



**PORSCHE**

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**SIXT  
CARRERA CUP  
DEUTSCHLAND**

# Media Data Snapshot

2024-H1

Half-Season Report

# Contents



# Porsche Sixt Carrera Cup Deutschland 2024

## Review



# Porsche Sixt Carrera Cup Deutschland (PSCCD)

## Media USPs

1. 6 vehicles with **live-onboard cameras** (DTM rounds)
2. Free **live-stream** of all races available with **German and English** language commentary
3. **Worldwide** distribution of live / re-live, highlight and magazine contents – technical reach: **2.3 billion**.
4. Extensive **pre-season media** production
5. **Official series** photographer on site at every event
6. Strong **social media activation** & appearance in partner channels (e.g. SIXT)
7. Access to footage for teams & drivers for PR use

# TV

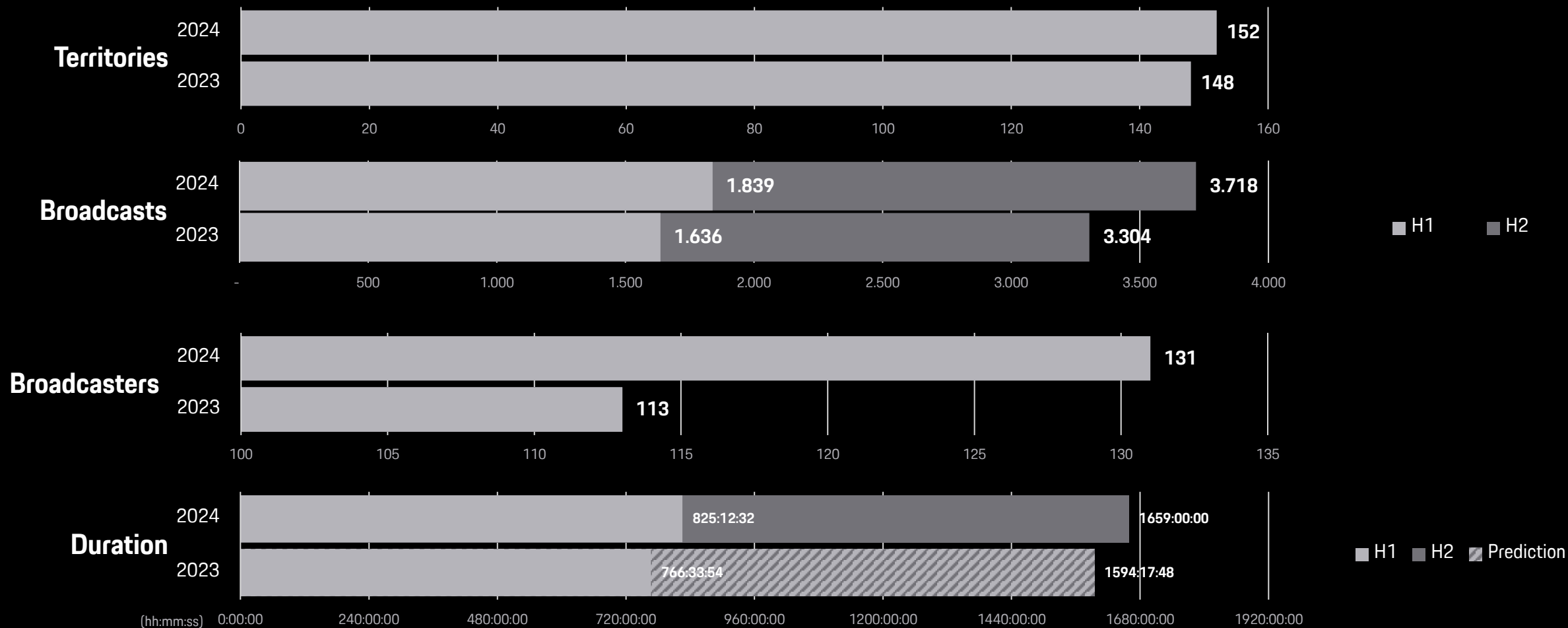
## International & Domestic



# TV KPI Summary

Round 01 – 08

(Data as per 19/12/2024)



# TV

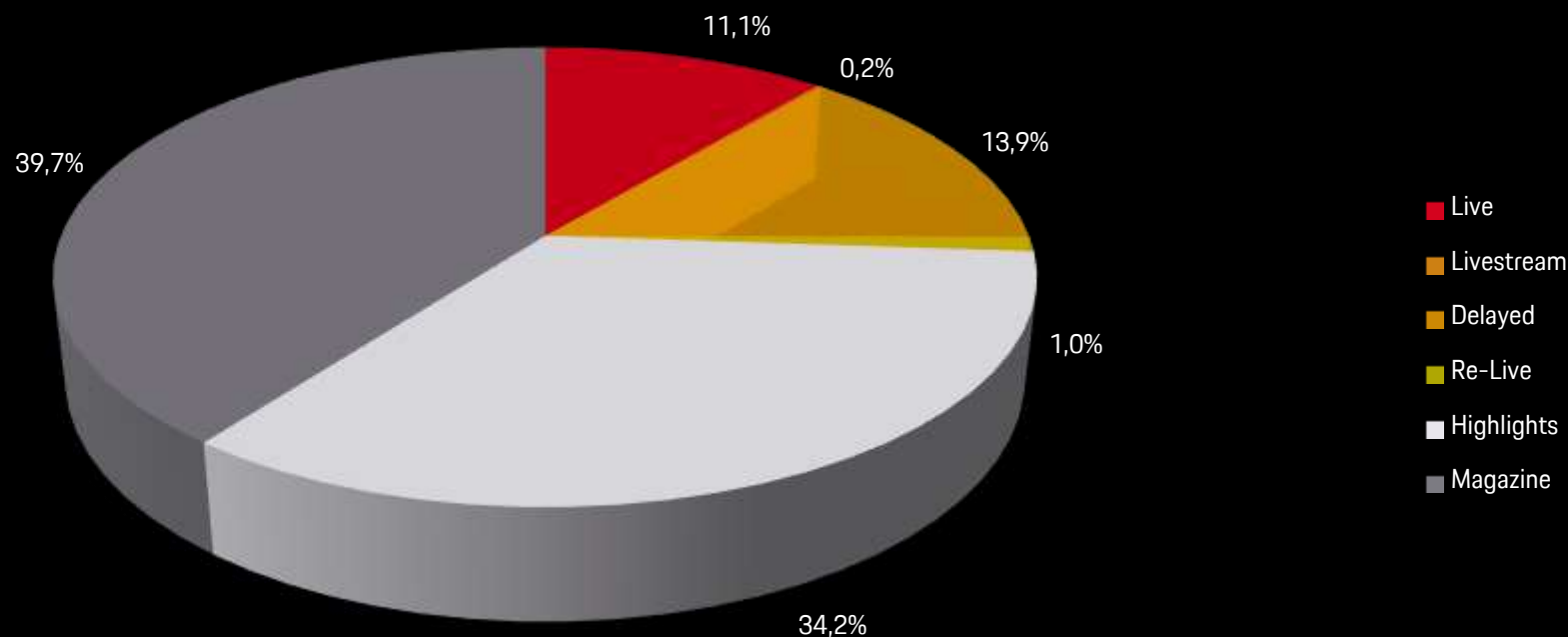
## International<sup>1</sup> | Number of broadcasts

