nürburgring
LANGSTRECKEN SERIE

MEDIA DATA 2021

nürburgring
LANGSTRECKEN SERIE

MEDIA DATA

Media Data

- Development -

- The live stream of the Nürburgring endurance series is very popular and has developed steadily over the past few years. The most important milestones:

  - ✓ 2010: The "VLN Fan TV" originally produced for DVB-T is broadcast live on the Internet
  - ✓ 2014: Several live onboard recordings from the vehicles
  - ✓ 2017: Due to the high demand, the stream is now also available in English
  - ✓ 2020: As a pilot project, live images from a helicopter will be used for the first time in the race
  - ✓ 2021: The helicopter is firmly established and films every race from a bird's eye view
  - ✓ 2021: The digital "Green Screen Studio" at the Nürburgring was used for the first time with the Goodyear fan zone

Media Data

- Social Media -

Access numbers www.vln.de	User	**451.923**
	Visits	**1.184.090**
	Page impressions	**2.763.806**
	Duration	**2:34 min.**
Facebook	Subscribers 2021/12/31	**66.894**
Instagram	Subscribers 2021/12/31	**52.400**
Instagram & Facebook	Posts	**432**
	Reach	**10.190.480**
	Interactions	**462.330**

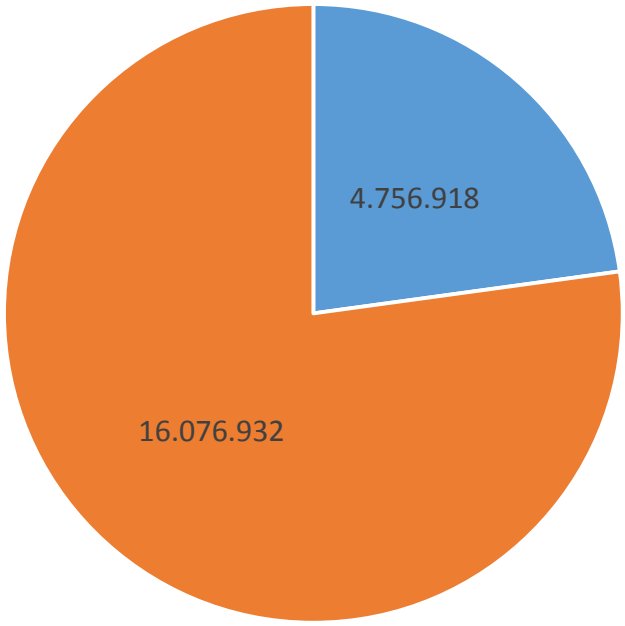
Media Data

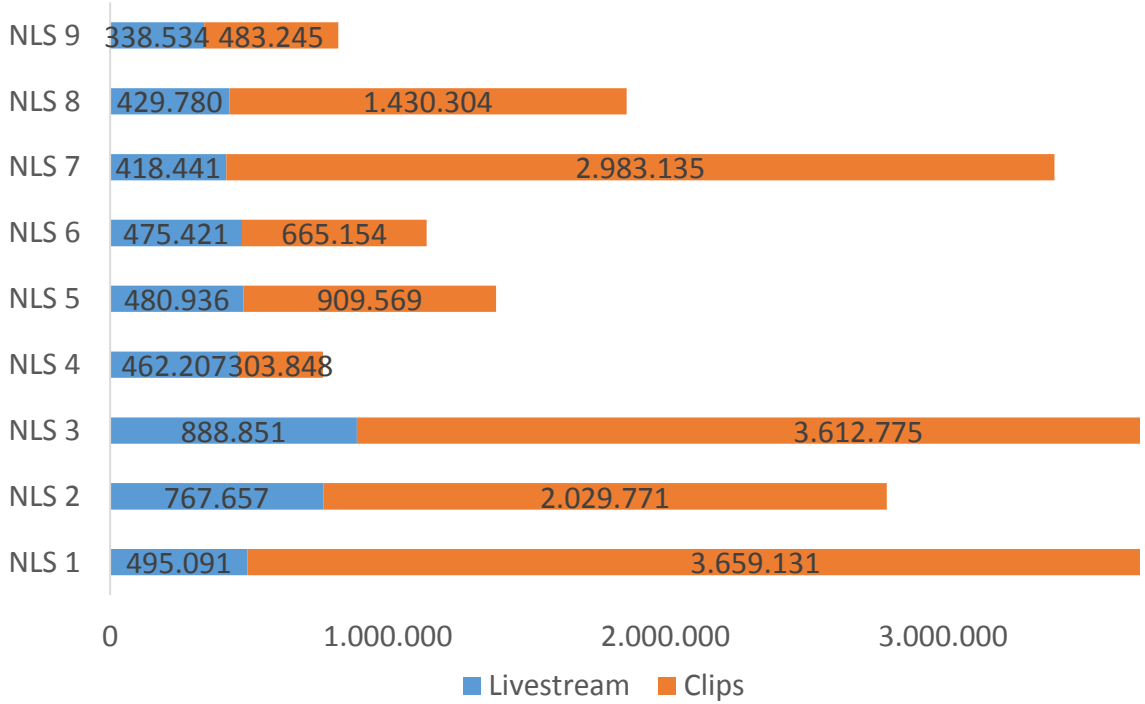
- Youtube & Print -

VLN-Youtube	Views	**981.079**
	Subscribers	**26.656**
	Playback time (h)	**356.956**
Print edition	Editions	**51.658.239**
	Reach	**146.162.393**
	Clippings	**2.303**
	Numnber of print media	**680**

