



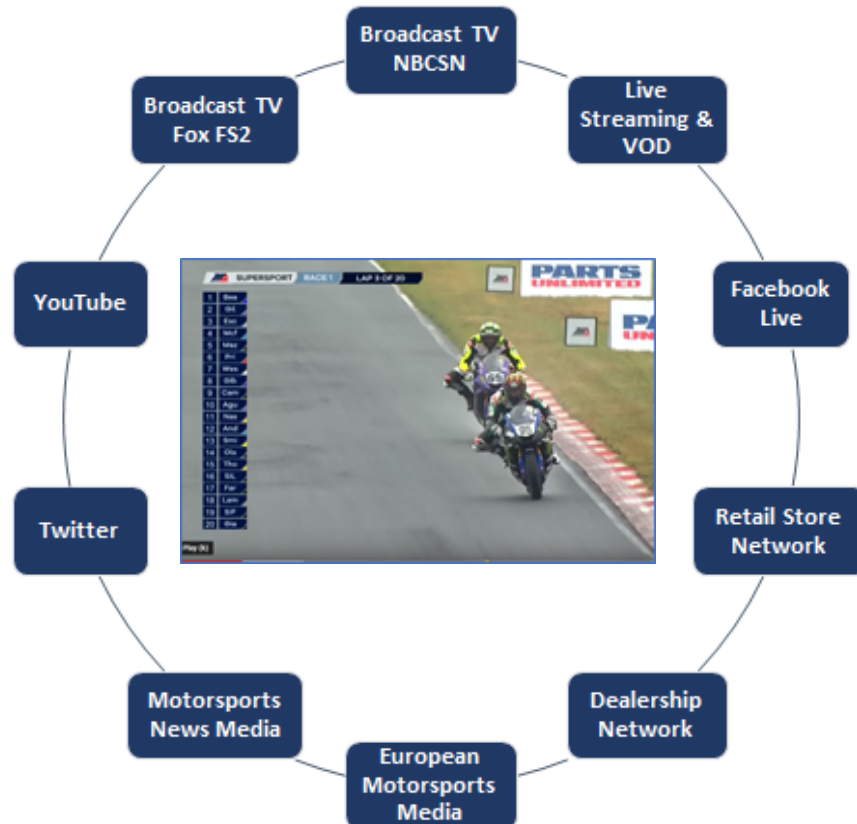
MOTOAMERICA GROWTH REPORT THRU CHAMPIONSHIP OF UTAH



METHODOLOGY

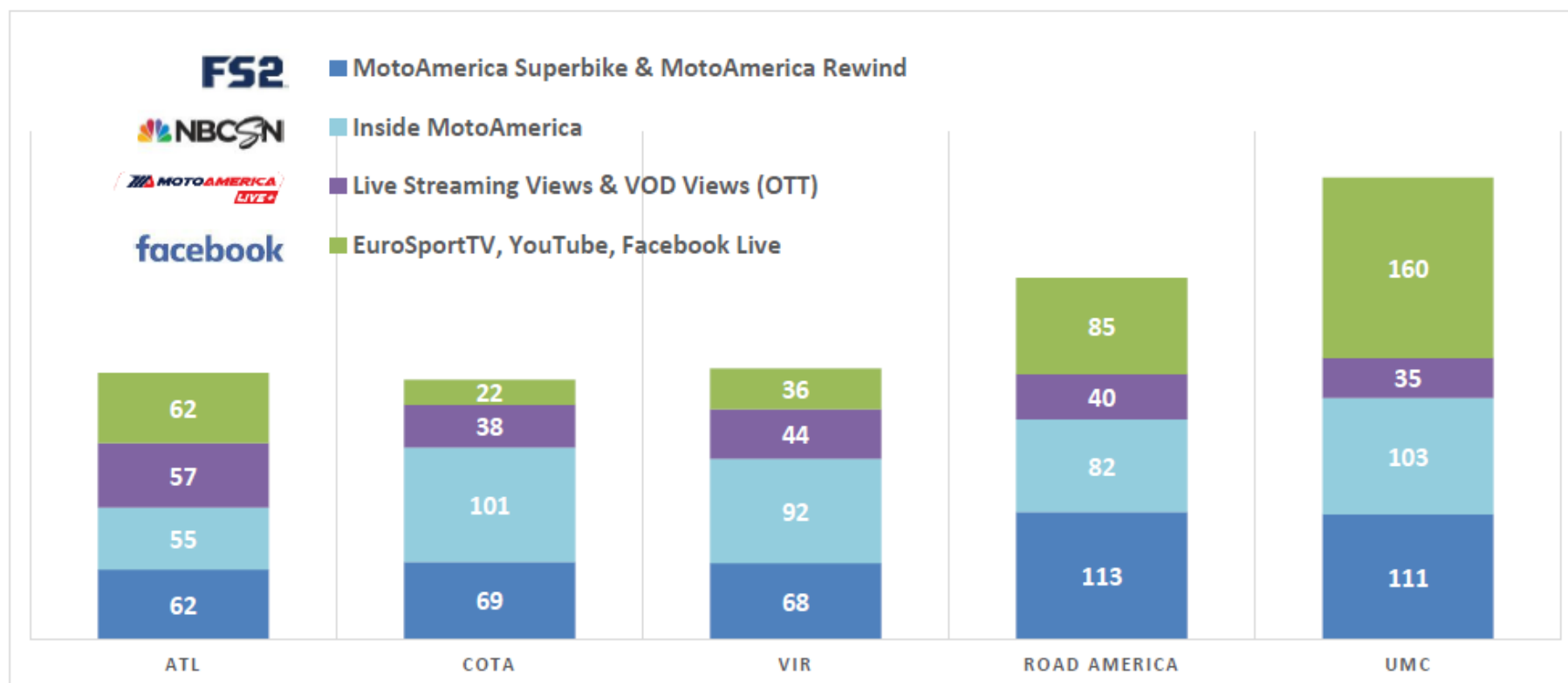
MotoAmerica race event coverage delivers across broadcast TV, live streaming, VOD, social media, news media and more. Content type ranges from complete race coverage for each class to notable highlights.

