

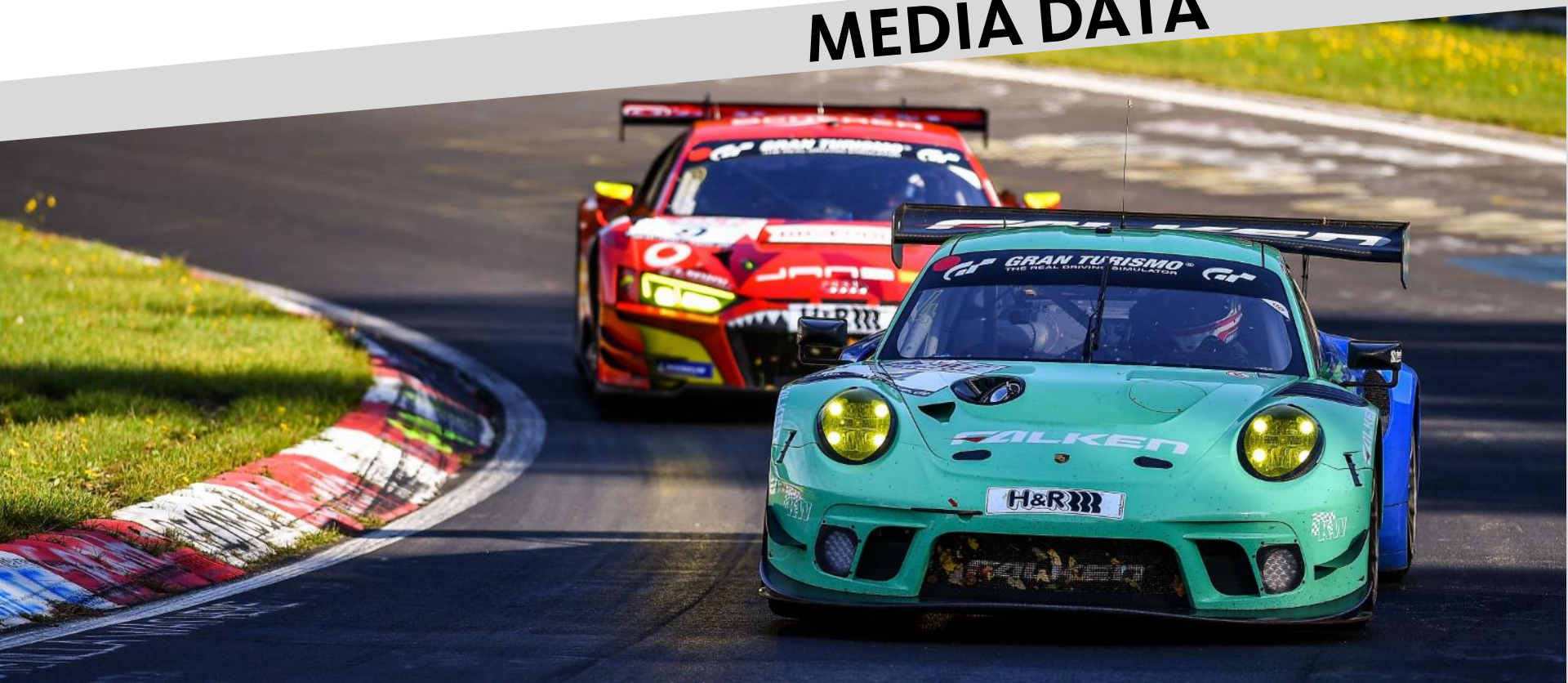


MEDIA DATA 2019



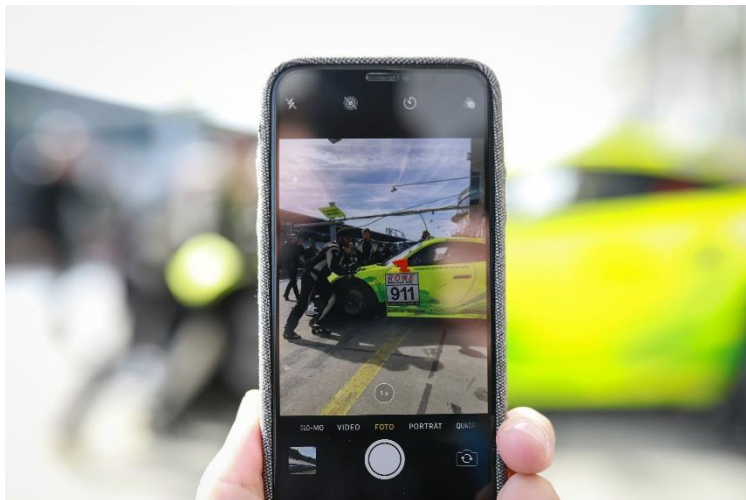


MEDIA DATA





- The own media of the VLN, the print magazine Racing News, the official series communication via press releases and website, achieve a high level of perception in the target groups relevant for partners and sponsors.
- Around 8 000 publications in print media show a strong interest of the newspapers and magazines.
- Professional production and distribution standards, the bilingual livestream of the races and the countless accompanying web video content in 2019 will reach a million audiences and thus new audience records.



