



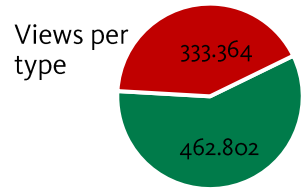
REPORTING | RENNEN 2



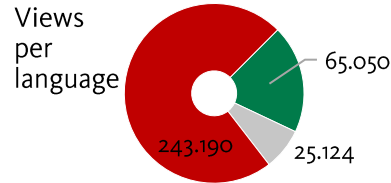
Total Views
796.166

Total Views Livestreams
333.364

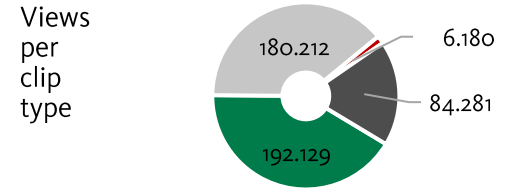
Total Views Clips
462.802



■ Clips ■ Livestreams

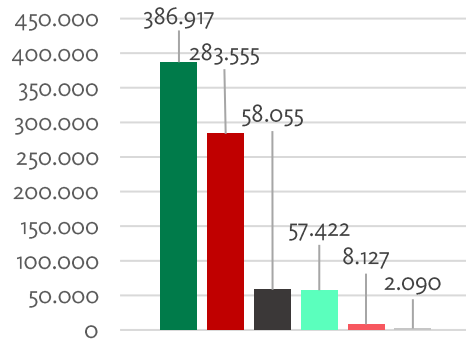


■ English ■ Onboards ■ German



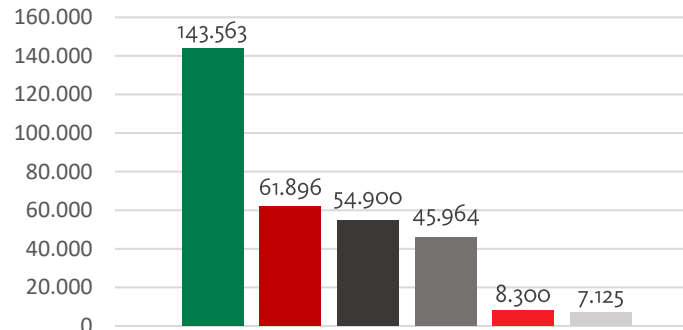
■ Race ■ Sidestory ■ Highlights ■ Onboard

Views per Platform



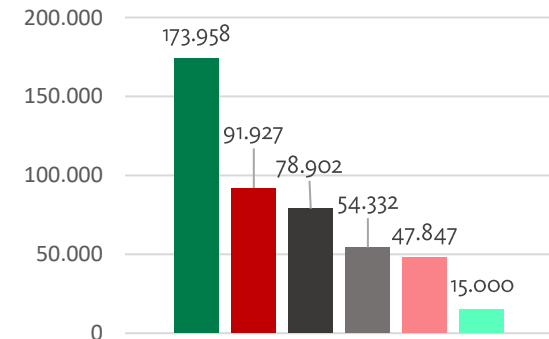
■ YouTube ■ Instagram
■ Facebook ■ OTT
■ Twitter ■ LS.com

Top Livestream Providers



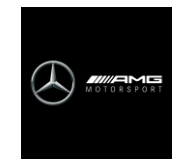
■ Nürburgring
■ NuerburgringLS
■ #DabeiTV
■ Auto Addiction
■ BMW Motorsport

Top Clip Providers

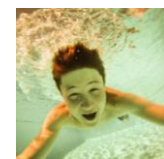


■ Nürburgring
■ Manthey
■ Felix von der Laden
■ NuerburgringLS
■ Auto Addiction

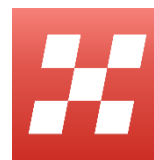
Livestreams



Clips



Embeddings



Nürburgring YouTube Stream

NLS YouTube Streams

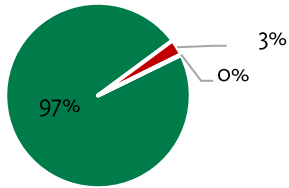
Total hours viewed
42.383 hours

Average watch time
17 minutes 43 seconds

Total hours viewed
19.609 hours

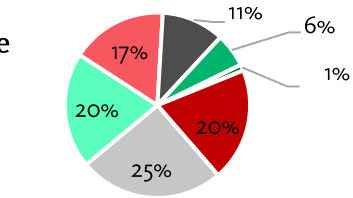
Average watch time
31 minutes 52 seconds

Gender



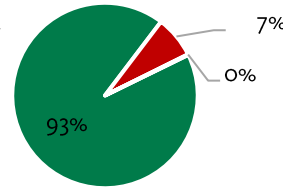
■ male ■ female ■ diverse

Age



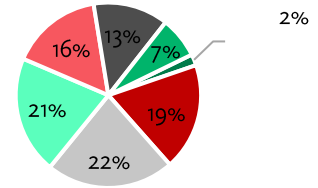
■ 13-17 ■ 18-24 ■ 25-34 ■ 35-44
■ 45-54 ■ 55-64 ■ 65+

