

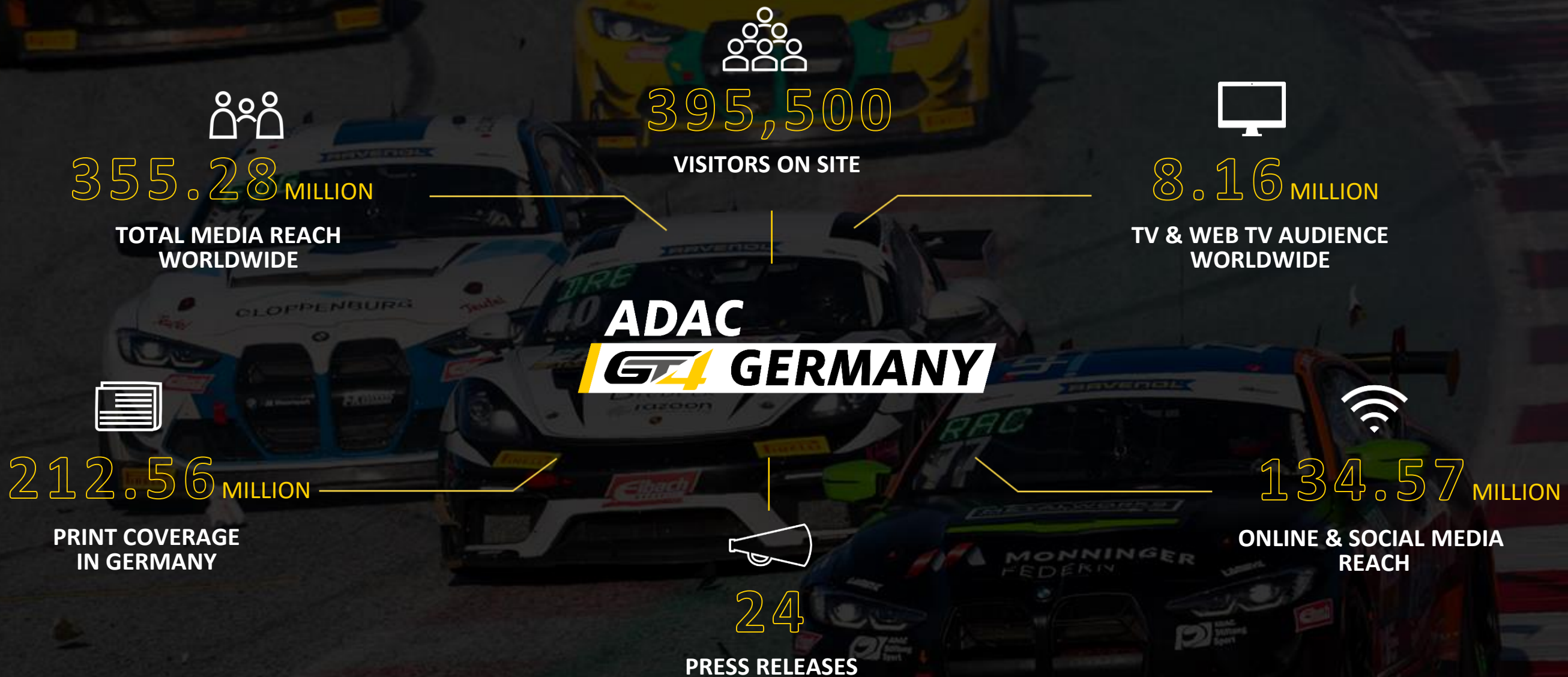
ADAC MOTORSPORT

ADAC GT4 GERMANY

SEASON REPORT 2024

ADAC GT4 GERMANY KEY FACTS 2024

»» Overview of the most important key performance indicators in 2024.



TOP CAR BRANDS UNITED IN ONE SERIES

SIX TOP AUTOMOTIVE BRANDS ON THE STARTING GRID IN 2024



AMG
MOTORSPORT



GRID 2024



> 59 DRIVERS



> 13 TEAMS

ADAC GT4 GERMANY CALENDAR 2024



OSCHERSLEBEN

26.–28.04.

1

DEKRA LAUSITZRING

24.–26.05.

2

NÜRBURGRING

16.–18.08.

4

HOCKENHEIMRING

18.–20.10.

6

NORISRING

05.–07.07.

3

RED BULL RING

27.–29.09.

