



MEDIA REPORT

CIRCUIT NEVERS MAGNY-COURS

EVENT 23 – 25 AUGUST **REPORTING PERIOD** 16 – 30 AUGUST (2 WEEKS)

FANATEC GT WORLD CHALLENGE EUROPE POWERED BY AWS
CHAMPIONNAT DE FRANCE FFSA GT
CHAMPIONNAT DE FRANCE FFSA TC



EVENT OVERVIEW

ATTENDANCE 17,083

	RACES	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
FANATEC GT EUROPE	2	32	64	8	72
FFSA GT	2	18	36	7	65
FFSA TC	4	43	55	8	51
TOTAL		93	155		188

COMBINED SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
110K	190	1.9M	574K	@gtworldcheu @ffsagt_gt4france @tc_france



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
419K	91	2.27M	221K	/GTWorldChallengeEurope /FFSAGT-GT4 France /FFSATourisme-TC France



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
81.1K	109	317K	46.1K	@GTWorldChEu



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
59.1K	12	963K	690K	@gtworldcheu

COMBINED YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
641,398	27	4.4M	202K

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
6	508K	14K

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 439M
MENTIONS 3.25K

ALL DATA COMPILED VIA MELTWATER



FANATEC GT WORLD CHALLENGE EUROPE POWERED BY AWS



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
92.7K	96	1.64M	508K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
398K	53	2.16M	219K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GTWorldChEu
81.1K	109	317K	46.1K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
59.1K	12	963K	690K	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
641,398	20	3.36M	151K

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
5	453K	13.3K

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 428M
MENTIONS 3K

CHAMPIONNAT DE FRANCE FFSA GT



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@ffsagt_gt4france
14.2K	57	205K	50K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/FFSAGT-GT4 France
18.9K	22	76.7K	2K	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
641,398	3	478K	26K

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
1	55K	1.1K

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **3.55M**
MENTIONS 223

CHAMPIONNAT DE FRANCE FFSA TC



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@ tc_france
3.27K	37	63.3K	15.9K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/ FFSATourisme-TC France
2.16K	16	36.1K	220	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
641,398	4	588K	23.9K

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **9.38M**
MENTIONS 120