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MEDIA REPORT

CIRCUIT PAUL RICARD

EVENT 10-12 APRIL REPORTING PERIOD 3-17 APRIL (2 WEEKS)

GT WORLD CHALLENGE EUROPE POWERED BY AWS
GT4 EUROPEAN SERIES

EVENT OVERVIEW

ATTENDANCE **37,892**

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	1	58	174	10	176
GT4 EUROPEAN SERIES	2	40	79	10	51
TOTAL	3	98	253		227

COMBINED SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
285,700	277	13.8M	7M	@gtworldcheu @gt4europeanseries



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
443,600	97	5.9M	1.4M	/GTWorldChallengeEurope /gt4series



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
100,680	71	1.1M	382,040	@GTWorldChEu @gt4series



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	
230,000	6	207,000	332,000	@gtworldcheu

COMBINED YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
878,342	25	12.4M	1.1M

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
4	1.07M	66,326

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **3.3B**
MENTIONS **4,702**

GT WORLD CHALLENGE EUROPE
POWERED BY AWS



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
237,000	128	12.8M	6.7M	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
423,000	70	5.8M	1.4M	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GTWorldChEu
91,900	29	1M	380,000	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
230,000	6	207,000	332,000	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
878,342	13	8.9M	944,599

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
3	947,728	65,115

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 3.3B
MENTIONS 4,640

GT4 EUROPEAN SERIES



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4europeanseries
48,700	149	1M	220,271	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/gt4series
20,600	27	133,000	41,700	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4series
8,780	42	20,400	2,040	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
878,342	12	3.5M	159,434

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
1	122,621	1,211

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 536K
MENTIONS 62