Round 01 – 04

(Data as per 27/04/2024)

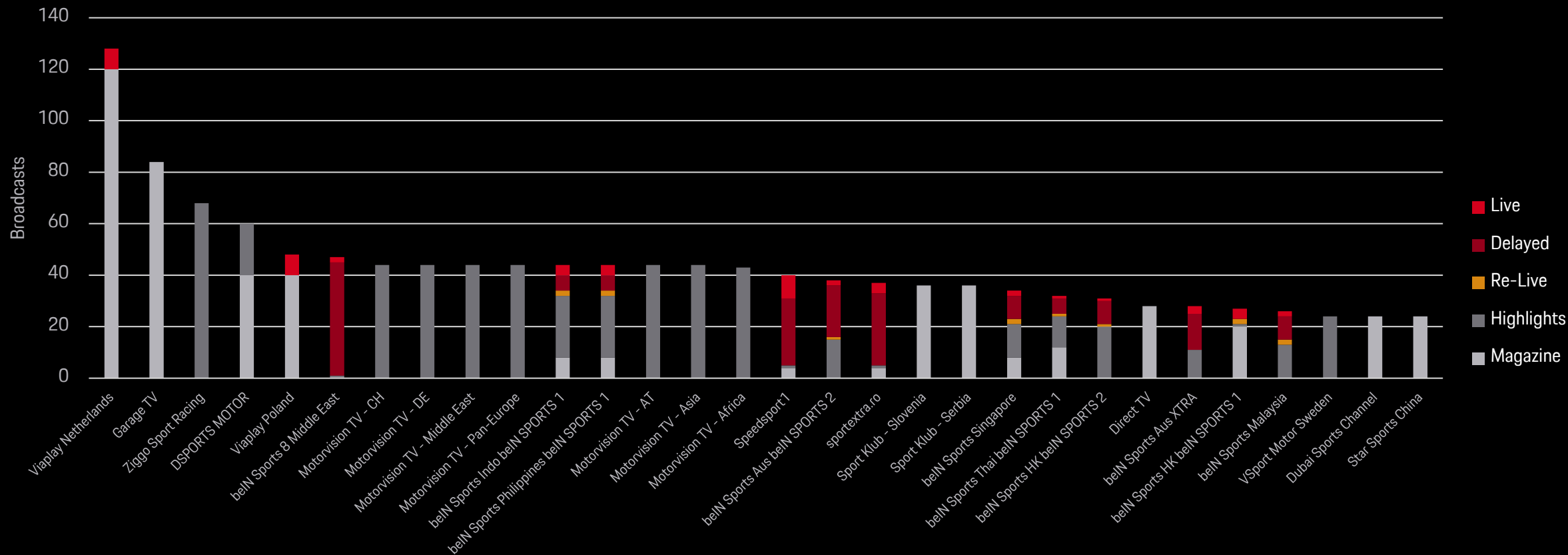
	Number
Live	207
Livestream	3
Delayed	259
Re-Live	19
Highlights	640
Magazine	742
<b>Total</b>	<b>1.870</b>

### Share of broadcast type



<sup>1</sup> including domestic broadcasts

Broadcasters (TOP 30)



