

2024 MEDIA OUTREACH

EXPOSURE & KEY METRICS



AT THE TRACK

THE BEST FAN EXPERIENCE IN EUROPE

- *Average attendance: 25.000 fans per event in 2024*
- *Biggest attendance: 49 500 fans at Brands Hatch*
- *Unparalleled access to drivers and teams*
- *Autograph sessions and grid walks*
- *NASCAR Euro Series Merchandising*
- *American-themed events*













PARADES & GRID WALKS

UNRIVALED ACCESS FOR THE FANS

- *Four events feature parades in the city center on Thursday ahead of the NASCAR Euro Series events*
- *The series brings the competitors to the fans in front of their houses*
- *All events feature multiple grid walks per weekend, connecting directly the fans with the competitors*
- *Thousands of fans feel like an integral part of the show*







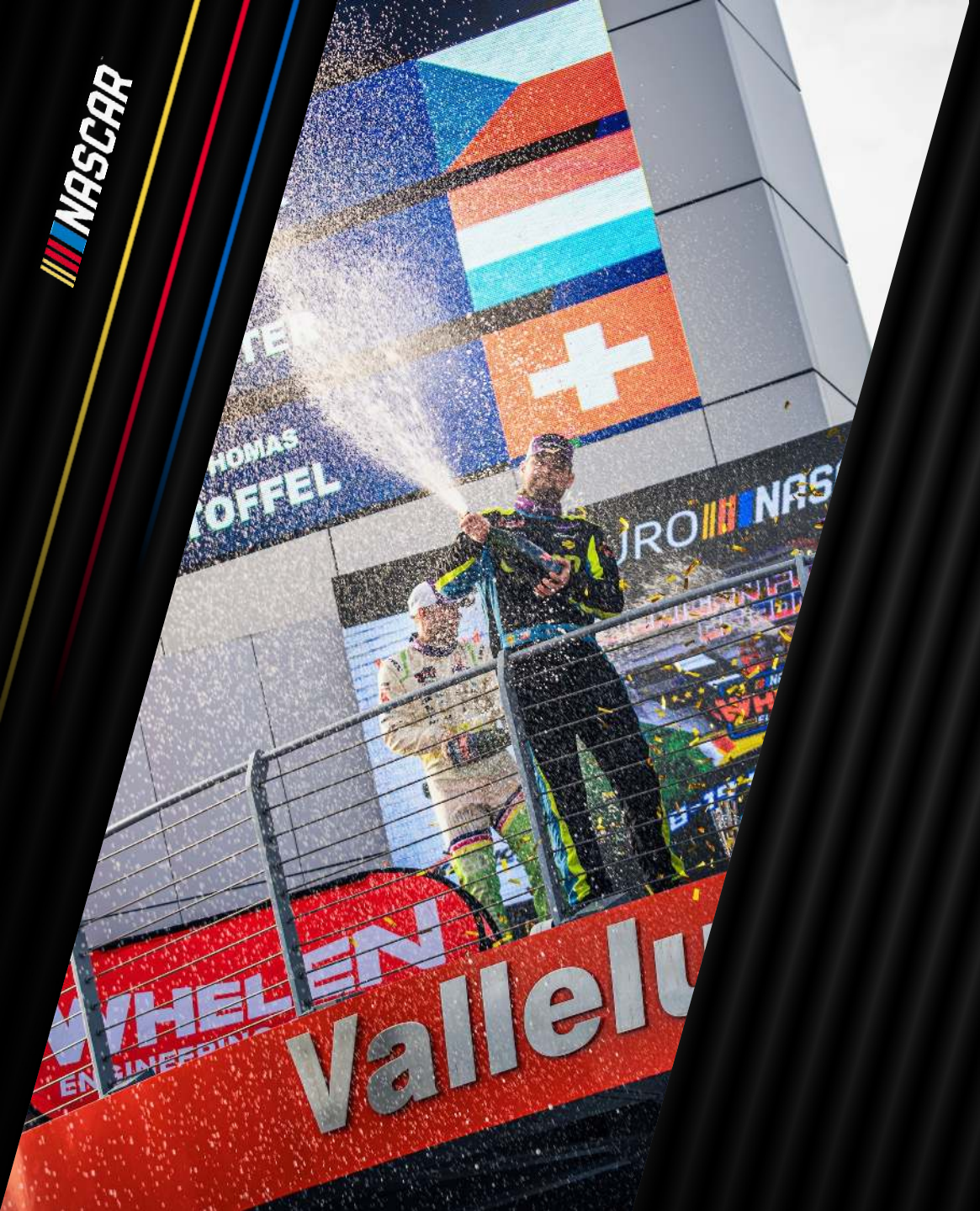




TV, LIVE STREAMING AND ON-DEMAND CONTENTS

NASCAR racing live on all devices

- *Multi-camera live production at every event*
- *Five live sessions per event, a total of 32 sessions and over 48 hours of live content in 2024*
- *More than six hours of live broadcast per event*
- *Broadcasted live on multiple platforms: Youtube, Motorvision, MS MOTORTV, RTL Luxembourg GP1 TV*
