

24H DUBAI EVENT EXPOSURE

24H
SERIES



Event info

2021

Competitors

Cars 52

Drivers 229

Nationalities

Teams 17

Drivers 34

Cars in each class

GT3	- 8	GT4	- 5
GT3-AM	- 9	TCR	- 12
GTX	- 4	TCX	- 6
991	- 8		

2022

Competitors

Cars 82

Drivers 352

Nationalities

Teams 21

Drivers 38

Cars in each class

GT3	- 17	992	- 7	TCR	- 8
GT3-PRO/AM	- 4	992-AM	- 9	TCX	- 10
GT3-AM	- 8	991	- 3		
GTX	- 5	GT4	- 11		

2023

Competitors

Cars 53

Drivers 224

Nationalities

Teams 25

Drivers 34

Cars in each class

GT3	- 10	992-PRO	- 6	TCR	- 5
GT3-PRO/AM	- 8	992-AM	- 12	TCX	- 1
GT3-AM	- 3	GT4	- 5		
GTX	- 3				

24H DUBAI MEDIA EXPOSURE

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YouTube

2021

Hours viewed

133.964

Total views
during the event

304.966

Unique viewers

127.441

Subscribers

40.545

Top 5 countries

	GER	23,1%
	GBR	11,3%
	USA	8,5%
	UAE	4,4%
	FRA	4,2%

2022

Hours viewed

167.259

Total views
during the event

445.612

Unique viewers

142.963

Subscribers

45.852

Top 5 countries

	GER	24,6%
	GBR	8,7%
	USA	8,4%
	FRA	5,5%
	NED	5,1%

2023

Hours viewed

173.594

Total views
during the event

462.211

Unique viewers

167.738

Subscribers

58.515

Top 5 countries

	GER	17,6%
	IND	12,1%
	ITA	11,0%
	GBR	7,9%
	USA	6,8%

24H DUBAI MEDIA EXPOSURE

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Instagram

2021

Followers
40.723

Total reach during the event
46.186

Top 5 countries

	GER	7,4%
	USA	6,9%
	GBR	4,8%
	ITA	4,4%
	BRA	3,9%

2022

Followers
47.910

Total reach during the event
105.181

Top 5 countries

	USA	8,9%
	GER	7,6%
	GBR	5,4%
	ITA	4,6%
	BRA	4,2%

2023

Followers
68.533

Total reach during the event
154.639

Top 5 countries

	USA	12%
	GER	8,7%
	GBR	6,3%
	ITA	5,6%
	BRA	5,5%



Facebook

2021

Total likes
41.200

Total reach during the event
649.915

Top 5 countries

	GER	12,5%
	GBR	8,1%
	ITA	7,2%
	USA	6,7%
	FRA	6,4%

2022

Total likes
42.480

Total reach during the event
299.738

Top 5 countries

	GER	12,1%
	GBR	7,9%
	USA	7,3%
	ITA	7,2%
	FRA	6,4%

2023

Total likes
46.853

Total reach during the event
263.664

Top 5 countries

	GER	9,9%
	USA	7,3%
	GBR	7,0%
	ITA	6,8%
	THA	6,2%