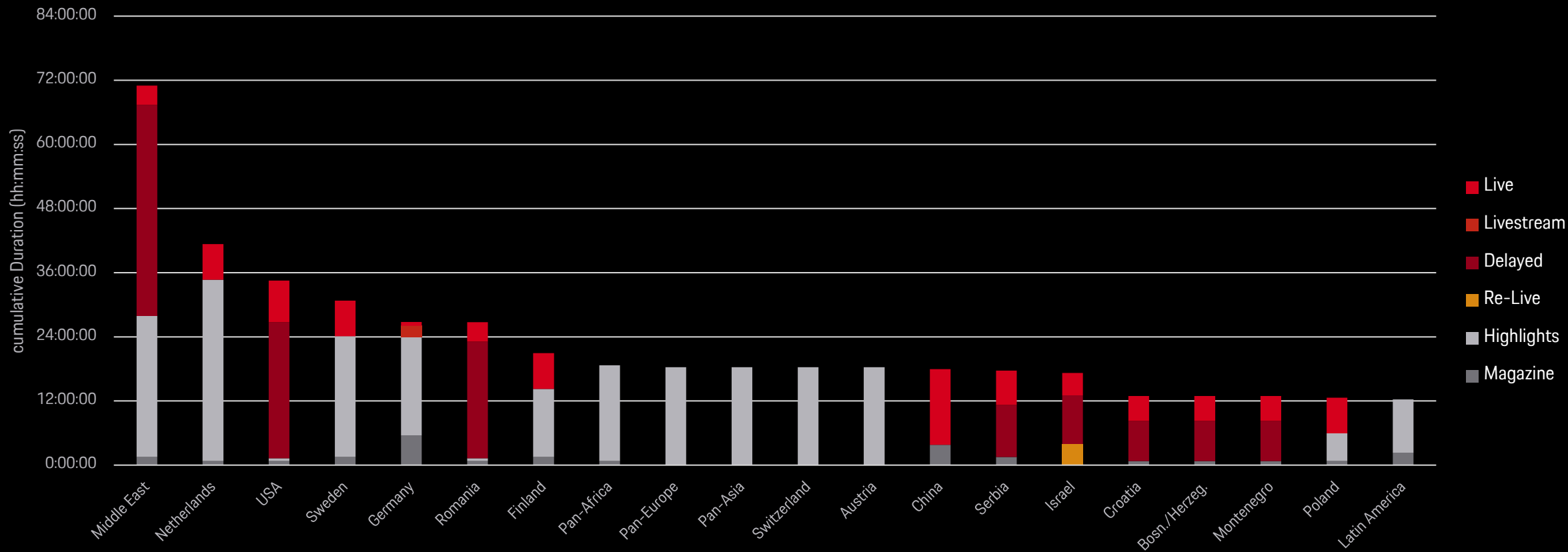
<sup>1</sup> including domestic broadcasts

# TV International<sup>1</sup> | Duration

Round 01 – 04

(Data as per 27/04/2024)

Territories (TOP20)



<sup>1</sup> including domestic broadcasts

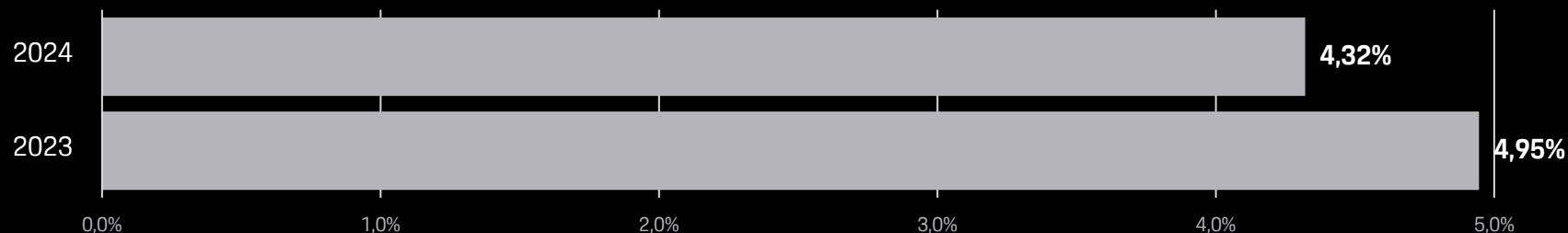
# TV

## Domestic | ProSieben

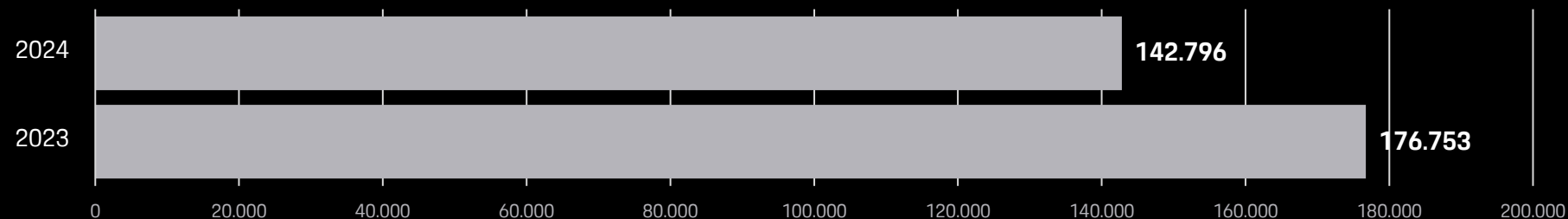
Round 01 – 08

(Data as per 21/10/2024)

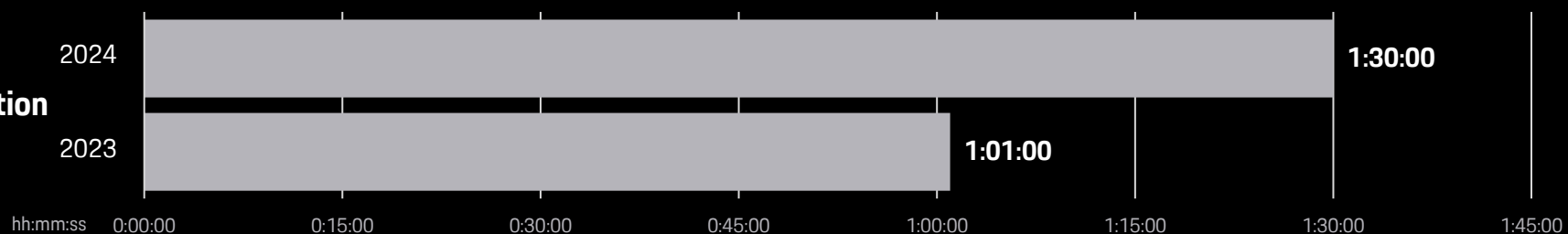
### Market share (E 14 – 49)



