

MEDIA REPORT **2023**

For 24 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 - Klaipėda - 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 throughout Eastern Europe.

Led by deep traditions and professionalism, this festival has received attention from well known drivers of **Formula 1, GT or 24H Series**, from all over the globe, Great Britain, Germany, Netherlands, Belgium, Sweden, Spain, USA, Australia, Kazakhstan, Latvia, Estonia, Poland and others countries.

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, 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 **2529,04** TRP

AURUM 1006 km powered by Hankook

Total

1377,2 TRP

108 km Women Challenge

Total

1151,8 TRP

Web TV broadcast results

Full 4 days LIVE broadcast via TV3PLAY.lt

Vint 61	Video views (GA*) 4 627	Users (GA) 2 986
20 July	Video views (GA*) 11 081	Users (GA) 6 114
21 July	Video views (GA*) 28 764	Users (GA) 15 840
22 July	Video views (GA*) 105 701	Users (GA) 44 559

Total*

Video views (GA*)

150 892

Users (GA)

69 449

(GA) - Gross Audience



^{*}During the days of the event.

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

TV Broadcast of the event

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

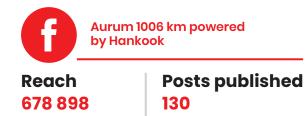
6

Group A4+

Reach (views) 304745	Share 7,1	TRP 1,4
Group A15-59		

Social media

From July 1st till 31st, 2023



Impressions 3 300 000

Profile visits 280 000

@aurum_1006km_lenktynes



Organic reach 19 010

Posts published 124

Stories 500+

Profile views 21 072

Website statistics

From July 1st till 31st, 2023

www.racing.lt

Users

69 000

Average engagement time

2 min 7 sec.

Page views

367 000



Retail media

Announcement broadcast via screens in MAXIMA shopping malls

June 13 - July 22, 2023

Actual boadcasts

263 730

Total screens

225

Total shoping malls

38

More than 15 000 000 visitors

Articles in digital media

January 1st - August 30st, 2023

tv 2 .lt	0.0
	86

15	24
15	24

	12
	13

lrytas.lt	27
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Other	574
Othici	5/4

Total 724

