

Le Mans Virtual Series followed by more than 81 million fans on live TV, OTT platform and digital audiences through the season



Silverstone, January 22, 2022. The 5-round 2021-22 Le Mans Virtual Series, which was brought to a glittering conclusion last weekend with the star-studded 24 Hours of Le Mans Virtual, registered impressive, cumulated live TV, OTT platform and digital audiences of more than **81 million** (Source: YouGov Sport) throughout its 5-month season.

The grand finale to the Le Mans Virtual Series on 15/16th January brought together 50 cars with 200 drivers from 39 different countries, racing on 116 simulators worldwide in 28 countries on an extremely accurate virtual rendition of the iconic Circuit des 24 Heures in Le Mans, France. Heading a grid of famous racing names, and leading the charge in early stages was Formula One World Champion **Max Verstappen**, competing alongside INDYCAR Champion **Alex Palou** and motorsport legend **Juan Pablo Montoya** amongst others.

After incredible battles up and down the field between the world's best professional and sim racing drivers representing elite esports teams, the event was won by Realteam Hydrogen Redline, with BMW Team Redline taking victory in the GTE category.

An impressive multi-million TV/OTT and digital audience enjoyed a slick and authoritative 25-hour TV special seen in countries across four continents on channels such as Eurosport, Motor Trend, L'Equipe Live and Motorsport.TV.

Some key facts and figures:

- **360,000 hours** were consumed by the #LeMansVirtual audience
- **2.8 million** TV/OTT audience (source: YouGov Sport)
- **78.4 million** digital impressions for 24H Le Mans Virtual (Source : YouGov Sport)



- **30.2 million** social media impressions (FIA WEC, ACO, LMVS) through the season
- **7 million** video views (across FIA WEC, ACO and Traxion GG – Source: Hookit)
- **200** drivers from **39** different nations
- **50** cars split in two classes (29 LMP and 21 GTE)
- **116** simulators in **28** different countries
- **2** servers (1 main/1 backup) operated rFactor2 and **0** server issues
- **33,000** connections on the official Alkamel timing system (Source: Alkamel)
- **407** laps completed by the winner, #70 Realteam Hydrogen Redline
- Organisation team of **120** people including production, sporting, marketing, media and digital, TV, logistics

G rard Neveu, Executive Producer of the 24 Hours of Le Mans Virtual and Motorsport Advisor to

Motorsport Games: “On behalf of all of us at Le Mans Virtual Series, we want to sincerely thank all our competitors and teams who made this possible, our partners for their unwavering support, and the millions of fans who followed our events and who brought the social media sites alive with their comments of support, passion and race-enthusiasm.

“These impressive figures and the quality of the events are clear confirmation that the Le Mans Virtual Series and the 24 Hours of Le Mans Virtual are now firmly established at the very top level of esports and sim racing. Let’s now get ready for next season and make it even better!”

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About Le Mans Virtual Series

Le Mans Virtual Series is a global, elite esports series made up of 5 rounds which bring together endurance racing and sim racing’s top teams to compete on some of the world’s most famous racetracks. International FIA-licensed real-world drivers are teamed up with leading esports protagonists to take on endurance classics for a total prize fund of US\$250,000, culminating in the prestigious 24 Hours of Le Mans Virtual which will take place live and televised at the Autosport Show International in Birmingham, UK. The Le Mans Virtual Series is a joint venture between leading racing game developer, publisher and esports ecosystem provider of official motorsport racing series throughout the world, Motorsport Games, and ACO-the creator and organizer of the world-famous 24 Hours of Le Mans and promoter of the FIA WEC. www.lemansvirtual.com

Round 1	4 Hours of Monza, Italy	September 25, 2021
Round 2	6 Hours of Spa, Belgium	October 16, 2021
Round 3	8 Hours of N�rburgring, Germany	November 13, 2021
Round 4	4 Hours of Sebring, USA	December 18, 2021
Round 5	24 Hours of Le Mans Virtual	January 15/16, 2022

About Motorsport Games

Motorsport Games, a Motorsport Network company, combines innovative and engaging video games with exciting esports competitions and content for racing fans and gamers around the globe. The Company is the officially licensed video game developer and publisher for iconic motorsport racing series, including NASCAR, INDYCAR, 24 Hours of Le Mans, KartKraft, rFactor 2 and the British Touring Car Championship (“BTCC”), across PC, PlayStation, Xbox, the Nintendo Switch and mobile. Motorsport Games is an award-winning esports partner of choice for 24 Hours of Le Mans, Formula E, BTCC, the FIA World Rallycross Championship and the eNASCAR Heat Pro League, among others. For more information about Motorsport Games, visit www.motorsportgames.com