Gender



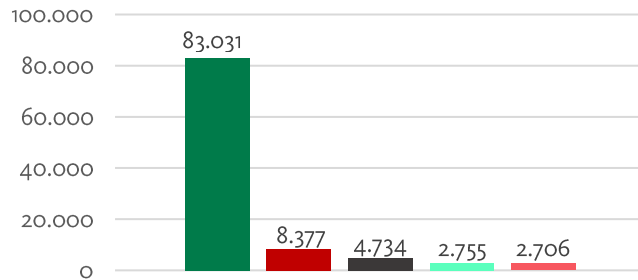
■ male ■ female ■ diverse

Age



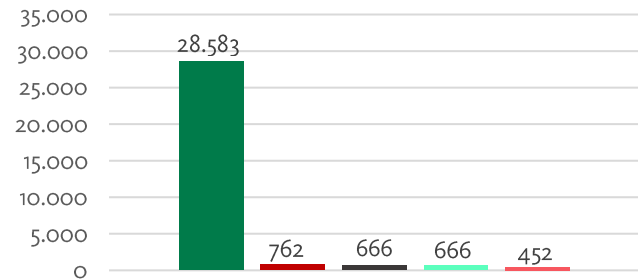
■ 13-17 ■ 18-24 ■ 25-34 ■ 35-44
■ 45-54 ■ 55-64 ■ 65+

Views per country (Top 5)



■ Germany ■ Japan ■ United States
■ United Kingdom ■ Switzerland

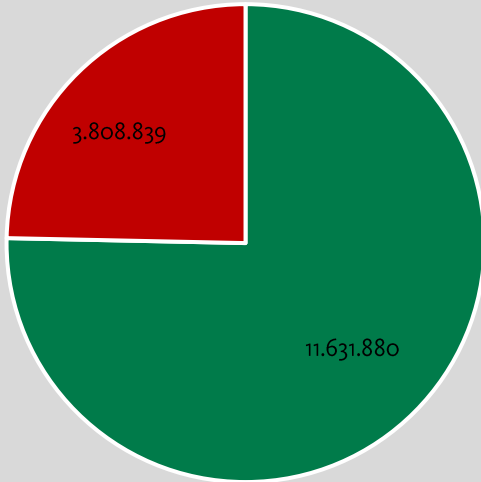
Views per country (Top 5)



■ Germany ■ United Kingdom ■ Switzerland ■ France ■ Austria

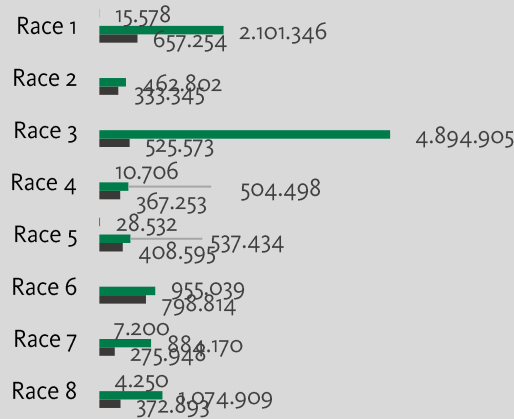
Total views 15.440.719

Views Per Type



■ Clips ■ Livestream

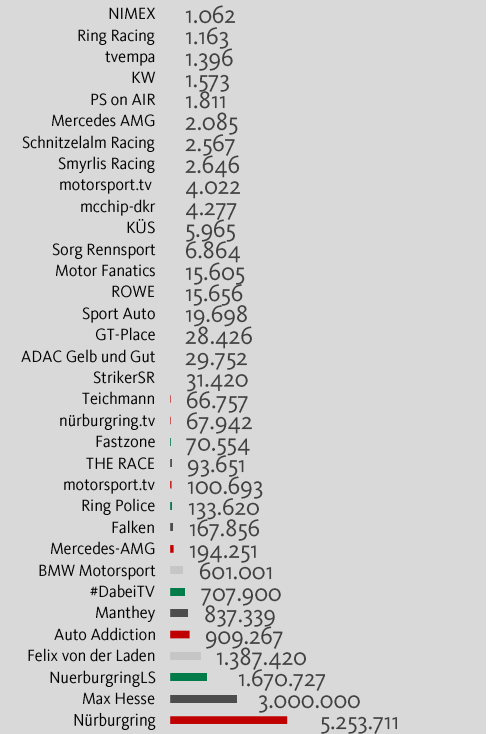
Views Distribution and Boosted



0 4.000.000

■ Boosted Livestreams
■ Boosted Clips
■ Clips Distribution
■ Livestreams Distribution

Top Views Providers



0 10.000.000