### average Viewership rate (Z3+)



### Duration



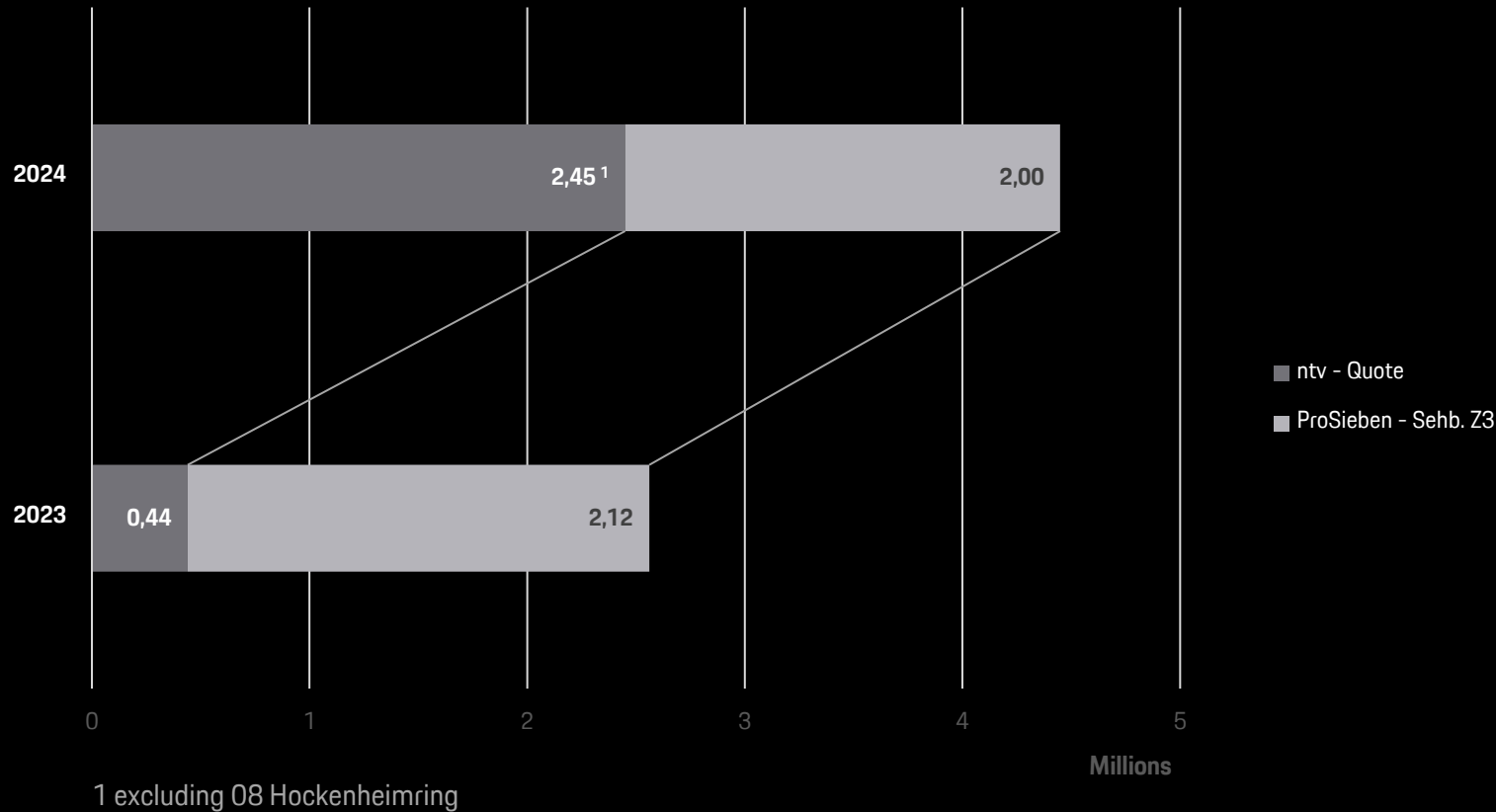
# TV

## Domestic | Free TV coverage

Round 01 – 08

(Data as per 21/10/2024)

### Viewership participation (cumulative)



### ProSieben

- Exclusive Highlights segment (5 min) in the pre-roll of DTM broadcast.

### ntv

- PSCCD Highlights have been presented as part of the general news segments throughout the day in 2024.
- Additional magazine programme broadcasts.

