



## MEDIA REPORT

### BARCELONA

EVENT 11 – 13 OCTOBER REPORTING PERIOD 4 – 18 OCTOBER (2 WEEKS)

FANATEC GT WORLD CHALLENGE EUROPE POWERED BY AWS  
FANATEC GT2 EUROPEAN SERIES POWERED BY PIRELLI

**EVENT OVERVIEW**

ATTENDANCE 23,000

	RACES	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
FANATEC GT EUROPE	4	32	64	8	56
FANATEC GT2 ES	2	16	30	4	49
<b>TOTAL</b>		48	94	12	105

**COMBINED SOCIAL MEDIA DATA**



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
120K	161	2.85M	1.3M	@gtworldcheu @gt2europeanseries



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
406K	89	1.59M	209K	/GTWorldChallengeEurope /GT2EuropeanSeries



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
85.5K	168	457K	75.4K	@GTWorldChEu @GT2European



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
74.9K	6	1.1M	741K	@gtworldcheu

**COMBINED YOUTUBE DATA (LIVE + POST)**

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
653,870	29	5.1M	288K

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
11	1.09M	37.8K

**COMBINED EARNED MEDIA**

TOTAL POTENTIAL NEWS REACH 1.82B  
MENTIONS 12K

# FANATEC GT WORLD CHALLENGE EUROPE POWERED BY AWS



## SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
103K	74	2.64M	1.2M	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
398K	44	1.5M	187K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GTWorldChEu
81.7K	81	432K	71K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
74.9K	6	1.1M	741K	

## YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
653,870	18	3.45M	214K

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
8	918K	32.2K

## EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 1.73B  
MENTIONS 11.2K

# FANATEC GT EUROPEAN SERIES POWERED BY PIRELLI



## SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gt2europeanseries
17.2K	87	209K	105K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GT2EuropeanSeries
7.88K	45	95K	21.3K	



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GT2European
4.1K	87	34.6K	4.34K	

## YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
653,870	11	1.65M	73.6K

OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS
2	171K	5,6K

## EARNED MEDIA

TOTAL POTENTIAL NEWS REACH **86.2M**  
MENTIONS 791