



2024 MEDIA REPORT

FANATEC GT WORLD CHALLENGE POWERED BY AWS

FANATEC GT WORLD CHALLENGE **EUROPE** POWERED BY AWS

FANATEC GT WORLD CHALLENGE **AMERICA** POWERED BY AWS FANATEC GT WORLD CHALLENGE **ASIA** POWERED BY AWS FANATEC GT WORLD CHALLENGE **AUSTRALIA** POWERED BY AWS FANATEC GT WORLD CHALLENGE **GLOBAL** POWERED BY AWS CROWDSTRIKE 24 HOURS OF **SPA**

WHAT IS GT WORLD CHALLENGE?



SERIES OF GT3 RACES COUNTING TOWARDS A GLOBAL MANUFACTURERS' TITLE

- + 4x CHAMPIONSHIPS HELD IN EUROPE, AMERICA, ASIA AND AUSTRALIA
- + POINTS SCORED ACROSS ALL CLASSES
- + 30x EVENTS | 52x RACES | SPRINT & ENDURANCE FORMATS | ESTABLISHED 2019
- + 9x MANUFACTURERS REGISTERED IN 2024
 - ASTON MARTIN AUDI BMW FERRARI FORD LAMBORGHINI MCLAREN MERCEDES-AMG PORSCHE

TOP LINE MEDIA FIGURES

GLOBAL ATTENDANCE '23 vs '24

BATHURST 12H		47,333		
SONOMA	16,583 20,143			
PAUL RICARD	18,600			2023
PHILLIP ISLAND 1	17,271			ώ
SEPANG	Z,000			
SEBRING	15,417			20
BRANDS HATCH	18,000			2024
CHANG	2,000 5,000			
СОТА	20,506			
MISANO	21,856			
THE BEND	8,977			
FUJI	6,000			
24HR OF SPA			83,677	110,000
SUZUKA	16,000			
VIR	11,366			
HOCKENHEIM	9,320 9,650			
NURBURGRING	22,914 23,577			
QUEENSLAND	18,213 18,534			
ROAD AMERICA	12,527 13,594			
MAGNY COURS	9,000			
PHILLIP ISLAND 2	16,000			
OKAYAMA	2,500			
BARBER	11,863			
SHANGHAI	1,500			
MONZA	30,000 35,39	з		
INDIANAPOLIS 8H	27,603 31,000			
BARCELONA	24,150 23,000			
SYDNEY	12,300			
BATHURST	17,293			
JEDDAH	11,500			

597K SPECTATORS

MEDIA **REACH**

1.46B CROSS MEDIA REACH
6.39B MEDIA CONTACTS
6.3K ARTICLES & 602 WEBSITES
11M SPONSORING CONTACTS
ON SOCIAL MEDIA
REPORTING PERIOD 16 FEB - 08 JAN 2025

COMBINED SOCIAL MEDIA

DATA FROM 17x ACCOUNTS SPANNING GTWC EUROPE, AMERICA, ASIA, AUSTRALIA & GLOBAL, AND CROWDSTRIKE 24 HOURS OF SPA

REPORTING PERIOD 12 MONTHS TO DEC 2024

1.8M FOLLOWERS
52.9M VIDEO VIEWS
140M IMPRESSIONS
7.7M ENGAGEMENTS
10,100 POSTS

COMBINED YOUTUBE

ALL GTWC CONTENT (MINUS SHORTS) ON SRO'S GT WORLD YOUTUBE CHANNEL

REPORTING PERIOD 2024 662K SUBSCRIBERS 14.5M VIEWS 244.4M IMPRESSIONS 832 VIDEOS

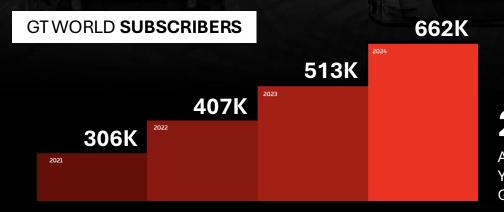


GLOBAL FREE-TO-AIR LIVE COVERAGE



SRO has a longstanding commitment to free coverage of all races, qualifying and some selected practice sessions via its GT World YouTube channel. The vast majority of broadcasts are also without geo-restrictions, allowing partners, teams, drivers and manufacturers to reach the widest number of dedicated and casual fans wherever they might be.

This has remained a key pillar of SRO's success since the channel was established in 2010. Its subscriber base continues to grow significantly year on year.