# Social Media

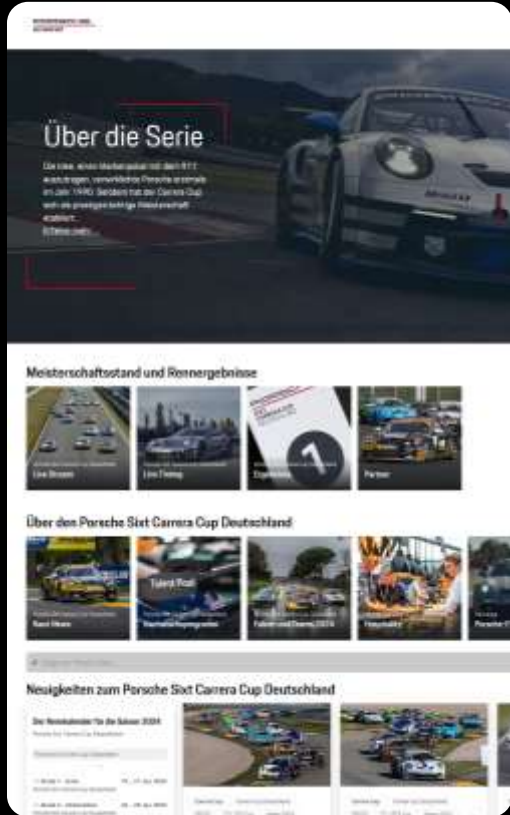
Facebook  
Instagram  
X  
YouTube



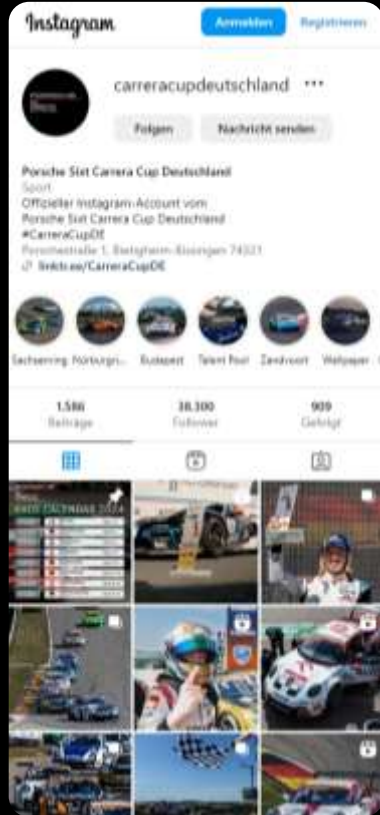
# Channels

(Data as per 21/10/2024)

## Porsche Motorsport Hub

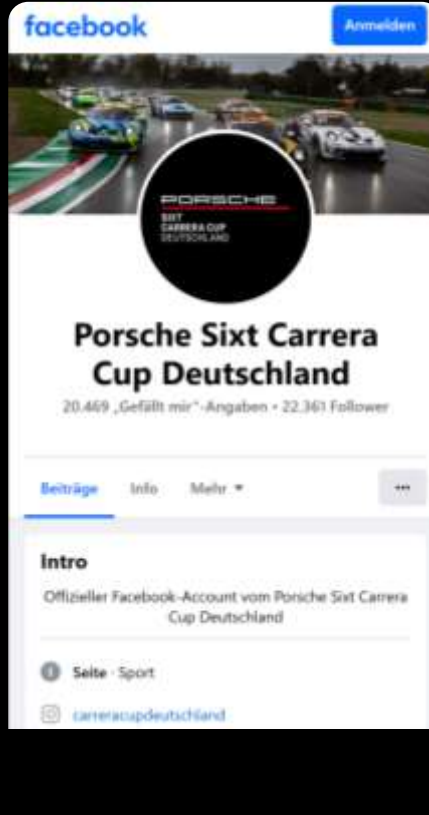


## Instagram



38.9 k Followers

## Facebook



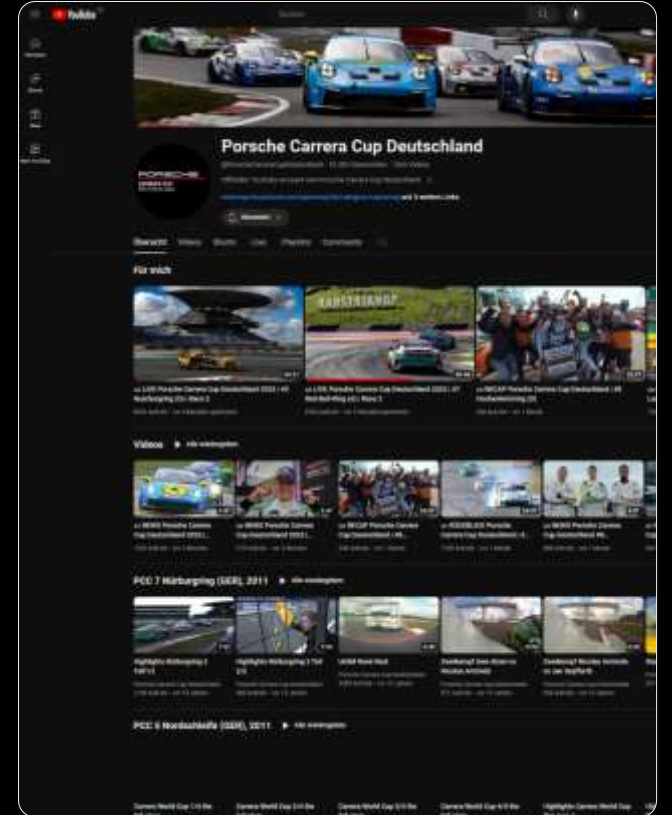
22.3 k Followers

## X



6.7 k Followers

## YouTube



22.8 k Followers

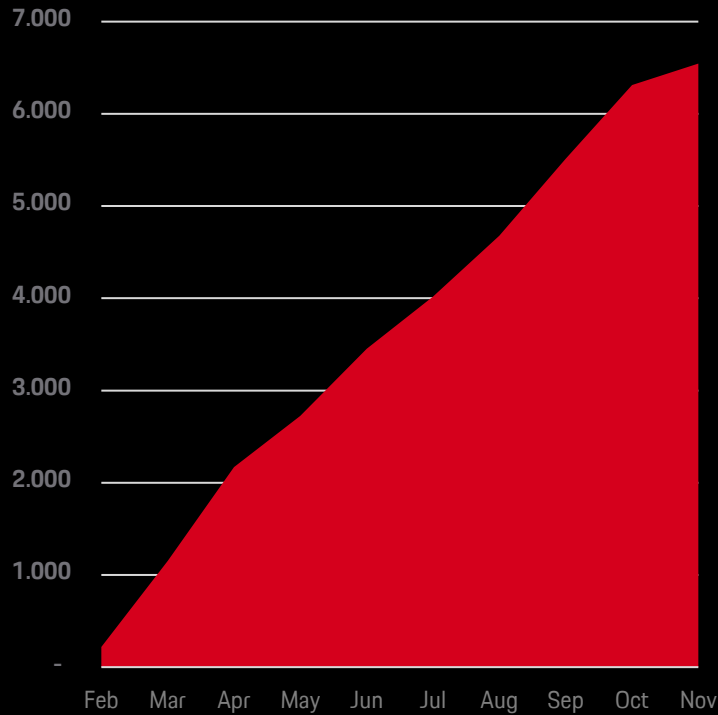
# Instagram KPI Summary



(Data as per 17/11/2024)