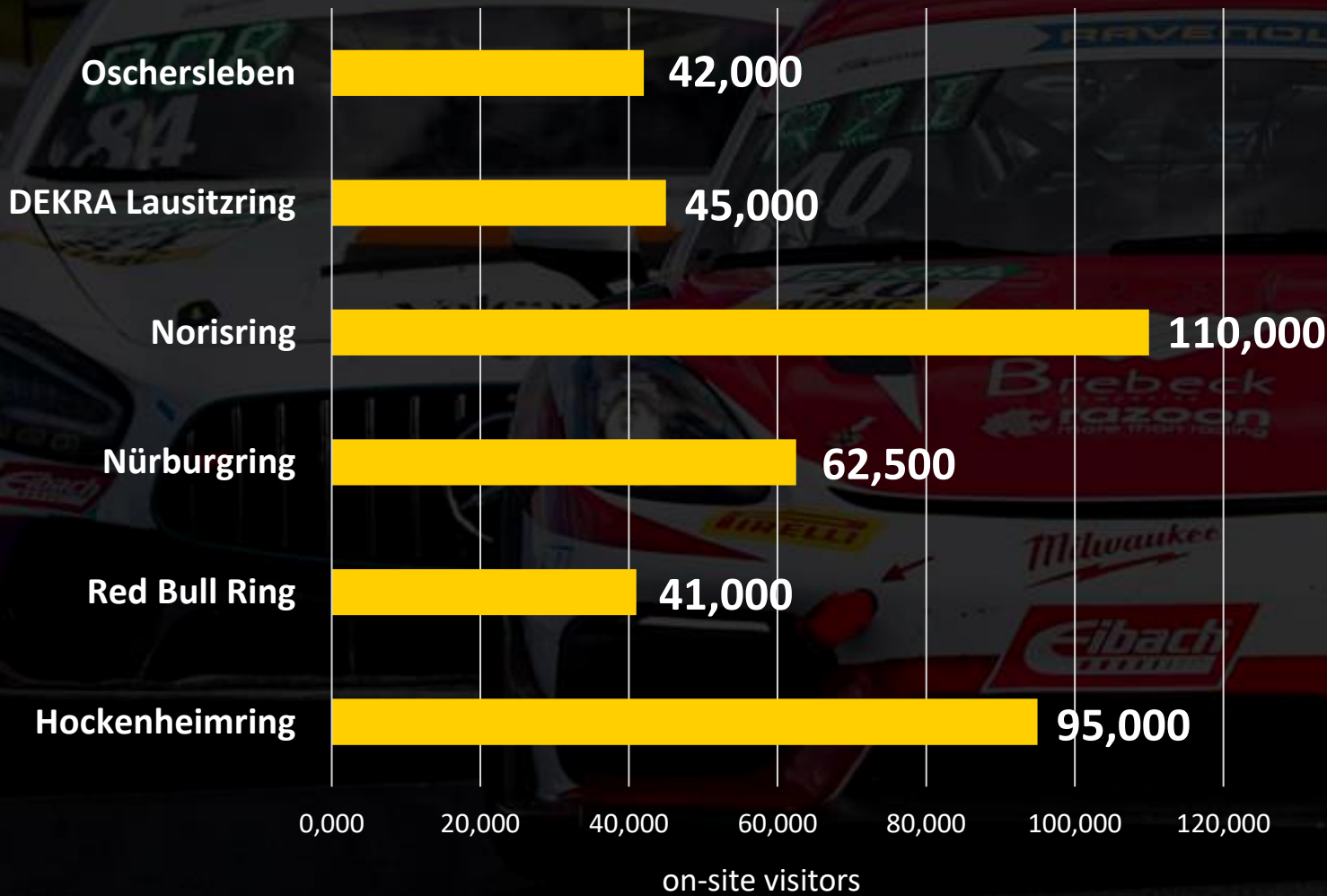
5



» The ADAC GT4 Germany took place on six race weekends in 2024.

»» ATTENDANCE RECORDS 2024

»» ADAC GT4 Germany welcomed more than 395,500 visitors on-site.