- *Available on-demand on Youtube and the Motorvision app*

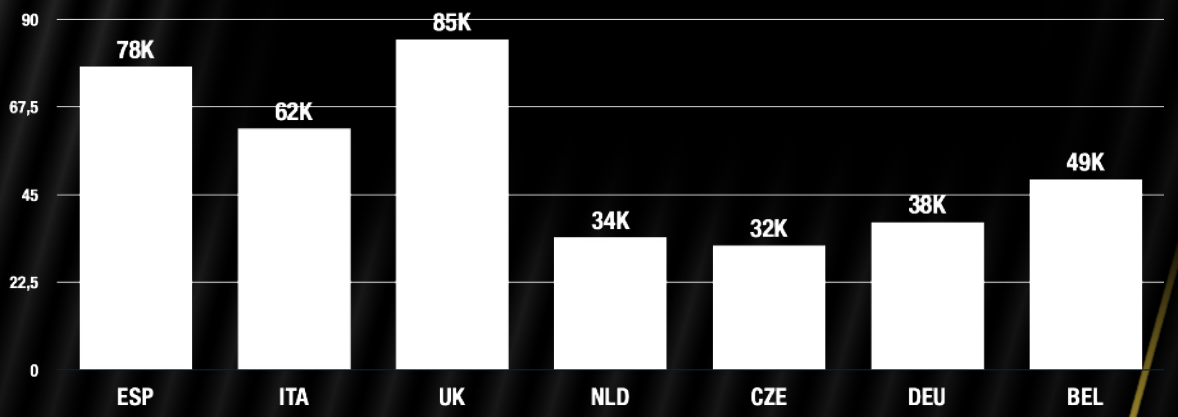


LIVE STREAMING

OVER 2.7 million minutes watched

- *Over 2.7 million minutes watched in 2024*
- *Top countries:, USA, Germany, Italy, United Kingdom, France, Belgium, Netherlands, Brasil, Czech Republic, Spain*
- *57.2% of the viewers in the 18-44 demo range, 36.3% in the 18-34 demo range*
- *5.7 million impressions*
- *Most watched race: PRO Round 7 at Raceway Venray – 165 000 minutes watched*
- *Most unique viewers for a race: OPEN Round 6 at Brands Hatch – 17 000 unique viewers*

EVENTS BREAKDOWN: MINUTES WATCHED



TV: RACE HIGHLIGHTS

Two 26-min highlights shows per event, aired all over the world

- ***Broadcasted in 5 continents - over 280 millions households***
- ***2 x 26-minute episodes per event with the best action and entertainment from the race weekend. A total of 24 episodes***
- ***Delivered to broadcasting partners with English and International commentary***
- ***Compact 8-minute highlights clips published at the end of each day***
- ***All content available on-demand on the official Youtube Channel***

