GT WORLD CHALLENGE EUROPE powered by aws



MEDIA REPORT

NÜRBURGRING

EVENT 28-30 AUGUST **REPORTING PERIOD** 21 AUGUST - 4 SEPTEMBER (2 WEEKS)

GT WORLD CHALLENGE EUROPE POWERED BY AWS

ALL DATA COMPILED VIA MELTWATER

SRO MOTORSPORTS GROUP

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EVENT OVERVIEW

ATTENDANCE 28,000

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	1	55	165	10	83
TOTAL	1	55	68165	10	83

COMBINED **SOCIAL MEDIA** DATA

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
	319,000	155	9.2M	2.7M	@gtworldcheu
	600,100	59	6.5M	1.8M	/GTWorldChallengeEurope
	96,000	11	126,000	43,400	@GTWorldChEu
	244,000	13	229,000	468,000	@gtworldcheu

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

@GTWorld

SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
977,077	21	6.7M	1M

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
4	1.9M	237,776

COMBINED **EARNED MEDIA**

TOTAL POTENTIAL NEWS REACH **1.1B**
MENTIONS **13**

ALL DATA COMPILED VIA MELTWATER

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