter problems with the announcement that the Sportsman Media Group and Red Bull Media House will take over the contract from 2013.



The International Motorsport Federation (FIA) on Friday announced that its World Motor Sport Council has given the proposal the green light in a move that will see the two companies become the global promoter of the WRC.

"The promoter will be responsible for investing and developing the WRC with a view to increasing its profile, reputation and commercial value," the FIA said in a statement. "In particular, the promoter, working in close collaboration with the FIA, will be focused on introducing live television and an innovative digital media strategy in the next years."

The 2012 WRC season commenced in Monte Carlo in January without a promoter after the FIA terminated North One Sport's deal to promote the Championship, claiming the troubled company had breached its contract. Eurosport in February was widely expected to seal a deal encompassing both promotion and media rights to the WRC only for the FIA to withdraw from negotiations and open a new tender.

Red Bull Media House was launched in 2007 as a means to manage the growing global media activities of energy drinks giant Red Bull. Today it operates a Red Bull-themed TV station, online consumer platform, magazine and mobile operator services. It also produces documentaries, movies and music. Sportsman is a German sports rights and sports marketing agency whose core business is the acquisition and distribution of media rights, as well as the marketing and handling of various sponsorship projects.

**Fonte: SportBusiness International. Disponível em:**  
**<<http://www.sportbusiness.com/news/186395/red-bull-and-sportsman-secure-wrc-promoter-contract>>. Acesso em: 01 Oct. 2012.**