

# MEDIA SUMMARY

FACEBOOK | INSTAGRAM

2 January - 20 January 2025



## CONTENT VIEWS

\*Number of times content was played / displayed.

# 844,920

**FACEBOOK** 733,908

**INSTAGRAM** 111,012

## CONTENT REACH

\*Number of accounts reached.

# 302,220

**FACEBOOK** 280,958

**INSTAGRAM** 21,262

### DEMOGRAPHIC STATS:

#### CITIES:

- 6.8% Centurion
- 6% Pretoria
- 5.9% Cape Town
- 5.2% Gaborone, Botswana
- 2.3% Polokwane

#### COUNTRIES:

- 67.6% South Africa
- 7.6% Botswana
- 3.2% Namibia
- 1.7% France
- 1.6% United Kingdom



## CONTENT INTERACTIONS

\*Likes / reactions, saves, comments, shares & replies to content posted.

# 25,477

**FACEBOOK** 17,574

**INSTAGRAM** 7,903

## PROFILE VISITS

\*The number of times your profile was visited.

# 10,932

**FACEBOOK** 9,856

**INSTAGRAM** 1,076

13,468  
FOLLOWERS

**FACEBOOK**

**TOTAL  
FOLLOWING**

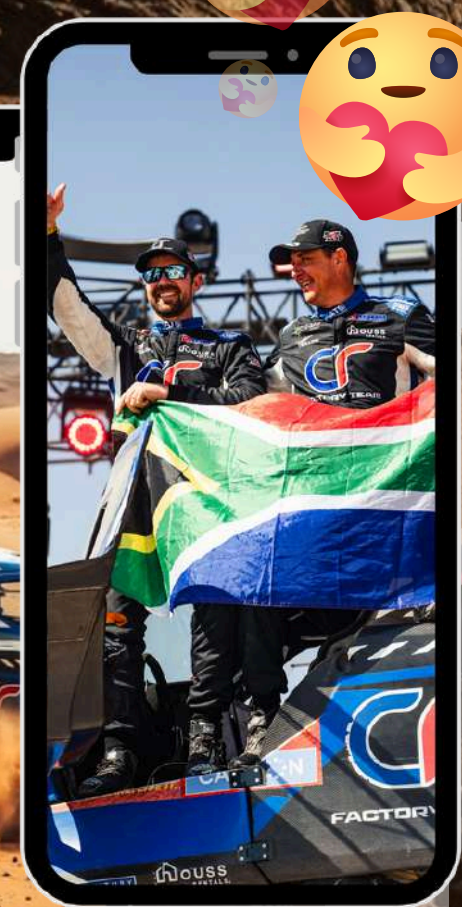
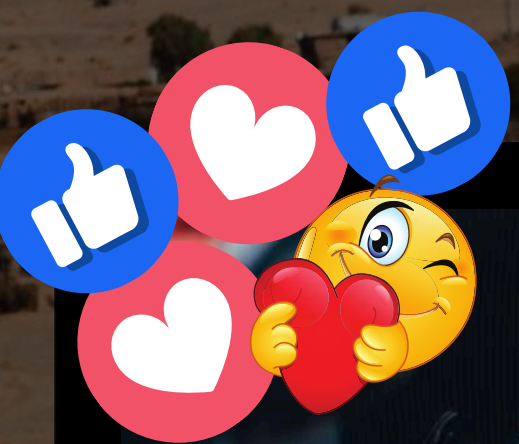
# 17,924

4,456  
FOLLOWERS

**INSTAGRAM**



# SOCIALS VIEWED BY 800,000+ FANS



# 2025 MEDIA COVERAGE

Delow data supplied by



## TV BROADCAST

**MORE THAN 4,000 HOURS** of TV broadcast  **190 COUNTRIES** broadcast the rally on **70 TV CHANNELS**  **13 HOURS** of content broadcast every day, right from the bivouac 

**MORE THAN 600 ACCREDITED PEOPLE** on the entire Rally  **128 MEDIA**  **48 NATIONALITIES** 

## WEB SITE



MORE THAN **14** MILLION

visits to the website **dakar.com** from smartphones, tablets or desktops



**5.9** MILLION

visits to the live tracking module: **Race Center** (+2%\*)



