



**FANATEC® FANATEC®**



## MEDIA REPORT

# MISANO

**EVENT** 17-19 MAY    **REPORTING PERIOD** 10-24 MAY (2 WEEKS)

FANATEC GT WORLD CHALLENGE EUROPE POWERED BY AWS

GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB

FANATEC GT2 EUROPEAN SERIES POWERED BY PIRELLI



# EVENT OVERVIEW

## ATTENDANCE 19,233

	RACES	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
FANATEC GT EUROPE	2	35	70	8	97
GT4 EUROPEAN SERIES	2	49	97	10	68
FANATEC GT2 EUROPE	2	15	28	6	59
<b>TOTAL</b>		<b>99</b>	<b>195</b>		<b>224</b>

# COMBINED SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
121,000	370	1.53M	1.17M	@gtworldcheu @gt4europeanseries @gt2europeanseries



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
424,000	106	1.87M	379,000	/GTWorldChallengeEurope /gt4series /GT2EuropeanSeries



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
90,500	297	817,000	239,000	@GTWorldChEu @gt4series @GT2European



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
47,300	15	173,000	45,900	@gtworldcheu

# COMBINED YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
612,984	30	19.7M	990,527

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
15	8.4M	526,546

# COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 880M  
MENTIONS 6,760

ALL DATA COMPILED VIA MELTWATER



# FANATEC GT WORLD CHALLENGE EUROPE POWERED BY AWS



## SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
77,900	99	1,24M	1,02M	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
398,000	52	1,67M	369,000	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GTWorldChEu
78,800	147	758,000	232,000	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
47,300	15	173,000	45,900	

## YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
612,984	14	6,6M	342,221

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
12	4,1M	261,436

## EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **650 M**  
MENTIONS 5,740

# GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB



POWERED BY



## SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gt4europeanseries
29,500	184	222,000	100,500	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/gt4series
17,600	22	165,000	4,060	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gt4series
7,900	74	35,900	4,490	

## YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
612,984	12	5,4M	241,489

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
1	55,918	307

## EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **19,7M**  
MENTIONS 599



# FANATEC GT2 EUROPEAN SERIES POWERED BY PIRELLI



## SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gt2europeanseries
13,300	87	75,400	53,100	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GT2EuropeanSeries
7,810	32	37,100	6,160	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GT2European
3,810	76	23,100	3,000	

## YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
612,984	4	7,7M	408,817

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
2	4,3M	264,803

## EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 229M  
MENTIONS 595