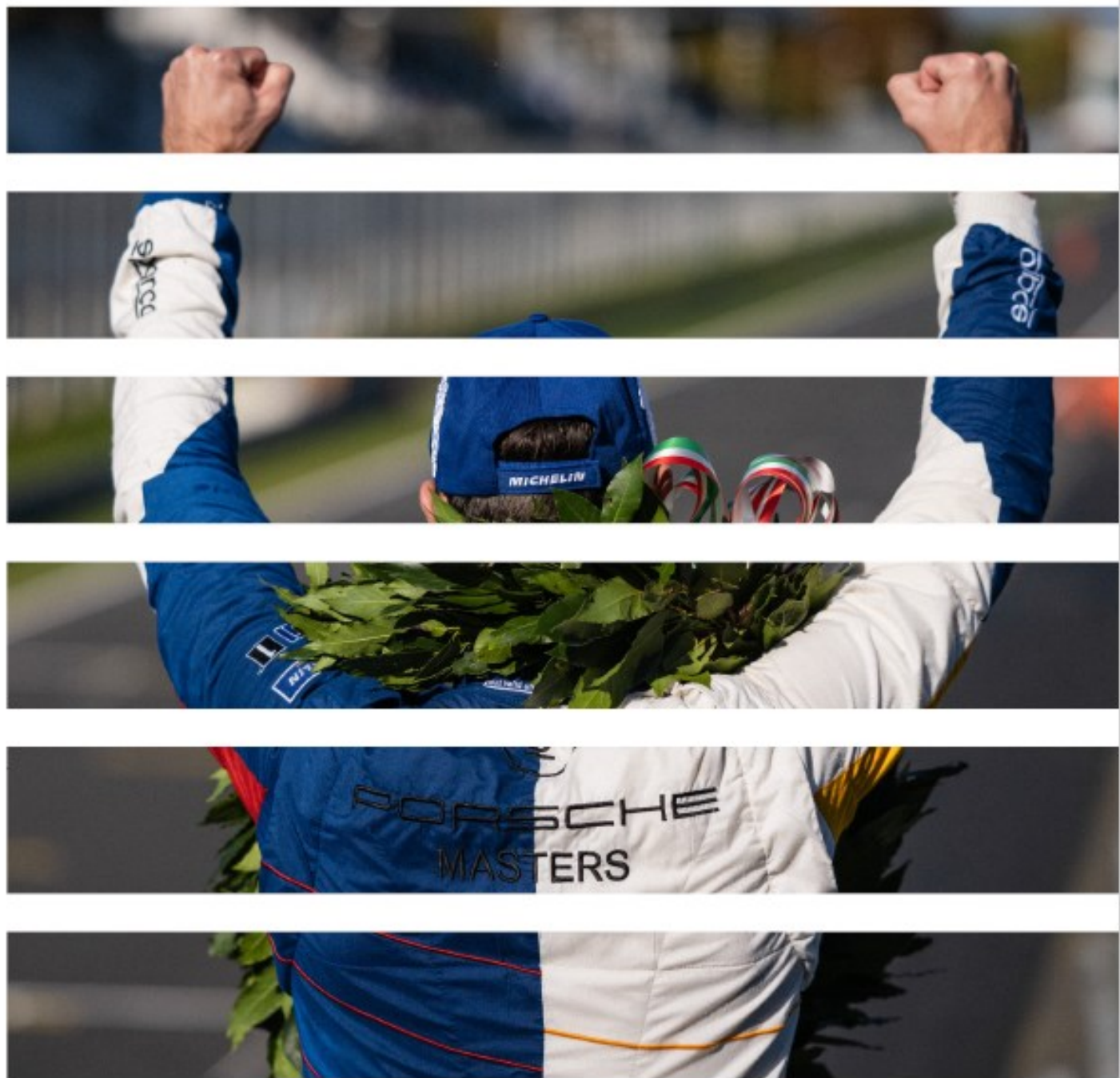


PCCI SOCIAL REPORT 2025





1 CONTINUOUS ORGANIC GROWTH, IN A SATURATED CONTEXT.

2 A MORE OPEN Paddock AND MORE INVOLVED IN CONTENT

3 A CLEAR, CREDIBLE, AND CONSISTENT EDITORIAL IDENTITY.



@carreracupitalia

9.568 FOLLOWERS

+55%



Porsche Carrera Cup Italia

13.550 FOLLOWERS

+1,5%



Porsche Carrera Cup Italia

5.500 ISCRITTI

+19%





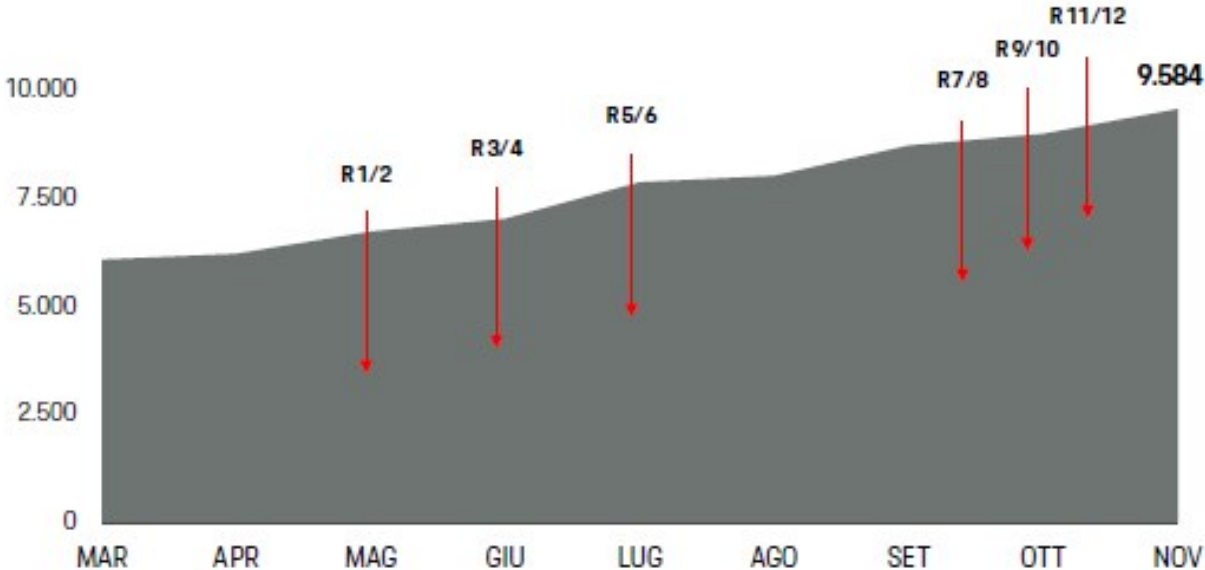
FACEBOOK + INSTAGRAM

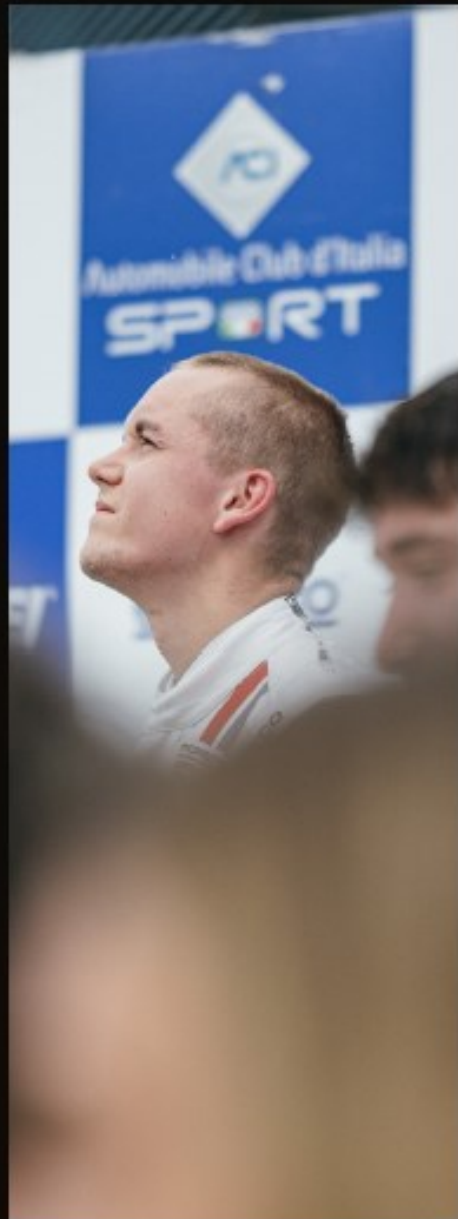


+ carreracupitalia ⌵ 🌐 ☰
 Non vedo l'ora di...
Porsche Carrera Cup Italia
 638 post 9584 follower 225 seguiti
 Campionato monomarca ufficiale organizzato da Porsche Italia dedicato alle iconiche 911 GT3 Cup.
 #pcci2025 #myporshecarreracupitalia
www.carreracupitalia.it e altri 2
 Dashboard per professionisti
 139.240 visualizzazioni negli ultimi 30 giorni.

OVERALL STATISTICS

| | | |
|-------------|---------|------|
| FOLLOWERS | +4.078 | +2% |
| NR POST | 294 | +1% |
| NR STORIES | 694 | +13% |
| REACH | 2,1 mio | +11% |
| IMPRESSIONS | 3,3 mio | +3% |
| INTERACTION | 63k | +8% |





