

DORNA

MANAGING MOTORSPORTS SINCE 1991





DUCATI

DORNA 360°

Dorna Sports has an all-encompassing Grand Prix event management philosophy, with direct involvement in all areas of the championship.





MANAGING MOTORSPORTS SINCE 1991



Dorna Sports is present in 17 countries, managing 7 different championships

52  events

175  races

17  countries

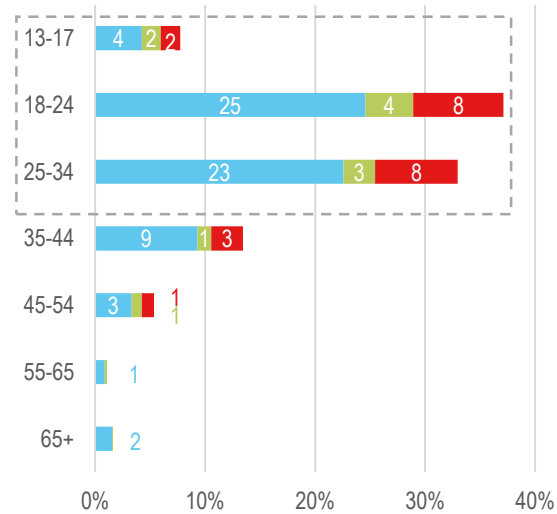
436  riders

MILENIALS - DIGITAL MEDIA

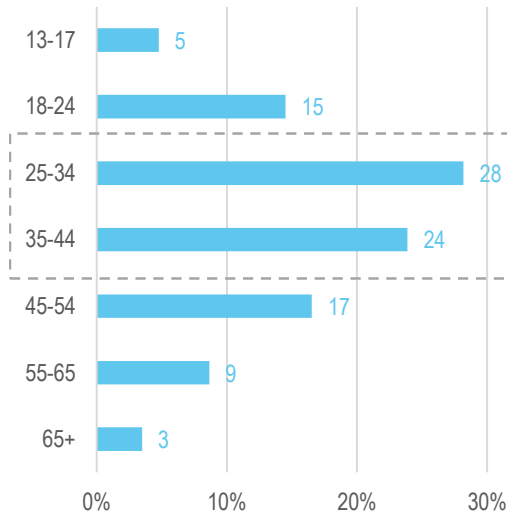
DEMOGRAPHIC PROFILE – by platform



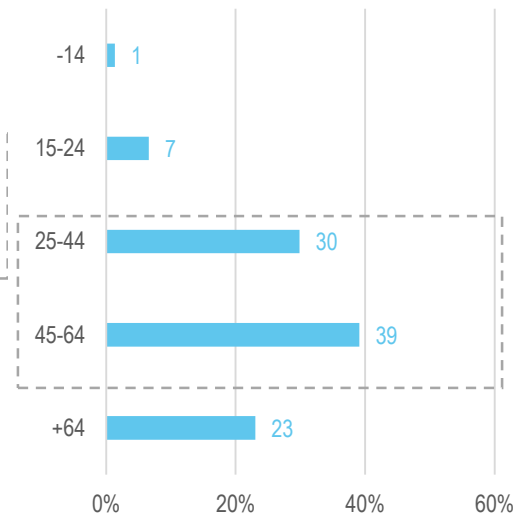
Social Media Fan Base



Unique Users (Web)



TV Audience



All programmes (live, post, news, tweets, video, foto, link)

Fonts: Facebook Business Manager, Twitter Analytics, Instagram Analytics, Google analytics.

MILENIALS - DIGITAL MEDIA

Our channels reach over 26 M of Millennials

26 M
Millennials



59,03%



36,36%



4,61%



14 millions of Millennials

motogp.com
official website

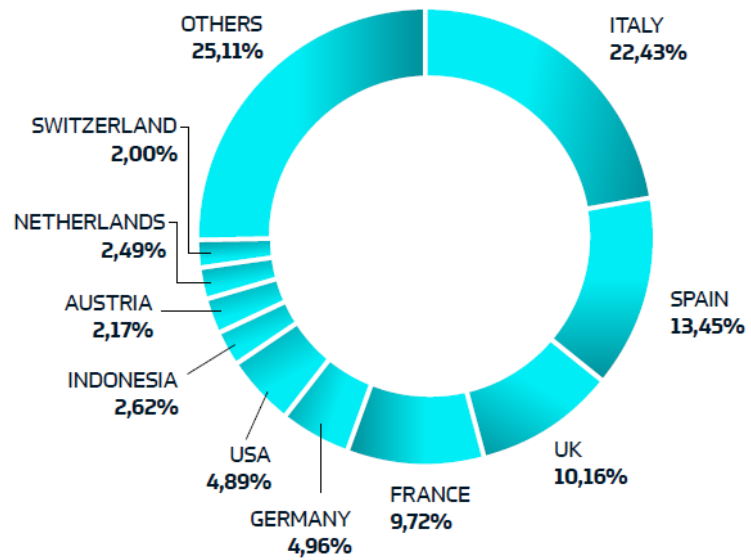
12 millions of Millennials

Notes: % of use by Millennials

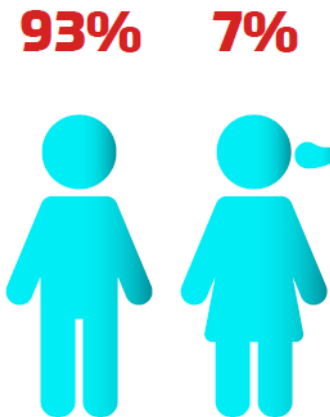


GLOBAL DATA

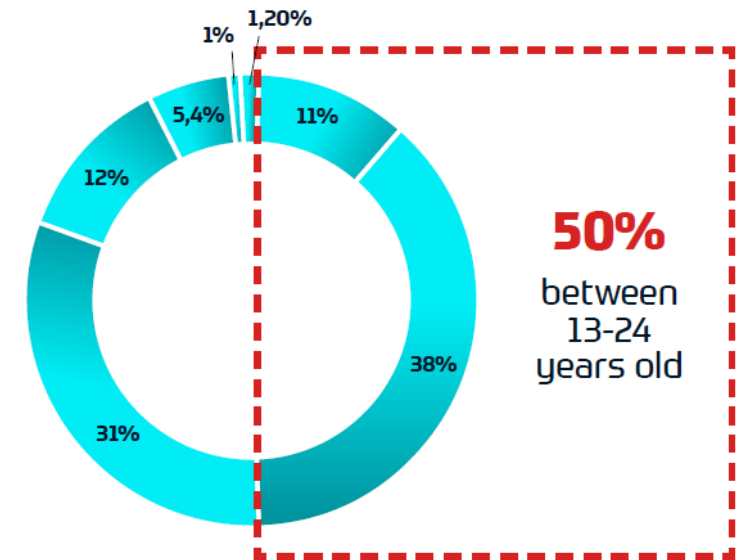
DEMOGRAPHIC



GENDER



AGE





Gracias!