



## MEDIA REPORT

# HOCKENHEIM

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

FANATEC GT WORLD CHALLENGE EUROPE POWERED BY AWS

GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB

FANATEC GT2 EUROPEAN SERIES POWERED BY PIRELLI

## EVENT OVERVIEW

ATTENDANCE 9,650

|                     | RACES | ENTRIES   | DRIVERS    | MANUFACTURERS | RACE LAPS  |
|---------------------|-------|-----------|------------|---------------|------------|
| FANATEC GT EUROPE   | 2     | 32        | 64         | 8             | 71         |
| GT4 EUROPEAN SERIES | 2     | 51        | 102        | 10            | 59         |
| FANATEC GT2 EUROPE  | 2     | 13        | 24         | 4             | 55         |
| <b>TOTAL</b>        |       | <b>96</b> | <b>190</b> |               | <b>185</b> |

## COMBINED SOCIAL MEDIA DATA



| FOLLOWERS | POSTS | IMPRESSIONS | VIDEO VIEWS |  |
|-----------|-------|-------------|-------------|--|
| 134,000   | 377   | 2.22M       | 968,000     | @gtworldcheu<br>@gt4europeanseries<br>@gt2europeanseries |



| FOLLOWERS | POSTS | IMPRESSIONS | VIDEO VIEWS |   |
|-----------|-------|-------------|-------------|---|
| 424,000   | 118   | 871,000     | 182,000     | /GTWorldChallengeEurope<br>/gt4series<br>/GT2EuropeanSeries |



| FOLLOWERS | POSTS | IMPRESSIONS | VIDEO VIEWS |  |
|-----------|-------|-------------|-------------|--|
| 92,800    | 290   | 468,000     | 73,900      | @GTWorldChEu<br>@gt4series<br>@GT2European |



| FOLLOWERS | POSTS | IMPRESSIONS | VIDEO VIEWS |              |
|-----------|-------|-------------|-------------|--------------|
| 49,600    | 4     | 12,400      | 73,100      | @gtworldcheu |

## COMBINED YOUTUBE DATA (LIVE + POST)

@GTWorld



| SUBSCRIBERS | LIVE STREAMS | IMPRESSIONS | LIVE STREAM VIEWS |
|-------------|--------------|-------------|-------------------|
| 636,093     | 48           | 6,4M        | 289,926           |

| OTHER VIDEOS | IMPRESSIONS | VIDEO VIEWS |
|--------------|-------------|-------------|
| 5            | 418,628     | 7,378       |

## COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 773M  
MENTIONS 4,860

# FANATEC GT WORLD CHALLENGE EUROPE POWERED BY AWS



## SOCIAL MEDIA DATA



| FOLLOWERS | POSTS | IMPRESSIONS | VIDEO VIEWS | @gtworldcheu |
|-----------|-------|-------------|-------------|--------------|
| 88,100    | 139   | 1,82M       | 748,000     |              |



| FOLLOWERS | POSTS | IMPRESSIONS | VIDEO VIEWS | /GTWorldChallengeEurope |
|-----------|-------|-------------|-------------|-------------------------|
| 398,000   | 54    | 762,000     | 158,000     |                         |



| FOLLOWERS | POSTS | IMPRESSIONS | VIDEO VIEWS | @GTWorldChEu |
|-----------|-------|-------------|-------------|--------------|
| 80,900    | 150   | 424,00      | 66,800      |              |



| FOLLOWERS | POSTS | IMPRESSIONS | VIDEO VIEWS | @gtworldcheu |
|-----------|-------|-------------|-------------|--------------|
| 49,600    | 4     | 12,400      | 73,100      |              |

## YOUTUBE DATA (LIVE + POST)

@GTWorld



| SUBSCRIBERS | LIVE STREAMS | IMPRESSIONS | LIVE STREAM VIEWS |
|-------------|--------------|-------------|-------------------|
| 636,093     | 20           | 3,2M        | 179,030           |

| OTHER VIDEOS | IMPRESSIONS | VIDEO VIEWS |
|--------------|-------------|-------------|
| 2            | 159,772     | 3,462       |

## EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **697M**  
MENTIONS 3,730

# GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB



POWERED BY



## SOCIAL MEDIA DATA



| FOLLOWERS | POSTS | IMPRESSSIONS | VIDEO VIEWS | @gt4europeanseries |
|-----------|-------|--------------|-------------|--------------------|
| 31,200    | 174   | 293,000      | 137,500     |                    |



| FOLLOWERS | POSTS | IMPRESSSIONS | VIDEO VIEWS | /gt4series |
|-----------|-------|--------------|-------------|------------|
| 17,700    | 29    | 87,800       | 21,200      |            |



| FOLLOWERS | POSTS | IMPRESSSIONS | VIDEO VIEWS | @gt4series |
|-----------|-------|--------------|-------------|------------|
| 7,999     | 66    | 25,000       | 4,430       |            |

## YOUTUBE DATA (LIVE + POST)

@GTWorld



| SUBSCRIBERS | LIVE STREAMS | IMPRESSSIONS | LIVE STREAM VIEWS |
|-------------|--------------|--------------|-------------------|
| 636,093     | 12           | 1,5M         | 62,935            |

| OTHER VIDEOS | IMPRESSSIONS | VIDEO VIEWS |
|--------------|--------------|-------------|
| 1            | 79,144       | 756         |

## EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 30.3M  
MENTIONS 803



# FANATEC GT2 EUROPEAN SERIES POWERED BY PIRELLI



## SOCIAL MEDIA DATA



| FOLLOWERS | POSTS | IMPRESSSIONS | VIDEO VIEWS | @gt2europeanseries |
|-----------|-------|--------------|-------------|--------------------|
| 15,200    | 64    | 103,000      | 82,400      |                    |



| FOLLOWERS | POSTS | IMPRESSSIONS | VIDEO VIEWS | /GT2EuropeanSeries |
|-----------|-------|--------------|-------------|--------------------|
| 7,870     | 35    | 21,400       | 3,440       |                    |



| FOLLOWERS | POSTS | IMPRESSSIONS | VIDEO VIEWS | @GT2European |
|-----------|-------|--------------|-------------|--------------|
| 3,950     | 74    | 18,300       | 2,590       |              |

## YOUTUBE DATA (LIVE + POST)

@GTWorld



| SUBSCRIBERS | LIVE STREAMS | IMPRESSSIONS | LIVE STREAM VIEWS |
|-------------|--------------|--------------|-------------------|
| 636,093     | 16           | 1,7M         | 47,961            |

| OTHER VIDEOS | IMPRESSSIONS | VIDEO VIEWS |
|--------------|--------------|-------------|
| 2            | 179,712      | 3,160       |

## EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 69.7M  
MENTIONS 472