



CIRCUIT PAUL RICARD



MEDIA REPORT

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EVENT 5-7 APRIL **REPORTING PERIOD** 29 MARCH – 12 APRIL (2 WEEKS)

FANATEC GT WORLD CHALLENGE EUROPE POWERED BY AWS

GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB

FANATEC GT2 EUROPEAN SERIES POWERED BY PIRELLI

EVENT OVERVIEW

ATTENDANCE 23,100

	RACES	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
FANATEC GT EUROPE	1	54	161	9	85
GT4 EUROPEAN SERIES	2	49	97	10	53
FANATEC GT2 EUROPE	2	17	30	5	46
TOTAL		120	288	14	184

COMBINED SOCIAL MEDIA DATA

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu @gt4europeanseries @gt2europeanseries
	114,100	302	1.67M	624,300	
	73,800	140	767,100		
	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GTWorldChallengeEurope /gt4series /GT2EuropeanSeries
	423,300	95	1.24M	108,400	
	415,000	60	1.15M	114,500	
	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GTWorldChEu @gt4series @GT2European
	85,900	262	1.04M	123,500	
	79,900	225	847,100	64,600	
	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
	45,800	2	135,000	198,000	
	10,400	7	82,500	106,000	

COMBINED YOUTUBE DATA (LIVE + POST)

@GTWorld

	SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
	595,826	32	15.5M	780,677
	OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS	
	22	2.55M	77,253	

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 586M
MENTIONS 10,600

(2023: 644.7K)
(2023: 6.9K)

ALL DATA COMPILED VIA MELTWATER

FANATEC GT WORLD CHALLENGE EUROPE POWERED BY AWS



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gtworldcheu
73,500	62	1.21M	445,000	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
398,000	28	975,000	85,800	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@GTWorldChEu
78,000	181	989,000	118,000	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gtworldcheu
45,800	2	135,000	198,000	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
595,826	21	10.4M	532,300

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
17	2.14M	70,032

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 435M
MENTIONS 8,900

GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB



POWERED BY



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gt4europeanseries
28,500	42	291,000	92,100	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/gt4series
17,500	30	130,000	8,710	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gt4series
7,870	82	51,200	5,670	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
595,826	9	3.4M	151,300

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
4	325,000	5,500

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 22.7M
MENTIONS 1,310

FANATEC GT2 EUROPEAN SERIES POWERED BY PIRELLI



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gt2europeanseries
12,100	70	174,000	87,200	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GT2EuropeanSeries
7,770	37	137,000	13,900	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GT2European
3,760	62	60,700	8,860	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
595,826	2	1.7M	97,100

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
1	89,300	1,800

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 137M
MENTIONS 1,340