



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?

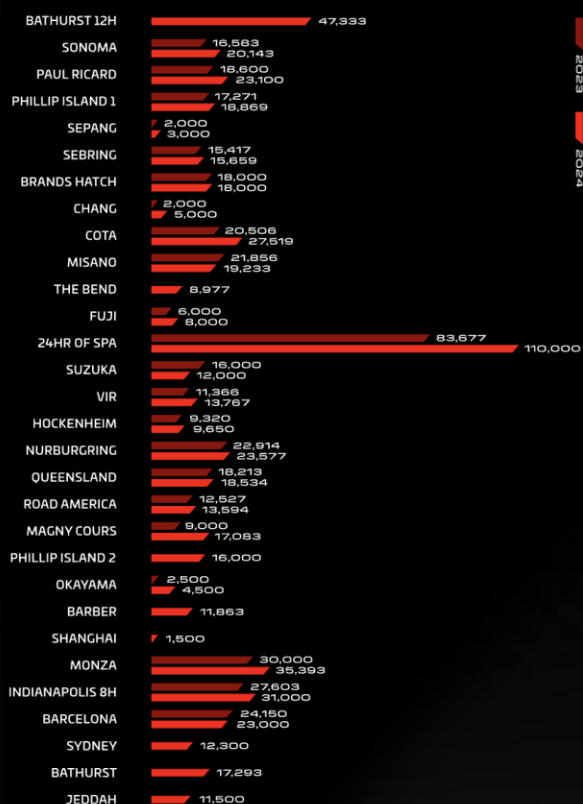


SERIES OF GT3 RACES COUNTING TOWARDS A GLOBAL MANUFACTURERS' TITLE

- + 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



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

ALL DATA COMPILED VIA MELTWATER AND IRIS SPORTS

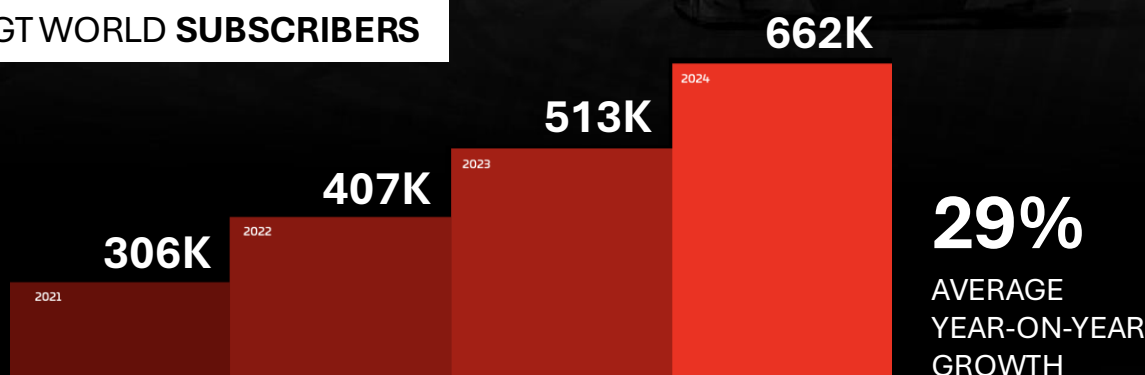


GLOBAL FREE-TO-AIR LIVE COVERAGE

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.

GT WORLD SUBSCRIBERS



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.

