



REPORT 2024

PARTNERS

Global Partners



ALPINE



Partners

APOLLONIO
1870



Institutional Partners

madeinitaly.gov.it



Website

Users: 120.000

Page views: 608.989

User Engagement: 504.768

Session start: 244.923

First visit: 123.490

File download: 113.299

Scroll: 65.132

Click: 34.405

File download: 113.299

Events on the website total: 1.700.000



<https://formularegionaleubyalpine.com/>



@formularegionaleubyalpine

YouTube

Subscribers: 51.200

Views: 652.509

Total views on
the channel: 4.889.805





Instagram

Followers: 27.100

Views on Reels: 319.855

Accounts reached: 112.283

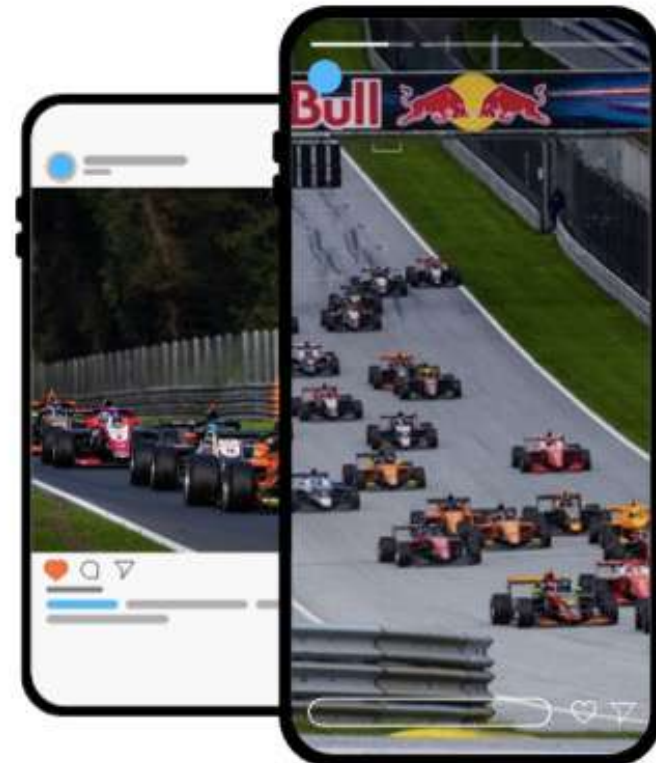
Page Views: 4.600.000

Interactions: 270.000



Followers: 8.076

Tweet views: 458.750



KEY METRICS

MORE THAN
6.000.000
SOCIALLY GENERATED CONTACTS



PRESS AND WEB MEDIA

SOME EXAMPLE OF MEDIA THAT TALK ABOUT US

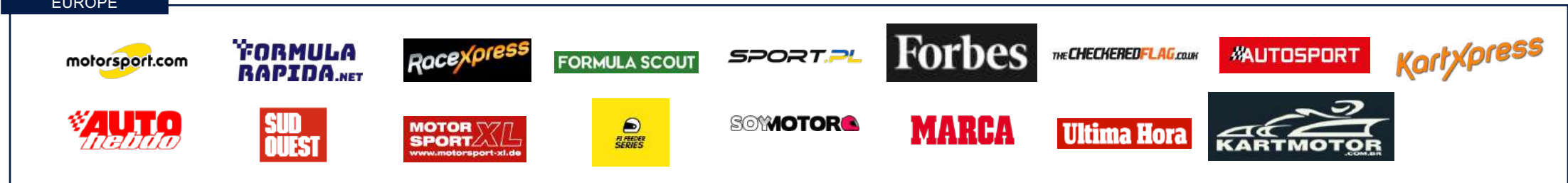
ITALY



SOUTH AMERICA

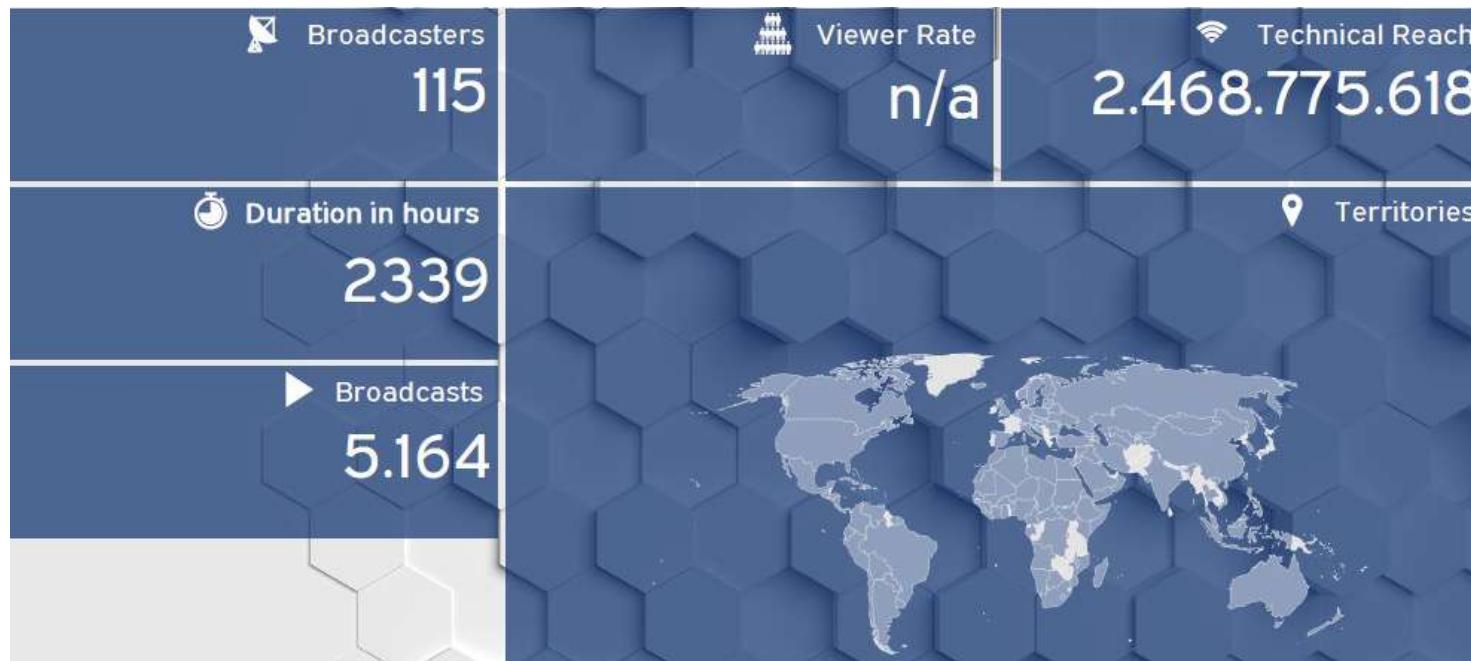


EUROPE

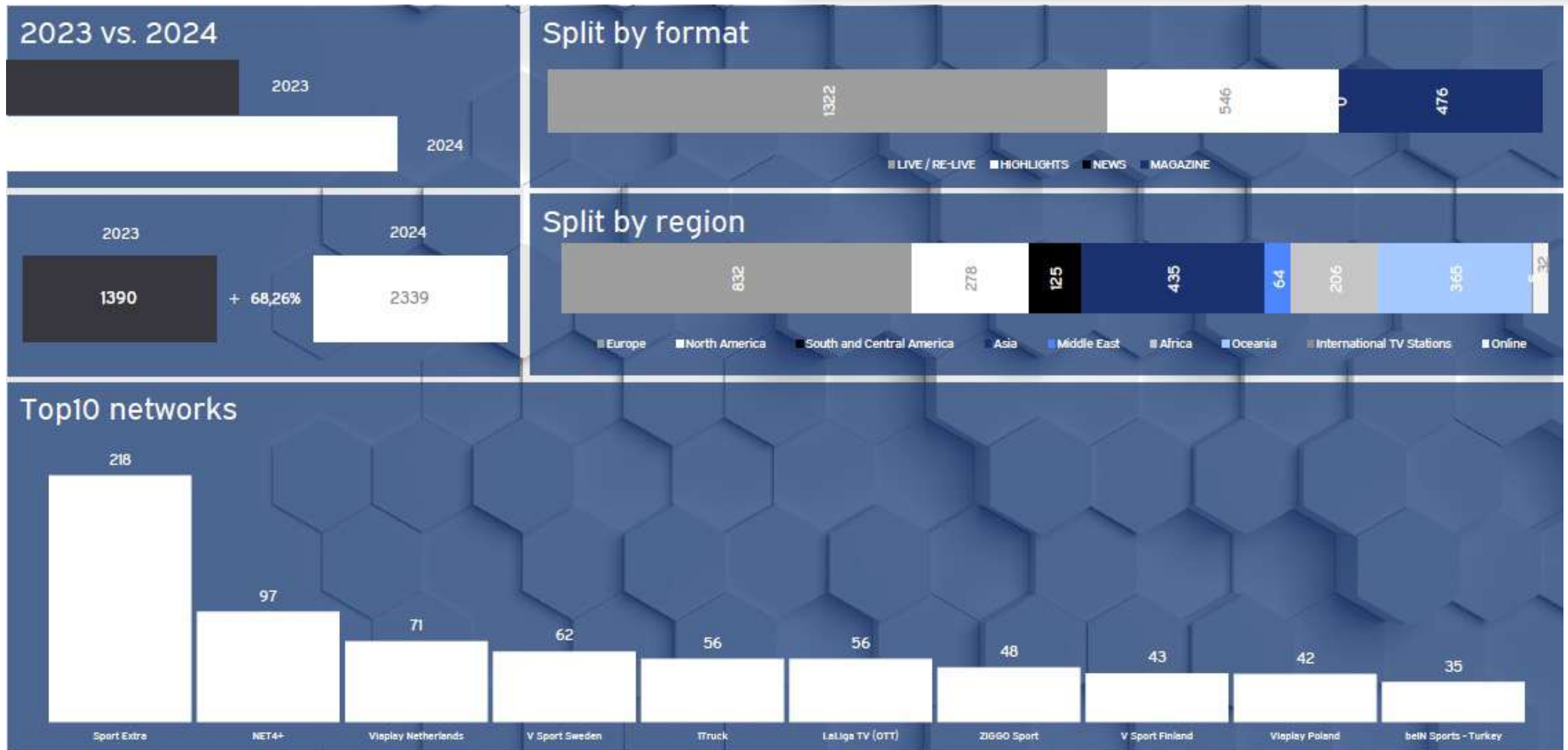


AVERAGE
16.000.000
READERS PER ROUND

