



2025 MID-SEASON MEDIA REPORT

JANUARY – JULY 2025

EUROPEAN SERIES – COMBINED REPORT

GT WORLD CHALLENGE **EUROPE** POWERED BY AWS

CROWDSTRIKE 24 HOURS OF **SPA**

GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB

GT2 EUROPEAN SERIES POWERED BY PIRELLI

2025 EUROPEAN SEASON

+ 3x CHAMPIONSHIPS ACROSS 10x EVENTS | 39x RACES | SPRINT & ENDURANCE FORMATS

+ GT4 EUROPE IS A GTWC EUROPE SUPPORT SERIES AT 6x EVENTS

+ GT2 EUROPE IS A GTWC EUROPE SUPPORT SERIES AT 6x EVENTS

+ 10x MANUFACTURERS REGISTERED IN GTWC EUROPE

ASTON MARTIN – AUDI – BMW – CHEVROLET – FERRARI – FORD – LAMBORGHINI – McLAREN – MERCEDES-AMG – PORSCHE

+ 10x MANUFACTURERS REGISTERED IN GT4 EUROPE

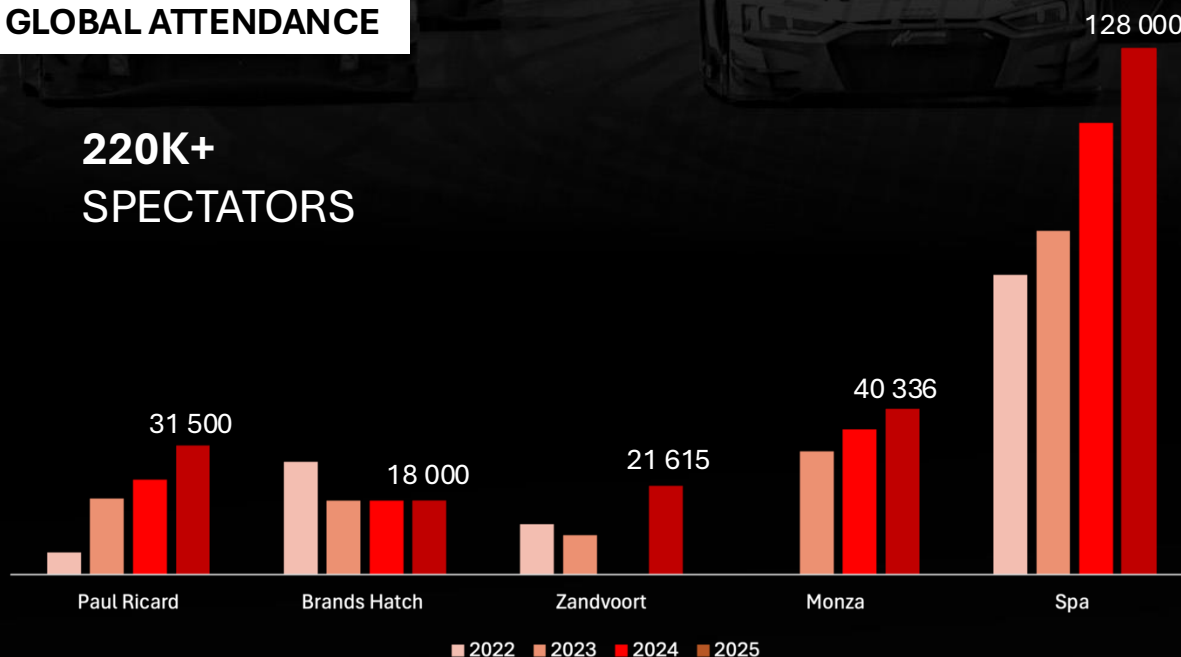
ASTON MARTIN – AUDI – BMW – FORD – GINETTA – LOTUS – McLAREN – MERCEDES-AMG – PORSCHE – TOYOTA

+ 5x MANUFACTURERS REGISTERED IN GT2 EUROPE

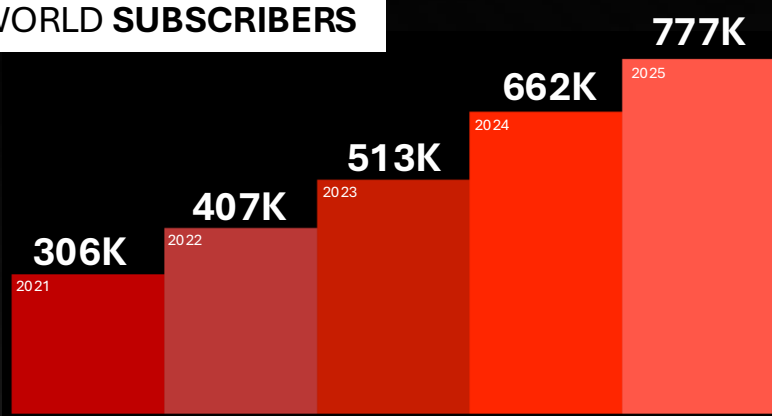
AUDI – KTM – LAMBORGHINI – MASERATI – MERCEDES-AMG

GLOBAL ATTENDANCE

220K+
SPECTATORS



GT WORLD SUBSCRIBERS



17%

AVERAGE
YEAR-ON-YEAR GROWTH

GT WORLD ALL CONTENT

REPORTING PERIOD 01 JAN 2025 – 15 JULY 2025

8.3M VIEWS – LIVE + VoD [+41%]

