

How it works, in seven rules

The entire auction. No rule below has an exception we have not written down.

- 1 The board is 24 slots — one per hour of the UTC day.**
Hour 14 is 14:00–15:00 UTC, everywhere.
- 2 The first brand into an empty hour pays nothing.**
Not a trial, not a discount — an empty hour has no standing bid to beat, so any amount takes it, zero included.
- 3 To take an occupied hour, beat its top bid.**
You are charged instantly and your logo replaces theirs.
- 4 Fail to beat it and you are charged nothing.**
The card is authorised before the race and released the moment you lose it.
- 5 Get outbid later and you keep neither the slot nor the money.**
You paid for the hours you held. This is the only rule anyone is ever surprised by, which is why it is rule five and not a footnote.
- 6 Whoever holds an hour when it ends keeps it.**
Once an hour closes its winner is permanent. Nobody can buy history.
- 7 Winning keeps you up for 24 hours, 7 days or 30 days — the bid decides which.**
The Hall of Survivors is three rolling boards: biggest bids of the last 24 hours, the last 7 days, the last 30 days. Seven brands on each. Your hour holds its place on a board until it ages out of that window or seven bigger bids push it off. A small bid may hold the day board only; a big one holds all three for a month.

Booking ahead. Hours can be bought up to seven days in advance — a launch can have its hour reserved early, though anyone can still outbid you right up until it starts.

Which board your bid lands on

BOARD	WINDOW	PLACES	WHAT IT TAKES
24 hours	1 day	7	A top-seven bid since yesterday. The easiest to reach.
7 days	1 week	7	A top-seven bid of the week. Seven times the competition.
30 days	1 month	7	A top-seven bid of the month. The one people screenshot.

The boards re-rank as every hour closes, so a place is held rather than owned.

There is no ranking algorithm. Position is the hour you bought. Nothing is boosted, nothing is throttled, and no amount of spend moves you anywhere except into a different hour.