



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.It

19 July	Video views (GA*) 4 627	Users (GA) 2 986	Total* Video views (GA*) 150 892 Users (GA) 69 449
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	

*During the days of the event.

*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) 304 745	Share 7,1	TRP 1,4
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Group A15-59

Reach (views) 132 791	Share 7,6	TRP 1,3
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Social media

From July 1st till 31st, 2023



Aurum 1006 km powered
by Hankook

Reach 678 898	Posts published 130
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Impressions 3 300 000	Profile visits 280 000
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@aurum_1006km_lenktynes



Organic reach 19 010	Posts published 124
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Stories 500+	Profile views 21 072
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Website statistics

From July 1st till 31st, 2023

www.racing.it

Users 69 000	Average engagement time 2 min 7 sec.	Page views 367 000
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Retail media

Announcement broadcast via screens in MAXIMA shopping malls

June 13 – July 22, 2023

**Actual
broadcasts**

263 730

Total screens

225

Total shopping malls

38

More than 15 000 000 visitors

Articles in digital media

January 1st – August 30st, 2023

tv3.lt 86

15 24

Delfi 13

lrytas.lt 27

Other 574

**Total
724**