



MEDIA REPORT 2024

For 25 years, this has been the biggest motorsport festival in Eastern Europe!

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

From then until now, Aurum 1006 km powered by Hankook has developed into an impressive racing festival - one of the biggest events of its kind in Eastern Europe.

Guided by great tradition and professionalism, this festival has received the attention of well-known drivers of Formula 1, GT or 24H series from all over the world: Great Britain, Germany, the Netherlands, Belgium, Sweden, Spain, USA, Australia, Kazakhstan, Latvia, Estonia, Poland and other countries.

Nowadays, the Aurum 1006 km powered by Hankook is an important event for the Lithuanian autosport industry and for the country itself. It brings a wealth of international attention to the country and the entire Baltic region. In addition to the main event, this four-day racing festival offers many different sub-events such as the 108 km Women Challenge, Drag Race, dB (audio) Drag, Memel Motor Fest and Auto Slalom for the slalom fans.

Each year, an average of 70,000 spectators attend the festival over the four days.

TV Announcements of the event

A4+

Total
1150,72 TRP

AURUM 1006 km powered by Hankook

Total
693,22 TRP

108 km Women Challenge

Total
457,5 TRP

TV Broadcast of the event

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



Group A4+

Reach (views)
255 127

Share
6,4

TRP
0,9

Group A15-59

Reach (views)
113 679

Share
5,6

TRP
0,7

Web TV broadcast results

Full 4 days LIVE broadcast

via TV3PLAY.It

18 July	Event count 2 603	Total users 1 704
19 July	Event count 3 116	Total users 2 152
20 July	Event count 10 330	Total users 3 113

Social media

From July 1st till 31st, 2024



Aurum 1006 km powered
by Hankook

Organic reach
678 898

Posts published
107

Content interactions
18 200

Profile visits
98 200

@aurum_1006km_lenktynes



Organic reach
82 977

Posts published
100+

Stories
500+

Profile visits
18 034



Aurum 1006 km race

Race broadcast
53 174

Impressions
1,3 M

Qualifying broadcast
16 960

Watch time
34,8 K (hours)

Website statistics

From July 1st till 31st, 2024

www.racing.it

Users
92 000

Average engagement time
1 min 57 sec.

Page views
376 000

Retail media

Announcement broadcast via screens in MAXIMA shopping malls
June 13 - July 20, 2024

Total duration

3 995 551 sec.

Total screens

225

Total shopping malls

38

More than 15 000 000 visitors

Articles in digital media

January 1st - August 30st, 2024

tv3.lt _____ **108**

15 _____ **100**

Delfi _____ **39**

lrytas.lt _____ **41**

Other _____ **394**

Total
682