



MEDIA REPORT

MAGNY-COURS

EVENT 01-03 AUGUST **REPORTING PERIOD** 25 JULY - 08 AUGUST (2 WEEKS)

GT WORLD CHALLENGE EUROPE POWERED BY AWS
CHAMPIONNAT DE FRANCE FFSA GT4 FRANCE
CHAMPIONNAT DE FRANCE FFSA TOURISME



EVENT OVERVIEW

ATTENDANCE **21,695**

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	2	40	80	9	68
FFSA GT4 FRANCE	2	14	28	7	64
FFSA TOURISME	4	33	40	7	56
TOTAL	8	87	148	23	188

COMBINED SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
181,390	215	4.16M	940,965	@gtworldcheu @ffsa_gt4france @tc_france



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
421,180	87	1.25M	263,597	/GTWorldChallengeEurope /FFSAGT-GT4France /FFSATourisme – TC France



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
87,800	86	263,000	30,000	@GTWorldChEu



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
196,000	10	1.55M	1.17M	@gtworldcheu

COMBINED YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
786,399	29	6.4M	341,385

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
13	1,74M	51,839

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **276M**
MENTIONS **2,940**

ALL DATA COMPILED VIA MELTWATER



GT WORLD CHALLENGE EUROPE
POWERED BY AWS



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
162,000	127	3.9M	870,020	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
400,000	57	1.13M	261,000	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GTWorldChEu
87,800	86	263,000	30,000	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
196,000	10	1.55M	1.17M	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
786,399	22	5.1M	279,100

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
7	1.2M	47,010

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 253M
MENTIONS 2,660

CHAMPIONNAT DE FRANCE FFSA GT



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4europeanseries
15,200	55	179,000	61,048	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/gt4series
18,900	18	82,400	2,500	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
786,399	3	585,949	35,059

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
2	185,952	1,526

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 21.1M
MENTIONS 197

CHAMPIONNAT DE FRANCE FFSA
TOURISME



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4europeanseries
4,900	33	77,300	9,897	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/gt4series
2,280	12	43,100	97	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
786,399	4	677,465	27,226

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
4	351,912	3,303

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 1.9M
MENTIONS 83