

24H SERIES 2017 MEDIA EXPOSURE



EVENTS

Public attendance

39.000

LAPS RACES

3.830

Total distance

21.693,229

+55 nationalities
representing the series



24HSERIES.COM

Top 5 countries

GER 19.6%

GBR 12.3%

USA 9.9%

NED 6.4%

FRA 6.1%

Visitors

711.000

Pageviews

2.013.141

Avg visit time

03.03min



FACEBOOK

Top 5 countries

GER 3.613

GBR 2.271

NED 1.527

FRA 1.501

USA 1.358

Total likes

23.865

Total reach
during events

1.809.259

Reactions, comments
and shares

135.956



TWITTER

Followers

14.373

Tweet impressions

3.183.000

Mentions

10.304

Profile visits

152.075



YOUTUBE

Top 5 countries

USA 25%

GBR 14%

GER 14%

POL 5.7%

NED 3.3%

Minutes viewed

11.691.353

Views

571.076

Avg viewing time

20.28 MIN



INSTAGRAM

Top 5 countries

USA 25%

GBR 14%

GER 14%

ITA 5.7%

FRA 3.3%

Followers

7687

Likes during events

111.725



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