This report displays YTD metrics and highlights the period May 24 - June 16, the week leading into and the week thereafter for the MotoAmerica Championship of Utah, June 15-16, 2019. Audience demographics by platform included.



TOTAL RACE VIEWERSHIP TO DATE

<u>Network</u>	<u>Show</u>	<u>ATL</u>	<u>COTA</u>	<u>VIR</u>	<u>Road America</u>	<u>UMC</u>	<u>AVG</u>
Fox FS2 Broadcast	<i>MotoAmerica Superbike & MotoAmerica Rewind</i>	62	69	68	113	111	85
NBCSN Broadcast	<i>Inside MotoAmerica</i>	55	101	92	82	103	87
MotoAmerica Live+	Live Streaming Views & VOD Views (OTT)	57	38	44	40	35	43
EuroSportTV, YouTube, Facebook Live	TV Episodes, Supersport & STK1000 Class Races	62	22	36	85	160	73
Total	Total Show Viewership	236	230	240	320	409	287

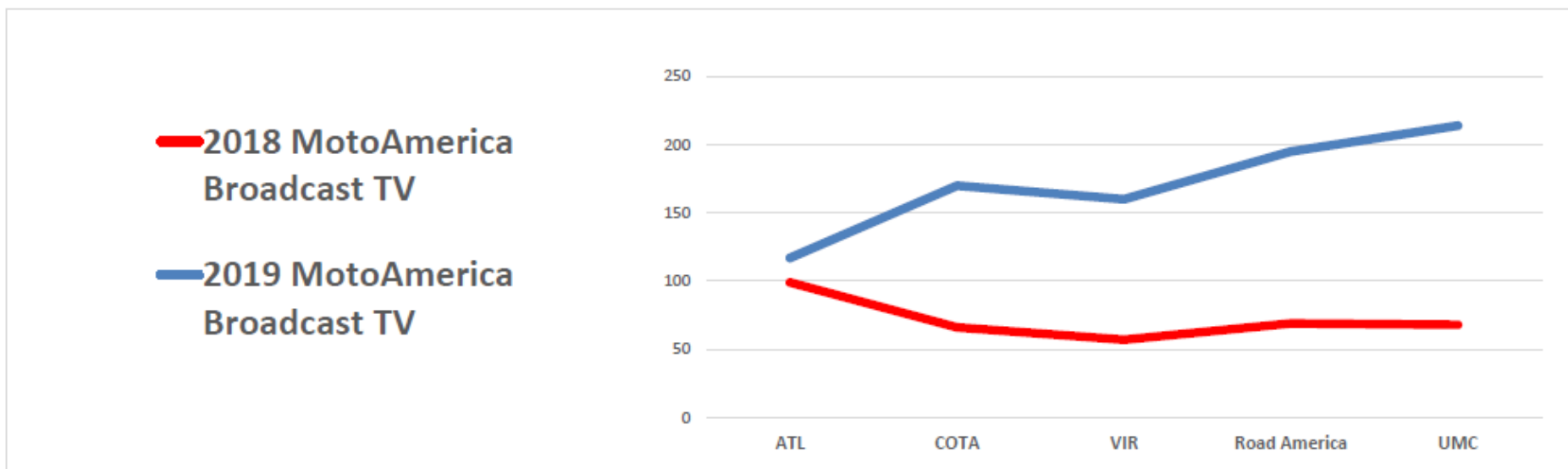


Sources: Nielsen P2+, ViewLift, Facebook, YouTube, Eurosport TV.

TV BROADCAST YOY

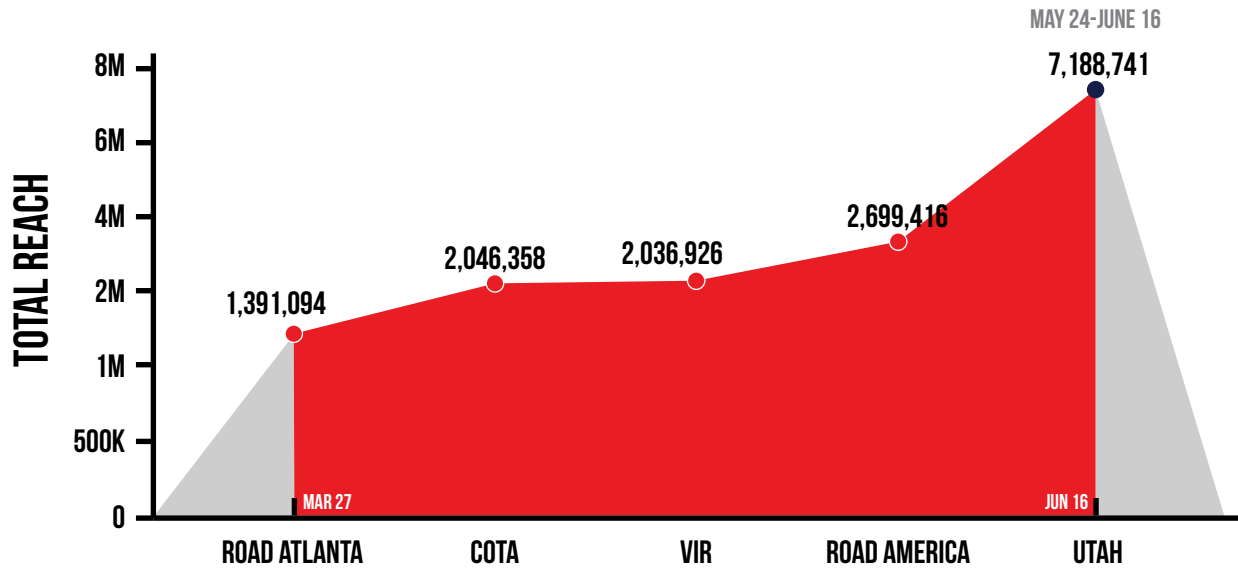
2019 vs 2018 Broadcast TV - Season To Date (000's)

