

WORLD CHALLENGE EUROPE powered by aws

INTERCONTINENTAL GT CHALLENGE

GT4 EUROPEAN SERIES

GT3 LEGENDS

SUPER TROFEO

LAMBORGHINI SQUADRA CORSE

McLaren TROPHY

MEDIA REPORT 2026

CROWDSTRIKE 24 HOURS OF SPA

CROWDSTRIKE 24SPA

SRO MOTORSPORTS GROUP



THE BIGGEST GT RACE IN THE WORLD

DELIVERING 172M IMPRESSIONS

ALL DATA COMPILED VIA MELTWATER

ON TRACK

THE BIGGEST GT RACE IN THE WORLD

69 CARS

251 DRIVERS

10 MANUFACTURERS



SUPPORT SERIES

8 RACES

208 DRIVERS

122 CARS



PUBLIC



SPECTATORS ATTENDANCE

132 000 FANS

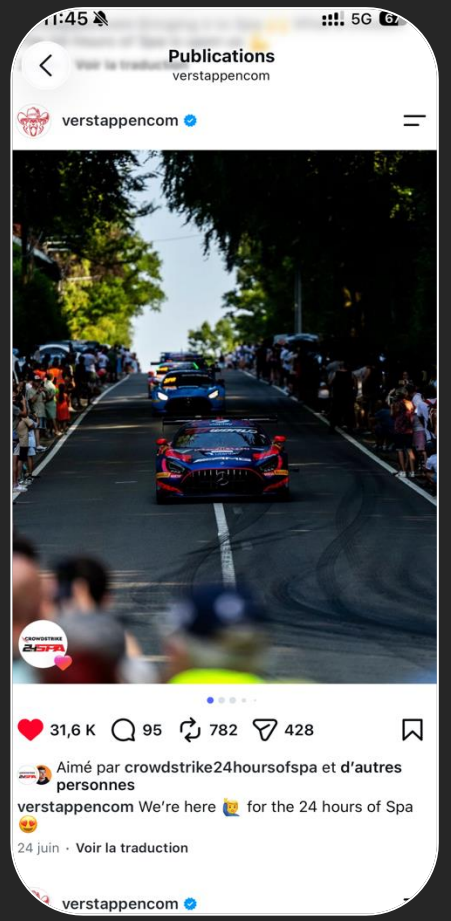
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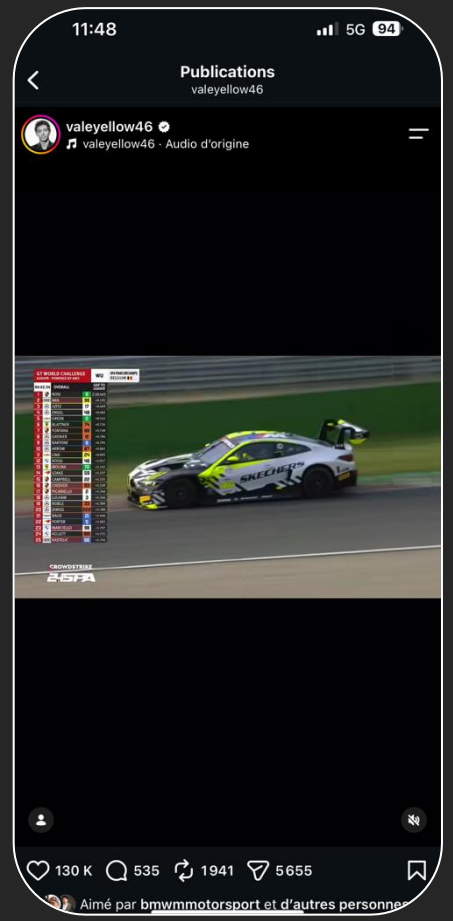
PARADE

18 000 FANS

Social impressions – 5.45M
Engagement - 254K







CONCERTS


With Dimitri Vegas on Saturday
@dimitrivegas 3M
CROWDSTRIKE 24 HOURS OF SPA

TV COVERAGE

Racing without borders: broadcast in 152 countries

Broadcasting time - **754 hours**
Media value - **35.6M€**
Estimated reach - **35.9M** (live + highlights)

A glimpse of our broadcasters

rtbf vrt

ZIGGO SPORT AUTOMOTO MOTO WIZJA viaplay

MOTOR + VISION sky sports SBS beIN SPORTS

SPOTV J SPORTS FOX SPORTS RACER

StarTimes YOUKU



TV COVERAGE

SRO DIGITAL PLATFORMS

MEDIA	
WEBSITES	WWW.GT-WORLD-CHALLENGE-EUROPE.COM WWW.CROWDSTRIKE24HOURSOFSPA.COM WWW.INTERCONTINENTALGTCHALLENGE.COM
YOUTUBE	GT WORLD
FACEBOOK	GT WORLD CHALLENGE EUROPE
TWITCH	SRO MOTORSPORTS
TWITTER	@GTWORLDCHALLENGEEUROPE

