



## MEDIA REPORT

# CIRCUIT BRANDS HATCH

**EVENT 3-4 MAY REPORTING PERIOD 25 APRIL – 9 MAY (2 WEEKS)**

GT WORLD CHALLENGE EUROPE POWERED BY AWS

## EVENT OVERVIEW

## ATTENDANCE

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	1	30	60	10	79
TOTAL	1	30	60	10	79

## SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gtworldcheu
121,000	68	17,5M	761,206	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
397,000	65	1,93M	362,000	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@GTWorldChEu
83,800	104	537,000	53,000	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gtworldcheu
161,000	19	2,26M	2,41M	

## YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
712,909	10	6M	471,155

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
12	2,04M	82,173

## EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 1.030Md  
MENTIONS 5,280

ALL DATA COMPILED VIA MELTWATER