29% AVERAGE YEAR-ON-YEAR GROWTH

GT WORLD ALL CONTENT

REPORTING PERIOD 9 DEC 2023-8 DEC 2024

47M VIEWS – LIVE + VoD [+41%] **2M** INTERACTIONS [+17%] **1,290** VIDEOS [+49%]

GLOBAL TV BROADCASTS

REPORTING PERIOD 16 FEB - 08 JAN 2025

19.53M VIEWS* – LIVE + HIGHLIGHTS
3140 BROADCASTS - 95 TV CHANNELS,
3968 HOURS TOTAL BROADCAST TIME
€147M MEDIA VALUE FOR SERIES SPONSORS
€354.5M CROSS-PLATFORM ADVERTISING VALUE

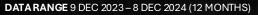
*Only accounts for dedicated programming. The likes of news and magazine shows that feature content, such as a free-to-air lunchtime news item on Belgian national TV during Spa, Mobil 1 the Grid, Gearing Up, TF1 etc are not included. The estimated additional viewership from news programmes and magazine shows is 150M.



EUROPE | AMERICA | ASIA | AUSTRALIA | GLOBAL | SPA DATA RANGE 12 MONTHS TO DECEMBER 2024



COME	BINED SOCIAL	. MEDIA I		OMPILED FROM ALI A SOCIAL MEDIA AC	
	FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
	366,300	4,433	4,237,300	61,537,000	32,433,400
	FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
	1,220,300	2,083	2,108,300	65,652,000	11,120,200
\mathbf{V}	FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
	166,000	3,608	468,400	20,091,000	3,610,100
	FOLLOWERS	POSTS	ENGAGEMENTS	REACH	VIDEO VIEWS
	80,100	66	948,000	3,650,000	5,770,000
		TOTAL		TOTAL	
	FOLLOWERS 1,832,670 +13%	POSTS 10,190 -3%	ENGAGEMENTS 7,762,000 +25%	IMPRESSIONS 139,885,700 -8%	VIDEO VIEWS 52,933,700 +107%
COMB	BINED YOUTUI	BE DATA	(LIVE + VoD)	STATS COMPILED YOUTUBE CHANN	
You Tube	SUBSCRIBERS	LIVE STREAMS	LIVE STREAM S VIEWS	IMPRESSIONS	
	662,000	573	11,448,100	189,500,700	
		OTHER VIDEOS	OTHER VIDEO VIEWS	IMPRESSIONS	
		259	3,055,700	54,856,100	
		TOTAL VIDEOS	TOTAL VIEWS	TOTAL IMPRESSIONS	TOTAL WATCH TIME (HOURS)
		832	14,543,800	244,356,800	4,051,700





SOCI	AL MEDIA DAT	TA			
0	FOLLOWERS 106,000	POSTS 1,130	ENGAGEMENTS 2,010,000	IMPRESSIONS 29,900,000	VIDEO VIEWS 18,892,500
F	FOLLOWERS 398,000	POSTS 729	ENGAGEMENTS 1,010,000	IMPRESSIONS 31,100,000	VIDEO VIEWS 7,070,000
	FOLLOWERS 81,800	POSTS 1,800	ENGAGEMENTS 247,000	IMPRESSIONS 10,400,000	VIDEO VIEWS 2,700,000
9	FOLLOWERS 80,100	POSTS 59	ENGAGEMENTS 948,000	REACH 3,650,000	VIDEO VIEWS 5,770,000
	TOTAL FOLLOWERS 662,600 +23%	TOTAL POSTS 3,520 -16%	TOTAL ENGAGEMENTS 3,927,000 +71%	TOTAL IMPRESSIONS 62,300,000 +14%	TOTAL VIDEO VIEWS 31,354,600 +376%
YOUT	UBE DATA (LIV		STATS COMPILE		
You Tube	SUBSCRIBERS 662,000	LIVE STREAMS 295		LIVE STREAM IMPRESSIONS 98,423,300	
		OTHER VIDEOS 130			
		TOTAL VIDEOS 425	TOTAL	TOTAL IMPRESSIONS 122,772,300	TOTAL WATCH TIME (HOURS) 2,477,500





DATA RANGE 1 NOV 2023 - 31 OCT 2024 (12 MONTHS)

SOCIAL MEDIA DATA

	FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS	
	108,000	1,260	711,000	11,200,000	5,033,200	
AS I						
	FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS	
	561,000	433	204,000	8,590,000	873,000	
\mathbf{V}	FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS	
\sim	29,700	655	30,200	1,370,000	121,000	

TOTAL FOLLOWERS	TOTAL POSTS	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL VIDEO VIEWS
698,000	2,348	945,200	21,160,000	6,027,200
+3%	+16%	+40%	-13%	+84%

YOUTUBE DATA (LIVE + VoD)

