

GR28

NÜRBURGRING 24 HOUR WITH GEORGE RICHARDSON



SPONSORS



SHMEE 150

-  VIDEO 1
102k
-  VIDEO 2
261k
-  VIDEO 3
100k

Content reach during the N24 coverage:



YOU TUBE VIEWS
437k

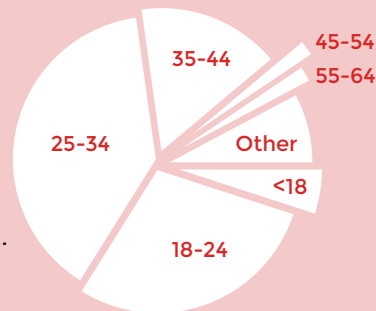
AVERAGE DURATION
6:29

DEMOGRAPHICS

VIEWERS (MALE-FEMALE)
98%-2%

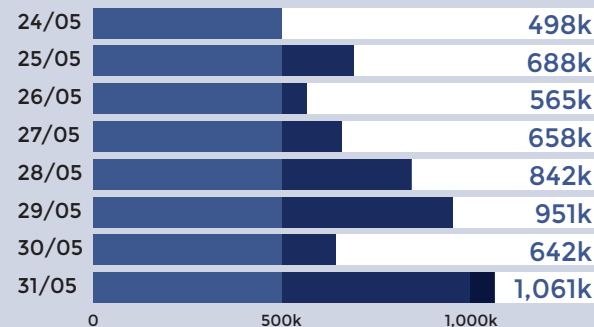


-  GBR
80k
-  USA
63k
-  GER
42k
-  UAE
3k



FACEBOOK REACH
4.1m

ENGAGEMENT TOTALS / 24 - 31 MAY



INSTAGRAM LIKES
351k

FACEBOOK HIGHLIGHTS



27 MAY 19:57
M6 GT3 PICTURE
136.5k



28 MAY 15:22
M6 GT3 PIT LANE PIC
146.9k



28 MAY 21:47
M6 GT3 FLYBY VIDEO
49.4k