2024 TV Partners	
Abu Dhabi Media	*Africa / Middle East*
Automoto La Chaine	*France*
DAZN	*Spain*
Freesports	*UK*
GP1 TV	*Croatia, Balkan region*
Greek Antenna	*Greece*
Motorvision	*German-speaking countries, World*
MS Motor TV	*Italy*
Sport TV	*Portugal*
RTL	*Luxembourg*
NENT	*Denmark, Finland, Norway, Sweden*
Ziggo Sport Totaal	*Netherlands*



SOCIAL MEDIA PROFILES

Youtube, Facebook, Instagram, X, TikTok

132 000 Followers | 580 000 Engagements

Facebook
Visit page

- *47 200 followers (+5.2% in 2024)*
- *209 000 engagements*
- *5.2% engagement rate*

Instagram
Visit profile

- *36 600 followers (+32.6% in 2024)*
- *234 000 engagements (+12% in 2024)*
- *5.3% engagement rate*

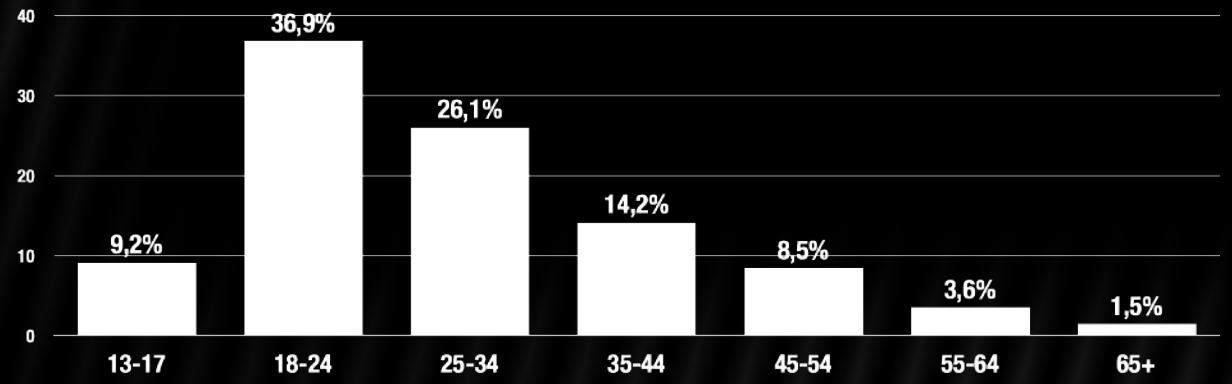
X
Visit profile

- *8 700 followers (+3.2% in 2024)*
- *19 100 engagements*
- *4.6% engagement rate*

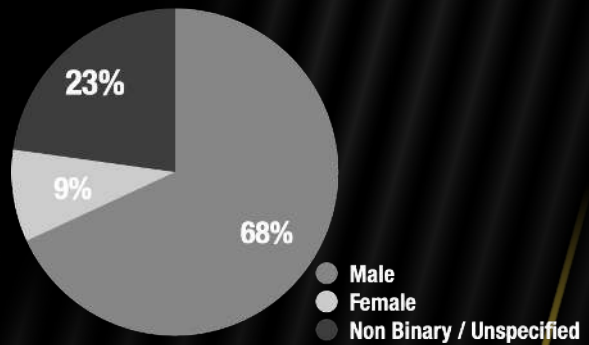
TikTok
Visit profile

- *45 000 impressions (new in 2024)*
- *3 000 engagements*
- *6.6% engagement rate*