Network	Show	Road Atlanta	COTA	VIR	Road America	Utah	Avg
BEIN Sports	2018 MotoAmerica Broadcast TV	99	66	57	69	68	72
Fox & NBCSN	2019 MotoAmerica Broadcast TV	117	170	160	195	214	171
	Broadcast TV Increase	18%	158%	181%	183%	215%	138%



Sources: Nielsen P2+





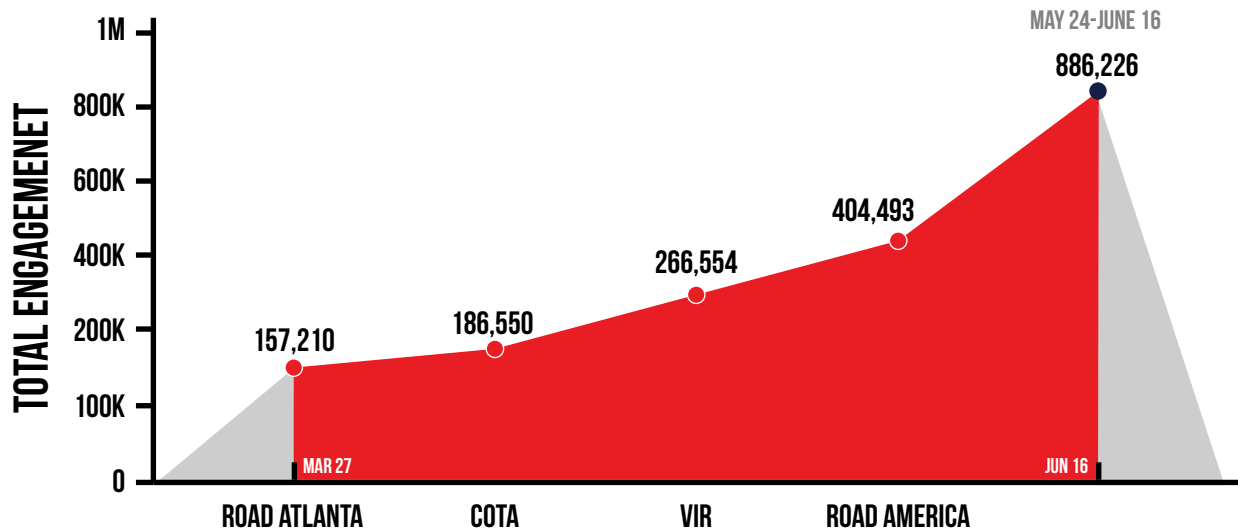
11,689,048
TOTAL IMPRESSIONS

3,391,204
VIDEO VIEWS

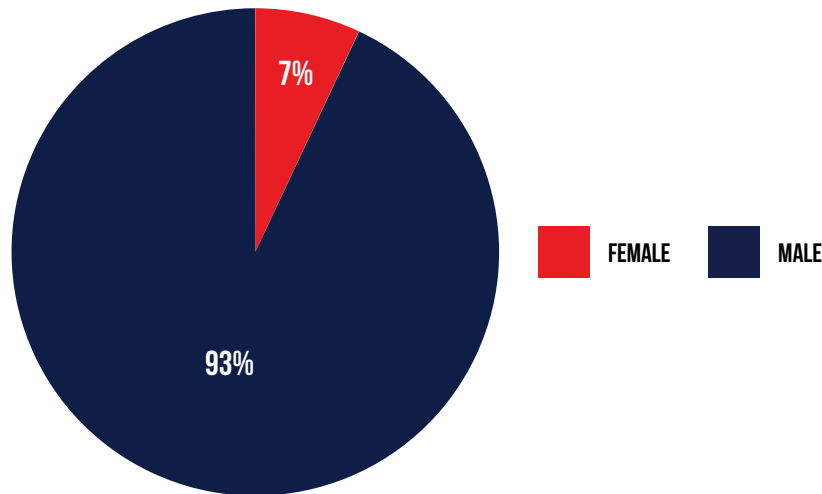
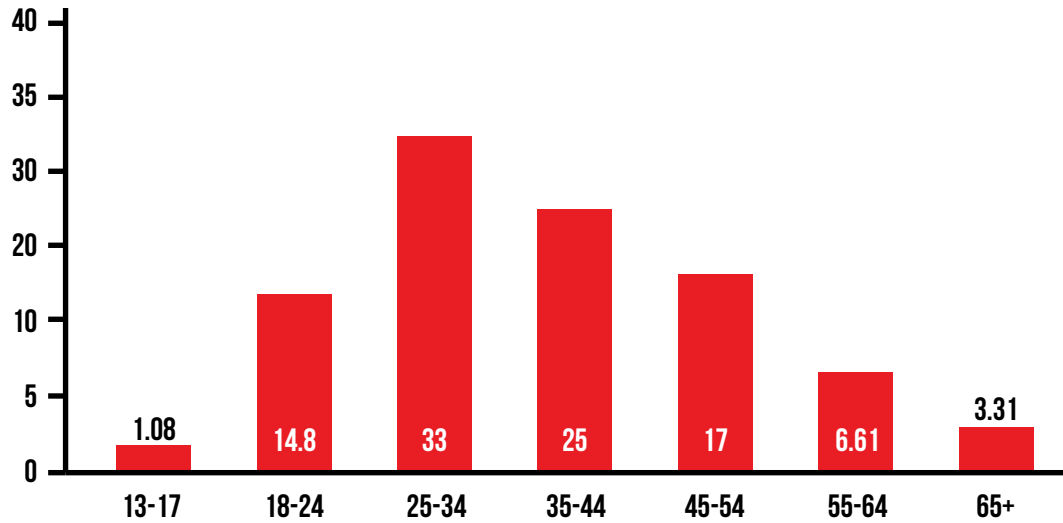
83 TOTAL NUMBER
OF POSTS

