



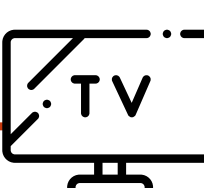




2024 MEDIA COVERAGE


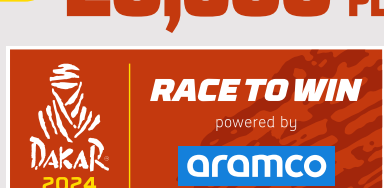
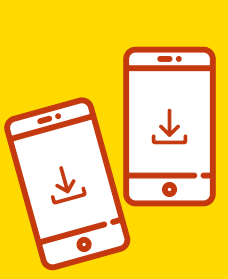
From 23 January 2024



TV BROADCAST

 <p>4,000 HOURS of TV broadcast</p>	 <p>190 COUNTRIES broadcast the rally on 70 TV CHANNELS</p>	 <p>8.8 MILLION REACH on EUROSPORT</p>
 <p>600 ACCREDITED PEOPLE on the entire Rally</p>	<p>128 media 56 nationalities</p>	 <p>13 HOURS of content broadcast every day, right from the bivouac</p>

THE DIGITAL ECOSYSTEM⁽¹⁾









 <p>MORE THAN 17 MILLION visits to the website dakar.com from smartphones, tablets or desktops (+63%*)</p>	<p>WEB SITE</p> <p>LIVE</p> <p>5.8 MILLION visits to the live tracking module: Race Center (+16%*)</p>	<p>NEW</p> <p>MORE THAN 20,500 PLAYERS at</p> 
 <p>7.3 MILLION SESSIONS (+12%*) on the Dakar app available on Google Play and the App Store</p>	<p>MOBILE APP</p> <p>+19% interactions generated</p>	

VIDEOS VIEWED




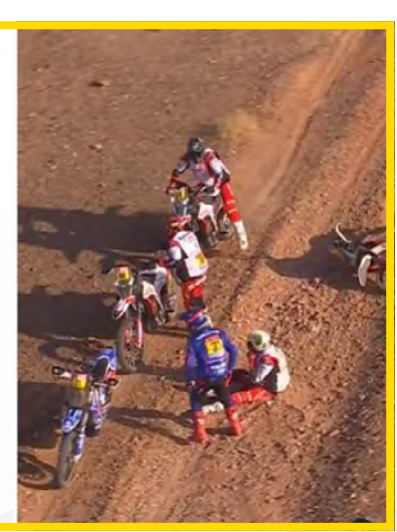



 <p>330 MILLION video views on official platforms (+49%*)</p> 	<p>MOST-WATCHED VIDEO⁽²⁾</p> <p>STAGE 9: HAIL > ALULA MOUNTAIN GOAT IMPERSONATION BY KEVIN BENAVIDES</p> <p>40.8 MILLION VIEWS</p> 
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SOCIAL NETWORKS

A community of **8.1 MILLION fans** (+21%*)

 <p>Facebook</p> <p>2.8 MILLION (+7.7%*)</p>	 <p>Instagram</p> <p>2.2 MILLION (+22%*)</p>	 <p>X</p> <p>576,000 (+3.2%*)</p>
 <p>Dailymotion/YouTube</p> <p>600,000 (+11%*)</p>	 <p>Weibo</p> <p>383,000 (+28%*)</p>	 <p>TikTok</p> <p>1.3 MILLION (+50%*)</p>
 <p>Threads</p> <p>207,000</p> <p>NEW</p>		

TOP CONTENT

 <p>BEST VIDEO TEASER 2024</p> <p>2.7 MILLION VIEWS</p> 	 <p>BEST REEL</p> <p>STAGE 1: ALULA > AL HENAKIYAH TRUE DAKAR SPIRIT</p> <p>12.4 MILLION VIEWS</p> 
 <p>BEST POST</p> <p>STAGE 11: ALULA > YANBU SOME IMPRESSIVE MULTITASKING FROM LOÏC MINAUDIER</p> <p>825,000 IMPRESSIONS 244,000 VIEWS</p> 	 <p>BEST TIKTOK</p> <p>STAGE 11: ALULA > YANBU THINGS YOU ONLY SEE ON THE DAKAR</p> <p>2.9 MILLION VIEWS 217,000 INTERACTIONS</p> 