



MEDIA REPORT

6 HOURS OF JEDDAH – SAL JEDDAH GT RACE 2024

EVENT 29 – 30 NOVEMBER **REPORTING PERIOD** 22 NOVEMBER – 06 DECEMBER
(2 WEEKS)

FANATEC GT WORLD CHALLENGE EUROPE POWERED BY AWS
GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB

EVENT OVERVIEW

ATTENDANCE **11,500**

	RACES	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
FANATEC GT EUROPE	1	48	144	9	161
GT4 EUROPEAN SERIES	2	35	68	9	47
TOTAL		83	212		208

COMBINED SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
139K	244	3.03M	1.3M	@gtworldcheu @gt4europeanseries



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
416K	119	2.07M	441K	/GTWorldChallengeEurope /gt4series



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
89.8K	171	622K	166K	@GTWorldChEu @gt4series



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
80.1K	7	472K	164K	@gtworldcheu

COMBINED YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
662 000	33	9M	562K

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
7	1.4M	70K

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **1.33B**
MENTIONS **8.6K**

FANATEC GT WORLD CHALLENGE EUROPE POWERED BY AWS



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
106K	68	2.65M	1.15M	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
398K	73	2.02M	434K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GTWorldChEu
81.7K	113	596K	162K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
80.1K	7	472K	164K	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
662 000	17	5.7M	415K

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
6	1.3M	69K

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 1.3B
MENTIONS 7.9K

GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB



POWERED BY



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gt4europeanseries
33.1K	176	374K	177K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/gt4series
17.7K	46	59.3K	6.33K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gt4series
8.02K	58	25.1K	4K	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
662 000	16	3.2M	147K

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
1	64K	1K

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **58.6M**
MENTIONS 862