



MEDIA REPORT

BRANDS HATCH

EVENT 2-3 MAY REPORTING PERIOD 24 APRIL -8 MAY (2 WEEKS)

GT WORLD CHALLENGE EUROPE POWERED BY AWS

EVENT OVERVIEW

ATTENDANCE **23,257**

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	2	34	68	8	82
TOTAL	2	34	68	8	82

COMBINED SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gtworldcheu
248,000	73	5.5M	3.3M	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
444,000	50	3.8M	1.1M	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@GTWorldChEu
92,800	32	327,000	79,000	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gtworldcheu
230,000	3	21,100	103,000	

COMBINED YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
891,369	22	8.89M	849,073

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
5	947,728	19,568

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **815M**
MENTIONS **1,340**