ROUND 1/2 MISANO WORLD CIRCUIT FACEBOOK + INSTAGRAM

78.481
VIEWS

4.052
INTERACTIONS

1.193
REACTIONS

95
COMMENTS

97
SHARES

Per tipo di contenuto ⓘ

● Follower ● Non follower





ROUND 3/4 VALLELUNGA

FACEBOOK + INSTAGRAM

60.707
VIEWS

3.058
INTERACTIONS

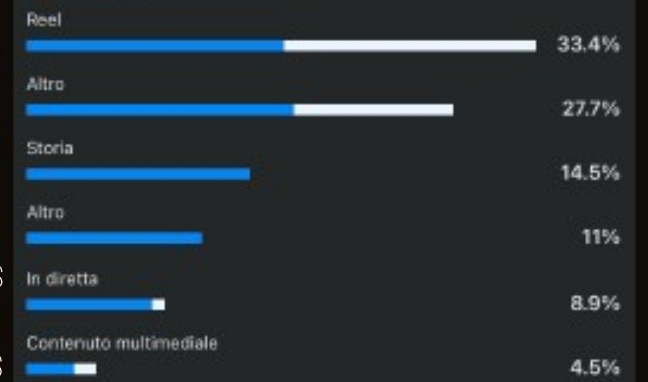
1.119
REACTIONS

65
COMMENTS

66
SHARES

Per tipo di contenuto ⓘ

● Follower ● Non follower





ROUND 5/6 MUGELLO CIRCUIT

FACEBOOK + INSTAGRAM

58.334
VIEWS

2.816
INTERACTIONS

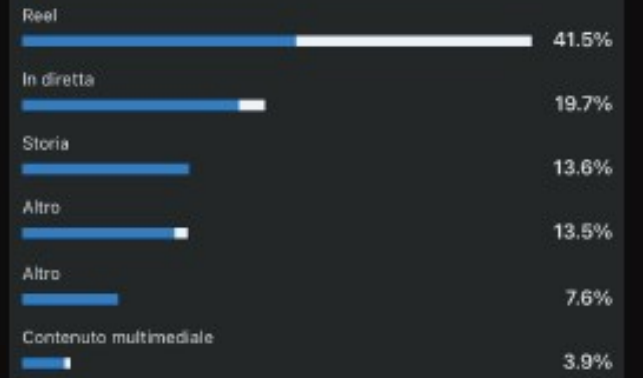
836
REACTIONS

70
COMMENTS

56
SHARES

Per tipo di contenuto ⓘ

● Follower ● Non follower





ROUND 7/8

AUTODROMO DI IMOLA

FACEBOOK + INSTAGRAM

54.848
VIEWS

2.250
INTERACTIONS

706
REACTIONS

48
COMMENTS

46
SHARES

Per tipo di contenuto ⓘ

● Follower ● Non follower

| | |
|------------------------|-------|
| Reel | 31% |
| Altro | 22.3% |
| In diretta | 15.2% |