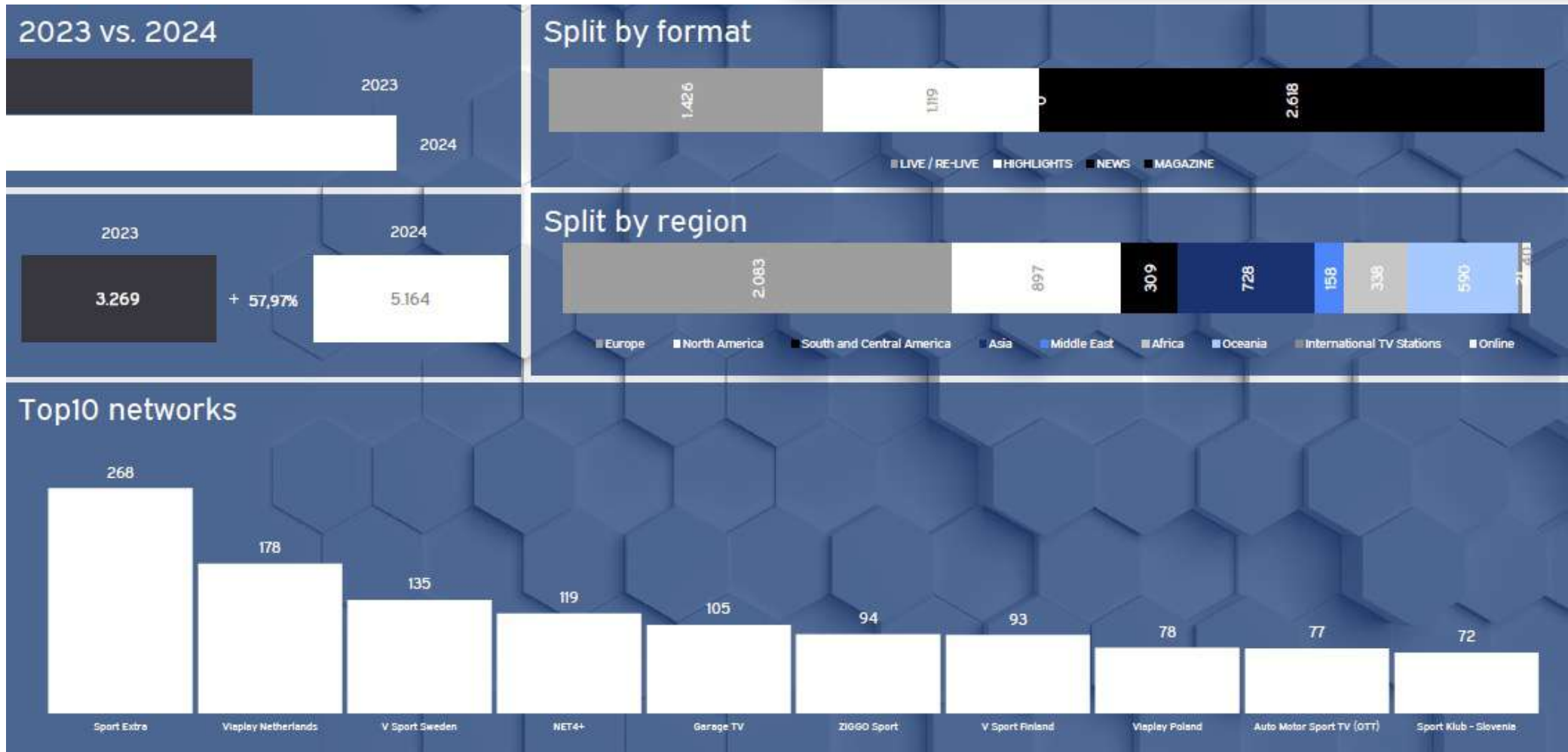
TV



TV - DURATION (IN HOURS)



TV - BROADCASTS



MAIN BROADCASTERS

- Europe: RAI Sport HD, ACI Sport TV (Italy), DAZN (France, Spain, Italy, Bulgaria, Czech Republic, Slovakia, Israel, South Korea).
- Nordics & Baltics: Viaplay.
- Middle East & North Africa: BeIn.
- Asia-Pacific: BeIn.
- Latin America: Direct TV, Fox Sports Mexico.
- North America: Speed Sport 1 (USA, Canada)
- Hungary: Arena4.



Global Coverage: The 26-minute magazine is broadcast by TV channels across the world, showcasing every round of the series.

Content Highlights:

- ✓ **Featured Drivers:** Interviews and profiles of the main protagonists of each round.
- ✓ **Paddock Insights:** Behind-the-scenes curiosities and stories from the paddock.
- ✓ **Race & Qualifying Summaries:** Comprehensive recaps of the races and qualifying sessions.
- ✓ **Much More:** Additional exclusive content to keep viewers engaged and informed.



251.200.000

CUMULATIVE CONTACTS





CONTACT

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