



MEDIA REPORT

MONZA

EVENT 29-31 MAY REPORTING PERIOD 22 MAY -5 JUNE (2 WEEKS)

GT WORLD CHALLENGE EUROPE POWERED BY AWS

GT4 EUROPEAN SERIES

GT2 EUROPEAN SERIES POWERED BY PIRELLI

EVENT OVERVIEW

ATTENDANCE **43 461**

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	1	57	171	10	79
GT4 EUROPEAN SERIES	2	43	85	10	51
GT2 EUROPEAN SERIES	2	22	39	8	51
TOTAL	5	122	295		181

COMBINED SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
357,000	329	15.7M	4.5M	@gtworldcheu @gt4europeanseries @gt2europeanseries



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
499,080	119	9.8M	4M	/GTWorldChallengeEurope /gt4series /GT2EuropeanSeries



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
108,250	156	1.2M	412,050	@GTWorldChEu @gt4series @GT2European



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
232,000	4	361,000	449,000	@gtworldcheu

COMBINED YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
928,292	35	18.3M	1.4M

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
4	3M	356,450

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **1.6B**
MENTIONS **1,886**

GT WORLD CHALLENGE EUROPE
POWERED BY AWS



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
273,000	84	13.7M	7.6M	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
467,000	53	9.2M	3.8M	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GTWorldChEu
94,300	40	1.1M	401,000	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
232,000	4	361,000	449,000	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
928,292	20	12.8M	1.02M

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
3	2.9M	355,353

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 1.6B
MENTIONS 1,800

GT4 EUROPEAN SERIES



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4europeanseries
50,700	121	1.1M	423,960	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/gt4series
23,100	31	525,000	212,000	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4series
8,830	48	28,100	9,170	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
928,292	12	3.4M	212,898

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
1	120,096	1,097

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 509K
MENTIONS 35

GT2 EUROPEAN SERIES POWERED BY
PIRELLI



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt2europeanseries
34,000	124	930,000	309,963	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/GT2EuropeanSeries
8,980	35	132,000	17,100	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@GT2European
5,120	68	18,800	1,880	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
928,292	3	1.9M	176,481

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
--------------	-------------	-------------

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 1.5M
MENTIONS 31