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THE DAKAR GALAXY SHINES ON TV, DIGITAL PLATFORMS AND SOCIAL MEDIA

The Dakar is "a challenge for those who go, a dream for those who stay behind", as Thierry Sabine put it when he launched the rally 45 years ago. Now, the race is living up to this motto by moving heaven and earth to bring the adventure to TV viewers, Internet users and readers all around the world. From the ups and downs of the adventurers to the jaw-dropping landscapes awaiting the competitors in Saudi Arabia, not to mention the tales of everyday life in the bivouac, Dakar fans will be spoilt for choice with a wide range of images in various supports and formats.

TV: over 4,000 hours of broadcasting

- The Dakar receives worldwide coverage, with shows produced on-site and featured on the TV news and dedicated broadcasts on a total of 70 channels. **Six major broadcasters are joining or returning** to the club to put footage of the 2024 edition on the waves.
- In France, the Dakar is hosting **La Chaîne L'Équipe** with large-scale coverage (see below). For the first event of the season, it is teaming up again with the long-standing broadcaster, **France Télévisions**, whose **Tout le Sport** daily show, with an average viewership of 1.1 million on France 3, is evolving into the **Journal du Dakar**. **Eurosport** will be reserving a three-hour slot every day, bringing the programme to the 63 territories in its broadcasting area.
- In the Middle East, **Saudi Sport Company** continues to expand its coverage, with an even bigger role for the Dakar on its **SSC News** and **SSC2** channels. In the Middle East, the leading channel, **MBC Action**, available in 24 countries free of charge, will bring maximum exposure to the footage of the Dakar, as will the Shahid digital platform, with almost 5 million paid subscribers.
- In the Baltic states, **TV3 Group** is coming on board, enabling the **TV3** and **TV6** channels to shine an even brighter spotlight on the performances of Estonian, Latvian and Lithuanian competitors. In Slovakia, **RTVS** will again be broadcasting the 52-minute daily programme, while Americans will be able to watch the Dakar on television on **MAV TV**, in addition to the existing coverage by **NBC Sports** via its **Peacock** platform.
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TV/media: sparing no expense

- Over **560 accredited media** representatives from 33 countries
- **130 press and agency photographers** and teams on board 80 vehicles
- **5 TV helicopters**
- **8 TV vehicles** roaming the tracks and roads
- **23 footage production** and broadcast trucks
- **22 camera** operators and 26 on-board cameras

Dakar.com: Your turn to play!

- The official dakar.com website, with over 4.6 million unique visitors in 2023, is the hub of this digital ecosystem. It offers users a wide range of options for following the race in real time and live the Dakar experience from up close: **live updates**, **live tracking**, **standings**, stage reports, interviews, photos and videos, and competitor profiles.
- All these contents can also be viewed from the Dakar mobile app (available on iOS and Android).

- A new feature is now available from the race live coverage module: **stage replay**. Users can select multiple vehicles and relive a head-to-head clash of their favourite competitors by following on the map the traces that the entrants set during the stage, as if they had started at the same time.
- Pick your team. This year, the Dakar is launching **the first version of its free prediction game, Dakar Race to Win, jointly with Aramco**. Players build their teams by selecting one competitor from each class (RallyGP /Rally2 / Ultimate / Challenger / SSV / Quads / Trucks) within a limited budget and in accordance with the price set for each entrant depending on their potential. At the end of each special, the top 10 competitors score points and add to the tally of the players in the race to win loads of prizes. Not every competitor finishes the Dakar, so every team is allowed two substitutions during the rally. Read the game rules and sign up at <https://racetowinbyaramco.dakar.com/>.

Social media: a digital community

- Over **7 million followers** engage with the social media of the Dakar, following the race with a wide range of content, getting sneak peeks into the backstage of the rally and interacting with riders and crews of every stature.
- The **seven community managers** in charge of the rally generate about **250 posts a day** for Facebook, Twitter, Instagram, TikTok and Weibo: action reels, off-the-wall interviews, threads with competitors, mechanics and service crews

[Access to the media area](#) / Photos for an editorial use only.

More information: www.dakar.com

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