



MEDIA REPORT

NÜRBURGRING

EVENT 29-31 AUGUST REPORTING PERIOD 22 AUGUST – 5 SEPTEMBER
(2 WEEKS)

GT WORLD CHALLENGE EUROPE POWERED BY AWS
GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB

EVENT OVERVIEW

ATTENDANCE 25 075

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	1	61	182	10	86
GT4 EUROPEAN SERIES	2	38	74	10	52
TOTAL	3	99	256	12	138

COMBINED SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
210,400	244	6.8M	1.6M	@gtworldcheu @gt4europeanseries @gt2europeanseries



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
419,000	77	1.6M	366,380	/GTWorldChallengeEurope /gt4series /GT2EuropeanSeries



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
96,610	129	461,800	44,250	@GTWorldChEu @gt4series @GT2European



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
202,000	7	2.9M	776,000	@gtworldcheu

COMBINED YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
795,158	33	8,3M	469,684

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
5	2.2M	111,481

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 547B
MENTIONS 8,360

GT WORLD CHALLENGE EUROPE
POWERED BY AWS



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
168,000	95	5.2M	1M	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
401,000	49	1.58M	361,000	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GTWorldChEu
88,300	84	448,000	42,100	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
202,000	7	2.9M	776,000	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
795,158	21	5.9M	358,492

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
4	2.1M	110,843

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 488M
MENTIONS 4,080

GT4 EUROPEAN SERIES POWERED
BY RAFA RACING CLUB



POWERED BY



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4europeanseries
42,400	149	1.6M	555,528	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/gt4series
18,000	28	50,100	5,380	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4series
8,310	45	13,800	2,150	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
795,158	12	2,3M	111,192

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
1	61,762	638

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 59.4M
MENTIONS 4,280