01

ADAC GT4 Germany

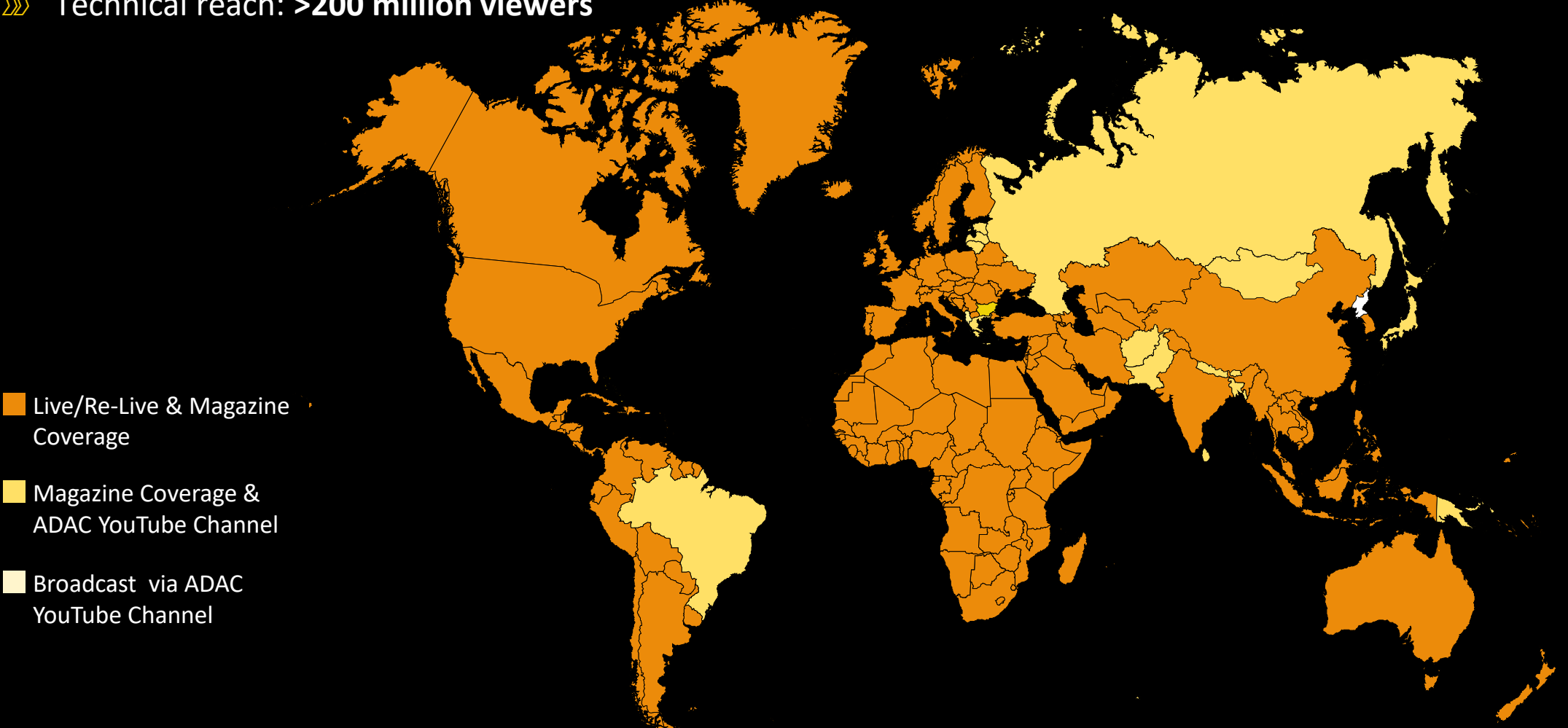
TV COVERAGE

1st April 2024 – 27th October 2024

TV INTERNATIONAL 2024

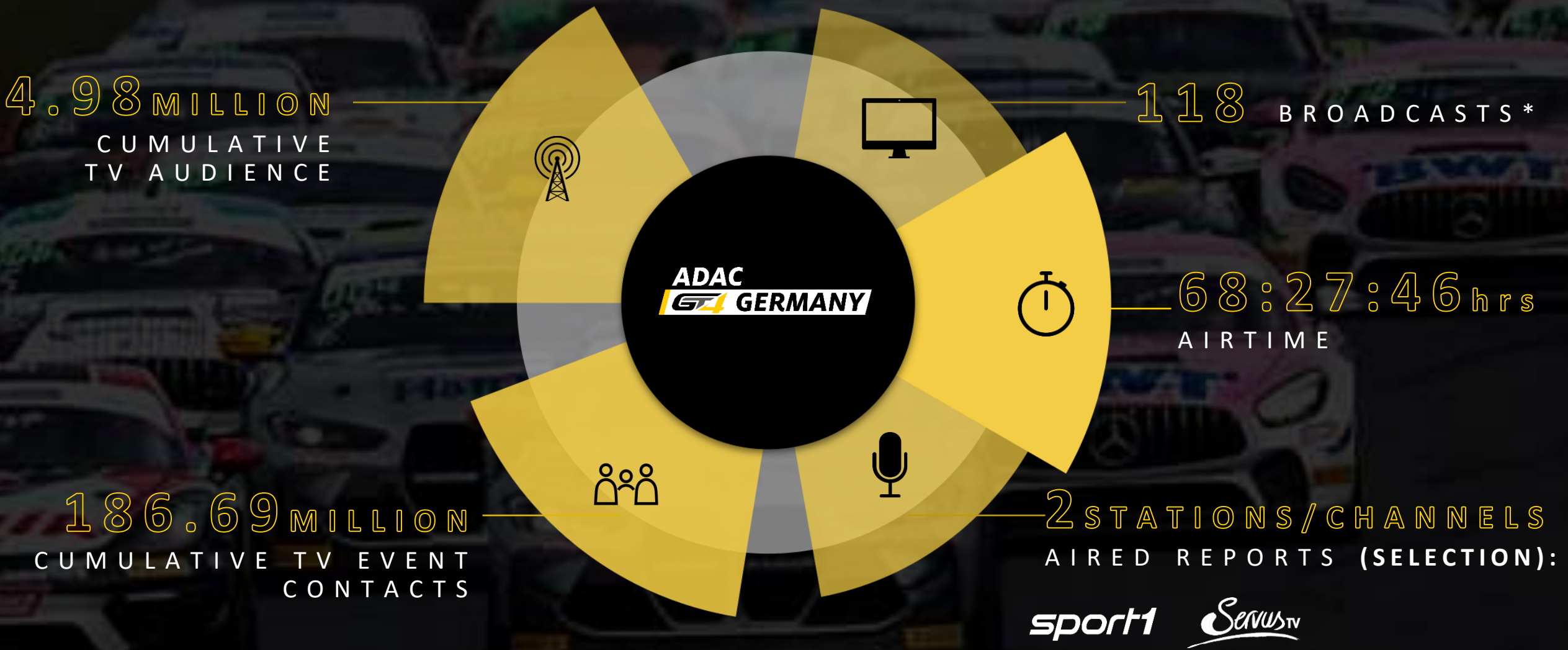
ADAC GT4 GERMANY INTERNATIONAL TV KEY FACTS:

- » ADAC GT4 Germany was covered globally, from live coverage, to live-delayed coverage to compact highlight magazines and news
- » Live or re-live coverage in more than **90 territories**, international ADAC GT4 Germany coverage in more than **180 territories**
- » Technical reach: **>200 million viewers**



TV FACTS GERMANY 2024

Cumulative TV audience and reach of ADAC GT4 Germany in Germany in 2024.*



