



MEDIA REPORT

CROWDSTRIKE 24H OF SPA

EVENT 26 – 30 JUNE REPORTING PERIOD 19 JUNE – 5 JULY (2 WEEKS)

CROWDSTRIKE 24 HOURS OF SPA - 100 YEARS ANNIVERSARY
FANATEC GT WORLD CHALLENGE EUROPE POWERED BY AWS
INTERCONTINENTAL GT CHALLENGE
GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB
FANATEC GT2 EUROPEAN SERIES POWERED BY PIRELLI

COMBINED EVENT DATA

WEEKEND ATTENDANCE **99,500**
 FULL EVENT ATTENDANCE **110,000**

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **3.13B**
 MENTIONS **46.4K**

	RACES	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
FANATEC GT EUROPE	1	66	237	9	478
GT4 EUROPEAN SERIES	2	56	112	11	41
FANATEC GT2	2	17	30	6	41
MCLAREN TROPHY	2	13	24	1	39
ENDURANCE RACING LEGEND	2	52	72	17	31
HISTORIC TOURING CARS	2	39	49	5	14
TOTAL	11	243	524	24	644

COMBINED SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
216.7K	605	6.09M	8.02M	@crowdstrike24hoursofspa @gtworldcheu @intercontgtc @gt4europeanseries @gt2europeanseries



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
700K	207	8.45M	1.8M	/24HoursofSpa /GTWorldChallengeEurope /IntercontinentalGTChallenge /gt4series /GT2EuropeanSeries



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
172K	539	3.7M	1.07M	@24HoursofSpa @GTWorldChEu @IntercontGTC @gt4series @GT2European

COMBINED YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
632,117	113	34,169,386	2,943,049

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
33	4,142,962	340,884

FANATEC GT WORLD CHALLENGE
EUROPE POWERED BY AWS
CROWDSTRIKE 24 HOURS RACE



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
153,200	315	8.47M	7.65M	@crowdstrike24hoursofspa @gtworldcheu



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
584,000	127	7.130,000	1,343,000	/24HoursofSpa /GTWorldChallengeEurope



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
123,200	321	2,645,000	861,400	@24HoursofSpa @GTWorldChEu



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
62.1K	6	190K	175.3K	@spa24h @gtworldcheu

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
632,117	78	25,289,698	2,449,320

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
27	3,652,452	328,031

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **3.03B**
MENTIONS 41.5K

GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB



POWERED BY



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gt4europeanseries
30.8K	198	385K	200,055	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/gt4series
17.7K	31	142K	22.9K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gt4series
7.97K	81	40.1K	8.56K	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
632,117	12	2,656,234	132,324

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
2	200,839	3,610

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **57M**
MENTIONS 921

FANATEC GT2 EUROPEAN SERIES POWERED BY PIRELLI



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gt2europeanseries
14.8K	92	236K	171.066	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GT2EuropeanSeries
7.86K	33	47.1K	8.73K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GT2European
3.92K	76	31.2K	3.16K	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
632,117	12	2,243,267	123,497

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
3	200,354	4,130

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 191M
MENTIONS 777