



## 2024 MEDIA REPORT

### COMBINED EUROPEAN SEASON REPORT

FANATEC GT WORLD CHALLENGE EUROPE POWERED BY AWS  
CROWDSTRIKE 24 HOURS OF SPA

GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB  
FANATEC GT2 EUROPEAN SERIES POWERED BY PIRELLI

# 2024 EUROPEAN SEASON

+ 3x CHAMPIONSHIPS ACROSS 10x EVENTS | 39x RACES | SPRINT & ENDURANCE FORMATS  
 + GT4 EUROPE WAS A GTWC EUROPE SUPPORT SERIES AT 6x EVENTS  
 + GT2 EUROPE WAS A GTWC EUROPE SUPPORT SERIES AT 6x EVENTS

+ 9x MANUFACTURERS REGISTERED IN GTWC EUROPE

ASTON MARTIN – AUDI – BMW – FERRARI – FORD – LAMBORGHINI – MCLAREN – MERCEDES-AMG – PORSCHE

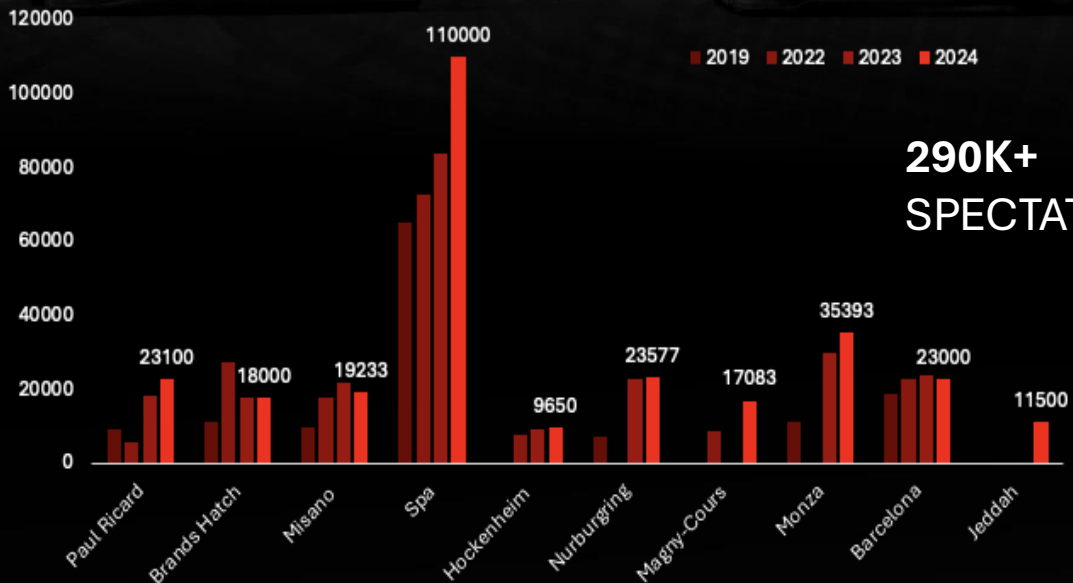
+ 11x MANUFACTURERS REGISTERED IN GT4 EUROPE

ALPINE – ASTON MARTIN – AUDI – BMW – FORD – GINETTA – LOTUS – MCLAREN – MERCEDES – PORSCHE – TOYOTA

+ 7x MANUFACTURERS REGISTERED IN GT2 EUROPE

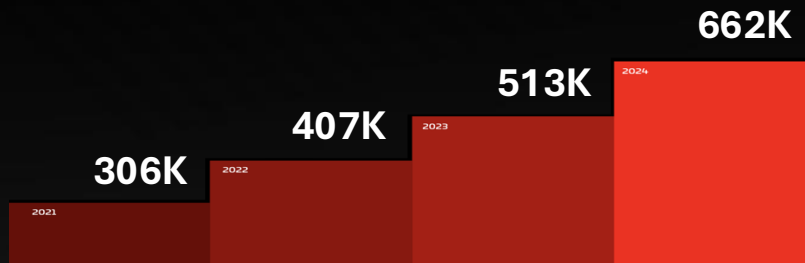
AUDI – GINETTA – KTM – LAMBORGHINI – MASERATI – MERCEDES – PORSCHE

## GLOBAL ATTENDANCE



**290K+**  
SPECTATORS

## GT WORLD SUBSCRIBERS



**29%**

AVERAGE  
YEAR-ON-YEAR GROWTH

## GT WORLD ALL CONTENT

REPORTING PERIOD 09 DEC 2023 – 08 DEC 2024

**47M VIEWS** – LIVE + VoD [+41%]

**2M INTERACTIONS** [+17%]

**1,290 VIDEOS** [+49%]

ALL DATA COMPILED VIA MELTWATER AND IRIS SPORTS

**SRO**  
MOTORSPORTS GROUP

# GLOBAL EUROPEAN REPORT

DATA RANGE 09 DEC 2023 – 08 DEC 2024 (12 MONTHS)

