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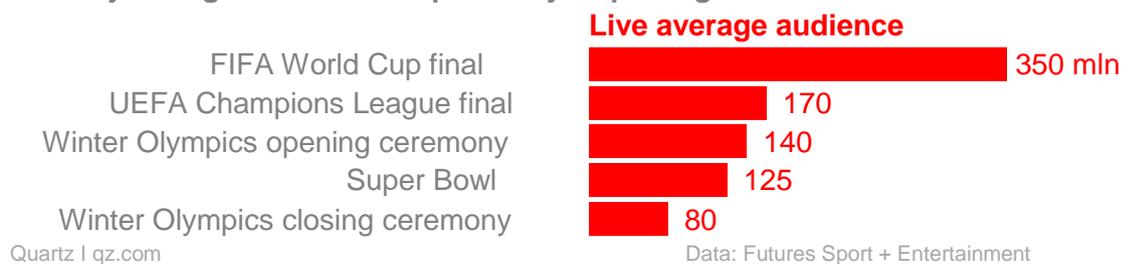
Premier Napthine is using false information to boost the grand prix

If Save Albert Park produced evidence from [The Economist](#) and from [Formula 1](#) that shows the global live viewing audience of the Australian Grand Prix is somewhere between 10 and 15 million viewers but Premier Napthine [said on Ten network it was 450 million](#), who would you believe?

If we reported the [US Super Bowl audience](#) was an all-time record 111 million, would you believe the Premier's GP claim of an audience four times greater than the Super Bowl?

Here is a chart from sporting ratings analyst, [Kevin Alavy](#) of Futures Sport and Entertainment predicting the top sporting events for 2014. Why has Mr Alavy ignored Premier Napthine's massive 450 million viewers, or is the Premier using an unbelievable number to justify his promise to seek 'value for money' in the new grand prix contract?

Projected global viewership for major sporting events in 2014



Save Albert Park's president Peter Goad is quite clear about the real audience and the implications for Victoria, "The real live global audience for our grand prix is a lowly 10 to 15 million. The live audience is the industry benchmark but Premier Napthine has his own 'facts', it appears. Dr Napthine's wooden delivery was because he is saying things that are absurd when benchmarked against real major events," said Mr Goad. He concluded, "Victoria has **not** got value for money on the grand prix; the Auditor-General [settled that argument years ago](#) when he found it causes a net economic loss to Victoria. It's time to let it go or move it to a proper circuit run and financed by someone who knows how to speak the truth."

For more information:

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Our website has the real facts on the grand prix: <http://www.save-albert-park.org.au/>

Explainer: Kevin Alavy is the managing director of [Futures Sport + Entertainment](#), a consultancy that has been tracking global audiences since 1988. These forecasts contain caveats: Super Bowl ratings are typically consistent, regardless of which teams are involved, while Champions League audiences can fluctuate more based on whether popular.

Ten News broadcast of Premier Napthine's claim: <http://www.smh.com.au/sport/motorsport/hanging-out-for-value-in-formula-one-grand-prix-deal-20140203-31x56.html>