



MEDIA REPORT

CIRCUIT ZANDVOORT

EVENT 16-18 MAY REPORTING PERIOD 9 MAY - 23 MAY (2 WEEKS)

GT WORLD CHALLENGE EUROPE POWERED BY AWS

GT2 EUROPEAN SERIES POWERED BY PIRELLI

GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB

EVENT OVERVIEW

ATTENDANCE **21,615**

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	1	41	82	10	73
GT4 EUROPEAN SERIES	2	43	84	10	63
GT2 EUROPEAN SERIES	2	8	14	4	69
TOTAL	5	92	180	24	205

COMBINED SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
184,500	397	32.74M	2,45M	@gtworldcheu @gt4europeanseries @gt2europeanseries



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
422,880	146	2,44M	729,830	/GTWorldChallengeEurope /gt4series /GT2EuropeanSeries



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
96,820	237	865,300	83,450	@GTWorldChEu @gt4series @GT2European



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
168,000	9	298,000	1.97M	@gtworldcheu

COMBINED YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
725,848	37	8,58M	558,322

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
10	1,24M	53,222

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **1,225Md**
MENTIONS **14,610**

GT WORLD CHALLENGE EUROPE
POWERED BY AWS



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
125,000	180	27,9M	2M	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
397,000	86	2,30M	673,000	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GTWorldChEu
84,400	121	840,000	79,600	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
168,000	9	298,000	1,97M	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
725,848	22	5,24M	339,181

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
8	1,12M	51,328

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 975M
MENTIONS 6,200

GT4 EUROPEAN SERIES POWERED
BY RAFA RACING CLUB



POWERED BY



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4europeanseries
37,700	134	3,73M	407,644	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/gt4series
17,900	27	49,300	5,930	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4series
8,090	49	14,800	2,430	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
725,848	12	2,4M	140,099

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
1	53,670	507

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 180M
MENTIONS 7,930

GT2 EUROPEAN SERIES POWERED BY
PIRELLI



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt2europeanseries
21,800	83	1.11M	41,134	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/GT2EuropeanSeries
7,980	33	99,400	50,900	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@GT2European
4,330	67	10,500	1,420	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
725,848	3	930,171	79,042

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
1	66,239	1,387

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 70M
MENTIONS 480