



MEDIA REPORT

CROWDSTRIKE 24 HOURS OF SPA

EVENT 25-29 JUNE **REPORTING PERIOD** 20 JUNE - 04 JULY (2 WEEKS)

CROWDSTRIKE 24 HOURS OF SPA

GT WORLD CHALLENGE EUROPE POWERED BY AWS

GT4 EUROPEAN SERIES POWERED BY RAFA RACING CLUB

GT2 EUROPEAN SERIES POWERED BY PIRELLI

EVENT OVERVIEW

ATTENDANCE 128 000

	RACE	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT WORLD CHALLENGE	1	75	266	10	549
GT4 EUROPEAN SERIES	2	44	87	10	32
GT2 EUROPEAN SERIES	2	9	16	5	47
TOTAL	5	128	369		628

COMBINED SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
298.4K	610	18.8M	9.06M	@crowdstrike24hoursofspa @gtworldcheu @intercontgtc @gt4europeanseries @gt2europeanseries



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
703K	269	22.5M	6.17M	/24HoursofSpa /GTWorldChallengeEurope /IntercontinentalGT Challenge /gt4series /GT2EuropeanSeries



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
185K	515	6.2M	1.9M	@24HoursofSpa @GTWorldChEu @IntercontGTC @gt4series @GT2European



FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	
208K	9	1.9M	1.5M	@spa24h @gtworldcheu

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 4.51B
MENTIONS 92.5K

COMBINED YOUTUBE DATA

@GTWorld



SUBSCRIBERS

774 517

LIVE STREAMS

98

IMPRESSIONS

33.7M

LIVE STREAM VIEWS

4.4M

OTHER VIDEOS

35

IMPRESSIONS

7.1M

VIDEO VIEWS

433K

COMBINED YOUTUBE DATA – BY LANGUAGE

@GTWorld



LANGUAGE

LIVE STREAMS

IMPRESSIONS

LIVE STREAM VIEWS

English

14

13.6M

2.2M

French

11

1.8M

297K

Italian

11

2.6M

222K

German

11

8.4M

1.4M

Flemish

7

897K

26.4K

Portuguese

6

1.5M

117.4K

Onboard

36

4.1M

128K

GT WORLD CHALLENGE EUROPE
POWERED BY AWS



SOCIAL MEDIA DATA

	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
	147K	194	11.1M	5M	
	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
	399K	92	5.9M	1.4M	
	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@GTWorldChEu
	86.6K	187	1.84M	469K	
	FOLLOWERS	POSTS	IMPRESSSIONS	VIDEO VIEWS	@gtworldcheu
	185K	6	1.75M	1.20M	

YOUTUBE DATA (LIVE + POST)

@GTWorld

	SUBSCRIBERS	LIVE STREAMS	IMPRESSSIONS	LIVE STREAM VIEWS
	774K	83	27.5M	3.9M
	OTHER VIDEOS	IMPRESSSIONS	VIDEO VIEWS	
	32	6.9M	424K	

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 3.5B
MENTIONS 64.8K

CROWDSTRIKE 24 HOURS OF SPA



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gtworldcheu
88.6K	167	5.3M	2.4M	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/GTWorldChallengeEurope
187K	28	7.5M	831K	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@GTWorldChEu
42.1K				



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gtworldcheu
23K	3	243K	324K	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
774K	83	27.5M	3.9M

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
32	6.9M	424K

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 2.53B
MENTIONS 46.6K

GT4 EUROPEAN SERIES POWERED
BY RAFA RACING CLUB



POWERED BY



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4europeanseries
39.7K	145	2M	1.4M	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/gt4series
17.9K	29	98K	32K	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt4series
8.1K	57	46.8K	38.8K	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
774K	12	4.4M	301K

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
1	129K	3.9K

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 462M
MENTIONS 2.6K



SOCIAL MEDIA DATA



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@gt2europeanseries
23.1K	104	347K	82.1K	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	/GT2EuropeanSeries
8K	39	99.4K	21.1K	



FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS	@GT2European
4.4K	70	38K	1.1K	

YOUTUBE DATA (LIVE + POST)

@GTWorld



SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
774K	3	1.8M	184K

OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
2	178K	5.6K

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 95M
MENTIONS 696