



MEDIA REPORT

VALENCIA

EVENT 19-21 SEPTEMBER **REPORTING PERIOD** 12-26 SEPTEMBER
(2 WEEKS)

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

EVENT OVERVIEW

ATTENDANCE **22 000**

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	2	39	78	8	74
GT2 EUROPEAN SERIES	2	8	13	5	70
TOTAL	4	47	91	13	144

COMBINED SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
199,000	181	5.2M	1.6M	@gtworldcheu @gt2europeanseries



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
411,000	99	2,170,000	394,000	/GTWorldChallengeEurope /GT2EuropeanSeries



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
93,200	152	428,000	62,800	@GTWorldChEu @GT2European



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
214,700	5	1.9M	1.4M	@gtworldcheu

COMBINED YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
805,169	24	5.7M	315,000

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
7	1M	42,208

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **749M**
MENTIONS **3,970**

GT WORLD CHALLENGE EUROPE
POWERED BY AWS



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
173,000	110	4.7M	1.1M	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
403,000	63	2.1M	385,000	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GTWorldChEu
88,600	90	418,000	61,700	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
214,700	5	1.9M	1.4M	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
805,169	21	4.9M	263,890

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
5	900,380	37,889

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 657M
MENTIONS 3,590

GT4 EUROPEAN SERIES POWERED
BY RAFA RACING CLUB



POWERED BY



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt2europeanseries
25,300	71	471,000	279,149	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/GT2EuropeanSeries
8,050	36	26,600	8,220	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@GT2European
4,610	62	9,200	1,060	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
805,169	3	842,160	51,112

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
2	151,240	4,319

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **94.8M**
MENTIONS **415**