7,188,741
TOTAL REACH

886,226
TOTAL ENGAGEMENT



MOTOAMERICA FACEBOOK AUDIENCE DEMOGRAPHICS



TOP PERFORMING POST

MotoAmerica
Published by Doug Hamann [?] · June 15 at 8:14 AM · 🌐

⋮

First #MotoAmerica EBC Brakes Superbike Qualifying session of the weekend at Utah Motorsports Campus, and defending champ Cameron Beaubier does a little bull riding...and stays on.

Yamaha Racing
Yamalube USA
Yamaha Motor USA... See More

00:32

🌱 **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 8,100 people.

2,954,474
People Reached

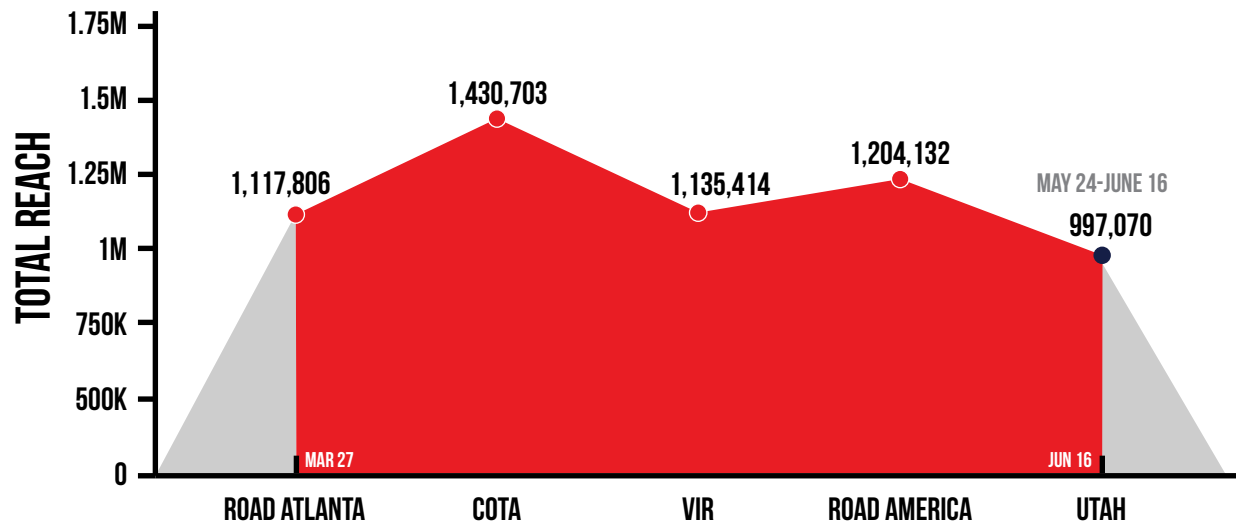
195,740
Engagements

Boost Post

👍👎👍 14K

408 Comments 1,850 Shares

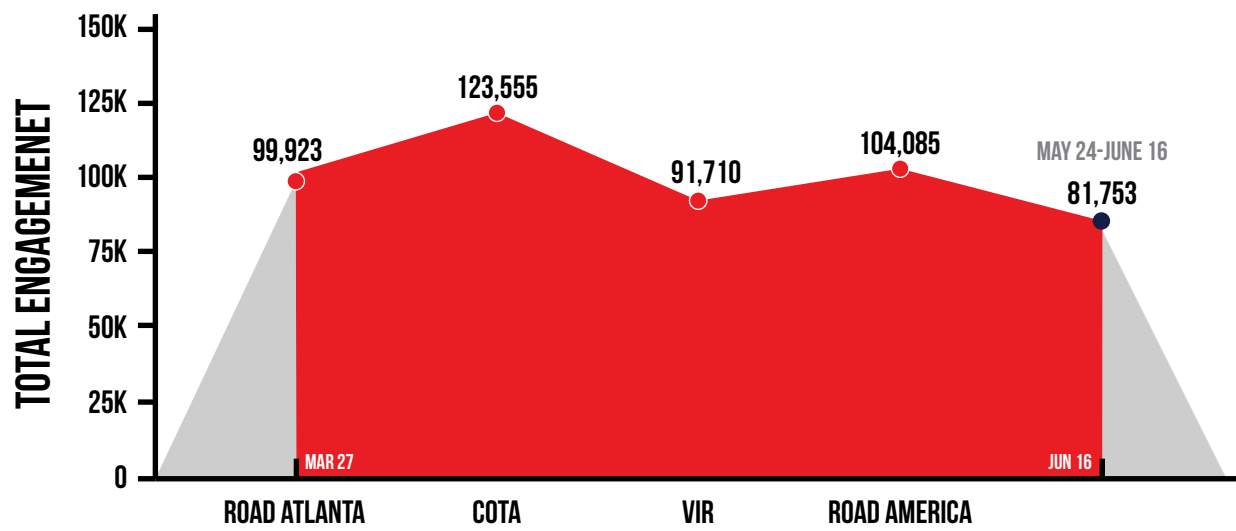
- REACH: **2,954,474**
- VIDEO VIEWS: **11,881,425**
- ENGAGEMENT: **19,552**



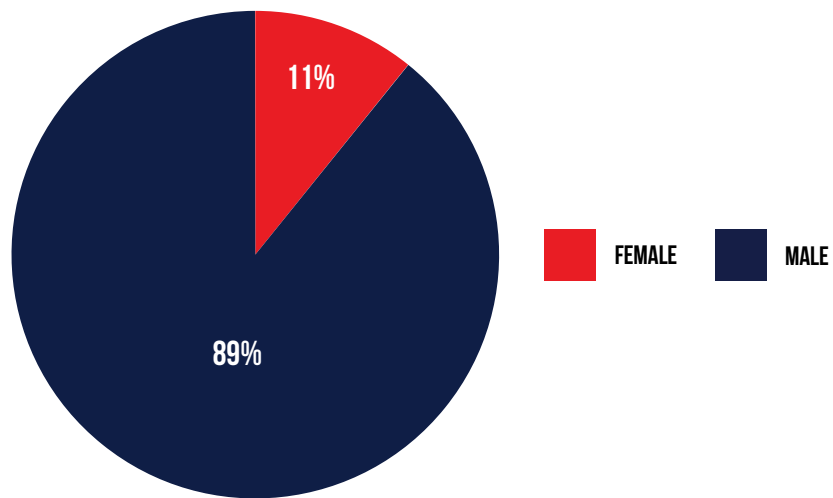
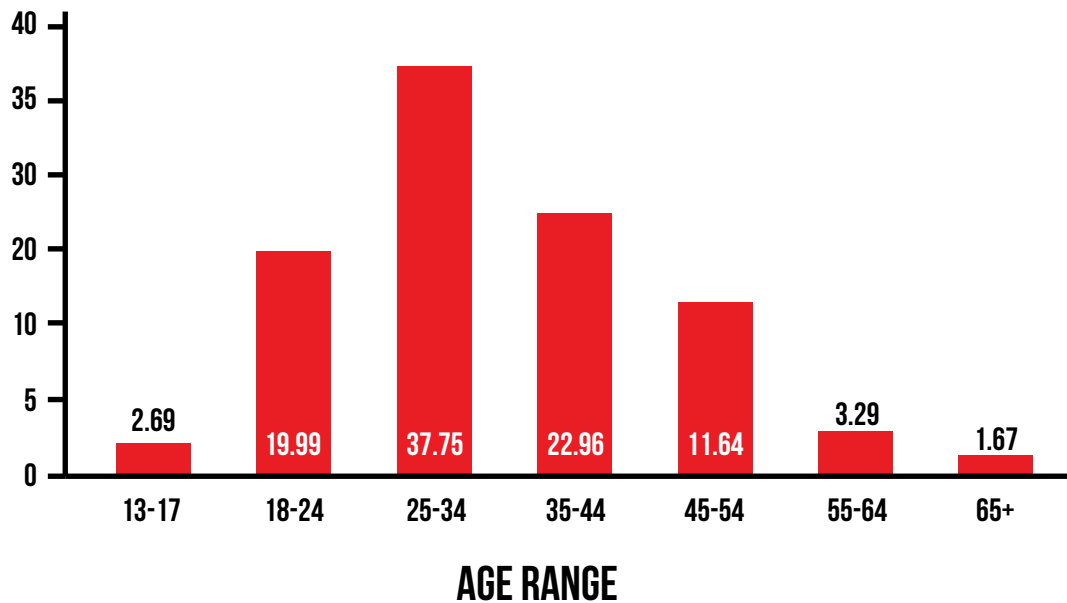
1,576,700
TOTAL IMPRESSIONS