VLN- Livestream

Visits **3.590.188**

Hit rates www.vln.de

Visits **2.068.854**

Page views **7.441.752**

VLN-Facebook

Coverage **3.941.349**

Page impressions **7.980.518**

Current subscribers **57.535**

VLN-Instagram

Current subscribers **34.300**



VLN-Youtube

Visits 350.057
Subscribers 14.900

Video clips

Visits 4.256.059

Print-Circulation

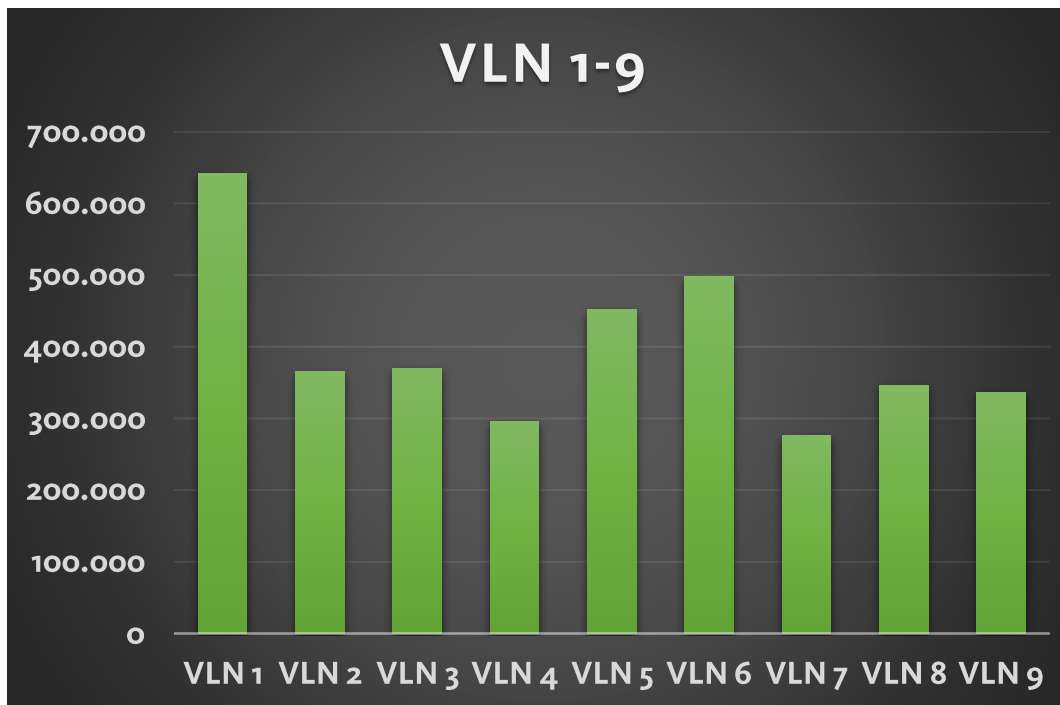
Circulation 53.424.686
Coverage 161.125.064
Clippings 2.813
Print media 688

Radio commentary

Audience 1.045.000
Listeners per day 379.000
Listeners per hour 61.000



- In the past the live program “VLN-Fan-TV” was broadcast mainly in the local DVB-T, since 2010 the races have also been broadcast live on the Internet.
- As a further milestone, the first live onboard pictures of the Nordschleife were realized in 2014 with a lot of technical effort.
- The range of the livestream has been increased enormously since 2010 and with the 2017 season, the VLN responded to this extremely positive development.
- The VLN livestream has been produced bilingually (German and English) since 2017 and distributed professionally worldwide. Further details will follow on the next pages:



| | VLN 1 | VLN 2 | VLN 3 | VLN 4 | VLN 5 | VLN 6 | VLN 7 | VLN 8 | VLN 9 |
|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Facebook | 84.246 | 73.053 | 95.943 | 100.413 | 241.585 | 314.015 | 115.731 | 140.126 | 165.282 |
| YouTube | 526.810 | 275.235 | 257.549 | 184.934 | 198.728 | 175.042 | 151.308 | 195.885 | 162.251 |
| Livestream.com | 24.451 | 9.698 | 8.806 | 4.085 | 5.871 | 4.186 | 3.947 | 5.105 | 3.564 |
| Sonstige | 6.906 | 7.210 | 7.477 | 6.510 | 5.877 | 4.933 | 5.232 | 5.570 | 5.435 |
| Total | 642.413 | 365.196 | 369.775 | 295.942 | 452.061 | 498.176 | 276.218 | 346.686 | 336.532 |



Qualifying

Expert
Talk

Race
Countdown

VLN - Race

Interview

Podium
ceremony



- With over eight hours of running time per racing event, the livestream offers a very extensive program. The entire race Saturday is mapped, starting with the preparations for qualifying over the entire course of the race up to the podium ceremony.
- Track cameras on the GP course and the Nordschleife, various editorial and partner live onboard cameras, a moderator in the pit lane and two commentators and the guests complement an interesting and at the same time professional live program.



21.03.2020

04.04.2020

18.04.2020

27.06.2020

11.07.2020

01.08.2020

29.08.2020

26.09.2020

24.10.2020

RACE-EVENTS