SOCIAL MEDIA PROFILES | DEMOGRAPHICS



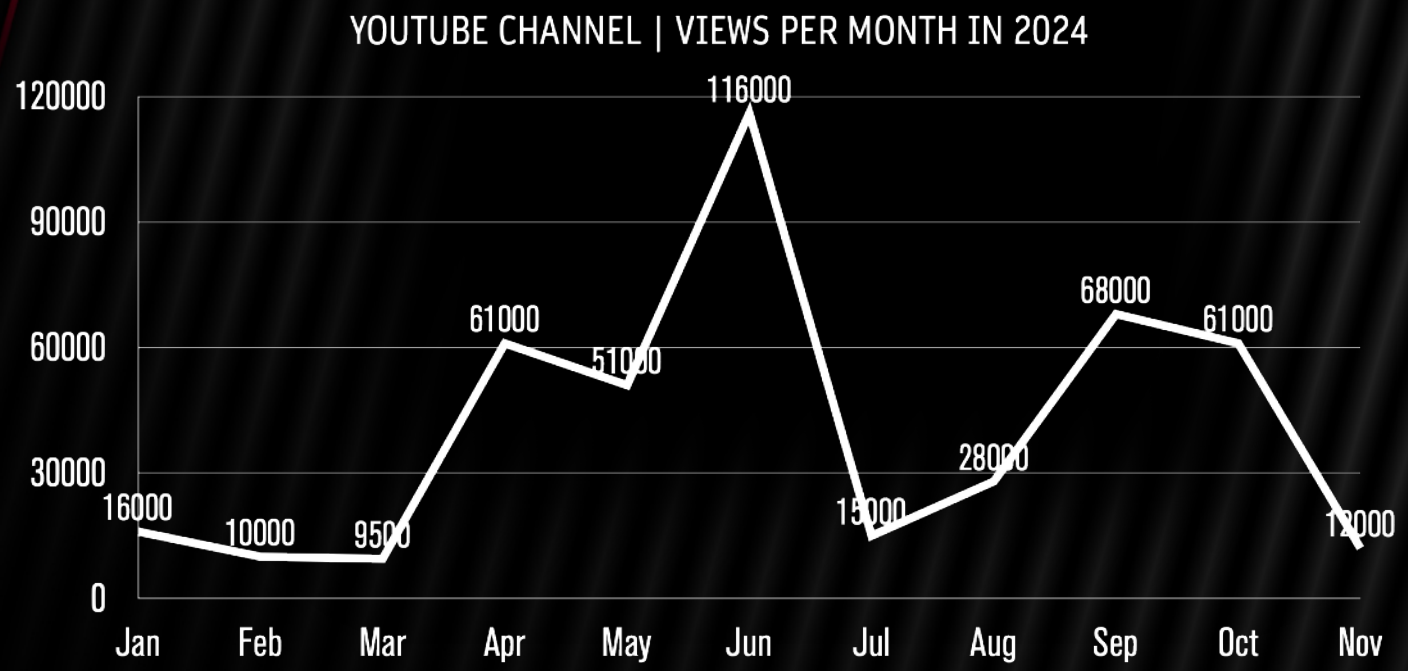
GENDER SPLIT

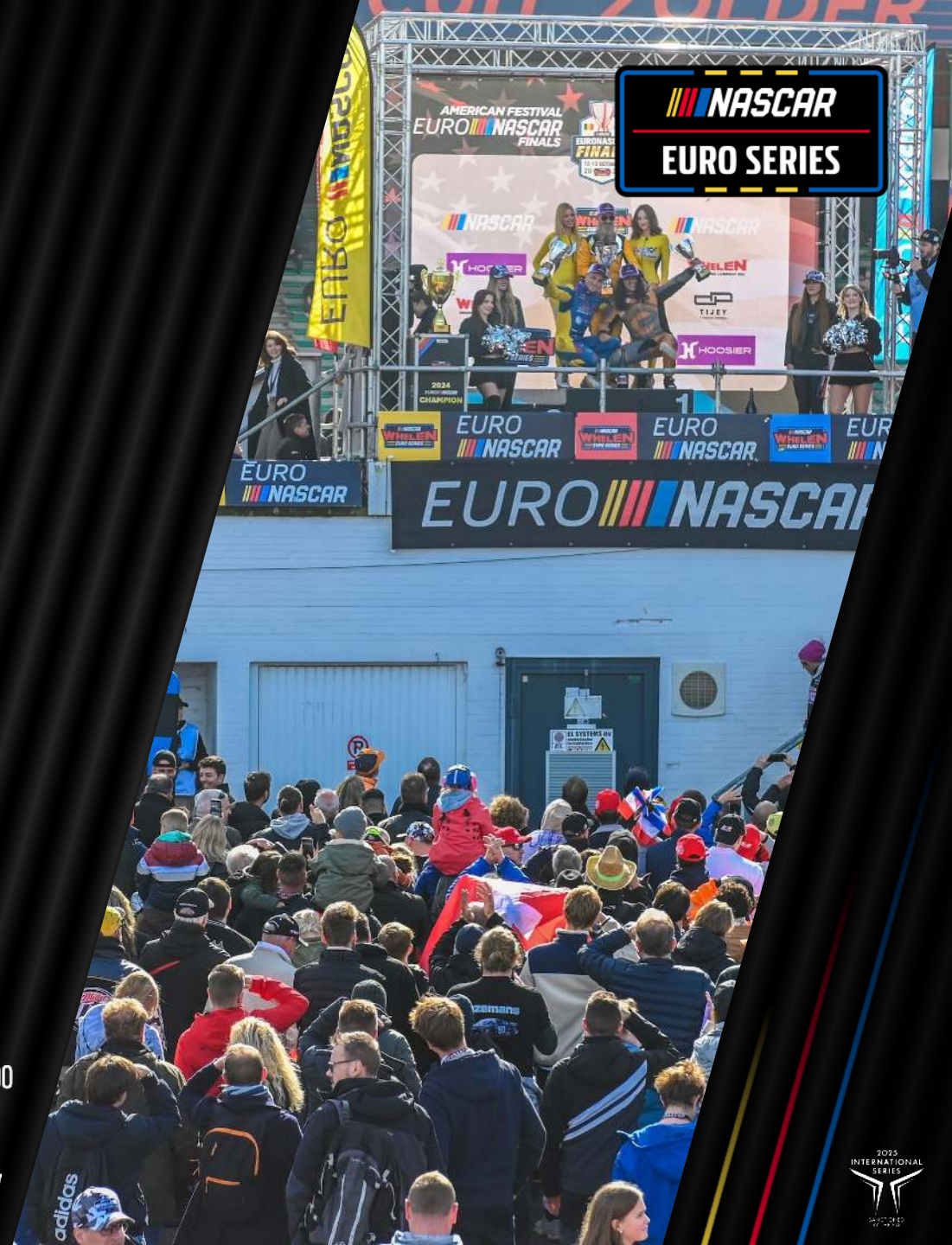


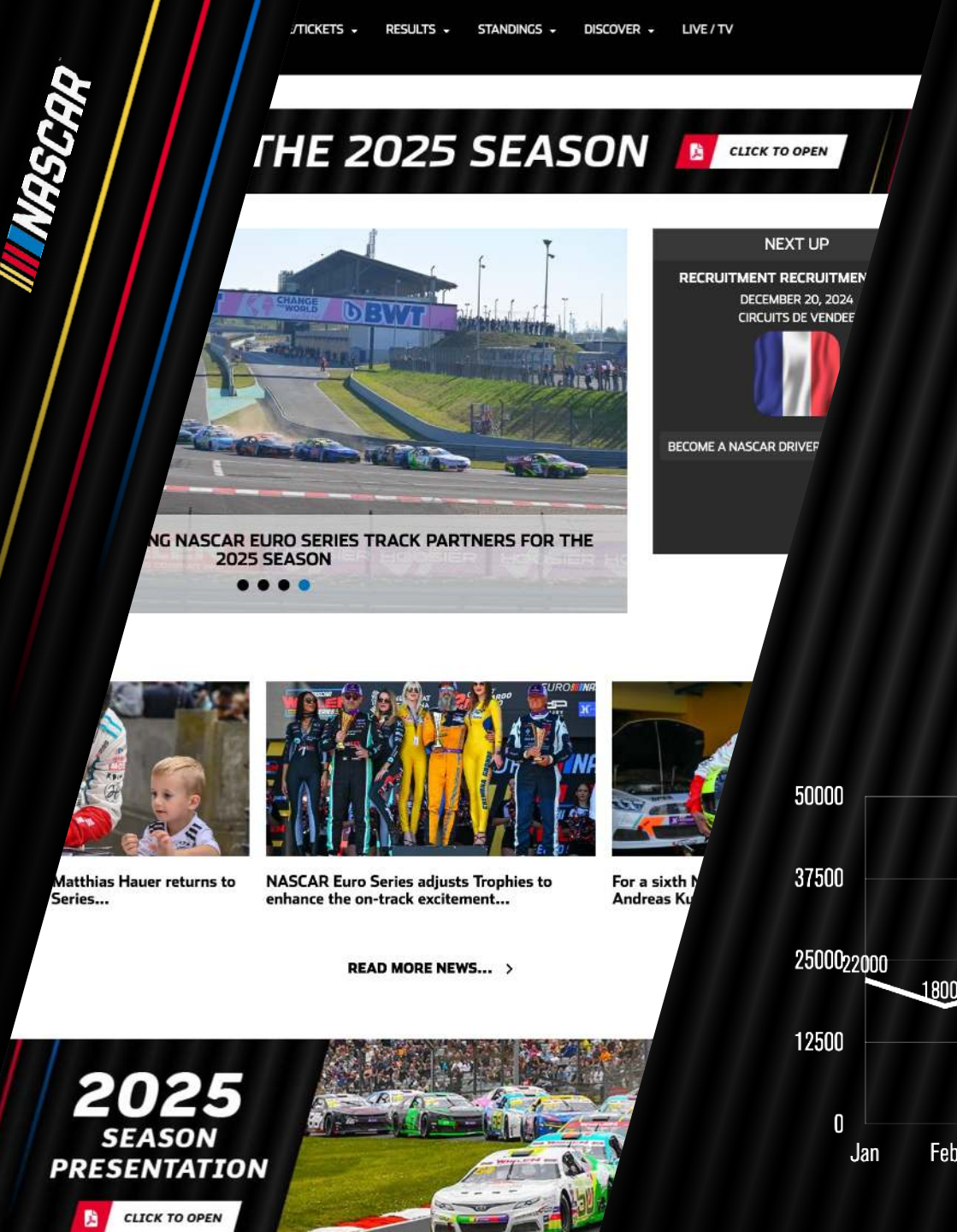
YOUTUBE

All the best action, interviews and more…

- ***35 800 Subscribers (+7% in 2024)***
- ***6 million impressions***
- ***450 000 views***
- ***Over 3 million minutes watched***







WEBSITE

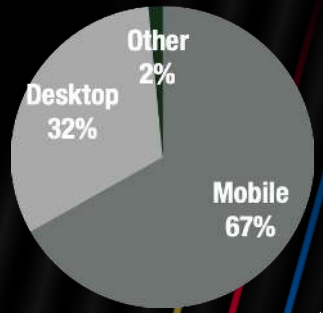
NASCAR.EU

- 330 000 page views
- 75 000 unique users
- Top countries: United States, Germany, Italy, France, United Kingdom, Belgium, Spain, Switzerland, Netherlands, Canada.
- Multilanguage content
- Top user: Sports & Fitness/Sports Fans, Auto Enthusiasts, Do-It-Yourselfers, Outdoor Enthusiasts, Value Shoppers, Cooking Enthusiasts, Music Lovers, Fast Food Cravers
- Part of the the NASCAR.COM platform, generating hundreds of millions of page views in 2024

