MEDIA REPORT

CROWDSTRIKE 24 HOURS OF SPA

EVENT 25-29 JUNE   **REPORTING PERIOD** 20 JUNE - 04 JULY (2 WEEKS)

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

EVENT OVERVIEW ATTENDANCE 128 000

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	1	75	266	10	549
GT4 EUROPEAN SERIES	2	44	87	10	32
GT2 EUROPEAN SERIES	2	9	22	5	47
TOTAL	5	128	375		628

COMBINED **SOCIAL MEDIA** DATA

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
Instagram	298.4K	610	18.8M	9.06M	@crowdstrike24hoursofspa @gtworldcheu @intercontgtc @gt4europeanseries @gt2europeanseries
Facebook	703K	269	22.5M	6.17M	/24HoursofSpa /GTWorldChallengeEurope /Intercontinental GT Challenge /gt4series /GT2EuropeanSeries
X	185K	515	6.2M	1.9M	@24HoursofSpa @GTWorldChEu @IntercontGTC @gt4series @GT2European
TikTok	208K	9	1.9M	1.5M	@spa24h @gtworldcheu

COMBINED **EARNED MEDIA**

TOTAL POTENTIAL NEWS REACH 4.51B
MENTIONS 92.5K

COMBINED **YOUTUBE** DATA

	SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
YouTube	774 517	98	33.7M	4.4M
		OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
		35	7.1M	433K

COMBINED **YOUTUBE** DATA – BY LANGUAGE

LANGUAGE	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
English	14	13.6M	2.2M
French	11	**1.8M**	**297K**
Italian	11	2.6M	222K
German	11	8.4M	1.4M
Flemish	7	897K	26.4K
Portuguese	6	1.5M	117.4K
Onboard	36	4.1M	128K

GT WORLD CHALLENGE EUROPE POWERED BY AWS

SOCIAL MEDIA DATA

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
Instagram	147K	194	11.1M	5M	@gtworldcheu
Facebook	399K	92	5.9M	1.4M	/GTWorldChallengeEurope
X	86.6K	187	1.84M	469K	@GTWorldChEu
TikTok	185K	6	1.75M	1.20M	@gtworldcheu

YOUTUBE DATA (LIVE + POST)

@GTWorld

	SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
YouTube	774K	83	27.5M	3.9M

	OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
	32	6.9M	424K

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 3.5B
MENTIONS 64.8K

CROWDSTRIKE 24 HOURS OF SPA

CROWDSTRIKE
24 SPA

SOCIAL MEDIA DATA

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
Instagram	88.6K	167	5.3M	2.4M	

	FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
Facebook	187K	28	7.5M	831K	

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GTWorldChEu
X	42.1K				

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
TikTok	23K	3	243K	324K	

YOUTUBE DATA (LIVE + POST)

@GTWorld

	SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
YouTube	774K	83	27.5M	3.9M

		OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
		32	6.9M	424K

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 2.53B
MENTIONS 46.6K

SRO
MOTORSPORTS GROUP

GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB

GT4 EUROPEAN SERIES

POWERED BY

RaFa RACING CLUB

SOCIAL MEDIA DATA

Instagram — @gt4europeanseries

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
39.7K	145	2M	1.4M

Facebook — /gt4series

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
17.9K	29	98K	32K

X — @gt4series

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
8.1K	57	46.8K	38.8K

YOUTUBE DATA (LIVE + POST)

@GTWorld

SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
774K	12	4.4M	301K

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
1	129K	3.9K

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 462M
MENTIONS 2.6K

SRO MOTORSPORTS GROUP

GT2 EUROPEAN SERIES POWERED BY PIRELLI

GT2 EUROPEAN SERIES POWERED BY **PIRELLI**

SOCIAL MEDIA DATA

Instagram — @gt2europeanseries

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
23.1K	104	347K	82.1K

Facebook — /GT2EuropeanSeries

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
8K	39	99.4K	21.1K

X — @GT2European

FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS
4.4K	70	38K	1.1K

YOUTUBE DATA (LIVE + POST)

@GTWorld

SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
774K	3	1.8M	184K

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
2	178K	5.6K

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 95M
MENTIONS 696