

MEDIA REPORT MAGNY-COURS

EVENT 23-25 AUGUST REPORTING PERIOD 16 – 30 AUGUST (2 WEEKS)



EVENT OVERVIEW

FANATEC GT EUROPE R1+R2

FFSA GT R1+2

FFSA TC R1+2

	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT3	32	64	9	72
FFSA GT	18	36	7	65
FFSA TC	43	55	8	51
TOTAL	93	155	24	188

ATTENDANCE 17 083

COMBINED SOCIAL MEDIA DATA

INSTAGRAM @gtworldcheu | @ffsagt_gt4france | @tc_france

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
110K	190	1.9M	574K

FACEBOOK /GTWorldChallengeEurope | /FFSAGT-GT4 France | /FFSA Tourisme-TC France

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
419K	91	2.27M	221K

X @GTWorldChEu

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
81.1KK	109	317K	46.1K

TIKTOK @gtworldcheu

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
59.1K	12	963K	690K

COMBINED YOUTUBE DATA – LIVE + POST-PRODUCED

youtube.com/gtworld

SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
641 398	27	4 431 291	202 044
	OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
	6	508 131	14 438

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 439M MENTIONS 3.25K

MEDIA REPORT MAGNY-COURS

EVENT 23-25 AUGUST REPORTING PERIOD 16 – 30 AUGUST (2 WEEKS)



FANATEC GT WORLD CHALLENGE EUROPE POWERED BY AWS

SOCIAL MEDIA DATA

INSTAGRAM @gtworldcheu

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
92.7K	96	1.64M	508K

FACEBOOK /GTWorldChallengeEurope

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
398K	53	2.16M	219K

X @GTWorldChEu

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
81.1K	109	317K	46.1K

TIKTOK @gtworldcheu

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
59.1K	12	963K	690K

YOUTUBE DATA – LIVE + POST-PRODUCED

youtube.com/gtworld

LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
20	3 364 201	151 717
OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
5	453 127	13 300

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 428M MENTIONS 3K

MEDIA REPORT MAGNY-COURS

EVENT 23-25 AUGUST REPORTING PERIOD 16 – 30 AUGUST (2 WEEKS)

CHAMPIONNAT DE FRANCE FFSA GT



SOCIAL MEDIA DATA

INSTAGRAM @ffsagt_gt4france

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
14.2K	57	205K	50 012

FACEBOOK /FFSAGT-GT4 France

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
18.9K	22	76.7K	2.05K

YOUTUBE DATA – LIVE + POST-PRODUCED

youtube.com/gtworld

LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
3	478 503	26 346
OTHER VIDEOS	IMPRESSIONS	VIDEO VIEWS
1	55 004	1 138

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 3.55M **MENTIONS** 223

MEDIA REPORT MAGNY-COURS

EVENT 23-25 AUGUST REPORTING PERIOD 16 – 30 AUGUST (2 WEEKS)

CHAMPIONNAT DE FRANCE FFSA TOURISME



SOCIAL MEDIA DATA

INSTAGRAM @tc_france

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
3.27K	37	63.3K	15 899

FACEBOOK /FFSA Tourisme-TC France

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
2.16K	16	36.1K	220

YOUTUBE DATA – LIVE + POST-PRODUCED

youtube.com/gtworld

LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
4	588 587	23 981

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 9.38M MENTIONS 120