| Contenuto multimediale | 12.8% |
| Altro | 8.2% |
| Storia | 7.7% |





ROUND 9/810

MISANO WORLD CIRCUIT

FACEBOOK + INSTAGRAM

57.159
VIEWS

2.142
INTERACTIONS

761
REACTIONS

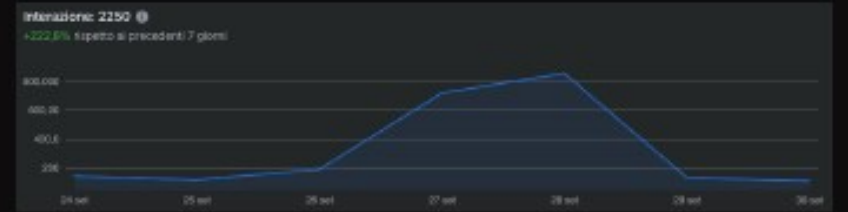
39
COMMENTS

46
SHARES

Per tipo di contenuto ⓘ

● Follower ● Non follower

| Contenuto | Percentage |
|------------------------|------------|
| Reel | 42.6% |
| Altro | 23.9% |
| Storia | 11.6% |
| In diretta | 7.8% |
| Altro | 6.9% |
| Contenuto multimediale | 4.8% |





ROUND 11/12

AUTODROMO NAZIONALE DI MONZA

FACEBOOK + INSTAGRAM

95.853
VIEWS

2.910
INTERACTIONS

1.198
REACTIONS

91
COMMENTS

83
SHARES

Per tipo di contenuto ⓘ



YOUTUBE + DAZN



665k

IEWS DAZN **+55%**

1,1 mio

REACH SOCIAL DAZN **+130%**

+1.095

NEW SUBSCRIBERS YT **-20%**

118k

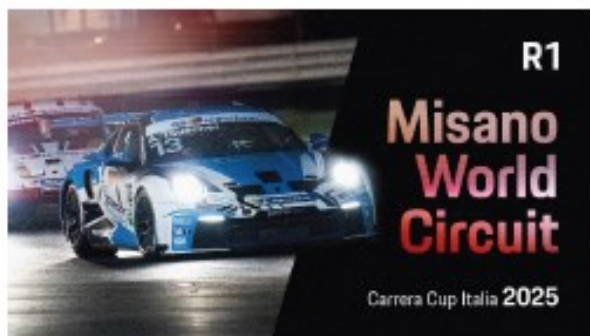
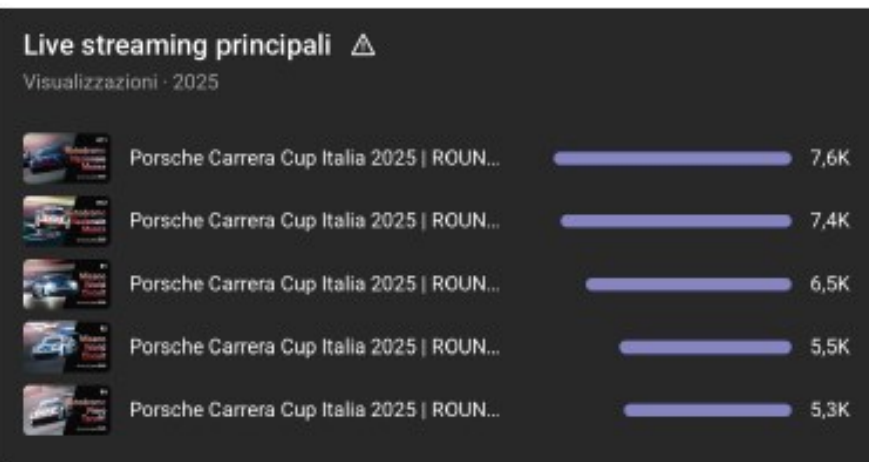
IEWS YOUTUBE **+12%**