## COMBINED SOCIAL MEDIA DATA

STATS COMPILED FROM GTWC EUROPE, GT4 EUROPE, GT2 EUROPE AND SPA SOCIAL MEDIA ACCOUNTS



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
226,000	3,650	3,337,000	47,400,000	26,700,000



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
609,000	1,620	1,547,800	50,100,000	8,360,000



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
136,000	3,000	287,400	11,800,000	2,800,000



FOLLOWERS	POSTS	ENGAGEMENTS	REACH	VIDEO VIEWS
80,100	66	948,000	4,600,000	5,770,000

TOTAL FOLLOWERS	TOTAL POSTS	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL VIDEO VIEWS
1,051,100 +19%	8,336 +7%	6,119,400 +62%	113,900,000 +44%	43,630,000 +289%

## COMBINED YOUTUBE DATA (LIVE + VoD)

STATS COMPILED FROM SRO'S YOUTUBE CHANNEL: GT WORLD



SUBSCRIBERS	LIVE STREAMS	LIVE STREAM VIEWS	IMPRESSIONS
662,000	416	7,746,800	123,773,400

OTHER VIDEOS	OTHER VIDEO VIEWS	IMPRESSIONS
158	1,372,400	26,952,600

TOTAL VIDEOS	TOTAL VIEWS	TOTAL IMPRESSIONS	TOTAL WATCH TIME (HOURS)
574	9,119,200	150,726,000	2,693,400



# FANATEC GT WORLD CHALLENGE EUROPE

POWERED BY AWS

DATA RANGE 09 DEC 2023 – 08 DEC 2024 (12 MONTHS)



## SOCIAL MEDIA DATA



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
175,200	1,488	3,030,000	42,900,000	24,781,000



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
584,000	896	1,441,000	48,100,000	8,180,000



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
124,700	1,883	261,200	11,101,000	2,722,100



FOLLOWERS	POSTS	ENGAGEMENTS	REACH	VIDEO VIEWS
80,100	66	948,000	3,650,000	5,770,000

TOTAL FOLLOWERS	TOTAL POSTS	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL VIDEO VIEWS
964,000 +19%	4,333 -19%	5,680,200 +63%	105,751,000 +43%	41,453,100 +298%

## YOUTUBE DATA (LIVE + VoD)

STATS COMPILED FROM SRO'S YOUTUBE CHANNEL: GT WORLD



SUBSCRIBERS	LIVE STREAMS	LIVE STREAM VIEWS	LIVE STREAM IMPRESSIONS
662,000	295	6,550,000	98,423,300

OTHER VIDEOS	OTHER VIDEO VIEWS	OTHER VIDEO IMPRESSIONS
130	1,325,900	24,324,600

TOTAL VIDEOS	TOTAL VIEWS	TOTAL IMPRESSIONS	TOTAL WATCH TIME (HOURS)
425	7,911,400	122,772,300	2,477,500

# GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB

DATA RANGE 09 DEC 2023 – 08 DEC 2024 (12 MONTHS)



POWERED BY



## SOCIAL MEDIA DATA



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
33,100	1,550	173,000	3,190,000	1,080,000



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
17,700	327	75,900	1,410,000	110,000



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
8,000	554	12,900	409,000	41,700

TOTAL FOLLOWERS	TOTAL POSTS	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL VIDEO VIEWS
58,800 +17%	2,431 +107%	261,800 +60%	5,009,000 +80%	1,231,700 +375%

## YOUTUBE DATA (LIVE + VoD)

STATS COMPILED FROM SRO'S  
YOUTUBE CHANNEL: **GT WORLD**



SUBSCRIBERS	LIVE STREAMS	LIVE STREAM VIEWS	LIVE STREAM IMPRESSIONS
662,000	67	695,300	14,903,100

OTHER VIDEOS	OTHER VIDEO VIEWS	OTHER VIDEO IMPRESSIONS
16	19,700	1,497,000

TOTAL VIDEOS	TOTAL VIEWS	TOTAL IMPRESSIONS	TOTAL WATCH TIME (HOURS)
83	715,000	16,400,100	143,200



**SOCIAL MEDIA DATA**



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
18,000	605	124,000	1,280,000	719,000



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
7,900	396	38,900	773,000	101,000



FOLLOWERS	POSTS	ENGAGEMENTS	IMPRESSIONS	VIDEO VIEWS
4,100	561	13,500	355,000	35,000

TOTAL FOLLOWERS	TOTAL POSTS	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL VIDEO VIEWS
30,000 +54%	1,562 +22%	176,400 +42%	2,408,000 -7%	855,000 +273%

**YOUTUBE DATA (LIVE + VoD)**

STATS COMPILED FROM SRO'S  
 YOUTUBE CHANNEL: **GT WORLD**



SUBSCRIBERS	LIVE STREAMS	LIVE STREAM VIEWS	LIVE STREAM IMPRESSIONS
662,000	54	499,500	10,447,000

OTHER VIDEOS	OTHER VIDEO VIEWS	OTHER VIDEO IMPRESSIONS
12	26,900	1,131,000

TOTAL VIDEOS	TOTAL VIEWS	TOTAL IMPRESSIONS	TOTAL WATCH TIME (HOURS)
66	526,400	11,578,000	72,700