

MEDIA REPORT LÉDENON

EVENT 10 - 12 May REPORTING PERIOD 3 – 17 May (2 WEEKS)



EVENT OVERVIEW

FFSAGT R1+R2

FFSATC R1+R2+R3+R4

	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT4 FR	22	43	7	77
TC	43	50	9	65
TOTAL	65	93	16	142

ATTENDANCE 10 000

COMBINED SOCIAL MEDIA DATA

INSTAGRAM @ffsagt_gt4france | @tc_france

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
17K	49	124K	42.7K

FACEBOOK

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
21K	42	163K	16K

COMBINED YOUTUBE DATA – LIVE + POST-PRODUCED

youtube.com/gtworld

SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
606 933	6	X	29 698

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 4.64M MENTIONS 312

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CHAMPIONNAT DE FRANCE FFSA GT



SOCIAL MEDIA DATA

INSTAGRAM @ffsagt_gt4france

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
14K	28	94.3K	39 634

FACEBOOK

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
18.9K	19	101K	11.8K

YOUTUBE DATA – LIVE + POST-PRODUCED

youtube.com/gtworld

LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
2	X	18 223

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 4.61M MENTIONS 223

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CHAMPIONNAT DE FRANCE FFSA TC



SOCIAL MEDIA DATA

INSTAGRAM @tc_france

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
3.01K	21	29.5K	3 111

FACEBOOK

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
2.13K	23	62.1K	4.2K

YOUTUBE DATA – LIVE + POST-PRODUCED

youtube.com/gtworld

LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
4	X	11 475

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 89.5K MENTIONS 102