WEBSITE | PAGE VIEWS PER MONTH IN 2024



MOBILE / DESKTOP SPLIT



PRINT MEDIA

COVERAGE ON THE BEST MAGAZINES IN EUROPE

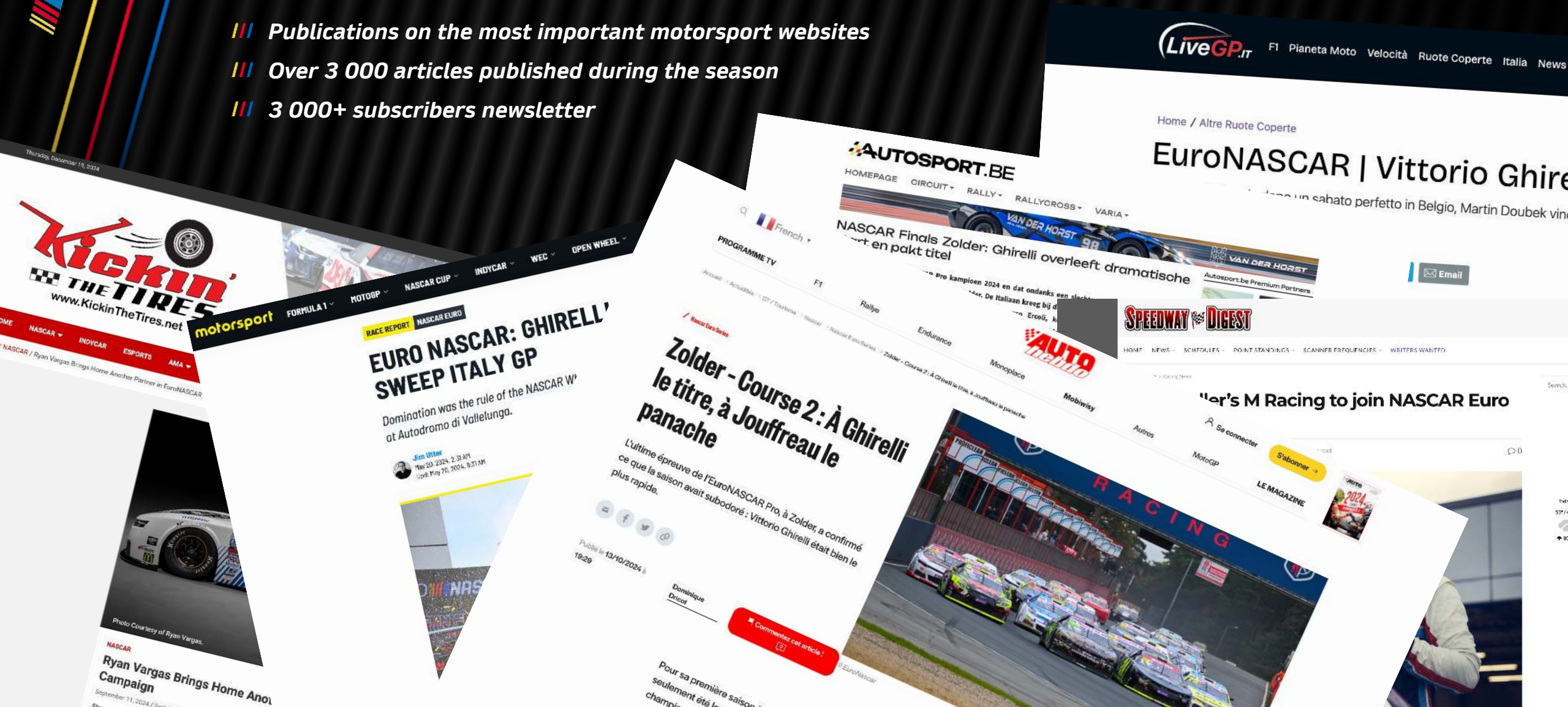
- *Coverage on the most popular print motorsports magazines and newspapers in Europe: Autosport, Autohebdo, Autosprint, Motorsport Monday, Racecar Engineering, Motorsport Aktuell...*
- *Featured articles on prestigious non-specialized magazines*
- *Over 150 publications in 2024*



ONLINE MEDIA

Coverage on the best websites around the world

- *Publications on the most important motorsport websites*
- *Over 3 000 articles published during the season*
- *3 000+ subscribers newsletter*



EVENTS

BEYOND THE SEASON CALENDAR

- *8 times selected for the Race Of Champions*
- *Invited to the Goodwood Festival of Speed*
- *Special events: Chinon Classic, Bologna Motor Show, Verva Street Racing and more...*
- *Special programs: NASCAR Next, Road to Daytona etc.*
- *Exhibitions and displays*



