

MEDIA REPORT CIRCUIT PAUL RICARD

EVENT 4 - 6 October REPORTING PERIOD 27 September – 11 October (2 WEEKS)



EVENT OVERVIEW

FFSAGT R1+R2

FFSATC R1+R2+R3+R4

	ENTRIES	DRIVERS	MANUFACTURERS	RACE LAPS
GT4 FR	24	46	8	49
TC	46	58	9	44
TOTAL	70	104	17	93

ATTENDANCE 15 700

COMBINED SOCIAL MEDIA DATA

INSTAGRAM @ffsagt_gt4france | @tc_france

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
18.1K	106	527K	67.9K

FACEBOOK

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
21.1K	47	476K	1.23K

COMBINED YOUTUBE DATA – LIVE + POST-PRODUCED

youtube.com/gtworld

SUBSCRIBERS	LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
652 124	6	1.2M	55 366

COMBINED EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 7.56M **MENTIONS** 387

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CHAMPIONNAT DE FRANCE FFSA GT



SOCIAL MEDIA DATA

INSTAGRAM @ffsagt_gt4france

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
14.5K	57	332K	42 108

FACEBOOK

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
18.9K	25	108K	1.1K

YOUTUBE DATA – LIVE + POST-PRODUCED

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LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
2	453K	23 282

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 7.52K MENTIONS 258

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CHAMPIONNAT DE FRANCE FFSA TC



SOCIAL MEDIA DATA

INSTAGRAM @tc_france

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
3.55K	49	195K	25 748

FACEBOOK

FOLLOWERS	POSTS	IMPRESSIONS	VIDEO VIEWS
2.23K	22	369K	144

YOUTUBE DATA – LIVE + POST-PRODUCED

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LIVE STREAMS	IMPRESSIONS	LIVE STREAM VIEWS
4	755.6K	32 084

EARNED MEDIA

TOTAL POTENTIAL NEWS REACH 240K MENTIONS 125