101k

IEWS LIVE YOUTUBE **+6%**

1,3 mio

IMPRESSIONS **+18%**



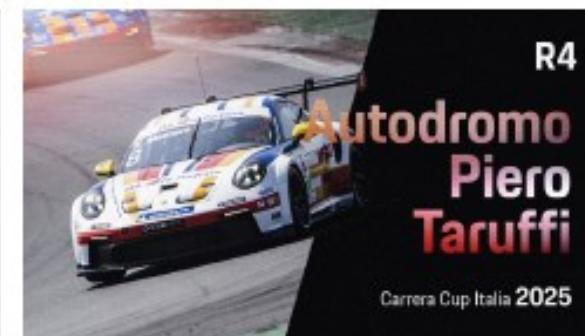
43.500 VIEWS DAZN **48K** IMPRESSIONS
6.583 VIEWS YOUTUBE **5,7%** % CLIC IMPR
298 HOURS VIEWS YT **6:19** VIEW MEDIA



61.935 VIEWS DAZN **42K** IMPRESSIONS
5.523 VIEWS YOUTUBE **5,6%** % CLIC IMPR
237 HOURS VIEWS YT **7:21** VIEW MEDIA



67.217 VIEWS DAZN **49k** IMPRESSIONS
4.791 VIEWS YOUTUBE **5,3%** % CLIC IMPR
370 HOURS VIEWS YT **8:57** VIEW MEDIA



64.713 VIEWS DAZN **43k** IMPRESSIONS
5.419 VIEWS YOUTUBE **5,5%** % CLIC IMPR
275 HOURS VIEWS YT **7:26** VIEW MEDIA

YOUTUBE + DAZN



R5
Mugello circuit
Carrera Cup Italia 2025

40.185 VIEWS DAZN **43k** IMPRESSIONS
3.815 VIEWS YOUTUBE **6,5%** % CLIC IMPR
350 HOURS VIEWS YT **8:40** VIEW MEDIA



R6
Mugello circuit
Carrera Cup Italia 2025

46.103 VIEWS DAZN **46k** IMPRESSIONS
4.691 VIEWS YOUTUBE **6,5%** % CLIC IMPR
365 HOURS VIEWS YT **8:52** VIEW MEDIA




R7
Autodromo Enzo e Dino Ferrari
Carrera Cup Italia 2025

58.019 VIEWS DAZN **46k** IMPRESSIONS
4.561 VIEWS YOUTUBE **5,2%** % CLIC IMPR
341 HOURS VIEWS YT **8:53** VIEW MEDIA




R8
Autodromo Enzo e Dino Ferrari
Carrera Cup Italia 2025

79.167 VIEWS DAZN **44k** IMPRESSIONS
4.450 VIEWS YOUTUBE **5,3%** % CLIC IMPR
324 HOURS VIEWS YT **9:37** VIEW MEDIA



R9
Misano World Circuit
Carrera Cup Italia 2025

38.973 VIEWS DAZN **47k** IMPRESSIONS
3.291 VIEWS YOUTUBE **4,0%** % CLIC IMPR
261 HOURS VIEWS YT **9:15** VIEW MEDIA




R10
Misano World Circuit
Carrera Cup Italia 2025

39.156 VIEWS DAZN **37k** IMPRESSIONS
3.687 VIEWS YOUTUBE **5,6%** % CLIC IMPR
275 HOURS VIEWS YT **9:53** VIEW MEDIA



R11
Autodromo Nazionale Monza
Carrera Cup Italia 2025

70.954 VIEWS DAZN **49k** IMPRESSIONS
7.615 VIEWS YOUTUBE **6,2%** % CLIC IMPR
313 HOURS VIEWS YT **5:53** VIEW MEDIA



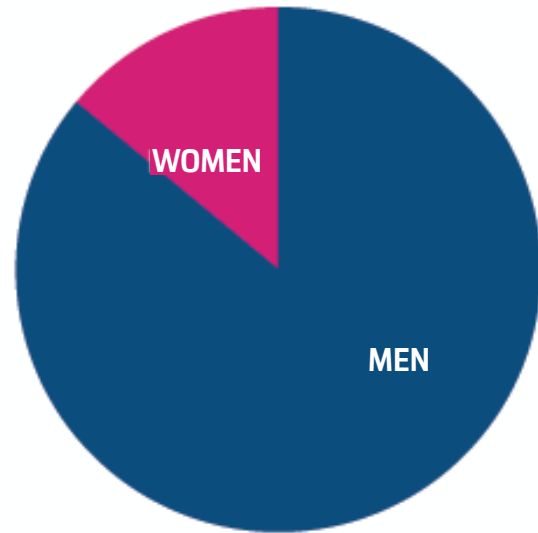
R12
Autodromo Nazionale Monza
Carrera Cup Italia 2025

