



MEDIA REPORT

MONZA

EVENT 20 - 22 SEPTEMBER **REPORTING PERIOD** 13 - 27 SEPTEMBER (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 35,393

	RACES	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
FANATEC GT EUROPE	1	52	155	9	87
GT4 EUROPEAN SERIES	2	50	99	11	53
FANATEC GT2 ES	2	15	28	4	52
TOTAL		117	282		192

COMBINED SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
148K	369	3.88M	1.7M	@gtworldcheu @gt4europeanseries @gt2europeanseries



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
424K	127	5.85M	1.6M	/GTWorldChallengeEurope /gt4series /GT2EuropeanSeries



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
93.5K	286	724K	175K	@GTWorldChEu @gt4series @GT2European



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
69.9K	5	240K	921K	@gtworldcheu

COMBINED YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
646,707	41	8.45M	525K

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
9	861K	36K

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 1.2B
MENTIONS 6.71K

ALL DATA COMPILED VIA MELTWATER



FANATEC GT WORLD CHALLENGE EUROPE POWERED BY AWS



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
99.2K	102	3.45M	1.5M	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
398K	54	5.71M	1.58M	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GTWorldChEu
81.4K	145	669K	167K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
69.9K	5	240K	921K	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
646,707	20	5.58M	377K

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
7	727K	32.9K

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 740M
MENTIONS 5.76K

GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB



POWERED BY



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gt4europeanseries
32.2K	185	301K	1.02M	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/gt4series
17.7K	26	63.7K	11.5K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gt4series
8.02K	67	22.9K	4.03K	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
646,707	10	1.64M	79K

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **23.9M**
MENTIONS 559

FANATEC GT EUROPEAN SERIES POWERED BY PIRELLI



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gt2europeanseries
16.3K	82	128K	76.7K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GT2EuropeanSeries
7.87K	47	68.7K	15.2K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GT2European
4.05K	74	31.7K	4.2K	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
646,707	9	1.22M	68K

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
2	134K	3.2K

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **4.48M**
MENTIONS 520