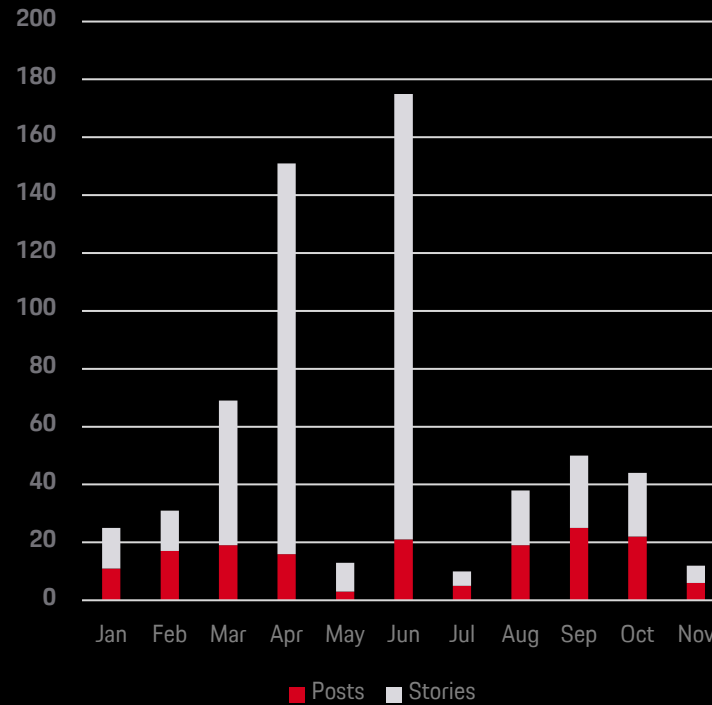
**38.951 Followers | +18,8 %**

additional Followers gained in 2024



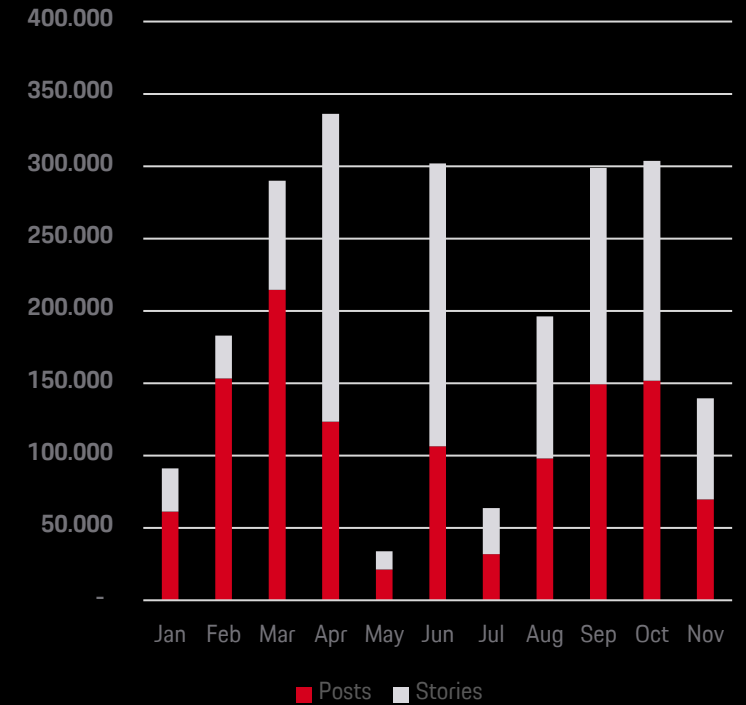
**618 Posts**

Posts published in 2024



**2.2 Mio Users reached**

total Reach in 2024



# Facebook KPI Summary



(Data as per 17/11/2024)