231,392
VIDEO VIEWS

53 TOTAL NUMBER
OF POSTS

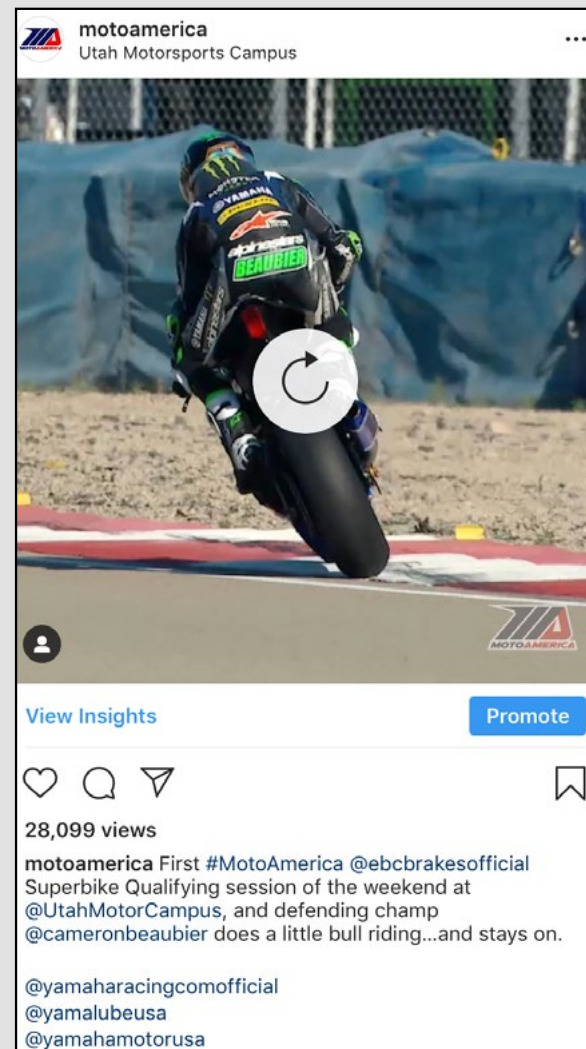


MOTOAMERICA INSTAGRAM AUDIENCE DEMOGRAPHICS



SOURCE: INSTAGRAM ANALYTICS

TOP PERFORMING POST



motoamerica
Utah Motorsports Campus

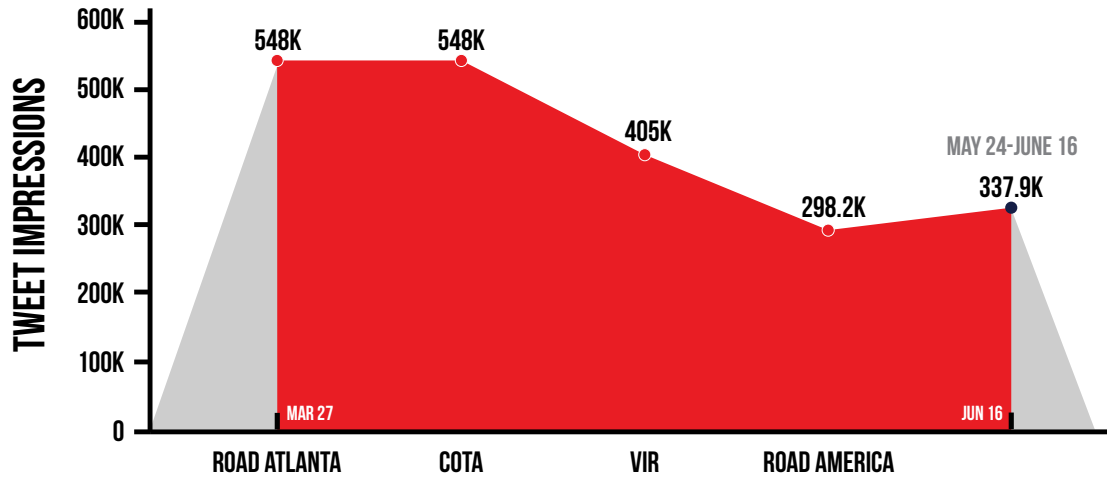
View Insights Promote

28,099 views

motoamerica First #MotoAmerica @ebcbrakesofficial Superbike Qualifying session of the weekend at @UtahMotorCampus, and defending champ @cameronbeaubier does a little bull riding...and stays on.

