



MEDIA REPORT

CROWDSTRIKE 24 HOURS OF SPA

EVENT 24-28 JUNE **REPORTING PERIOD** 19 JUNE - 03 JULY (2 WEEKS)

CROWDSTRIKE 24 HOURS OF SPA
GT WORLD CHALLENGE EUROPE POWERED BY AWS
GT4 EUROPEAN SERIES
GT2 EUROPEAN SERIES POWERED BY PIRELLI

EVENT OVERVIEW

ATTENDANCE 132 000

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	1	69	251	10	541
GT4 EUROPEAN SERIES	2	45	89	11	45
TOTAL	5	114	340		586

COMBINED SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
491,200	484	38.9M	10.5M	@crowdstrike24hoursofspa @gtworldcheu @intercontgtc @gt4europeanseries @gt2europeanseries



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
1M	191	16.8M	4.6M	/24HoursofSpa /GTWorldChallengeEurope /IntercontinentalGT Challenge /gt4series /GT2EuropeanSeries



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
191,100	157	3.1M	1.02M	@24HoursofSpa @GTWorldChEu @IntercontGTC @gt4series @GT2European



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
265,800	22	1.2M	1.4M	@spa24h @gtworldcheu

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 3B
MENTIONS 44,090

COMBINED YOUTUBE DATA

@GTWorld



SUBSCRIBERS

954,764

LIVE STREAMS

112

IMPRESSIONS

33.2M

LIVE STREAM VIEWS

4M

OTHER VIDEOS

80

IMPRESSIONS

11.6M

VIDEO VIEWS

1.7M

COMBINED YOUTUBE DATA – BY LANGUAGE

@GTWorld



LANGUAGE

LIVE STREAMS

IMPRESSIONS

LIVE STREAM VIEWS

English

11

12.3M

1.9M

French

11

3M

403,000

Italian

11

2.1M

173,000

German

11

5.6M

903,000

Flemish

8

1.4M

111,000

Portuguese

8

994,000

44,400

Onboard

33

2.7M

98,100

GT WORLD CHALLENGE EUROPE
POWERED BY AWS



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gtworldcheu
294,000	131	18.5M	8.6M	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
579,000	74	7.9M	2.7M	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@GTWorldChEu
95,200	56	551,000	97,900	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gtworldcheu
235,000	8	331,000	487,000	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
954,764	100	30M	3.7M

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
79	11.5M	1.7M

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 854M
MENTIONS 5,690

CROWDSTRIKE 24 HOURS OF SPA



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gtworldcheu
114,000	223	19.3M	1.9M	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
212,000	63	3.9M	495,000	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@GTWorldChEu
41.200				



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gtworldcheu
30,800	14	907,382	948,900	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
954,764	100	30M	3.7M

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
79	11.5M	1.7M

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 2.1B
MENTIONS 23,700

GT4 EUROPEAN SERIES



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4europeanseries
51,600	142	1.1M	309,698	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/gt4series
25,400	32	198,000	48,900	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4series
8,860	53	22,200	3,630	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
954,764	12	3.2M	206,337

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
1	64,336	1,012

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 330M
MENTIONS 664