

MEDIA REPORT NOGARO

EVENT 28 March-1 APRIL REPORTING PERIOD 22 MARCH – 5 APRIL (2 WEEKS)



EVENT OVERVIEW

	FFSAGT R1+R2		FFSATC R1+R2+R3+R4	
	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT4 FR	23	45	7	64
TC	44	53	8	55
TOTAL	67	98	15	119
ATTENDANCE	34 420			

COMBINED SOCIAL MEDIA DATA

INSTAGRAM @ffsagt_gt4france | @tc_france

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
16.8K	107	262K	82K

FACEBOOK

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
21K	50	416K	XXX,XXX

COMBINED YOUTUBE DATA – LIVE + POST-PRODUCED

youtube.com/gtworld

SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
586 977	6	3 043 514	150 562

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 183M MENTIONS 759

CHAMPIONNAT DE FRANCE FFSA GT

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SOCIAL MEDIA DATA

INSTAGRAM @ffsagt_gt4france

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
13.9K	68	217K	69 710

FACEBOOK

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
18.9K	26	300K	19K

YOUTUBE DATA – LIVE + POST-PRODUCED

youtube.com/gtworld

LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
2	1 503 953	82 684

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 163M MENTIONS 611

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CHAMPIONNAT DE FRANCE FFSA TC

SOCIAL MEDIA DATA

INSTAGRAM @tc_france

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
2.91K	39	45.2K	12 351

FACEBOOK

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
2.11K	24	116K	5 820

YOUTUBE DATA – LIVE + POST-PRODUCED

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LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
4	1 539 561	67 878

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 21.4M MENTIONS 183