



MEDIA REPORT 2021

For 22 years straight, this has been the biggest Autosport Festival in Eastern Europe!

It all started back in the year 2000, when for the first time Palanga - Klaipeda - Kretinga highway in Lithuania was temporarily transformed into a unique race track worldwide.

From then, to now, Aurum 1006 km powered by Hankook, has become an amazing race festival - one of the biggest events of its kind in the whole of Eastern Europe.

Led by deep traditions and professionalism, this festival has received attention from all over the globe, with drivers from Great Britain, Germany, Netherlands, Belgium, Sweden, Spain, USA, Russia, Kazakhstan, Latvia, Estonia, Poland and Belarus participating in this endurance race.




Nowadays, Aurum 1006 km powered by Hankook, is an essential event for Lithuanian Autosport industry, as well as for the country itself.

It brings an abundance of international attention to the country and to the whole coastal region. Alongside the main event, this four-day race festival accommodates many different sub-events such as 108 km Women Challenge, Drag Race, 4x4 Trial Challenge, Historical Car Race, Db (audio) Drag, Memel Motor Fest and Auto Slalom for the slalom fans.

This year more than 650 cars took part in one event and 42 teams participated in the main 1006 km race. Additionally, more than 70,000 spectators attended the festival over the four days.

TV Announcements of the event

A4+

<p>Total</p> <p>885 GRP</p>	AURUM 1006 km powered by Hankook		
	Total	444 GRP	
	630 GRP	185 GRP	
	108 km Women Challenge		
	256 GRP		

Web TV broadcast results

Full 4 days LIVE broadcast via TV3PLAY.lt

17 July	Video views (GA*)	Users (GA)	<p>Total*</p> <p>Video views (GA)</p> <p>109 432</p> <p>Users (GA)</p> <p>37 827</p> <p><small>*Including clips, lives, archives and all other material broadcasted live</small></p>
	54 593	11 693	
16 July	Video views (GA)	Users (GA)	
	6 675	3 022	
15 July	Video views (GA)	Users (GA)	
	3 336	1 482	
14 July	Video views (GA)	Users (GA)	
	2 211	1 218	

(GA) - Gross Audience



TV Broadcast of the event



12 hours LIVE broadcast of the main race (11:00 - 23:00)

GROUP A4+

Reach (views)

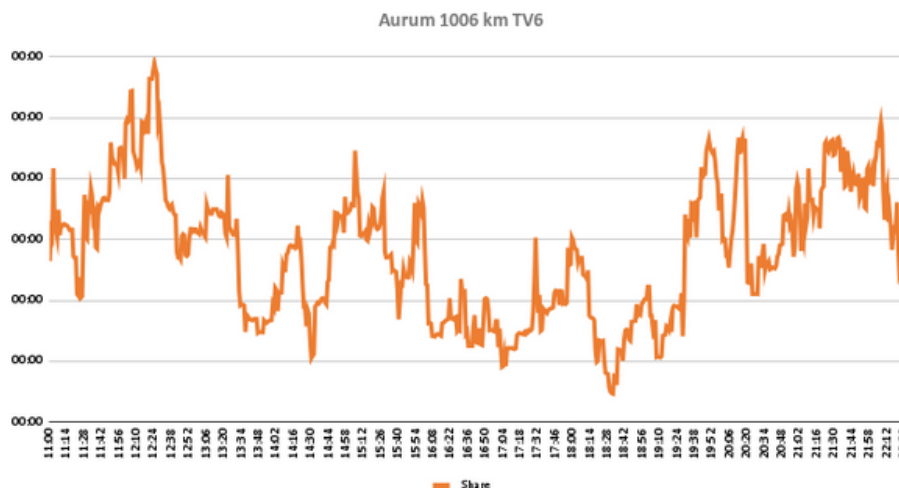
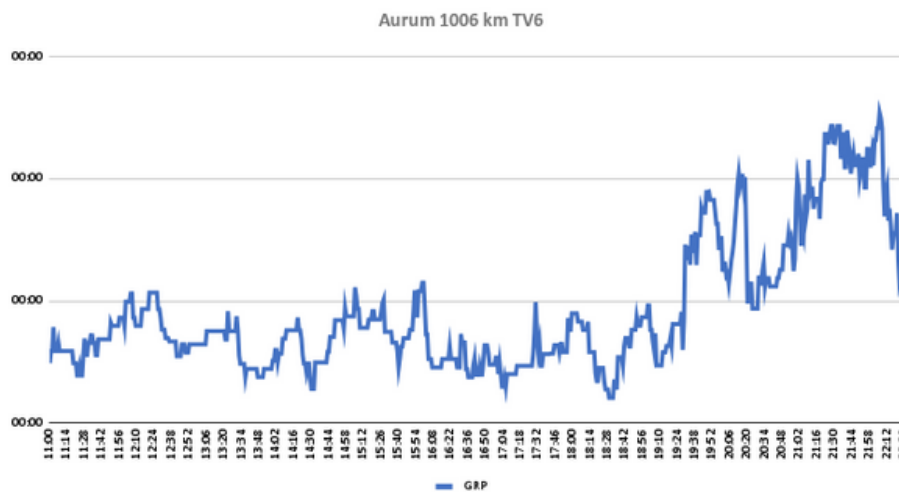
287 414

Share

5,6

GRP

0,9



GROUP A15-59

Reach (views)

149 793

Share

6,5

TRP

0,9



Social media

From July 1st till 30th, 2021



[Aurum 1006 km powered by Hankook](#)

Total likes

13 465

Posts published

117

Total reach

1 211 643

Engaged people

105 248

Impressions

3 238 708



[@aurum_1006km_lenktynes](#)

Total likes

3 813

Posts published

59

Total reach

52 237

Profile views

14 934

Stories

317

Website statistics

From July 1st till 30th, 2021

www.racing.lt

Users

56 000

Average engagement time

2 min. 07 sec.

Page views

77 000



Retail media

Announcement broadcast via screens in MAXIMA shopping malls
June 16 - July 16, 2021

**Actual
broadcasts**

262 885

Total screens 228

Total shopping malls 38

Advertising visibility 78%

More than 10 000 000 visitors

Articles in digital media

January 1st - August 31st, 2021

tv3.lt

154

15

152

Delfi

90

Irytas.lt

27

Other

370

Total

766