COMBINED SOCIAL MEDIA DATA

STATS COMPILED FROM ALL GTWC
AND SPA SOCIAL MEDIA ACCOUNTS

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



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 FOLLOWERS	TOTAL POSTS	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL VIDEO VIEWS
1,832,670 +13%	10,190 -3%	7,762,000 +25%	139,885,700 -8%	52,933,700 +107%

COMBINED YOUTUBE DATA (LIVE + VoD)

STATS COMPILED FROM SRO'S
YOUTUBE CHANNEL: GT WORLD

SUBSCRIBERS	LIVE STREAMS	LIVE STREAM 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

EUROPE | AMERICA | ASIA | AUSTRALIA | GLOBAL | SPA

DATA RANGE 9 DEC 2023 – 8 DEC 2024 (12 MONTHS)

SOCIAL MEDIA DATA



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
106,000	1,130	2,010,000	29,900,000	18,892,500



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
398,000	729	1,010,000	31,100,000	7,070,000



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
81,800	1,800	247,000	10,400,000	2,700,000



FOLLOWERS	POSTS	ENGAGEMENTS	REACH	VIDEO VIEWS
80,100	59	948,000	3,650,000	5,770,000

TOTAL FOLLOWERS	TOTAL POSTS	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL VIDEO VIEWS
662,600 +23%	3,520 -16%	3,927,000 +71%	62,300,000 +14%	31,354,600 +376%

YOUTUBE DATA (LIVE + VoD)

STATS COMPILED FROM SRO'S
YOUTUBE CHANNEL: GT WORLD



SUBSCRIBERS	LIVE STREAMS	LIVE STREAM VIEWS	LIVE STREAM IMPRESSIONS
662,000	295	6,550,000	98,423,300

OTHER VIDEOS	OTHER VIDEO VIEWS	OTHER VIDEO IMPRESSIONS
130	1,325,900	24,324,600

TOTAL VIDEOS	TOTAL VIEWS	TOTAL IMPRESSIONS	TOTAL WATCH TIME (HOURS)
425	7,911,400	122,772,300	2,477,500

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
108,000	1,260	711,000	11,200,000	5,033,200



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
561,000	433	204,000	8,590,000	873,000



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
29,700	655	30,200	1,370,000	121,000

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

YOUTUBE DATA (LIVE + VoD)

STATS COMPILED FROM SRO'S
YOUTUBE CHANNEL: **GT WORLD**



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

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
24,200	799	288,000	4,570,000	1,551,300



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
52,200	300	225,000	4,150,000	937,000



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
11,600	1,070	177,000	7,620,000	767,000

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

YOUTUBE DATA (LIVE + VoD)

STATS COMPILED FROM SRO'S
YOUTUBE CHANNEL: **GT WORLD**



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 IMPRESSIONS
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)

SOCIAL MEDIA DATA



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
12,400	835	141,000	2,090,000	1,042,600



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
9,670	428	233,000	4,670,000	1,130,000

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

YOUTUBE DATA (LIVE + VoD)

STATS COMPILED FROM SRO'S
YOUTUBE CHANNEL: **GT WORLD**



SUBSCRIBERS	LIVE STREAMS	LIVE STREAM VIEWS	LIVE STREAM IMPRESSIONS
656,000	27	1,849,800	26,250,400

OTHER VIDEOS	OTHER VIDEO VIEWS	OTHER VIDEO IMPRESSIONS
21	1,005,200	84,800

TOTAL VIDEOS	TOTAL VIEWS	TOTAL IMPRESSIONS	TOTAL WATCH TIME (HOURS)
48	2,854,900	40,300,100	679,700

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
46,500	51	67,300	777,000	25,300



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
13,400	26	5,300	142,000	N/A

TOTAL FOLLOWERS	TOTAL POSTS	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL VIDEO VIEWS
59,900 +37%	77 +114%	72,600 +1,222%	919,000 +370%	25,300 +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
69,200 +57%	358 -31%	1,020,000 +112%	13,000,000 +98%	5,888,500 +85%



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
186,000 0%	167 -23%	431,000 -15%	17,000,000 +70%	1,110,000 +251%



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
42,900 +7%	83 -79%	14,200 -93%	701,000 -76%	22,100 -93%

TOTAL FOLLOWERS	TOTAL POSTS	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL VIDEO VIEWS
298,100 +10%	966 -15%	1,465,200 +23%	30,701,000 +57%	7,010,600 +84%