

MEDIA REPORT DIJON

EVENT 13 - 15 September REPORTING PERIOD 6 – 20 September (2 WEEKS)



EVENT OVERVIEW

FFSAGT R1+R2

FFSATC R1+R2+R3+R4

	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT4 FR	19	38	7	82
TC	39	46	8	66
TOTAL	58	84	15	148

ATTENDANCE 8 800

COMBINED SOCIAL MEDIA DATA

INSTAGRAM @ffsagt_gt4france | @tc_france

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
17.7K	91	293K	54.2K

FACEBOOK

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
21.1K	72	120K	527

COMBINED YOUTUBE DATA – LIVE + POST-PRODUCED

youtube.com/gtworld

SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
644 034	6	989K	33 676

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 55.3M **MENTIONS** 607

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CHAMPIONNAT DE FRANCE FFSA GT



SOCIAL MEDIA DATA

INSTAGRAM @ffsagt_gt4france

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
14.3K	52	226K	36 672

FACEBOOK

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
18.9K	42	80.5K	401

YOUTUBE DATA – LIVE + POST-PRODUCED

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LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
2	385K	16 324

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 41.9M MENTIONS 430

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CHAMPIONNAT DE FRANCE FFSA TC



SOCIAL MEDIA DATA

INSTAGRAM @tc_france

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
3.39K	39	66.7K	17.5K

FACEBOOK

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
2.17K	30	39.5K	126

YOUTUBE DATA – LIVE + POST-PRODUCED

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LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
4	604.2K	17 352

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 13.9M MENTIONS 231