



MEDIA REPORT

NÜRBRUGRING

EVENT 26 – 28 JULY **REPORTING PERIOD** 19 JULY – 2 AUGUST (2 WEEKS)

FANATEC GT WORLD CHALLENGE EUROPE POWERED BY AWS

EVENT OVERVIEW

ATTENDANCE 23,577

	RACES	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
FANATEC GT EUROPE	1	50	150	9	90

SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
89.6K	201	2.72M	1.2M	@gtworldcheu



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
398K	65	1.13M	384K	/GTWorldChallengeEurope



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
81K	248	903K	172K	@GTWorldChEu



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
50.2K	3	19.8K	105K	@gtworldcheu

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
638,004	20	5.43M	301K

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
3	957K	21K

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **1.18B**
 MENTIONS **6.53K**