70.153 VIEWS DAZN **61k** IMPRESSIONS
7.416 VIEWS YOUTUBE **5,7%** % CLIC IMPR
471 HOURS VIEWS YT **8:34** VIEW MEDIA

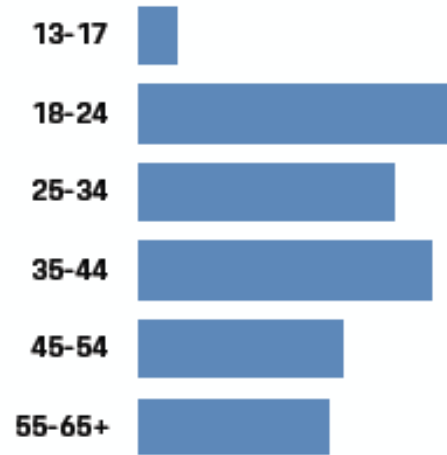
OUR PUBLIC



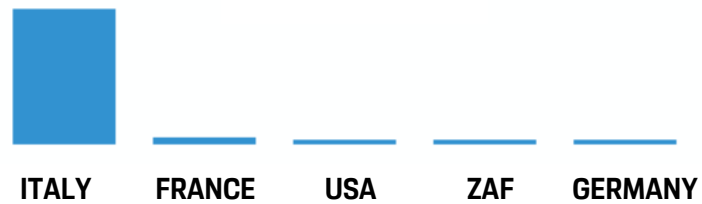
GENDER



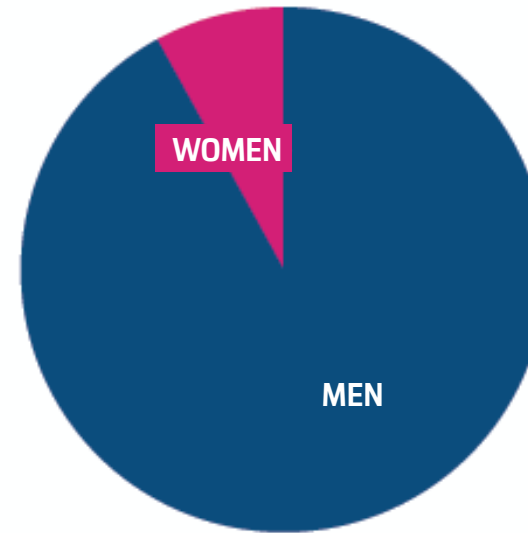
AGE



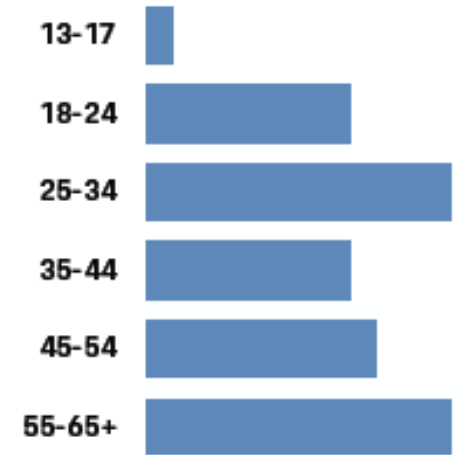
COUNTRY



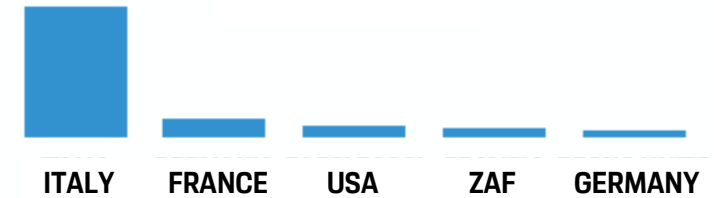
GENDER



AGE

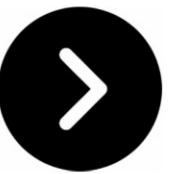