AMERICAS

MEDIA	LIVE	HIGHLIGHTS
RACER	•	•
NSPORTS	•	•
FLOW/RUSH		•
TELETICA		•
FOX RACING CANADA		•
BEIN SPORTS	•	•
FOX SPORT 1		•

COVERED COUNTRIES
BRAZIL, CANADA, CARIBBEAN, COSTA RICA, USA

MAGAZINES

MEDIA
MOTORSPORT MUNDIAL
PLANET SPEED
MAX POWER

DIGITAL OTT

MEDIA	LIVE	HIGHLIGHTS	FULL REPLAY
CANAL DEPORTE (SPAIN)	•	•	
THE RACETRACK (CHINA)	•	•	
GRANDEPREMIO (BRAZIL)	•	•	
YOUKU (CHINA)	•	•	
IQIYI, HUYA, QI'E LIVE, WEIBO & WECHAT (CHINA)	•	•	
MOTORRACING (SAMSUNG TVPLUS - UK)		•	•

EUROPE

MEDIA	LIVE	HIGHLIGHTS
MOTORVISION	•	•
RTBF		•
BNT	•	•
CYTA	•	•
KREATOR TV	•	•
SPORTSKA TV	•	•
SHIFT TV	•	•
MOTORRACING		•
SKY SPORTS 1	•	
SPORT 5	•	•
SKY SPORTS	•	•
GO MALTA	•	•
MOTOWIZJA	•	•
SPORT TV	•	•
PRIMA SPORT	•	•
ZIGGO SPORT	•	•
SPORT 1	•	•
DIVISPORT	•	•
SKY SPORTS F1	•	•
PREMIER SPORT	•	•
VIAPLAY	•	•
BEST4SPORT	•	•
ANT1+	•	•
LIVEY	•	•
BEST4SPORT	•	•
SPORT EXTRA	•	•
SWISS SPORT	•	•
BEIN SPORTS	•	•

SPA ONLY
TIPIK (RTBF), AUDIO, VRT MAX, AUTOMOTO LA CHAINE, BMF

COVERED COUNTRIES
BELGIUM, BOSNIA AND HERZEGOVINA, BULGARIA, CROATIA, CYPRUS, CZECH REPUBLIC, DENMARK, ESTONIA, FINLAND, FRANCE, GERMANY, GIBRALTAR, GREECE, HUNGARY, ICELAND, ISRAEL, ITALY, LATVIA, LITHUANIA, LUXEMBOURG, MACEDONIA, MALTA, MOLDOVA, MONACO, MONTENEGRO, NETHERLANDS, NORTH MACEDONIA, NORWAY, POLAND, PORTUGAL, ROMANIA, SERBIA, SLOVAKIA, SLOVENIA, SPAIN, SWEDEN, SWITZERLAND, TÜRKIYE, UKRAINE, UNITED KINGDOM.

MIDDLE

MEDIA	LIVE	HIGHLIGHTS
MBC		•
AZAM TV	•	•
MOTORVISION	•	•

COVERED COUNTRIES
ALGERIA, BAHRAIN, CHAD, COMOROS, DJIBOUTI, EGYPT, ERITREA, IRAN, IRAQ, JORDAN, KUWAIT, LEBANON, LIBYA, MAURITANIA, MOROCCO, OMAN, PALESTINE, QATAR, SAUDI ARABIA, SOMALIA, SUDAN, SYRIA, TUNISIA, UNITED ARAB EMIRATES, WEST BANK AND GAZA, YEMEN.

AFRICA

MEDIA	LIVE	HIGHLIGHTS
MOTORVISION	•	•
STARTIMES		•
TALENT SPORT		•
AZAM TV	•	•

COVERED COUNTRIES
ALGERIA, ANGOLA, BENIN, BOTSWANA, BURKINA FASO, BURUNDI, CAMEROON, CAPE VERDE, CENTRAL AFRICAN REPUBLIC, CHAD, COMOROS, COMOROS ISLANDS, CONGO, DEMOCRATIC REPUBLIC OF THE CONGO, DJIBOUTI, EGYPT, EQUATORIAL GUINEA, ERITREA, ESWATINI, ETHIOPIA, GABON, GAMBIA, GHANA, GUINEA, GUINEA-BISSAU, IVORY COAST, KENYA, LESOTHO, LIBERIA, LIBYA, MADAGASCAR, MALAWI, MALI, MAURITANIA, MAURITIUS, MAYOTTE, MOROCCO, MOZAMBIQUE, NAMIBIA, NIGER, NIGERIA, RÉUNION, RWANDA, SÃO TOMÉ AND PRÍNCIPE, SENEGAL, SEYCHELLES, SIERRA LEONE, SOCOTRA, SOMALIA, SOMALILAND, SOUTH AFRICA, SOUTH SUDAN, SAINT HELENA, SUDAN, TANZANIA, TOGO, TUNISIA, UGANDA, ZAMBIA, ZANZIBAR, ZIMBABWE.