*INCLUDES SPECIFIC NEWS COVERAGE (LIVE COVERAGE, DELAYED COVERAGE, RELIVE COVERAGE, HIGHLIGHTS), RELEVANT SECONDARY NEWS COVERAGE (MAGAZINES) & TRAILERS
SOURCE: IRIS, ADAC GT4 Germany, 1st April 2024 – 27th October 2024



>>> TV FACTS GERMANY 2024

PARTNERSHIP SPORT 1

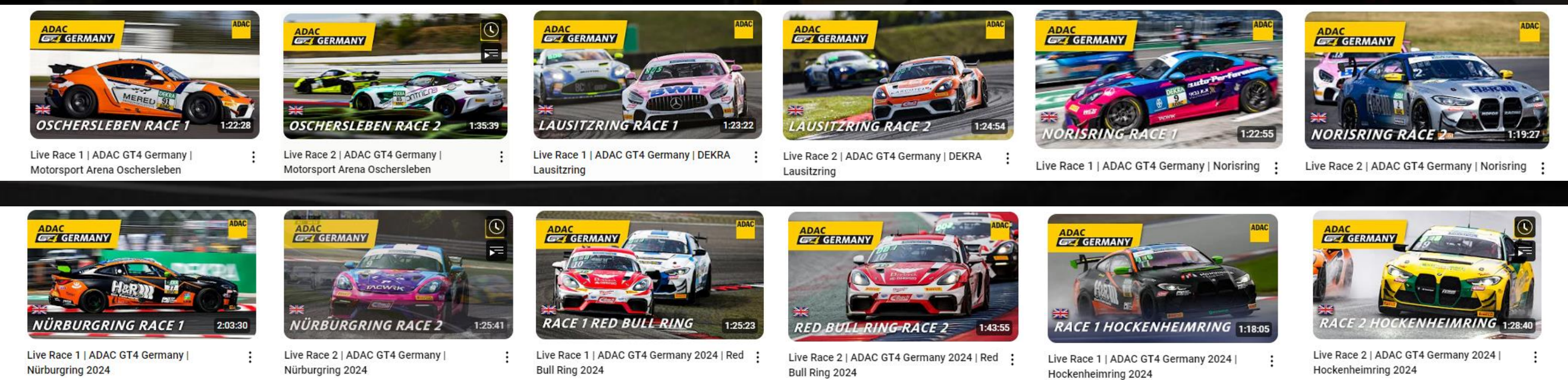
- » Sport1 broadcasted every race live on free-to-air TV in Germany and Austria.
- » Sport1 also broadcasted all ADAC GT4 Germany races for free via livestream on Sport1.de.
- » The on-air team was led by rotating presenters such as Anna Dollak, Ruth Hofmann and commentator Peter Kohl