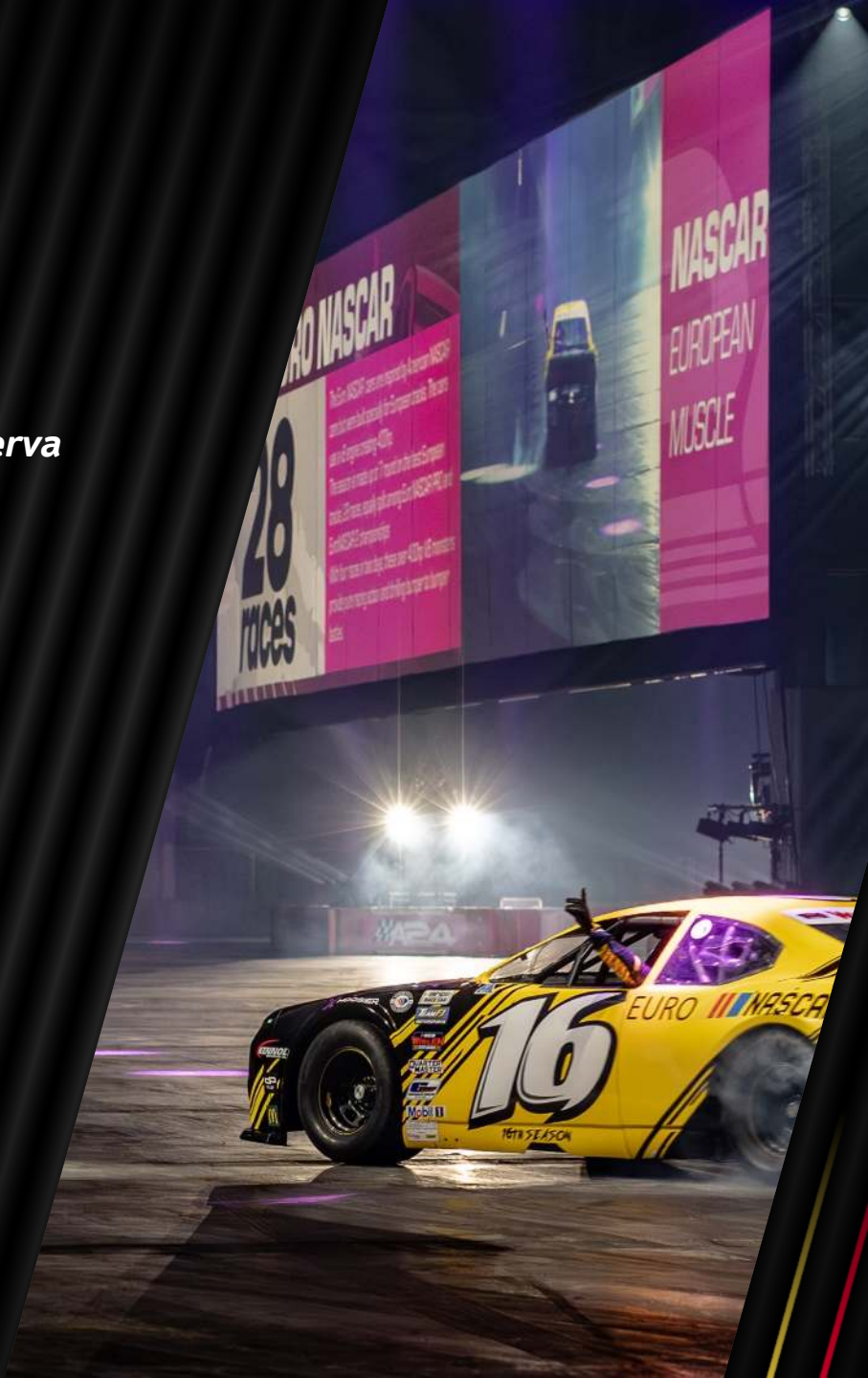














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SOCIAL MEDIA

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