STATS COMPILED FROM SRO'S YOUTUBE CHANNEL: GT WORLD

You Tube	SUBSCRIBERS	LIVE STREAMS	LIVE STREAM VIEWS	LIVE STREAM IMPRESSIONS	
	656,000	110	1,969,700	38,507,300	
		OTHER VIDEOS	OTHER VIDEO VIEWS	OTHER VIDEO IMPRESSIONS	
		66	548,400	10,669,800	
		TOTAL VIDEOS	TOTAL VIEWS	TOTAL IMPRESSIONS	TOTAL WATCH TIME (HOURS)
		176	2,518,100	49,177,100	714,300





SOCIAL MEDIA DATA

0	FOLLOWERS 24,200	POSTS 799	ENGAGEMENTS 288,000	IMPRESSIONS 4,570,000	VIDEO VIEWS 1,551,300	
F	FOLLOWERS 52,200	POSTS 300	ENGAGEMENTS 225,000	IMPRESSIONS 4,150,000	VIDEO VIEWS 937,000	
\mathbf{X}	FOLLOWERS 11,600	POSTS 1,070	ENGAGEMENTS 177,000	IMPRESSIONS 7,620,000		

TOTAL FOLLOWERS	TOTAL POSTS	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL VIDEO VIEWS
88,000	2,169	690,000	16,340,000	3,255,300
+11%	+10%	-64%	-68%	-72%

YOUTUBE DATA (LIVE + VoD)

STATS COMPILED FROM SRO'S YOUTUBE CHANNEL: GT WORLD

You Tube	SUBSCRIBERS	LIVE STREAMS	LIVE STREAM VIEWS	LIVE STREAM IMPRESSIONS	
	656,000	141	1,078,600	26,319,700	
		OTHER VIDEOS	OTHER VIDEO VIEWS	OTHER VIDEO	
		42	176,200	5,682,200	
		TOTAL VIDEOS	TOTAL VIEWS	TOTAL IMPRESSIONS	TOTAL WATCH TIME (HOURS)
		183	1,254,800	32,001,900	180,200

EUROPE | AMERICA | ASIA | AUSTRALIA | GLOBAL | SPA DATA RANGE 9 DEC 2023 – 8 DEC 2024 (12 MONTHS)



SOC	IAL MEDIA DA	ATA			
	FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
0	12,400	835	141,000	2,090,000	1,042,600
		-9-5-5-5			
	FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
	9,670	428	233,000	4,670,000	1,130,000

TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	
FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS	
22,070	1,263	374,000	6,760,000	2,172,600	
+73%	+93%	+258%	+401%	+1156%	

YOUTUBE DATA (LIVE + VoD)			STATS COMPILED YOUTUBE CHANN		
You Tube	SUBSCRIBERS 656,000	LIVE STREAMS 27	LIVE STREAM VIEWS 1,849,800	LIVE STREAM IMPRESSIONS 26,250,400	
		OTHER VIDEOS 21	OTHER VIDEO VIEWS 1,005,200	OTHER VIDEO IMPRESSIONS 84,800	
		TOTAL VIDEOS	TOTAL VIEWS	TOTAL IMPRESSIONS	TOTAL WATCH TIME (HOURS)
		48	2,854,900	40,300,100	679,700



DATA RANGE 1 NOV 2023 - 31 OCT 2024 (12 MONTHS)



CROWDSTRIKE

SOCIAL MEDIA DATA

	FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS	
O	46,500	51	67,300	777,000	25,300	16
				-		
	And the second s					
	FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS	
f	FOLLOWERS 13,400	POSTS 26	ENGAGEMENTS 5,300	IMPRESSIONS 142,000	VIDEO VIEWS N/A	

TOTAL		TOTAL	TOTAL	TOTAL
FOLLOWERS		ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
59,900	77	72,600	919,000	25,300
+37%	+114%	+1,222%	+370%	+826%

EUROPE | AMERICA | ASIA | AUSTRALIA | GLOBAL | SPA

DATA RANGE 1 NOV 2023 - 31 OCT 2024 (12 MONTHS)

SOCIAL MEDIA DATA

	FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS	
0	69,200 +57%	358 -31%	1.020,000 +112%	13,000,000 +98%	5,888,500 +85%	
	+57%	-31%	+ 112%	+98%		
	FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS	
	186,000	167	431,000	17,000,000	1,110,000	
	0%	-23%	-15%	+70%	+251%	
\sim	FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS	
	42,900	83	14,200	701,000	22,100	
	+7%	-79%	-93%	-76%	-93%	
		-79%				
	+7%	TOTAL	-93% TOTAL	-76% 	-93% 	
	+7%		-93%	-76%	-93%	
	+7%	TOTAL	-93% TOTAL	-76% 	-93% 	

SRO