



Press release

Paris | 23 May 2011

The best of the “24 Heures du Mans” now available at INA



INA and the Automobile Club de l'Ouest have signed a partnership agreement:

all the highlights of the Le Mans 24-Hours endurance race - including tests, focus on the teams, starts, the chequered flag, and the podium - will be saved, digitised and marketed by Ina and made available to everyone on ina.fr.

The agreement will gradually be extended to other races organised by the ACO, including the 24-Hours Moto.

> INA will handle the promotion and marketing - both inside and outside France - of this footage for all modes of exploitation (TV, home video, catch-up TV, cinema, advertising, etc.) to professionals through its online service inamediapro.com.

> All the videos will be made available online for the general public in VOD and free viewing on ina.fr, to complement the offerings on lemans.org.

The ACO-owned footage will be added to the images already in INA's possession, to constitute a very extensive “24 Heures du Mans” archive, from 1906 to the present day, featuring footage of competitions, champions and personalities from the sport of motor racing.

A complete history of Le Mans, the race and the passion for motor sport - from Ferrari to Audi, and from Matra, Renault, Mazda, Porsche and Pescarolo to Peugeot - has now been made easily accessible.

About Ina

Ina brings together and conserves the images which form the basis of our collective memory. It authenticates them, and gives them meaning, as it shares them with the widest possible audience through its collections and its expertise.

The inamediapro.com website was the first to be specially designed for the sale of content to professional users. It has 1500 active users every month, and today has a total of 11,000 accredited members.

Since 2006, Ina has been diversifying the ways in which it makes content available to the general public: ina.fr website, mobile phone, Connected TV, Video on demand (VoD and SVoD), etc. As a result, TV viewers can now view key “small screen” highlights directly on their TV set.

About the Automobile Club de l'Ouest

Founded in 1906, the Automobile Club de l'Ouest is the creator of major motor racing events: the first Grand Prix ever, and then in 1923 the Le Mans 24-Hours endurance race. On 11 and 12 June 2011, the ACO is holding the 79th edition of this classic race. But the ACO organises many other events at the Le Mans circuit, including the 24-Hours Moto (for motorcycles), the 24-Hours truck race, and the Grand Prix de France Moto GP. It has also launched an international series of endurance races based on the values of Le Mans: the Intercontinental Le Mans Cup. In addition, the ACO is a major club for the defence and protection of motorists, with 80,000 members and associate members.

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