

MEDIA REPORT

PORTIMÃO

EVENT 16-18 OCTOBER **REPORTING PERIOD** 9-23 OCTOBER (2 WEEKS)

GT WORLD CHALLENGE EUROPE POWERED BY AWS
GT4 EUROPEAN SERIES
GT2 EUROPEAN SERIES POWERED BY PIRELLI

ALL DATA COMPILED VIA MELTWATER

EVENT OVERVIEW

ATTENDANCE 28 000

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	1	61	183	10	94
GT4 EUROPEAN SERIES	2	35	69	8	59
GT2 EUROPEAN SERIES	2	17	32	6	48
TOTAL	5	113	284		201

COMBINED **SOCIAL MEDIA** DATA

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
460,800	480	27.4M	10.4M	@gtworldcheu @gt4europeanseries @gt2europeanseries

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
653,400	175	15.5M	4.8M	/GTWorldChallengeEurope /gt4series /GT2EuropeanSeries

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
11,340	127	460,500	213,360	@GTWorldChEu @gt4series @GT2European

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
264,000	25	1.3M	2.6M	@gtworldcheu

COMBINED **YOUTUBE** DATA (LIVE + POST)

@GTWorld

SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
1,074,702	63	45.6M	11.7M

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
31	27.3M	809,484

COMBINED **EARNED MEDIA**

TOTAL POTENTIAL NEWS REACH **8.1B**
MENTIONS **8,724**

ALL DATA COMPILED VIA MELTWATER

GT WORLD CHALLENGE EUROPE POWERED BY AWS

SOCIAL MEDIA DATA

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
	369,000	184	25.3M	10M	@gtworldcheu
	615,000	91	15.4M	4.8M	/GTWorldChallengeEurope
	97,100	12	363,000	176,000	@GTWorldChEu
	264,000	25	1.3M	2.6M	@gtworldcheu

YOUTUBE DATA (LIVE + POST)

@GTWorld

SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
1,074,702	39	35.5M	10.3M

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
30	27,2M	5.8M

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **7.5B**
MENTIONS 8,210

ALL DATA COMPILED VIA MELTWATER

GT4 EUROPEAN SERIES

SOCIAL MEDIA DATA

@gt4europeanseries

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
53,300	159	1.1M	169,098

/gt4series

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
25,800	38	79,500	14,800

@gt4series

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
8,860	43	15,100	2,660

YOUTUBE DATA (LIVE + POST)

@GTWorld

SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
1,074,702	20	7.7M	954,384

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
1	126,519	9,838

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **322M**
MENTIONS 263

ALL DATA COMPILED VIA MELTWATER

GT2 EUROPEAN SERIES POWERED BY PIRELLI

SOCIAL MEDIA DATA

@gt2europeanseries

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
38,500	137	1M	180,603

/GT2EuropeanSeries

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
12,600	46	87,000	16,700

@GT2European

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
5,380	72	82,400	34,700

YOUTUBE DATA (LIVE + POST)

@GTWorld

SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
1,074,702	4	2.3M	412,719

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **333M**
MENTIONS **251**

ALL DATA COMPILED VIA MELTWATER