

NASCAR GP SPAIN

2025 KEY METRICS

19 000 SPECTATORS AT THE TRACK

430 000 MINUTES WATCHED (+7,5%)

65 000 LIVE STREAMING VIEWS (+8,3%)

5 500 LIVE STREAMING INTERACTIONS (+57%)

1 MILLION SOCIAL MEDIA IMPRESSIONS

53 000 SOCIAL MEDIA INTERACTIONS

5% SOCIAL MEDIA ENGAGEMENT RATE



NASCAR GP ITALY

2025 KEY METRICS

NASCAR EURO SERIES

12 000 SPECTATORS AT THE TRACK

336 000 MINUTES WATCHED (+7,5%)

56 000 LIVE STREAMING VIEWS (+9%)

3 100 LIVE STREAMING INTERACTIONS

880 000 SOCIAL MEDIA IMPRESSIONS (+11%)

46 000 SOCIAL MEDIA INTERACTIONS (+9%)

5% SOCIAL MEDIA ENGAGEMENT RATE



NASCAR GP UK

2025 KEY METRICS

NASCAR EURO SERIES

49 500 SPECTATORS AT THE TRACK

540 000 MINUTES WATCHED

89 000 LIVE STREAMING VIEWS (+4,6%)

4 500 LIVE STREAMING INTERACTIONS

1,2 MILLION SOCIAL MEDIA IMPRESSIONS (+40%)

97 000 SOCIAL MEDIA INTERACTIONS (+50%)

7,8% SOCIAL MEDIA ENGAGEMENT RATE (+35%)



NASCAR GP CZECHIA

NASCAR EURO SERIES

2025 KEY METRICS

43 100 SPECTATORS AT THE TRACK (+4,5%)

270 000 MINUTES WATCHED

52 800 LIVE STREAMING VIEWS (+28%)

2 300 LIVE STREAMING INTERACTIONS

1,1 MILLION SOCIAL MEDIA IMPRESSIONS (+100%)

38 000 SOCIAL MEDIA INTERACTIONS (+20%)

3% SOCIAL MEDIA ENGAGEMENT RATE



NASCAR GP GERMANY

2025 KEY METRICS

18 000 SPECTATORS AT THE TRACK (+6%)

343 000 MINUTES WATCHED (+11,5%)

63 300 LIVE STREAMING VIEWS (+40%)

1 700 LIVE STREAMING INTERACTIONS

1,6 MILLION SOCIAL MEDIA IMPRESSIONS (+180%)

47 600 SOCIAL MEDIA INTERACTIONS (+60%)

3% SOCIAL MEDIA ENGAGEMENT RATE



NASCAR GP BELGIUM

NASCAR EURO SERIES

2025 KEY METRICS

14 000 SPECTATORS AT THE TRACK

468 000 MINUTES WATCHED (+14,3%)

50 000 LIVE STREAMING VIEWS (+11,6%)

4 150 LIVE STREAMING INTERACTIONS

3 MILLION SOCIAL MEDIA IMPRESSIONS (+300%)

63 200 SOCIAL MEDIA INTERACTIONS (+41%)

2% SOCIAL MEDIA ENGAGEMENT RATE