



MEDIA REPORT

CIRCUIT PAUL RICARD

EVENT 11-13 APRIL REPORTING PERIOD 4 APRIL – 18 APRIL (2 WEEKS)

GT WORLD CHALLENGE EUROPE POWERED BY AWS

GT2 EUROPEAN SERIES POWERED BY PIRELLI


GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB

EVENT OVERVIEW


ATTENDANCE 31,500

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	1	59	177	10	179
GT4 EUROPEAN SERIES	2	42	83	10	50
GT2 EUROPEAN SERIES	2	12	22	4	49
TOTAL	5	113	282	24	278

COMBINED SOCIAL MEDIA DATA

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
	175,400	391	3.71M	1,834,765	@gtworldcheu @gt4europeanseries @gt2europeanseries


	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
	422,860	135	2,03M	369,900	/GTWorldChallengeEurope /gt4series /GT2EuropeanSeries

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
	95,790	218	407,500	42,420	@GTWorldChEu @gt4series @GT2European

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
	140,000	4	146,000	635,000	@gtworldcheu

COMBINED YOUTUBE DATA (LIVE + POST)

@GTWorld

	SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
	696,296	38	12,2M	812,523

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
14	1,79M	69,882

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 1,123Md
MENTIONS 13,500

GT WORLD CHALLENGE EUROPE
POWERED BY AWS



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
118,000	107	2,84M	1,154,433	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
397,000	63	1,82M	319,000	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GTWorldChEu
83,400	101	372,000	35,200	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
140,000	4	146,000	635,000	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
696,296	20	8.37M	594,952

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
11	1,56M	64,167

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 790M
MENTIONS 5,160

GT4 EUROPEAN SERIES POWERED
BY RAFA RACING CLUB



POWERED BY



SOCIAL MEDIA DATA



FOLLOWERS

POSTS

IMPRESSIONS

VIDEO VIEWS

@gt4europeanseries

36,400

192

709,000

565,032



FOLLOWERS

POSTS

IMPRESSIONS

VIDEO VIEWS

/gt4series

17,900

31

90,800

16,400



FOLLOWERS

POSTS

IMPRESSIONS

VIDEO VIEWS

@gt4series

8,080

50

19,100

3,820

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS

LIVE STREAMS

IMPRESSIONS

LIVE STREAM VIEWS

696,296

12

2,64M

133,122

OTHER VIDEOS

IMPRESSIONS

VIDEO VIEWS

1

65,355

1,097

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 227M
MENTIONS 7,690

GT2 EUROPEAN SERIES POWERED BY
PIRELLI



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt2europeanseries
21,000	92	161,000	115,300	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/GT2EuropeanSeries
7,960	41	120,000	34,500	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@GT2European
4,310	67	16,400	3,400	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
696,296	6	1,27M	84,449

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
2	174,064	4,618

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 106M
MENTIONS 650