

MEDIA REPORT SPA SPEEDWEEK

EVENT 21 - 23 June REPORTING PERIOD 14 – 28 June (2 WEEKS)



EVENT OVERVIEW

FFSAGT R1+R2

FFSATC R1+R2+R3+R4

	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT4 FR	25	49	8	45
TC	59	73	9	34
BRITISH GT				
TOTAL	84	122	17	79

ATTENDANCE 12 000

COMBINED SOCIAL MEDIA DATA

INSTAGRAM @ffsagt_gt4france | @tc_france | @british_gt

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
73.7K	180	640K	218K

FACEBOOK @ffsagt_gt4france | @tc_france | @british_gt

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
65.6K	66	536K	86.9K

COMBINED YOUTUBE DATA – LIVE + POST-PRODUCED

youtube.com/gtworld

SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
622 465	10	3 399 663	217 367
	OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
	5	674 594	40 690

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 406M MENTIONS 2.31K

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CHAMPIONNAT DE FRANCE FFSA GT

SOCIAL MEDIA DATA

INSTAGRAM @ffsagt_gt4france

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
14.1K	30	130K	21 992

FACEBOOK @FFSA GT – GT4 France

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
18.9K	14	70.3K	3.04K

YOUTUBE DATA – LIVE + POST-PRODUCED

youtube.com/gtworld

LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
3	779 529	39 730

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 212M MENTIONS 292

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CHAMPIONNAT DE FRANCE FFSA TC



SOCIAL MEDIA DATA

INSTAGRAM @tc_france

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
3.1K	33	51.1K	9 625

FACEBOOK @FFSA Tourisme – TC France

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
2.15K	15	36K	178

YOUTUBE DATA – LIVE + POST-PRODUCED

youtube.com/gtworld

LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
4	790 280	27 072

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 714K MENTIONS 116

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BRITISH GT

SOCIAL MEDIA DATA

INSTAGRAM @british_gt

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
56.5K	117	458K	186.4K

FACEBOOK @British GT Championship

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
44.6K	37	430K	83.7K

YOUTUBE DATA – LIVE + POST-PRODUCED

youtube.com/gtworld

LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
3	1 836 986	150 082
OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
5	674 594	40 690

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 198M MENTIONS 2K