@yamaharacingcomofficial
@yamalubeusa
@yamahamotorusa

- IMPRESSIONS: **67,653**
- REACH: **51,140**
- VIDEO VIEWS: **28,099**



692
MENTIONS

4,310
PROFILE VISITS

MotoAmerica @MotoAmerica1

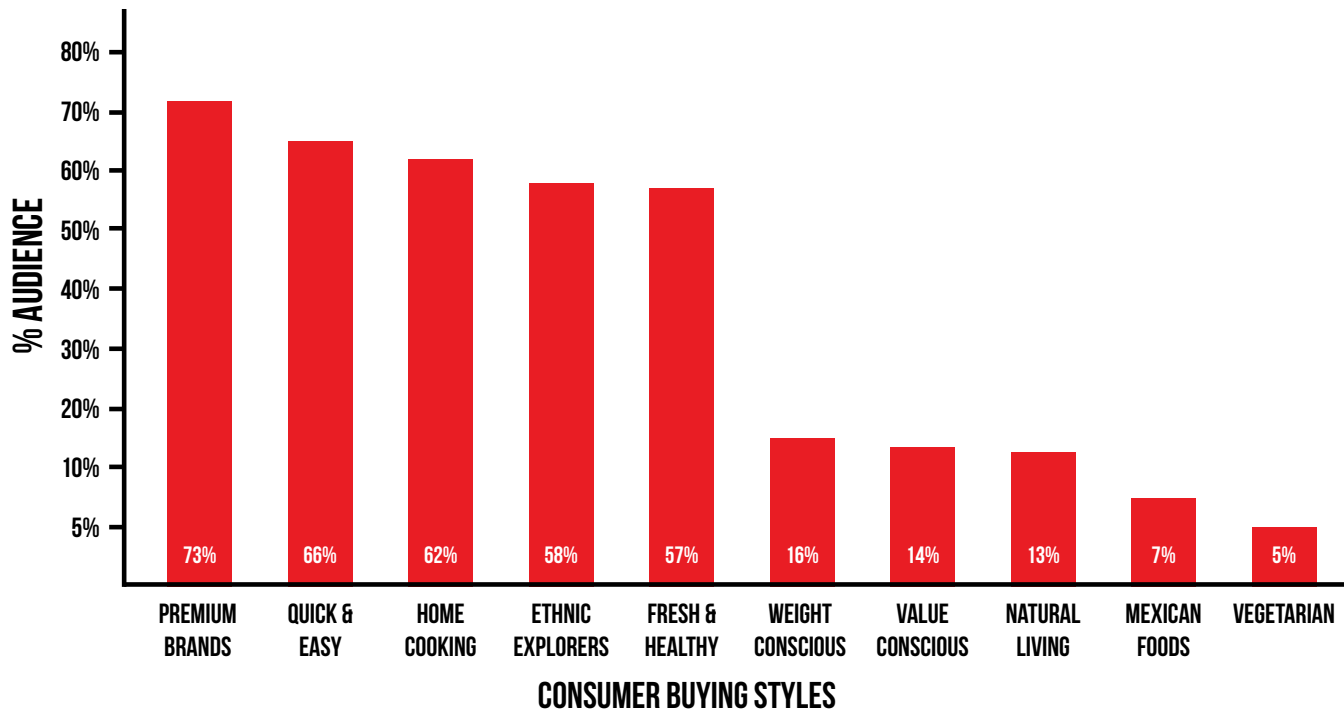
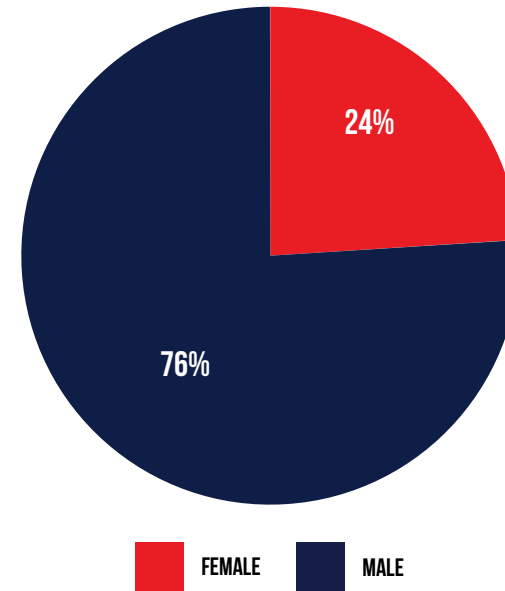
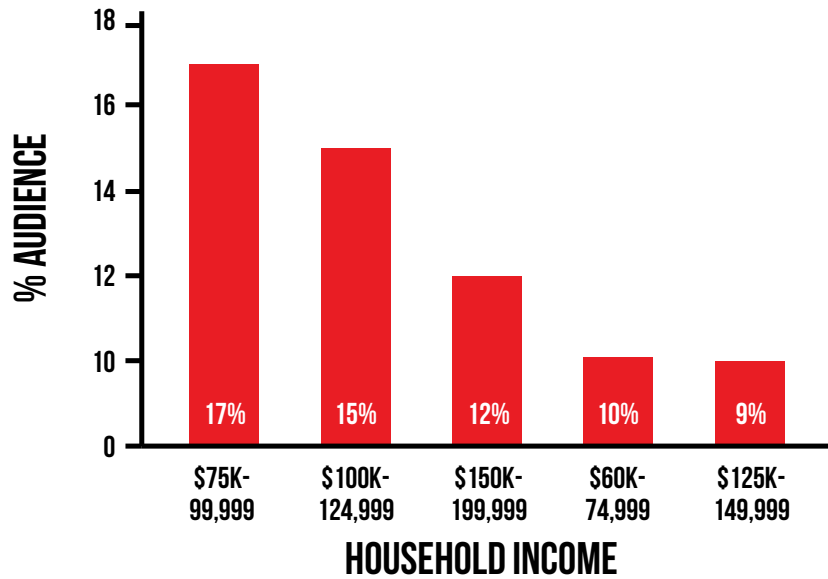
. @Hayden69Gillim vs. @BobbyFong50 tells you everything you need to know about the two Supersport races from @UtahMotorCampus as those two fought for victories in both races, the pair splitting wins in the Utah thrillers.

TOP TWEET:

