24H DUBAI 2022 MEDIA EXPOSURE

24H SERIES
POWERED BY Hankook

Event info

Competitors
Cars	79
Drivers	352

Nationalities
Teams	21
Drivers	38

Laps raced
Race	36.698

1 lap = 1 tree planted — TREES.ORG FOR THE FUTURE

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

Facebook

Top 5 countries
🇩🇪	GER	12,1%
🇬🇧	GBR	7,9%
🇺🇸	USA	7,3%
🇮🇹	ITA	7,2%
🇫🇷	FRA	6,4%

Total likes
42.480

Total reach during event
299.738

Reactions, comments and shares
27.411

Twitter

Followers
20.096

Mentions
1.324

Profile visits
66.310

Tweet impressions
443.000

YouTube

Top 5 countries
🇩🇪	GER	24,6%
🇬🇧	GBR	8,7%
🇺🇸	USA	8,4%
🇫🇷	FRA	5,5%
🇳🇱	NED	5,1%

Hours viewed
167.259

Total views during the event
445.612

Unique viewers
142.963

Subscribers
45.852

Instagram

Top 5 countries
🇺🇸	USA	8,9%
🇩🇪	GER	7,6%
🇬🇧	GBR	5,4%
🇮🇹	ITA	4,6%
🇧🇷	BRA	4,2%

Followers	47.910
Total reach during event	106.255
Total impressions	1.094.043
Total profile visits	27.756
Engagement	39.337
Post video views	46.397