



MEDIA REPORT

BRANDS HATCH

EVENT 4 -5 MAY REPORTING PERIOD 26 APRIL - 10 MAY (2 WEEKS)

FANATEC GT WORLD CHALLENGE EUROPE POWERED BY AWS

EVENT OVERVIEW

ATTENDANCE 18,000

	RACES	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
FANATEC GT EUROPE	2	25	50	8	82

SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
76,000	36	586K	504K	@gtworldcheu



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
398,000	42	1.07M	247.5K	/GTWorldChallengeEurope



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
78,500	104	832K	824K	@GTWorldChEu



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
47,100	4	232K	52K	@gtworldcheu

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
605,430	20	7.7M	412K

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
16	1.5M	55K

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **667M**
 MENTIONS 4.5K