AUS.

MEDIA	LIVE	HIGHLIGHTS
FOX SPORT	•	•
DAZN	•	•

COVERED COUNTRIES
AUSTRALIA, NEW ZEALAND

ASIA

MEDIA	LIVE	HIGHLIGHTS
PCCW	•	•
STAR SPORTS		•
ASTRO TV	•	•
SONY SPORT		•
J SPORTS	•	
MOTORVISION	•	•
AZTV	•	•
TENCENT	•	•
FANCODE	•	•
SOLAR SPORTS	•	•
BEIN SPORTS	•	•
SPO TV	•	•
TAPMAD	•	•
SOLAR SPORTS	•	•
TRUEID	•	•

COVERED COUNTRIES
AFGHANISTAN, AZERBAIJAN, BANGLADESH, BHUTAN, BRUNEI, CAMBODIA, CHINA, HONG KONG, INDIA, INDONESIA, JAPAN, LAOS, MACAU, MALAYSIA, MALDIVES, MAURITIUS, MONGOLIA, MYANMAR, NEPAL, PAKISTAN, PEOPLE'S REPUBLIC OF CHINA, PHILIPPINES, SINGAPORE, SRI LANKA, TAIWAN, THAILAND, TIMOR LESTE, VIETNAM.

ASIAVISION

MEDIA	HIGHLIGHTS
FBC - KRTK - TDM - RTM - TV5 - SULD - EMTV - ABS-CBN - SLRC - VTN	•

COVERED COUNTRIES
FIDJI, KYRGYZSTAN, MACAU, MALAYSIA, MONGOLIA, PAPUA NEW GUINEA, PHILIPPINES, SRI LANKA, VIETNAM.

LIVESTREAM

@GTWORLD

COMBINED YOUTUBE DATA

SUBSCRIBERS – 1.06M

LIVESTREAMS – 112

IMPRESSIONS – 44.8M

TOTAL VIEWS – 6.43M

COMBINED YOUTUBE DATA – BY LANGUAGE

LANGUAGE	LIVESTREAMS	IMPRESSIONS	LIVESTREAM VIEWS
ENGLISH	11	12.3M	1.9M
FRENCH	11	3M	403K
GERMAN	11	5.6M	903K
ITALIAN	11	2.1M	173K
FLEMISH	8	1.4M	111K
PORTUGESE	8	994K	44.4K
CHINESE	3	482K	23.5K
ONBOARD	33	2.7M	98.1K
VIDEO	80	11.6M	1.7M

ALL DATA COMPILED VIA YOUTUBE

SOCIALS

GLOBAL FOOTPRINT

FOLLOWERS – 2.07M

POSTS – 1061

IMPRESSIONS – 91.8M

VIDEO VIEWS – 23M

COMBINED SOCIAL MEDIA DATA

	FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
	548.9K	632	53.6M	12.7M	@crowdstrike24hoursofspa @gtworldcheu @intercontgtc @gt4europeanseries
	1.03M	250	33.9M	6.77M	/24HoursofSpa /GTWorldChallengeEurope /Intercontgtc /gt4series
	201.7K	157	3.1M	1.55M	@24HoursofSpa @GTWorldChEu @IntercontGTC @gt4series
	288.2K	22	1.2M	1.98M	@spa24h @gtworldcheu

ALL DATA COMPILED VIA MELTWATER

SPA 24H account
1st january – 15th october

Other accounts
19 june – 3rd july

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH - **13.9B**

MENTIONS - **44.1K**

"24 ORE DI SPA 2026, I RISULTATI: VALENTINO ROSSI A UN PASSO DALLA TOP 5"

sky sports

"SPA 24 HOURS: LIONSPEED PORSCHE WINS AFTER STARTING FROM PIT LANE"

motorsport.com

"SPA 24 HOURS: PORSCHE WINS AFTER PITLANE START"

AUTOSPORT

"FROM THE BACK OF THE FIELD TO THE TOP OF THE PODIUM: PORSCHE WINS SPA 24"

Autoweek

"24H DE SPA 2026 : LE PROGRAMME COMPLET (ENGAGES, HORAIRES, LIVE, RESULTATS)"

Sport auto



ALL DATA COMPILED VIA MELTWATER



THANK YOU

powered by TotalEnergies