

MEDIA REPORT

ZANDVOORT

EVENT 18-20 SEPTEMBER **REPORTING PERIOD** 11-25 SEPTEMBER (2 WEEKS)

GT WORLD CHALLENGE EUROPE POWERED BY AWS
GT4 EUROPEAN SERIES
GT2 EUROPEAN SERIES POWERED BY PIRELLI

ALL DATA COMPILED VIA MELTWATER

EVENT OVERVIEW

ATTENDANCE 26 000

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	2	45	90	8	71
GT4 EUROPEAN SERIES	2	36	72	8	67
GT2 EUROPEAN SERIES	2	16	29	7	58
TOTAL	6	97	191		196

COMBINED **SOCIAL MEDIA** DATA

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
415,000	404	7.5M	2.8M	@gtworldcheu @gt4europeanseries @gt2europeanseries

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
638,100	145	3.8M	751,140	/GTWorldChallengeEurope /gt4series /GT2EuropeanSeries

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
110,490	114	218,100	76,640	@GTWorldChEu @gt4series @GT2European

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
250,000	18	542,000	926,000	@gtworldcheu

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

@GTWorld

SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
983,369	37	9.7M	1.5M

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
6	924,670	106,663

COMBINED **EARNED MEDIA**

TOTAL POTENTIAL NEWS REACH **1.4B**
MENTIONS **1,751**

ALL DATA COMPILED VIA MELTWATER

GT WORLD CHALLENGE EUROPE POWERED BY AWS

SOCIAL MEDIA DATA

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
	325,000	166	6.5M	2.6M	@gtworldcheu
	600,000	76	3,7M	727,000	/GTWorldChallengeEurope
	96,300	9	147,000	62,700	@GTWorldChEu
	250,000	18	542,000	926,000	@gtworldcheu

YOUTUBE DATA (LIVE + POST)

@GTWorld

SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
983,369	22	6.5M	1M

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
5	854,226	103,748

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **991M**
MENTIONS **1,250**

ALL DATA COMPILED VIA MELTWATER

GT4 EUROPEAN SERIES

SOCIAL MEDIA DATA

@gt4europeanseries

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
52,600	138	605,000	143,656

/gt4series

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
25,700	30	69,500	15,300

@gt4series

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
8,860	46	15,000	2,540

YOUTUBE DATA (LIVE + POST)

@GTWorld

SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
928,292	12	2.2M	271,544

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
1	70,444	2,915

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **159M**
MENTIONS **258**

ALL DATA COMPILED VIA MELTWATER

GT2 EUROPEAN SERIES POWERED BY PIRELLI

SOCIAL MEDIA DATA

@gt2europeanseries

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
37,400	100	365,000	80,623

/GT2EuropeanSeries

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
12,400	39	52,000	8,840

@GT2European

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
5,330	59	56,100	11,400

YOUTUBE DATA (LIVE + POST)

@GTWorld

SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
983,369	3	1M	207,628

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **251M**
MENTIONS **243**

ALL DATA COMPILED VIA MELTWATER