



MEDIA REPORT

MISANO

EVENT 18-20 JULY **REPORTING PERIOD** 11- 25 JULY (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 23,854


	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	2	43	86	9	73
GT4 EUROPEAN SERIES	2	38	75	10	66
GT2 EUROPEAN SERIES	2	10	19	5	72
TOTAL	6	91	180	24	211

COMBINED SOCIAL MEDIA DATA

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
	221,500	343	8.52M	3,72M	@gtworldcheu @gt4europeanseries @gt2europeanseries


	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
	425,930	125	6.1M	1.56M	/GTWorldChallengeEurope /gt4series /GT2EuropeanSeries

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
	100,400	201	1,33M	619,300	@GTWorldChEu @gt4series @GT2European

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
	191,000	7	729,000	528,000	@gtworldcheu

COMBINED YOUTUBE DATA (LIVE + POST)

@GTWorld

	SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
	782,241	37	8,57M	572,730

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
10	1,47M	52,431

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 1,167Md
MENTIONS 9,580

GT WORLD CHALLENGE EUROPE
POWERED BY AWS



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gtworldcheu
157,000	121	6.79M	3M	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
400,000	66	5.99M	1.5M	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@GTWorldChEu
87,600	90	1.26M	598,000	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gtworldcheu
191,000	7	729,000	528,000	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
782,241	22	5.9M	405,771

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
7	3.18M	259,697

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 998M
MENTIONS 5,670

GT4 EUROPEAN SERIES POWERED
BY RAFA RACING CLUB



POWERED BY



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4europeanseries
40,800	146	1.4M	667,549	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/gt4series
17,900	27	54,700	5,040	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4series
8,290	48	67,100	20,000	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
782,241	12	2,1M	120,993

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
1	96,378	1,877

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 781 M
MENTIONS 3,370

GT2 EUROPEAN SERIES POWERED BY
PIRELLI



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt2europeanseries
23,700	76	325,000	85,017	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/GT2EuropeanSeries
8,030	32	42,400	11,500	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@GT2European
4,510	63	42,400	11,500	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
782,241	3	577,235	45,966

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
2	170,736	3,544

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 133M
MENTIONS 468