

MEDIA REPORT

MAGNY-COURS

EVENT 31 JULY-02 AUGUST **REPORTING PERIOD** 24 JULY - 07 AUGUST (2 WEEKS)

GT WORLD CHALLENGE EUROPE POWERED BY AWS
CHAMPIONNAT DE FRANCE FFSA GT
CHAMPIONNAT DE FRANCE FFSA TOURISME

ALL DATA COMPILED VIA MELTWATER

EVENT OVERVIEW

ATTENDANCE 27,421

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	2	44	88	8	67
FFSA GT4 FRANCE	2	30	58	6	65
FFSA TOURISME	4	35	47	8	52
TOTAL	8	109	193		184

COMBINED **SOCIAL MEDIA** DATA

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
	333,330	111	9M	2.8M	@gtworldcheu @ffsa_gt4france @tc_france
	615,400	97	6.5M	1.14M	/GTWorldChallengeEurope /FFSAGT-GT4France /FFSATourisme – TC France
	95,700	37	398,000	128,000	@GTWorldChEu
	240,000	2	37,600	242,000	@gtworldcheu

COMBINED **YOUTUBE** DATA (LIVE + POST)

@GTWorld

SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
966,605	33	6.4M	341,385

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
9	2.5M	138,261

COMBINED **EARNED MEDIA**

TOTAL POTENTIAL NEWS REACH **1.5B**
MENTIONS **2,591**

ALL DATA COMPILED VIA MELTWATER

GT WORLD CHALLENGE EUROPE POWERED BY AWS

SOCIAL MEDIA DATA

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
	310,000	69	8M	2.7M	@gtworldcheu
	589,000	61	6.3M	1.1M	/GTWorldChallengeEurope
	95,700	37	398,000	128,000	@GTWorldChEu
	240,000	2	37,600	242,000	@gtworldcheu

YOUTUBE DATA (LIVE + POST)

@GTWorld

SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
966,605	26	8.4M	638,272

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
8	2.3M	137,148

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **1.2B**
MENTIONS **2,370**

ALL DATA COMPILED VIA MELTWATER

CHAMPIONNAT DE FRANCE FFSA GT

SOCIAL MEDIA DATA

@ffsagt

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
17,700	27	700,000	47,655

/ffsagt_gt4france

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
22,800	24	149,000	9,280

YOUTUBE DATA (LIVE + POST)

@GTWorld

SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
966,605	3	845,602	57,768

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **143M**
MENTIONS **176**

ALL DATA COMPILED VIA MELTWATER

CHAMPIONNAT DE FRANCE FFSA TOURISME

SOCIAL MEDIA DATA

@tc_france

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
5,630	15	301,000	9,622

/ffsatourisme

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
3,600	12	39,700	61

YOUTUBE DATA (LIVE + POST)

@GTWorld

SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
966,605	4	721,635	29,462

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
1	115,994	1,113

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **129M**
MENTIONS **45**

ALL DATA COMPILED VIA MELTWATER