



MEDIA REPORT

MONZA

EVENT 29 MAY-1 JUNE **REPORTING PERIOD** 23 MAY – 6 JUNE (2 WEEKS)

GT WORLD CHALLENGE EUROPE POWERED BY AWS

EVENT OVERVIEW

ATTENDANCE **40,336**

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	1	59	176	10	84
TOTAL	1	59	176	10	84

SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
131,000	127	34,8M	2,1M	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
398,000	64	2,6M	1M	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GTWorldChEu
44,600	111	449,000	53,100	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
177,000	3	419,000	1,1M	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
732,331	20	5,2M	372,130

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
7	1,1M	57,983

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 633M
MENTIONS 4,270

ALL DATA COMPILED VIA MELTWATER