MORE THAN **33,000** PLAYERS (+64%\*)

at

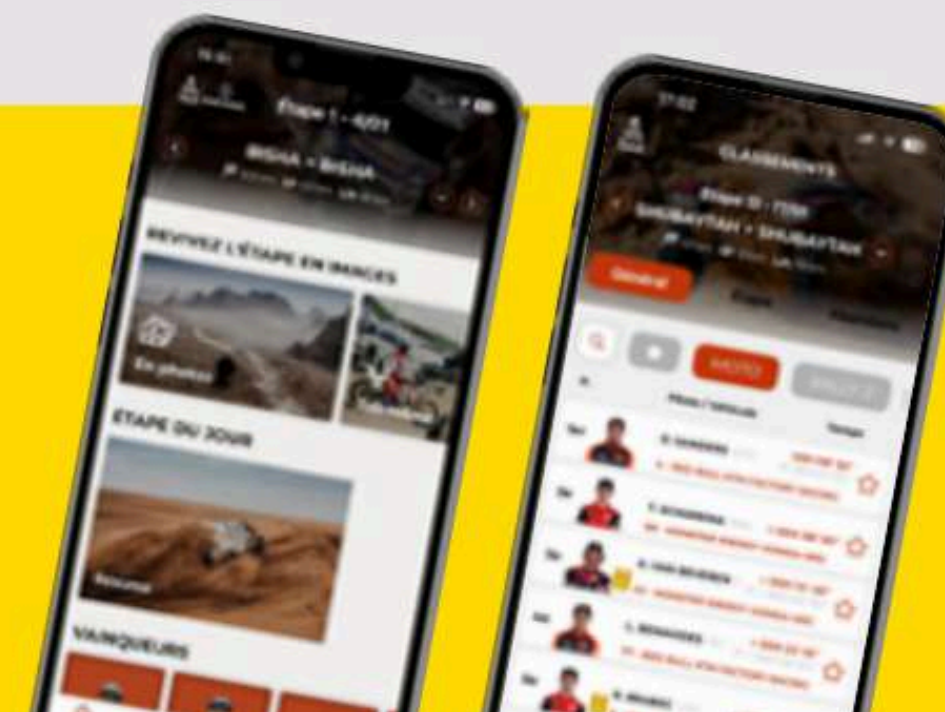


## MOBILE APP



**7.8** MILLION SESSIONS (+6%\*)

on the Dakar app available on Google Play and the App Store



## VIDEOS VIEWED



**408** MILLION  
video views on  
official platforms (+18.6%\*)

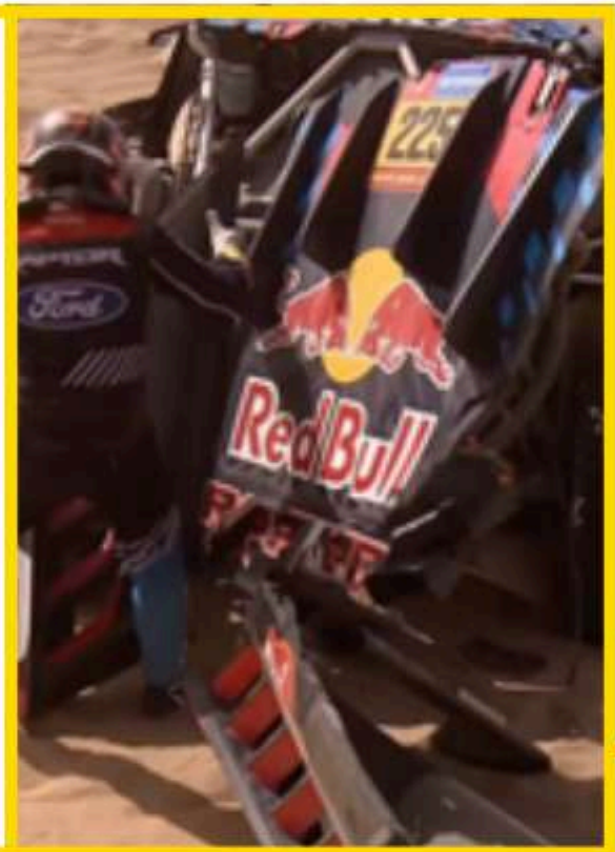


**MOST-WATCHED VIDEO**<sup>(2)</sup>  
ALL PLATFORMS COMBINED

**48H CHRONO**

**HOW CARLOS SAINZ GOT BACK  
ON TRACK**

**24.4** MILLION VIEWS



# A community of **9.3 MILLION fans** (+14.8%\*) divided as follows



Facebook

**3 MILLION** (+7.1%\*)



Instagram

**2.5 MILLION** (+13.6%\*)



X

**588,000** (+2%\*)



Dailymotion/Youtube

**641,000** (+6.8%\*)



Weibo/Douyin

**479,000** (+25%\*)



TikTok

**1.7 MILLION** (+30.7%\*)



Threads

**396,000** (+91.3%\*)

**+1.4 MILLION impressions**

(+46.8%\*) all platforms combined



# MEDIA SUMMARY DOCUMENT



For more information or partnership enquiries:

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