**22.342 Followers**

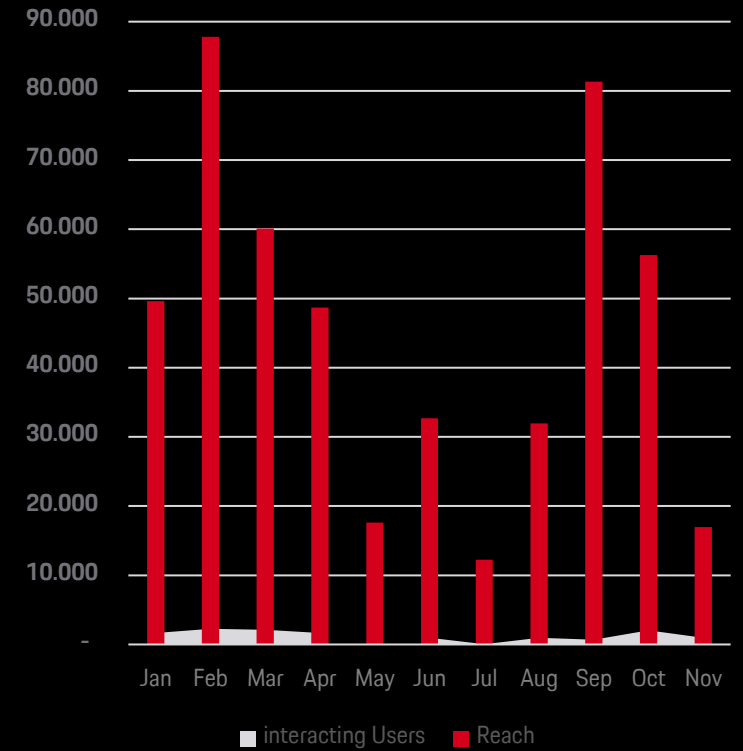
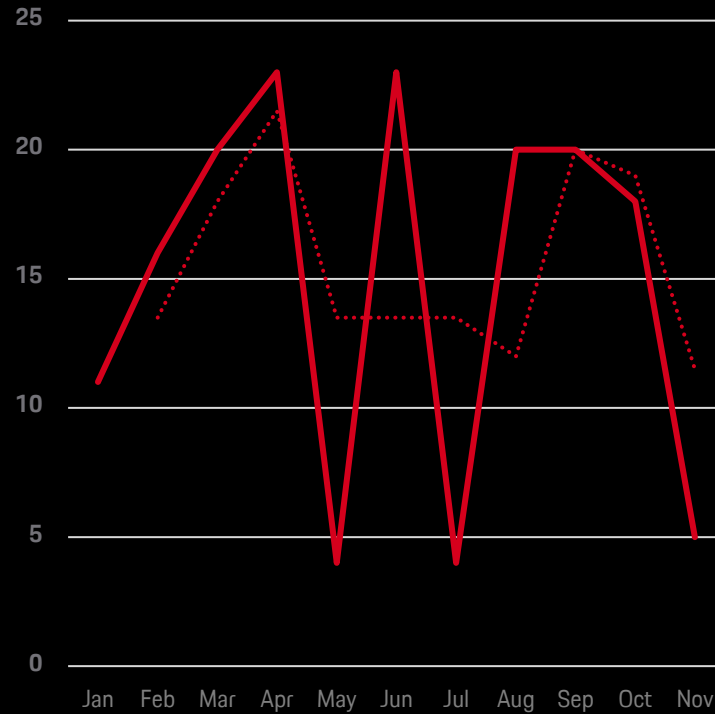
**164 Posts**

**495.275 Users reached <sup>1)</sup>**

additional Followers gained in 2024



Posts published in 2024



1) incl. live streaming reach

# YouTube KPI Summary



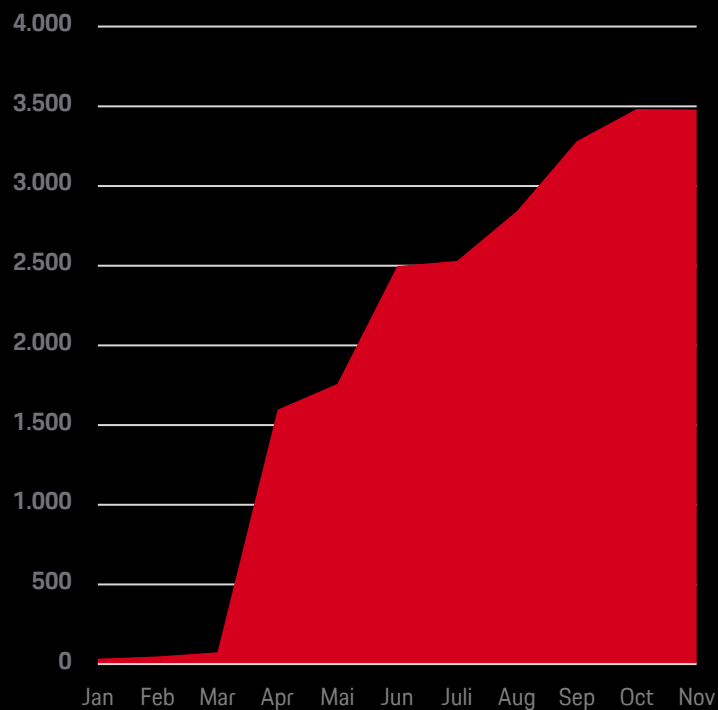
(Data as per 17/11/2024)

