



MEDIA REPORT

MISANO

EVENT 17-19 JULY REPORTING PERIOD 10- 24 JULY (2 WEEKS)

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

EVENT OVERVIEW

ATTENDANCE **26 000**

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	2	43	86	8	73
GT4 EUROPEAN SERIES	2	38	77	9	67
GT2 EUROPEAN SERIES	2	20	36	8	59
TOTAL	5	101	199		199

COMBINED SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
391,300	335	8.3M	2.7M	@gtworldcheu @gt4europeanseries @gt2europeanseries



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
618,600	128	5.2M	915,200	/GTWorldChallengeEurope /gt4series /GT2EuropeanSeries



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
109,630	146	909,200	254,300	@GTWorldChEu @gt4series @GT2European



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
238,000	7	137,000	333,000	@gtworldcheu

COMBINED YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
960,877	38	7.1M	523,052

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
10	2.2M	167,983

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **1.3B**
MENTIONS **1,689**

GT WORLD CHALLENGE EUROPE
POWERED BY AWS



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gtworldcheu
303,000	100	6.6M	2M	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
581,000	59	4.8M	807,000	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@GTWorldChEu
95,500	41	745,000	143,000	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gtworldcheu
238,000	7	137,000	333,000	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
960,877	24	5.1M	419,049

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
8	1.8M	127,010

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 1.2B
MENTIONS 1,600

GT4 EUROPEAN SERIES



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4europeanseries
52,200	118	924,000	231,972	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/gt4series
25,700	29	118,000	18,000	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4series
8,70	40	61,200	76,800	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
960,877	12	1.58M	92,528

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
1	65,867	1,219

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 1.17M
MENTIONS 29

GT2 EUROPEAN SERIES POWERED BY
PIRELLI



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt2europeanseries
36,100	117	793,000	448,826	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/GT2EuropeanSeries
11,900	40	245,000	90,200	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@GT2European
5,260	65	103,000	34,500	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
960,877	2	481,007	11,475

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
1	295,771	39,754

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 90.4M
MENTIONS 60