



MEDIA REPORT

BARCELONA

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

GT WORLD CHALLENGE EUROPE POWERED BY AWS

GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB

GT2 EUROPEAN SERIES POWERED BY PIRELLI

EVENT OVERVIEW

ATTENDANCE **26,000**

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	1	60	180	10	91
GT4 EUROPEAN SERIES	2	40	80	10	51
GT2 EUROPEAN SERIES	2	10	18	6	64
TOTAL	5	110	278	26	206

COMBINED SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
249,000	311	7.82M	2.9M	@gtworldcheu @gt4europeanseries @gt2europeanseries



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
431,000	119	3M	370,000	/GTWorldChallengeEurope /gt4series /GT2EuropeanSeries



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
102,000	189	418,000	97,700	@GTWorldChEu @gt4series @GT2European



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
221,000	5	3.2M	815,000	@gtworldcheu

COMBINED YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
811,980	35	6.8M	492,218

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
8	1.1M	45,035

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **853M**
MENTIONS **9,520**

GT WORLD CHALLENGE EUROPE
POWERED BY AWS



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
179,000	91	5.9M	2.1M	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
403,000	53	2.9M	352,000	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GTWorldChEu
89,000	79	363,000	91,000	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
221,000	5	3.3M	815,000	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
811,980	21	4.4M	342,024

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
5	916,272	41,414

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 457M
MENTIONS 4,270

GT4 EUROPEAN SERIES POWERED
BY RAFA RACING CLUB



POWERED BY



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4europeanseries
43,500	150	1.2M	751,306	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/gt4series
18,000	30	42,200	5,200	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4series
8,350	52	37,900	5,690	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
811,980	12	1.9M	109,899

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
1	60,000	1,141

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 339M
MENTIONS 4,910

GT2 EUROPEAN SERIES POWERED BY
PIRELLI



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt2europeanseries
26,600	70	579,000	169,888	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/GT2EuropeanSeries
8,120	36	53,000	13,600	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@GT2European
4,630	58	17,200	965	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
811,980	2	448,973	40,295

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
2	120,228	2,480

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **41.9M**
MENTIONS **555**