**22.883 Follower** | +17,9 %

**113 Videos**

**578.803 Views**

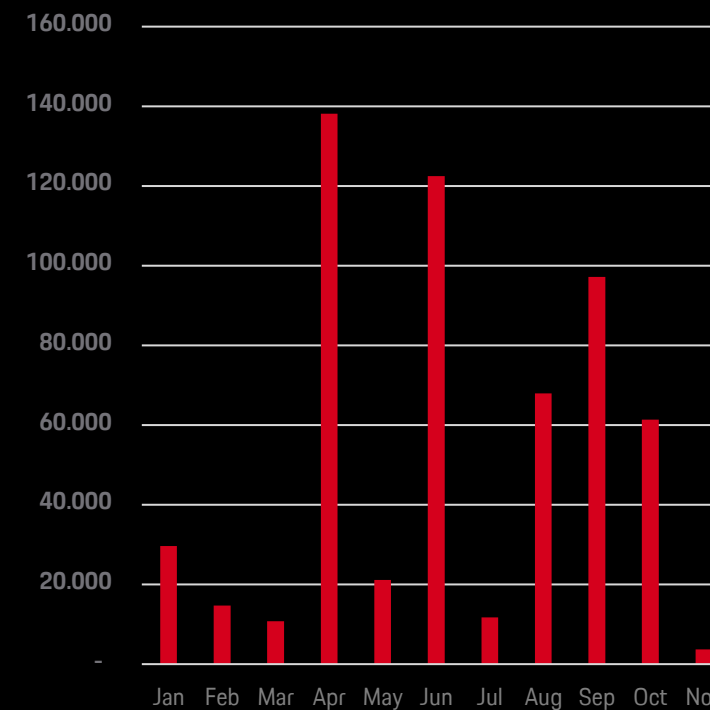
additional Followers gained in 2024



Videos posted in 2024



total Views in 2024

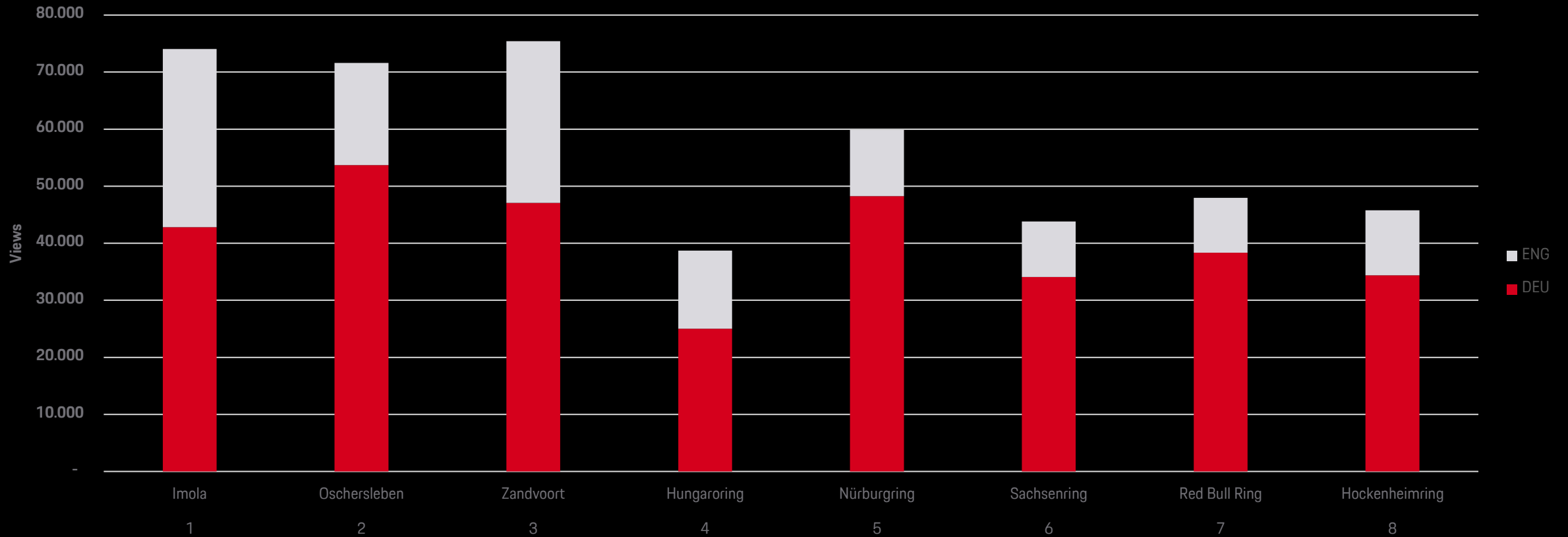


# Live-Streams on YouTube & Facebook



(Data as per 17/11/2024)

457.214 total Views in 2024



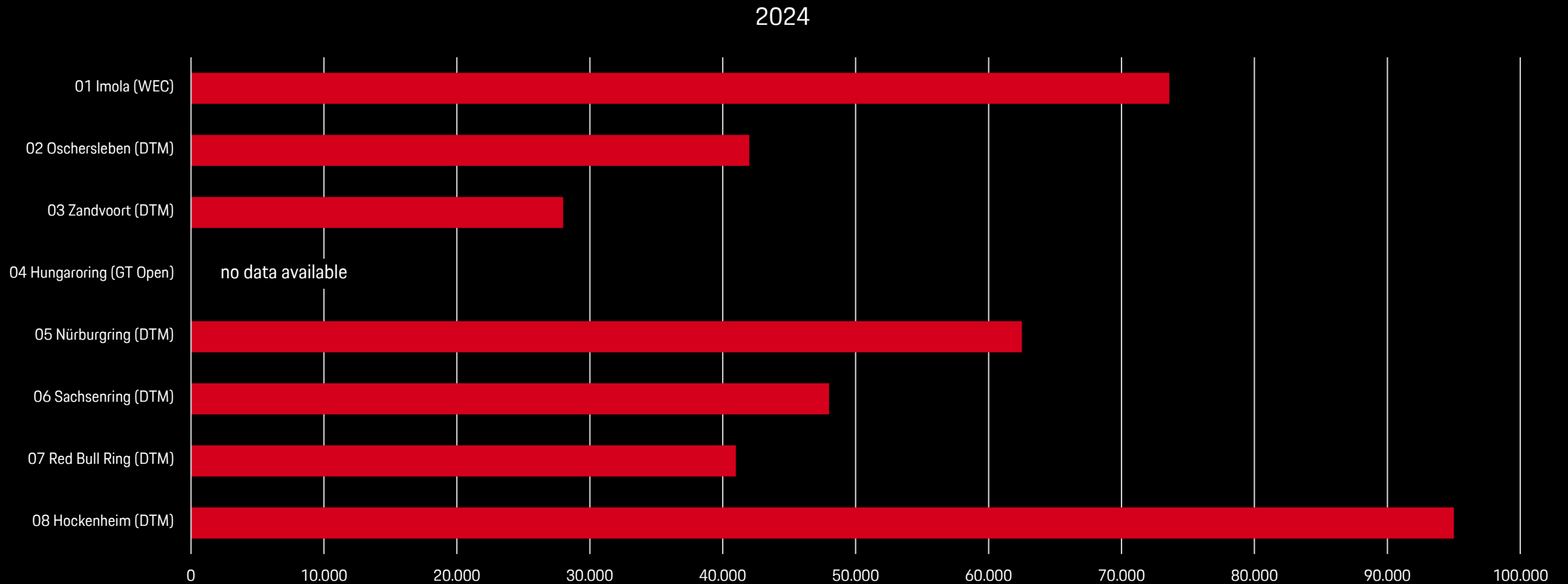
# Spectatorship

On-site



# Spectators

Total on-site attendance **390.100**



# Contact

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