GT WORLD CHALLENGE EUROPE powered by aws



MEDIA REPORT

BARCELONA

EVENT 3-4 OCTOBER **REPORTING PERIOD** 25 SEPTEMBER - 9 OCTOBER (2 WEEKS)

GT WORLD CHALLENGE EUROPE POWERED BY AWS

ALL DATA COMPILED VIA MELTWATER

SRO MOTORSPORTS GROUP

GT WORLD CHALLENGE powered by aws

EVENT OVERVIEW

ATTENDANCE 18 500

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	2	44	88	8	56
TOTAL	2	44	88	8	56

COMBINED **SOCIAL MEDIA** DATA

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
	335,000	219	13.1M	3.7M	@gtworldcheu
	604,000	87	6.5M	1.2M	/GTWorldChallengeEurope
	96,400	2	64,800	25,400	@GTWorldChEu
	254,000	17	450,000	866,000	@gtworldcheu

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

@GTWorld

SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
995,889	17	5.5M	873,873

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
6	2.5M	343,008

COMBINED **EARNED MEDIA**

TOTAL POTENTIAL NEWS REACH **2.6B**
MENTIONS **3,550**

ALL DATA COMPILED VIA MELTWATER

SRO MOTORSPORTS GROUP