115M IMPRESSIONS [+17%]

329 VIDEOS [+49%]

ALL DATA COMPILED VIA MELTWATER AND IRIS SPORTS

SRO
MOTORSPORTS GROUP

GLOBAL EUROPEAN REPORT
DATA RANGE 01 JAN 2025 – 15 JULY 2025 (6 MONTHS)

COMBINED SOCIAL MEDIA DATA

STATS COMPILED FROM GTWC EUROPE, GT4 EUROPE, GT2 EUROPE AND SPA SOCIAL MEDIA ACCOUNTS



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
305,000	2,360	3,400,000	143,000,000	23,233,565



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
612,000	955	1,960,000	45,800,000	8,060,000



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
142,000	1,370	223,000	6,710,000	810,000



FOLLOWERS	POSTS	ENGAGEMENTS	REACH	VIDEO VIEWS
189,000	95	2,840,000	11,200,000	14,900,000

TOTAL FOLLOWERS	TOTAL POSTS	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL VIDEO VIEWS
1,248,000 +19%	4,780 -42%	8,423,000 +38%	206,710,000 +81%	47,003,565 +8%

COMBINED YOUTUBE DATA (LIVE + VoD)

STATS COMPILED FROM SRO'S YOUTUBE CHANNEL: GT WORLD



SUBSCRIBERS	LIVE STREAMS	LIVE STREAM VIEWS	IMPRESSIONS
777,052	251	7,677,022	80,357,036

OTHER VIDEOS	OTHER VIDEO VIEWS	IMPRESSIONS
78	697,758	34,984,129

TOTAL VIDEOS	TOTAL VIEWS	TOTAL IMPRESSIONS	TOTAL WATCH TIME (HOURS)
329	8,374,780	115,341,165	2,753,937

GT WORLD CHALLENGE EUROPE POWERED BY AWS
& CROWDSTRIKE 24H OF SPA
DATA RANGE 01 JAN 2025 – 15 JULY 2025 (6 MONTHS)



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
241,000	1,210	3,070,000	129,000	20,065,628



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
586,000	615	1,890,000	44,500,000	7,760,000



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
129,000	865	214,000	6,480,000	754,000



FOLLOWERS	POSTS	ENGAGEMENTS	REACH	VIDEO VIEWS
189,000	95	2,840,000	11,200,000	14,900,000

TOTAL FOLLOWERS	TOTAL POSTS	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL VIDEO VIEWS
1,145,000 +19%	2,785 -35%	8,014,000 +41%	62,309,000 -41%	43,479,628 +5%

YOUTUBE DATA (LIVE + VoD)

STATS COMPILED FROM SRO'S
YOUTUBE CHANNEL: GT WORLD



SUBSCRIBERS	LIVE STREAMS	LIVE STREAM VIEWS	LIVE STREAM IMPRESSIONS
777,051	155	5,776,070	52,318,290

OTHER VIDEOS	OTHER VIDEO VIEWS	OTHER VIDEO IMPRESSIONS
70	679,582	12,694,909

TOTAL VIDEOS	TOTAL VIEWS	TOTAL IMPRESSIONS	TOTAL WATCH TIME (HOURS)
225	6,455,652	65,013,199	2,753,937

SOCIAL MEDIA DATA



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
40,100	737	259,000	10,700,000	2,788,625



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
17,900	143	35,800	589,000	129,000



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
9,940	339	4,290	140,000	48,800

TOTAL FOLLOWERS	TOTAL POSTS	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL VIDEO VIEWS
67,940 +15%	1,219 -49%	299,090 +14%	11,429,000 +128%	2,966,425 +141%

YOUTUBE DATA (LIVE + VoD)

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



SUBSCRIBERS	LIVE STREAMS	LIVE STREAM VIEWS	LIVE STREAM IMPRESSIONS
777,052	72	1,198,324	19,862,716

OTHER VIDEOS	OTHER VIDEO VIEWS	OTHER VIDEO IMPRESSIONS
3	5,597	21,838,167

TOTAL VIDEOS	TOTAL VIEWS	TOTAL IMPRESSIONS	TOTAL WATCH TIME (HOURS)
75	1,203,921	41,700,883	2,753,937

SOCIAL MEDIA DATA



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
23,300	415	75,100	2,900,000	378,396



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
8,020	197	33,600	755,000	167,000



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
6,250	417	4,580	129,000	10,500

TOTAL FOLLOWERS	TOTAL POSTS	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL VIDEO VIEWS
37,570 +25%	1,029 -34%	113,280 -35%	3,784,000 +57%	555,896 -35%

YOUTUBE DATA (LIVE + VoD)

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



SUBSCRIBERS	LIVE STREAMS	LIVE STREAM VIEWS	LIVE STREAM IMPRESSIONS
777,052	24	702,628	8,176,030

OTHER VIDEOS	OTHER VIDEO VIEWS	OTHER VIDEO IMPRESSIONS
5	12,579	451,053

TOTAL VIDEOS	TOTAL VIEWS	TOTAL IMPRESSIONS	TOTAL WATCH TIME (HOURS)
29	715,207	8,627,083	2,753,937