

BROADCAST COVERAGE 2019

FUN CUP CHAMPIONSHIP

V2A - updated 15th January 2020

SOCIAL MEDIA COVERAGE

For the first time, our broadcast package incorporated a sustained programme of social media activity, with a series of tailored video clips created and shared on the championship's official social media pages throughout the season. This was supported by various other social media posts from race events and in the periods in between race weekends.

As of the end of October 2019, we had achieved the following year-on-year improvements over 2018:

FACEBOOK

	2018	2019	CHANGE	
Post reaches	185,272	283,312	+98,040	+53%
Video views	31,600	51,700	+20,100	+64%
Engagements	21,180	30,706	+9,526	+45%
Minutes viewed	11,400	22,751	11,351	+100%
Net page likes	349	383	+34	+10%
Total page followers:	3,583	4,053	+470	+13%

TWITTER

	2018	2019	CHANGE	
Post reaches	57,250	92,804	+35,554	+62%
Engagements	965	2,028	+1,063	+110%
Link clicks	624	641	+17	+3%

YOUTUBE

	2018	2019	CHANGE	
Impressions	180,100	246,000	+65,900	+37%
Channel views	24,800	29,300	+4,500	+18%
Watch time	2,000 hrs	2,200 hrs	+200hrs	+10%
Total subscribers	487	651	+164	+34%

SOCIAL MEDIA VIDEO CONTENT

VIDEO	RELEASE DATE	FACEBOOK VIEWS	INSTAGRAM VIEWS
Brands Hatch preview	Mar 18th	1.9k	
Brands Hatch 2009 Archive	Mar 21st	538	
Car 195 OB lap Brands Hatch	Mar 24th	1.3k	
Top 5 moments Brands Hatch	Mar 30th	543	
Speak Out trailer	Mar 31st	489	
Speak Out feature	Apr 1st	1.2k	
Car 1 OB lap Brands Hatch	Apr 2nd	1.5k	
Team Viking Feature Interview	Apr 3rd	820	
Pitstop Challenge trailer	Apr 8th	1k	
Pitstop Challenge feature	Apr 9th	829	
Name That Track trailer	Apr 17th	656	
Name That Track feature	Apr 19th	644	
Car 225 OB lap Oulton Park	Apr 24th	1.2k	
Team 7:Fun Bikes Feature	May 1st	1k	
Pitstop Challenge Feature 2	May 16th	531	
Top 3 Interviews Croft	May 22nd	555	
Croft highlights montage	Jun 5th	1.2k	
Zandvoort Race 1 Winners IV	Jun 13th	946	
Zandvoort Drone Footage	Jul 8th	566	
Zandvoort Race 2 Winners IV	Jul 18th	760	
Anglesey archive clip	Aug 15th	662	
Anglesey Winners Interview	Aug 20th	309	
Car 104 OB lap Anglesey	Aug 22nd	1.1k	
Newlyweds	Sep 8th	853	
Anglesey highlights montage	Sep 12th	663	
Car 97 & 263 OB Silverstone	Sep 19th	1.2k	812
Safety car pit window Oulton	Oct 12th	747	943
Oulton Park highlights montage	Oct 24th	542	908
Oulton Park battle	Nov 14th	672	926
Oulton Park TV teaser	Nov 22nd	932	897
Best Overtake nominees	Nov 25th	921	751

Total Videos: 31
Total Facebook views: 26,778
Avg views per video: 864