



**2024 SEASON
Media Summary**



SOCIAL MEDIA:

Reporting period spans from Nov. 16, 2023-Nov. 15, 2024



Total Impressions
14,093,681

Total Engagements
782,625

Engagement Rate Per Impression
5.5%

Overall Audience
120,946





STREAMING/ TELEVISION/ VIDEO:



MAVTV

FAST Channel

Streaming Views

1,509,220

FAST Channel Viewing Minutes

11,034,856

MAVTV

Linear TV

Total Audience

1,140,011

Airings:

305

GREENLIGHT DISTRIBUTION REACH:

70 Million Domestic Households

1 Billion International Households

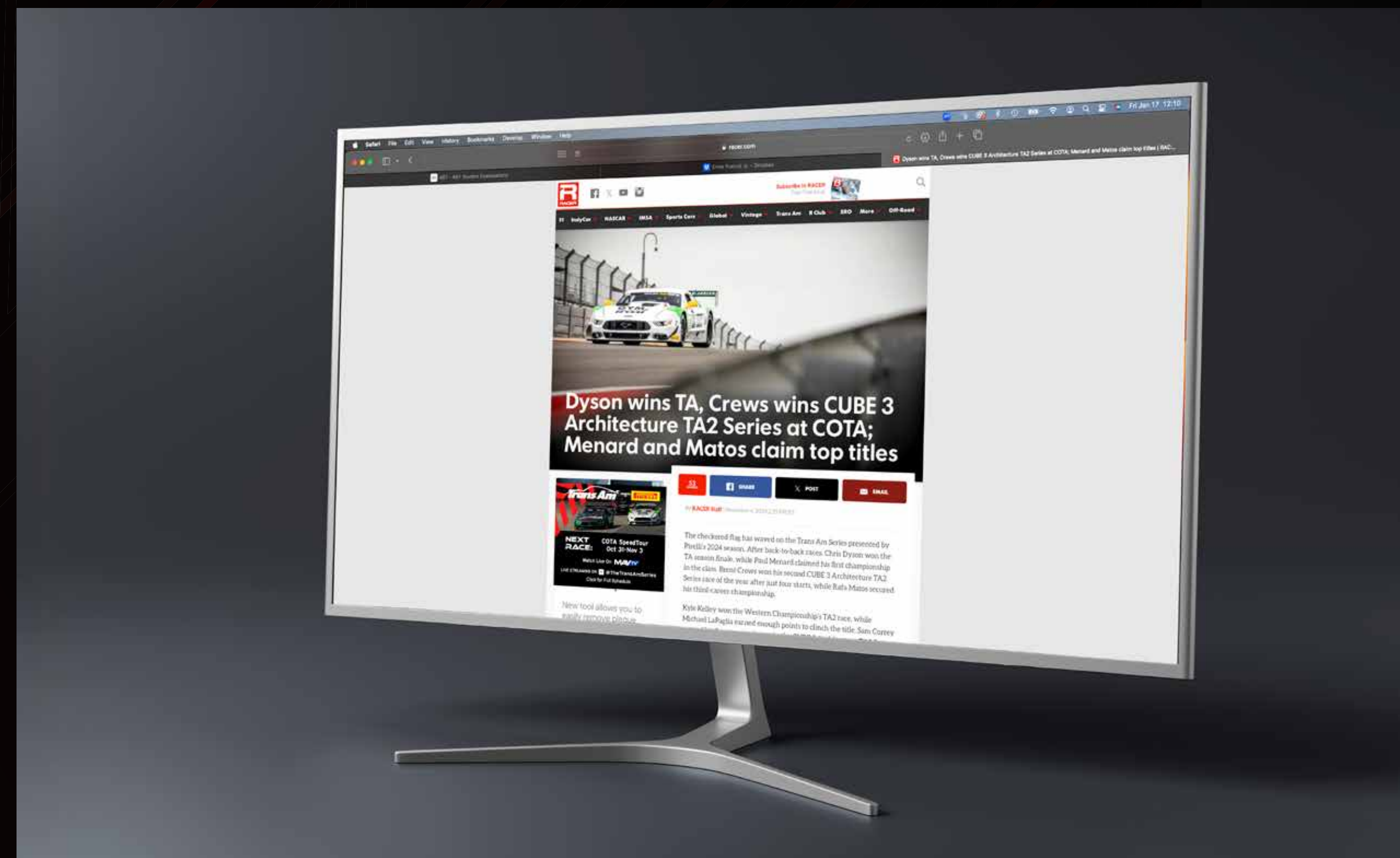
1.4 Billion Global Households

Highlights shown in 199 countries



RACER.COM:

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RACER.com Page Views

104,133

Direct Story Shares

7,210

1 Million Tune-in Banner Impressions



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