STREAMING-FACTS 2024



- » The races were livestreamed on **sport1.de**, the **ADAC Motorsports YouTube channel** and **ServusTV ON**
- » Both qualifying sessions were livestreamed on the **ADAC Motorsports YouTube channel** and **sport1.de**
- » **German & English streams** were available on ADAC Motorsports YouTube channel





02

ADAC GT4 Germany

PRINT & ONLINE NEWS COVERAGE

1st April 2024 – 27th October 2024

PRINT FACTS GERMANY 2024

» Coverage of ADAC GT4 Germany in German print media in 2024.

522
ARTICLES



66
PRINT MEDIA
CHANNELS

212.56 MILLION
PRINT REACH

24
PRESS RELEASES

COVERAGE
IN (SELECTION):

Bild

Bild
am Sonntag

Sport
Bild

B.Z.

EXPRESS

Münchner Merkur

Süddeutsche Zeitung

NÜRNBERGER
Nachrichten

Augsburger Allgemeine

»» ONLINE FACTS 2024

»» Coverage of ADAC GT4 Germany in online media in 2024.

594
ARTICLES



49.07 MILLION

ONLINE REACH

117
ONLINE MEDIA
CHANNELS

15
MARKETS

COVERAGE
IN (SELECTION):

Auto
Bild

FOCUS
online

msn

auto
motor
sport

SPEED
WEEK.COM

motorsport.com

MOTORSPORT
TOTAL.COM

ran

sport1



03

ADAC GT4 Germany

SOCIAL MEDIA COVERAGE

1st April 2024 – 27th October 2024

»» SOCIAL MEDIA FACTS 2024

»» Coverage on social media channels by ADAC, TV partners, media, teams, drivers, race circuits, partners, and many others.

1,666
POSTS



205
SOCIAL MEDIA
CHANNELS

85.50 MILLION
SOCIAL MEDIA
REACH

16
MARKETS

»» SOCIAL MEDIA FACTS 2024 – ADAC MOTORSPORT CHANNELS

»» Extensive coverage on social media channels of ADAC Motorsport & ADAC GT4 Germany.



YOUTUBE.COM/ADAC MOTORSPORTS

39,945 FOLLOWER
36.7 MILLION IMPRESSIONS
4.88 MILLION VIEWS
60 ADAC GT4 GERMANY VIDEOS



INSTAGRAM ADAC MOTORSPORTS

61,332 FOLLOWER
4.56 MILLION IMPRESSIONS
325 POSTS



105,392
FOLLOWER
9.97 MILLION
TOTAL REACH



FACEBOOK.COM/ADAC GT4 Germany

4,115 FOLLOWER
529,893 REACH
179 POSTS



04

PREVIEW ADAC GT4 GERMANY

25th April 2025 – 5th October 2025

PREVIEW ADAC GT4 GERMANY 2025

ADAC GT4 GERMANY

» ADAC GT4 Germany 2025: 6 epic race weekends featuring high-speed action and fierce competition from top GT4 teams and drivers on iconic tracks in Germany and Austria.

» Family-friendly entertainment, action-packed weekend with racing, fan zones and activities for all ages

NÜRBURGRING

08.–10.08.

3

HOCKENHEIMRING

03.–05.10.

6

OSCHERSLEBEN

25.–27.04.

1

SACHSENRING

22.–24.08.

4

NORISRING

04.–06.07.

2

RED BULL RING

12.–14.09.

5



READY TO RACE?

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»» ANNEX – BASE OF STUDY

TYPE OF SPORT EVENTS

Automobile racing

Event platform: DTM 2024
Motor sport series: ADAC GT4 Germany 2024

SELECTION EVENT PERIOD

1st April 2024 – 27th October 2024

TV

International dedicated coverage

WEB TV

Germany, Austria

PRINT

Germany

ONLINE

International

SOCIAL MEDIA

International