Livestream & Clips NLS

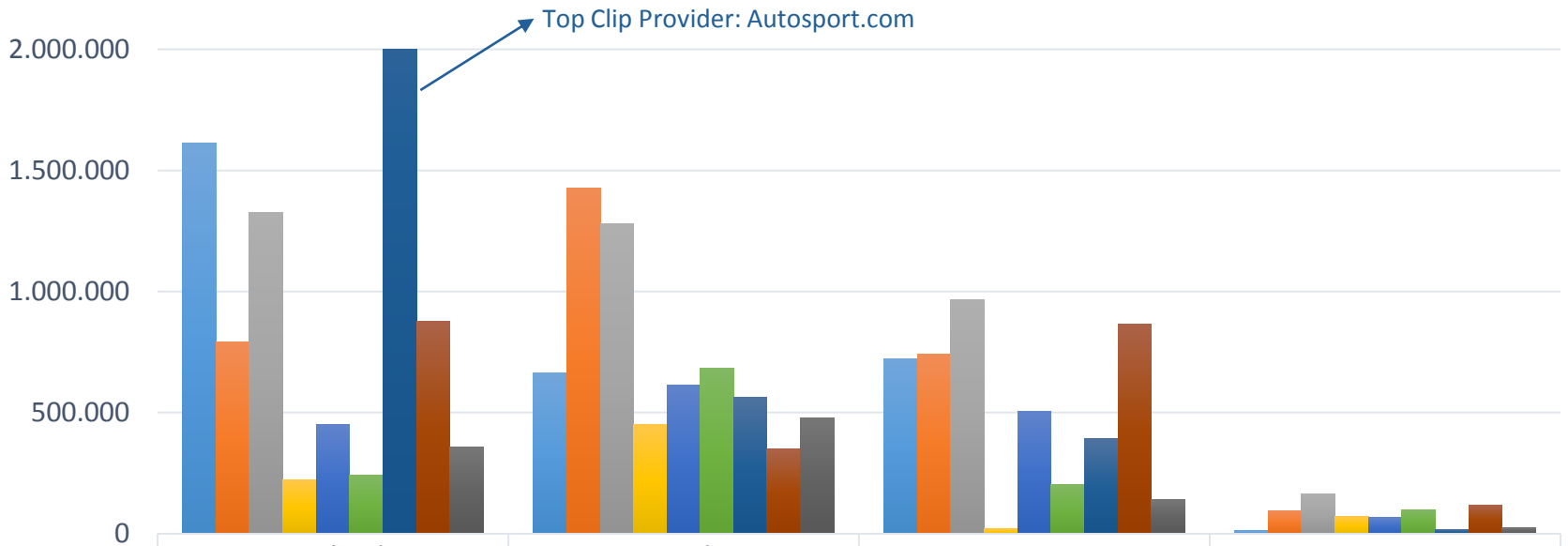
- Views Total -





Livestream & Clips NLS

- Views Total -

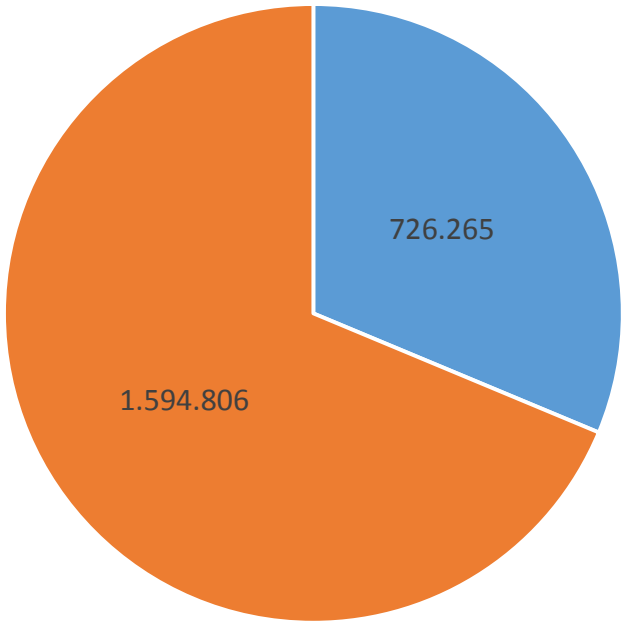


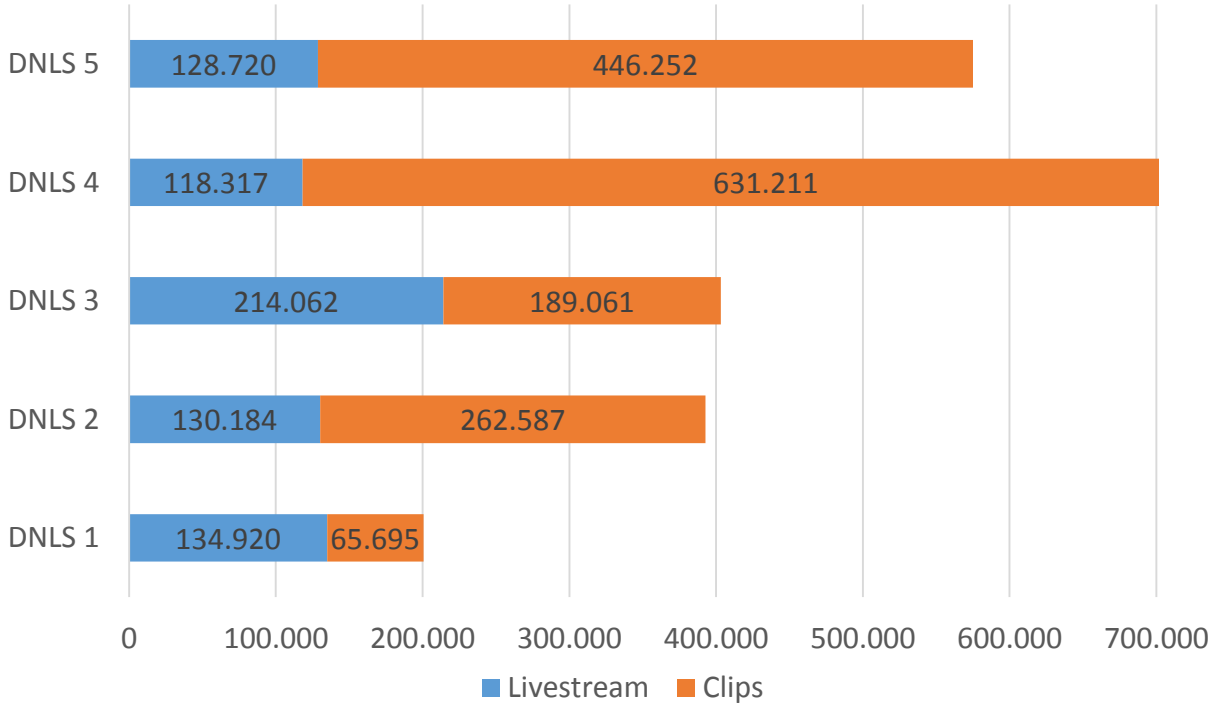
	Facebook	Youtube	Instagram	Sonstige
NLS 1	1.610.619	663.383	722.879	12.547
NLS 2	790.256	1.429.097	742.085	94.822
NLS 3	1.326.689	1.281.487	968.080	164.534
NLS 4	222.195	451.144	20.853	71.608
NLS 5	452.618	614.020	503.781	67.051
NLS 6	241.883	684.198	202.823	99.326
NLS 7	3.206.291	563.503	391.130	17.982
NLS 8	879.150	350.359	865.427	118.769
NLS 9	359.248	478.184	140.561	25.271

