

STATS' RaceCast is an innovative web solution presenting Formula One fans with an interactive race day experience. The RaceCast offers complete pre and post-race information attracting Formula One fanatics in the days leading up to and after the event.

During the race, STATS' RaceCast provides captivating and detailed statistics that keep users glued to the screen and providing advertisers and marketers a unique brand-building tool.

The RaceCast is a flexible application with substantial customization options, including:

- ✿ Integration of client branding, colors and fonts
- ✿ RaceCast can be embedded within the client's frame or developed as a popup page
- ✿ STATS can deliver custom commentary unique to the client's site
- ✿ Integration of client generated content (rss, twitter, facebook)
- ✿ RaceCast can be delivered in multiple languages

Driver	Team	Status	Led	FLs	Pitstops	
1	J. Button	Brawn GP	14	5	3	
8	N. Heidfeld	BMW Sauber	+22.722	0	0	1
4	T. Glock	Toyota	+23.513	0	0	3
2	J. Trulli	Toyota	+46.176	1	2	3
3	R. Barrichello	Brawn GP	+47.360	1	2	3
1	M. Webber	Red Bull	+52.333	0	0	4
5	L. Hamilton	McLaren	+60.733	0	0	3
4	N. Piquet Jr	Williams	+71.576	15	3	4
7	F. Massa	Ferrari	+76.932	0	0	3
5	S. Bourdais	Toro Rosso	+102.164	0	0	3
2	F. Alonso	Renault	+109.422	0	0	3
1	K. Nakajima	Williams	+116.130	0	0	3
4	N. Piquet Jr	Renault	+116.713	0	0	3
7	K. Raikkonen	Ferrari	+142.341	0	0	3
2	S. Vettel	Red Bull	+1 Lap	0	0	3
4	S. Buemi	Toro Rosso	+1 Lap	0	0	2
2	A. Sutil	Force India	+1 Lap	0	0	2
0	G. Fisichella	Force India	+2 Laps	0	0	1
-	R. Kubica	BMW Sauber	Engine	0	0	0
-	M. Kovalainen	McLaren	Spun Off	0	0	0

Pre and Post-Race Features

- ✿ Complete F1 calendar
- ✿ Driver profiles and statistics
- ✿ Team profiles and statistics
- ✿ Circuit profiles and statistics
- ✿ Grand prix information
- ✿ Driver standings
- ✿ Constructor standings
- ✿ Statistical preview
- ✿ Practice session timings
- ✿ Qualifying timings and results

Driver	Profile
F. ALONSO	Base: Great Britain Team Principal: Flavio Briatore Test Drivers No of Races: 252 No of wins: 35 No of poles: 50 No of podiums: 64 No of fastest laps: 27 Total points: 1067
N. PIQUET JR	Base: 1977, British Grand Prix Last Race: 2009, Turkish Grand Prix Constructors' Championships: 2 Drivers' Championships: 2



In-Race Features

- ✿ Race timings and results
- ✿ Lap-by-lap commentary during the race
- ✿ Lap-by-Lap timeline
- ✿ Lap-by-lap positions graph
- ✿ Race Status
- ✿ Laps remaining
- ✿ Pit stops for all drivers
- ✿ Fastest lap information
- ✿ Retirements and cause

Advertising and Branding Opportunities

- ✿ **Banner Advertisement –**
A fantastic opportunity located across each portion of the application, a sizeable 468 X 60 banner advertisement perfectly integrated to promote a title sponsor.
- ✿ **Track Sponsorship –**
For sponsors and clients attempting to engage users throughout practice, qualifying and the live race, the RaceCast offers prime real estate with a 277 X 178 space located near premium content.
- ✿ **Extended Live Race –**
Additional race sponsorship space (265 X 33) exists within live race content.
- ✿ **Content Branding –**
Each major content page including qualifying, race scenarios, driver and team profiles and grand prix info has a unique opportunity for an 87 X 33 branding component. Clients are able to activate a sponsor buy across the entire application or sell a unique spot on each content page.



Pos	Driver	Team	Status	Laps	FLS	Pitstops
1	S. Vettel	Red Bull	1:34.03.414	39	3	2
2	M. Webber	Red Bull	+17.857	0	3	2
3	J. Button	Brawn GP	+18.467	0	0	2
4	R. Barrichello	Brawn GP	+22.735	0	0	2
5	N. Heidfeld	BMW Sauber	+26.253	0	0	2
6	K. Kobayashi	Toyota	+28.343	0	0	1
7	J. Trulli	Toyota	+34.368	0	0	2
8	S. Buemi	Toro Rosso	+41.294	0	0	2
9	N. Rosberg	Williams	+45.941	0	0	2
10	R. Kuberski	BMW Sauber	+49.180	0	0	2
11	H. Kovalainen	McLaren	+52.788	0	0	1
12	K. Raikkonen	Ferrari	+54.317	0	0	1
13	K. Nakajima	Williams	+59.839	0	0	1
14	F. Alonso	Renault	+69.897	0	0	1
15	V. Liuzzi	Force India	+94.450	0	0	1
16	G. Fisichella	Ferrari	+1 Lap	0	0	2
17	A. Sutil	Force India	+1 Lap	0	0	2
18	R. Grosjean	Renault	+1 Lap	0	0	1
19	J. Alguersuari	Toro Rosso	Retired	0	0	1
-	L. Hamilton	McLaren	Brakes	16	9	1

JENSON BUTTON

Team: McLaren
Country: Great Britain
DOB: January 19, 1980

No of Races: 170
No of wins: 7
No of poles: 7
No of podiums: 24
No of fastest laps: 2
Career Points: 327

First Race: 2000, Australian Grand Prix
Last Race: 2009, Abu Dhabi Grand Prix
First Win: 2006, Hungarian Grand Prix
Last Win: 2009, Turkish Grand Prix
Previous teams: Williams, Benetton, Renault, BAR, Honda, Brawn GP
World Championships: 1

