

MEDIA IMPACT

2019 MID-SEASON



LCR
E-TEAM

BEST IMAGES - VALENCIA TEST 2019



BEST IMAGES - VALENCIA TEST 2019



BEST IMAGES - GERMAN GP 2019



BEST IMAGES - GERMAN GP 2019



BEST IMAGES - AUSTRIAN GP 2019



BEST IMAGES - AUSTRIAN GP 2019



TV COVERAGE

GERMAN GP

Sachsenring Circuit. July 5th-7th 2019

Sepang Interna



TEAM EXPOSURE

366 SEC

ADV VALUE*

420.817 €

Source: ClearSightpartners Ltd.

The present data refers to: E-Pole + Race + Post Race

*The ADV value refers to 7 markets only: Italy, Spain, Germany, France, UK, USA, Japan.

TV COVERAGE

AUSTRIAN GP

REDBULLRING. August 9th-11th 2019

Separand Internat



TEAM EXPOSURE

498 SEC

ADV VALUE*

476.687 €

Source: Clearsignpartners Ltd.

The present data refers to: E-Pole + Race + Post Race

*The ADV value refers to 7 markets only: Italy, Spain, Germany, France, UK, USA, Japan.

SOCIAL MEDIA COVERAGE

LCR E-TEAM FANBASE: 715.000

AGGREGATE FOLLOWERS AS AT AUGUST 31ST 2019

INFLUENCERS



LCR E-Team



Niccolò Canepa



Randy de Puniet



Lucio Cecchinello

FACEBOOK



REACH

280.763

ENGAGEMENT

32.653

VIDEO PLAYS

NA

INSTAGRAM



REACH

391.171

ENGAGEMENT

29.279

VIDEO PLAYS

NA

Please note that we are considering only the Team's and Riders' posts concerning MotoE.

*Fanbase: the aggregate number of followers of the Influencers - Reach: the number of people who saw the posts
Engagement: the number of likes, comments and shares - Video Plays: the number of times videos have been viewed

LCR E-TEAM TOP POSTS



REACH **10.800**
ENGAGEMENT **789**



REACH **10.400**
ENGAGEMENT **202**



REACH **11.552**
ENGAGEMENT **582**



REACH **14.508**
ENGAGEMENT **301**



REACH **24.668**
ENGAGEMENT **2.639**



REACH **18.724**
ENGAGEMENT **1.637**

*Reach: the number of people who saw the posts - Engagement: the number of likes, comments and shares
Video Plays: the number of times videos have been viewed

LCR E-TEAM TOP POSTS



REACH **15.800**
ENGAGEMENT **144**



REACH **46.400**
ENGAGEMENT **2.257**



REACH **50.761**
ENGAGEMENT **2.299**



REACH **34.112**
ENGAGEMENT **1.319**



REACH **21.118**
ENGAGEMENT **1.532**



REACH **19.294**
ENGAGEMENT **2.332**

*Reach: the number of people who saw the posts - Engagement: the number of likes, comments and shares
Video Plays: the number of times videos have been viewed

TOP POSTS ABOUT LCR E-TEAM



ENERGICA

FACEBOOK FANS

299.000



ENERGICA

INSTAGRAM FOLLOWERS

16.000



GPONE.COM

FACEBOOK FANS

560.000



MOTOGP

FACEBOOK FANS

13 MLN



MOTOGP

FACEBOOK FANS

13 MLN



ALEX FARINELLI

INSTAGRAM FOLLOWERS

45.000

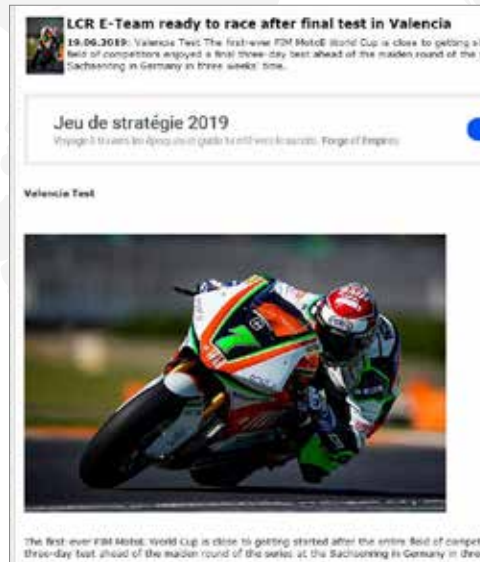
WEB SURVEY



MOTO-NET.COM

MONTHLY READERS

525.000



AUTOMOBILSPORT.COM

MONTHLY READERS

59.000



GPONE.COM

MONTHLY READERS

2,2 MLN



GENOVA.REPUBBLICA.IT

MONTHLY READERS

1,6 MLN



EMOTOMAG.COM

MONTHLY READERS

90.000



MOTO-NET.COM

MONTHLY READERS

525.000

WEB SURVEY

MONTHLY VISITS: **34 MLN***

*THE SUM OF VISITS SCORED THIS MONTH BY ALL THE WEBSITES THAT PUBLISHED LCR E-TEAM RELATED NEWS.

VALENCIA TEST - GERMAN GP - AUSTRIAN GP

ENGLISH

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ITALIAN

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<https://www.epaddock.it/de-puniet-si-aspetta-grandi-lotte-in-motoe/>
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