

# MEDIA ANALYSIS DUNLOP CIV 2025



**MEDIA VALUE TOTALE TV:**

€ 1.054.236

**MEDIA VALUE TOTALE STAMPA:**

€ 3.538.827

**MEDIA VALUE TOTALE ONLINE:**

€ 21.668.755



**STAMPA**

IMPRESSIONS: 103.438.865



**ONLINE**

IMPRESSIONS: 879.246.119



**TV**

AUDIENCE: 406.170

**MEDIA VALUE  
CAMPIONATO TOTALE:**  
€ 26.261.818

**CONTATTI TOTALI:**  
983.000.000

**MEDIA VALUE SPONSOR  
TOTALE:**  
€ 27.487.393



**TV**

**COPERTURA:** 185:29:29  
(hh.mm.ss)

MOTO3: 36:41:03  
PREMOTO3: 36:27:36  
SUPERBIKE: 42:19:36  
SPORTBIKE: 31:29:34  
SUPERSPORT 600: 38:31:41

**AUDIENCE:** 406.170

MOTO3: 57.300  
PREMOTO3: 73.300  
SUPERBIKE: 120.400  
SPORTBIKE: 46.500  
SUPERSPORT 600: 108.670

## ANALISI SPONSOR



**TV**

Brand Exposure: 423:01:03 [hh.mm.ss]  
Media Value € 2.499.298



**STAMPA**

Mentions: 1.520  
Media Value € 1.342.306



**ONLINE**

Mentions: 7.081  
Media Value € 9.934.423