



MEDIA REPORT 2022

For 23 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, Kazakhstan, Latvia, Estonia and Poland 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 Baltic region. Alongside the main event, this four-day race festival accommodates many different sub-events such as 108 km Women Challenge, Drag Race, 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.

More than 70,000 spectators attended the festival over the four days.

TV Announcements of the event

A4+

Total
2003 TRP

AURUM 1006 km powered by Hankook

Total
815,67 TRP

108 km Women Challenge

1188,02 TRP

Web TV broadcast results

Full 4 days LIVE broadcast via TV3PLAY.It

16 July	Video views (GA*)	Users (GA)
	50 900	14 112

15 July	Video views (GA)	Users (GA)
	9 758	4 548

14 July	Video views (GA)	Users (GA)
	7 384	3 526

13 July	Video views (GA)	Users (GA)
	8 586	2 391

Total*

Video views (GA)

108 907

Users (GA)

45 899

*Including clips, lives, archives and all other material broadcasted live

(GA) - Gross Audience



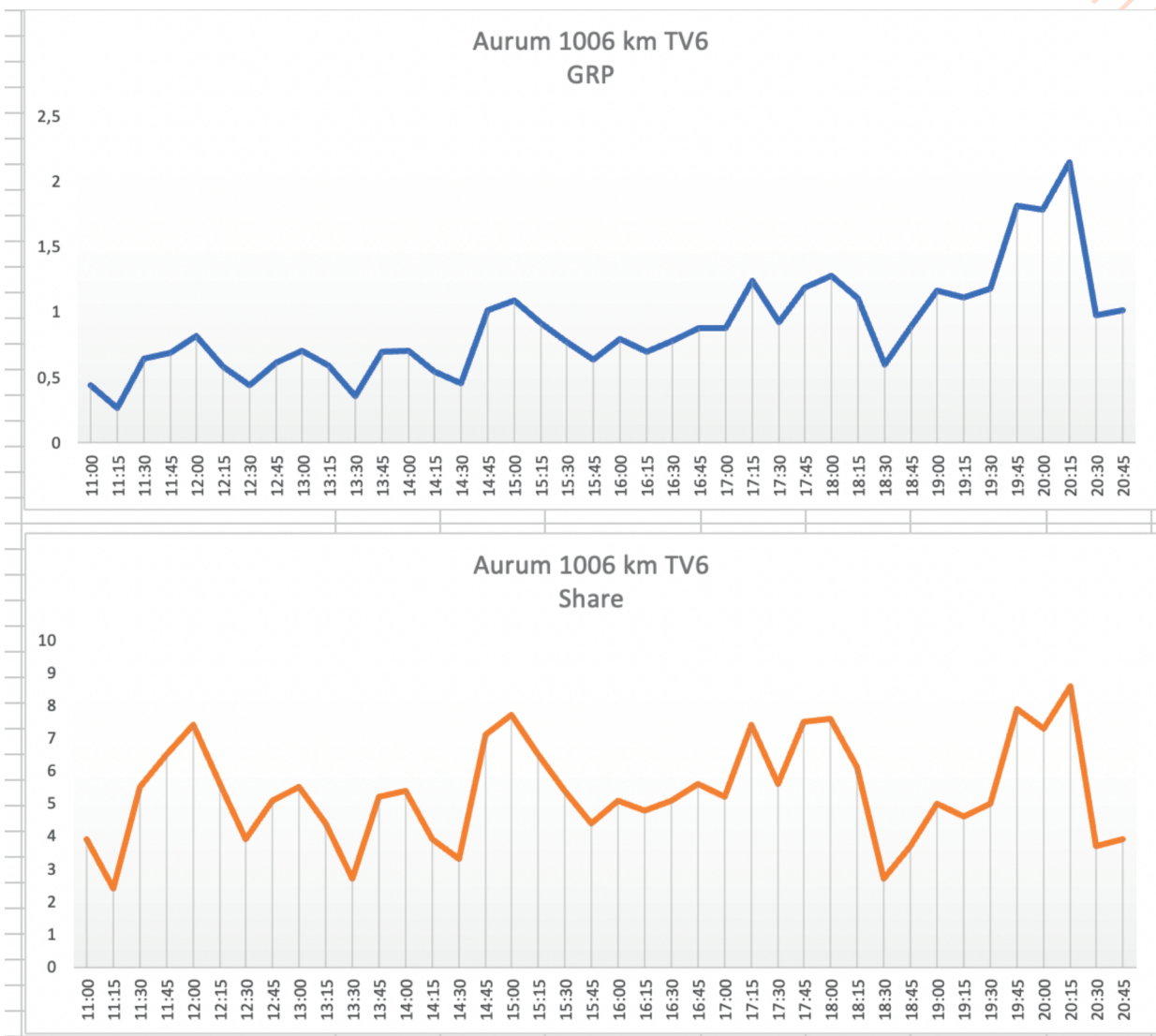
TV Broadcast of the event



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

GROUP A4+

Reach (views)	Share	TRP
287 414	5,8	1,1



GROUP A15-59

Reach (views)	Share	TRP
119 133	5,9	1,1



Social media

From July 1st till 31th, 2022



[Aurum 1006 km powered by Hankook](#)

Reactions

22 000

Total reach

1 700 000

Impressions

3 300 000

Posts published

137

Engaged people

285 000



[@aurum_1006km_lenktynes](#)

Total likes

10 000

Total reach

59 000

Stories

500+

Posts published

104

Profile views

14 000

Website statistics

From July 1st till 31th, 2022

www.racing.lt

Users

61 000

Average engagement time

2 min. 00 sec.

Page views

80 000



Retail media

Announcement broadcast via screens in MAXIMA shopping malls
June 16 - July 16, 2022

Actual
broadcasts

286 999

Total screens 225

Total shopping malls 38

More than 15 000 000 visitors

Articles in digital media

January 1st - August 30st, 2022

tv3.lt

390

15

318

Delfi

47

Irytas.lt

30

Other

396

Total

1182