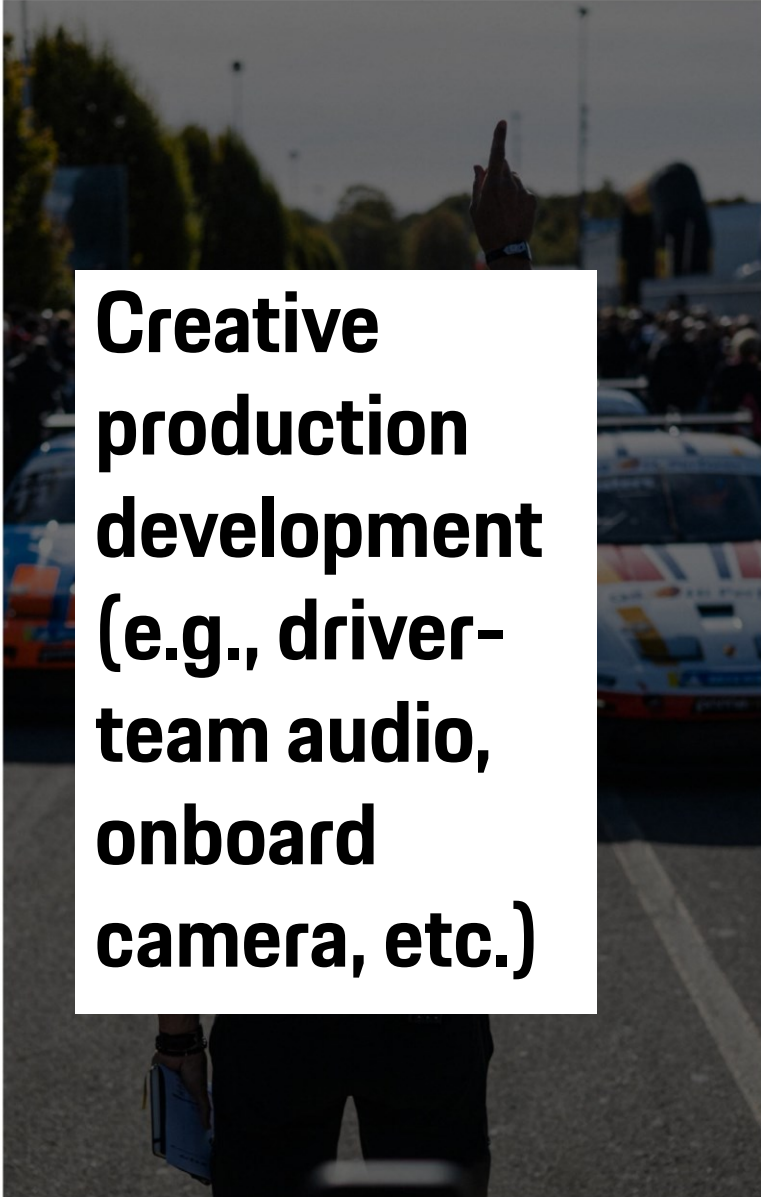
COUNTRY



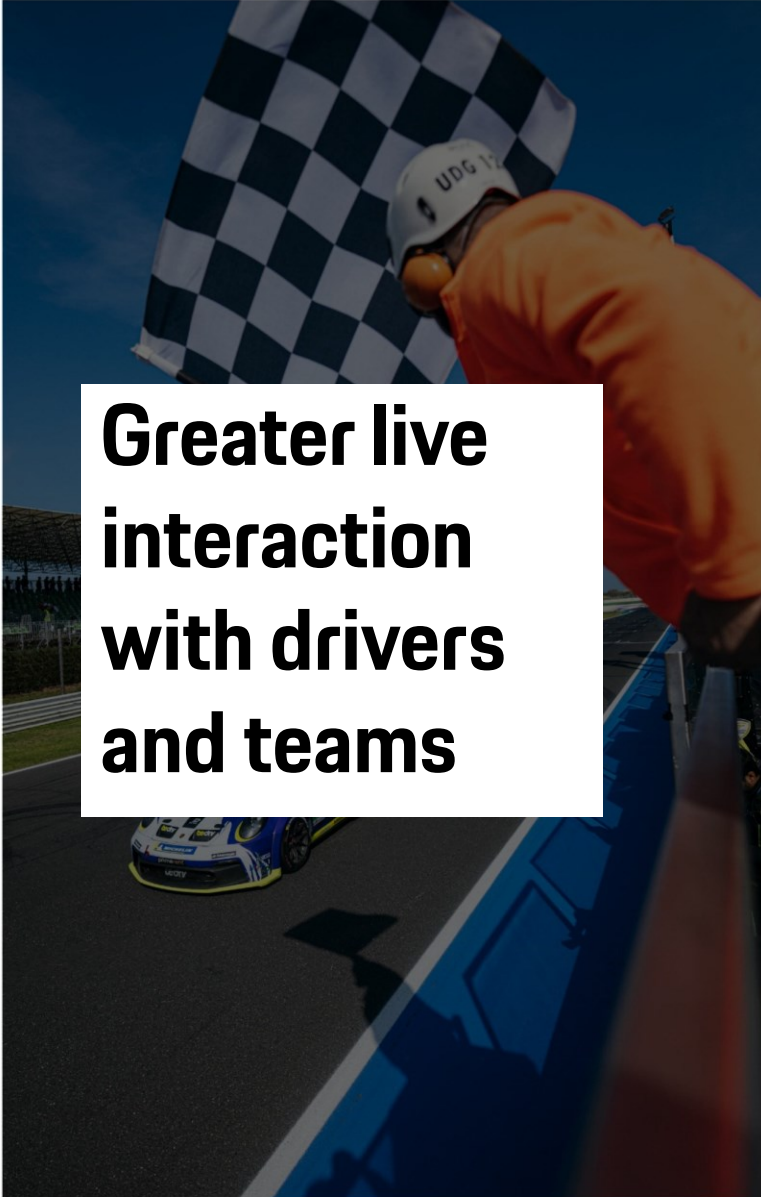


NEW SEASON GOALS



A person in a dark jacket is pointing their right index finger towards a blue and white race car on a track. The background shows a crowd of spectators and trees under a clear sky.

**Creative
production
development
(e.g., driver-
team audio,
onboard
camera, etc.)**

A person wearing an orange shirt and a white helmet with 'UDG' on it is holding a large black and white checkered flag. In the background, a blue and white race car is visible on a track.

**Greater live
interaction
with drivers
and teams**

A close-up shot of a black racing helmet with a blue visor. The helmet has 'PO' visible on the side. The background is blurred, showing a race track and spectators.

**Massively
develop
YouTube**



THANK YOU