Livestream & Clips DNLS

- Views Total -

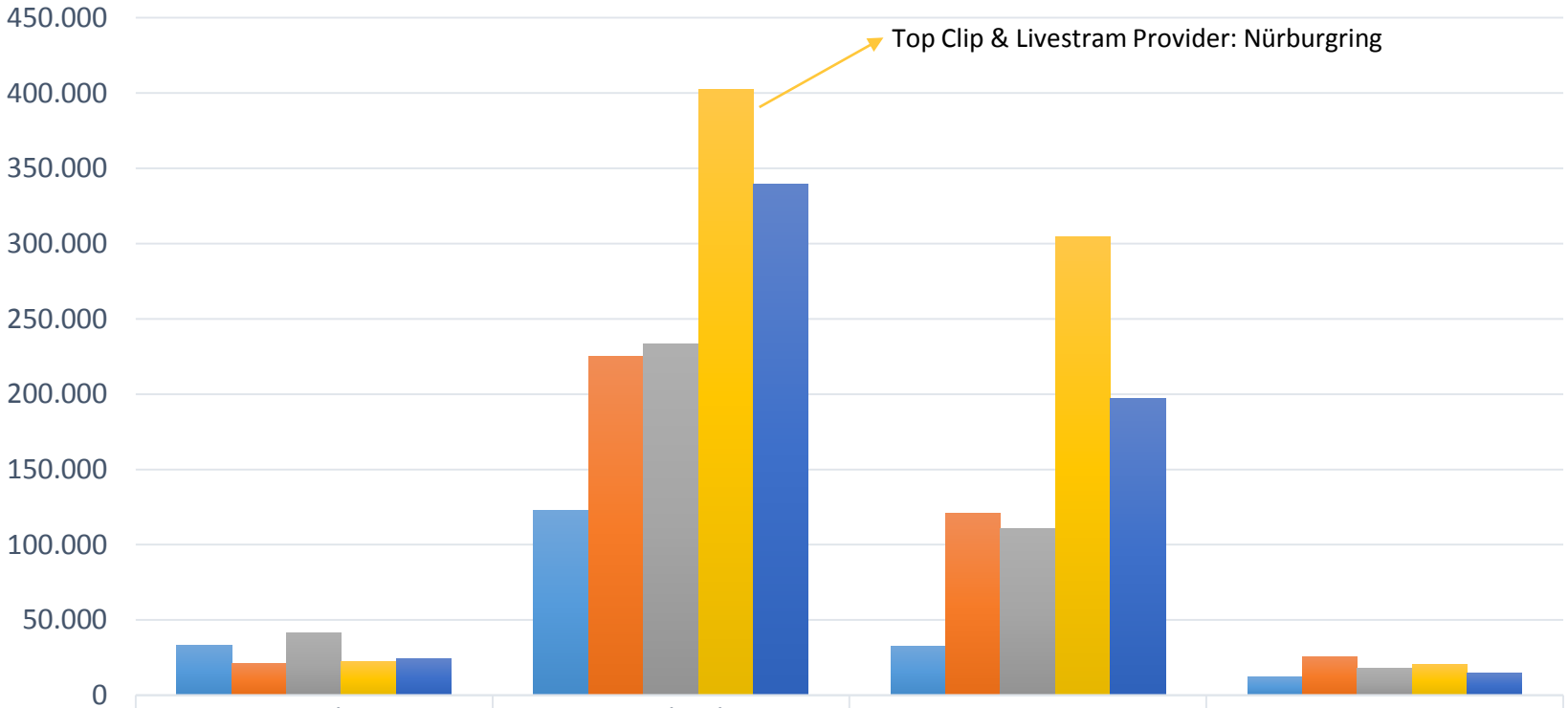
TOTAL VIEWS: 2.321.071





Livestream & Clips DNLS

- Views per Platform -



	Youtube	Facebook	Instagram	Sonstige
DNLS 1	33.439	122.583	32.591	12.002
DNLS 2	21.433	224.869	120.618	25.851
DNLS 3	41.293	233.224	110.386	18.220
DNLS 4	22.388	402.209	304.504	20.427
DNLS 5	24.021	339.225	197.258	14.468

Livestream & Clips DNLS

- Picture Posts -

Top Player (most uploads)

Likes

68.582	48.893	29.264	16.888	12.842	12.239

Reach/ Impressions

785.325	585.213	217.399	145.920	70.165	54.120

nürburgring
LANGSTRECKEN SERIE

Race dates 2022

26.03.2022	25.06.2022	08.10.2022
09.04.2022	09.07.2022 (6h-Race)	22.10.2022
23.04.2022	10.-11.09.2022 (12h-Race)	