IMPRESSIONS: 1,170

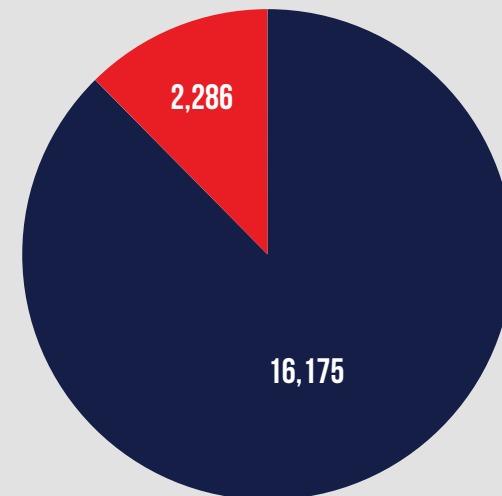
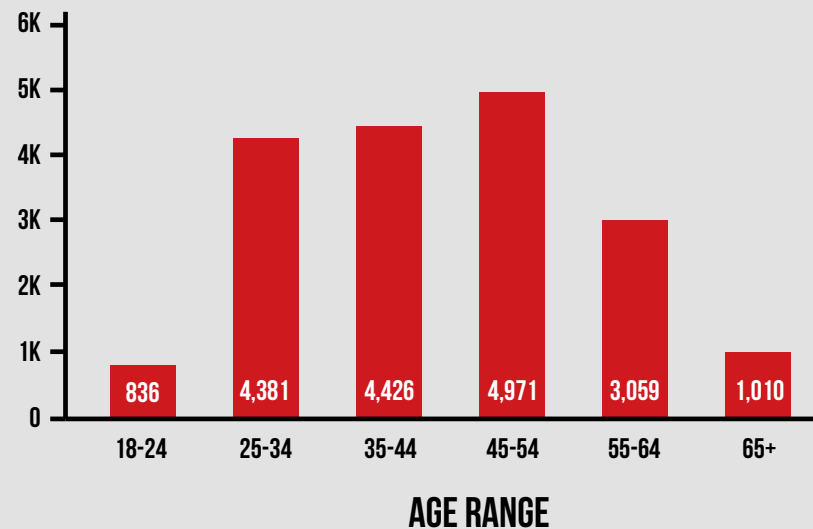
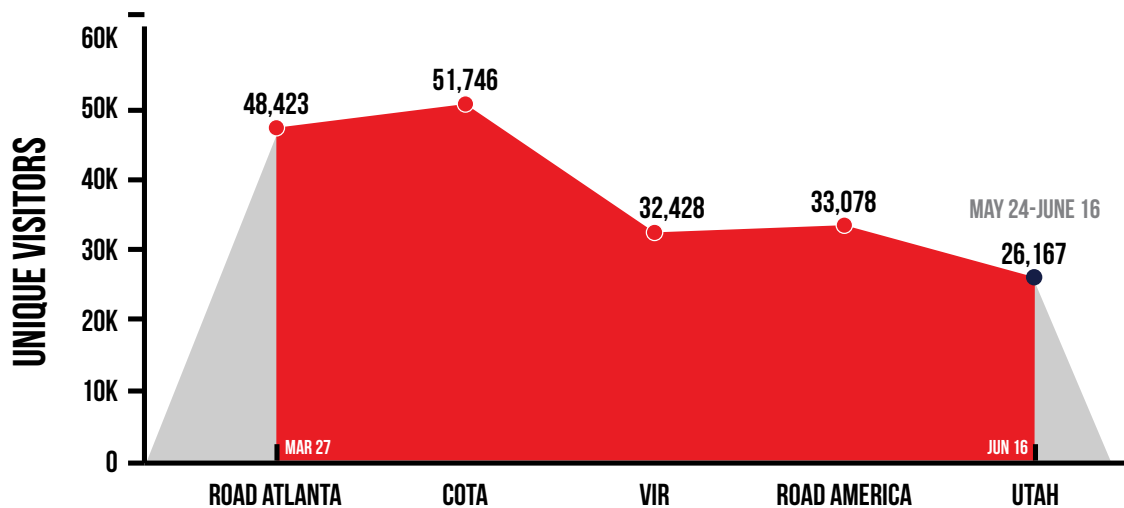
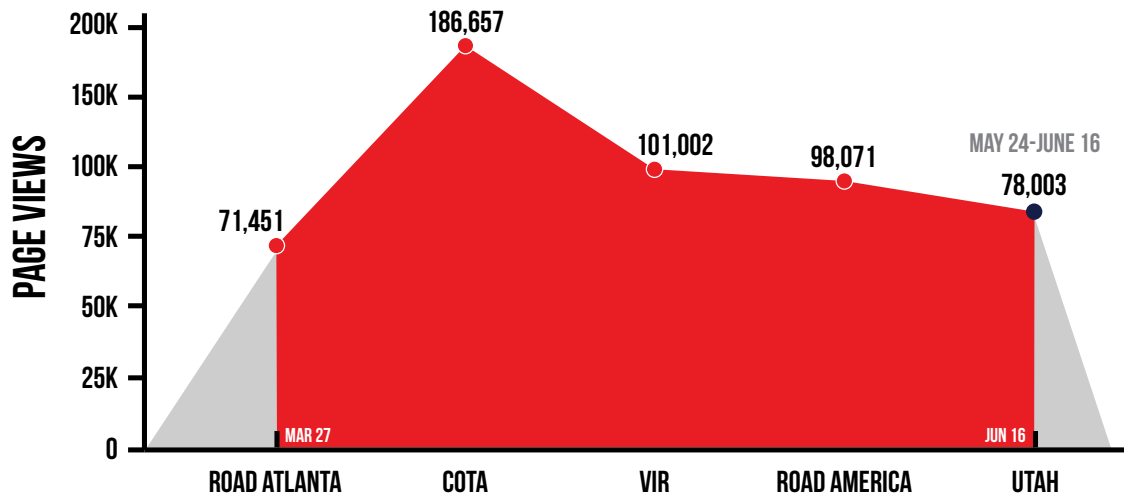
ENGAGEMENT: 11

MOTOAMERICA AUDIENCE DEMOGRAPHICS



SOURCE: TWITTER ANALYTICS

MOTOAMERICA WEBSITE AUDIENCE DEMOGRAPHICS



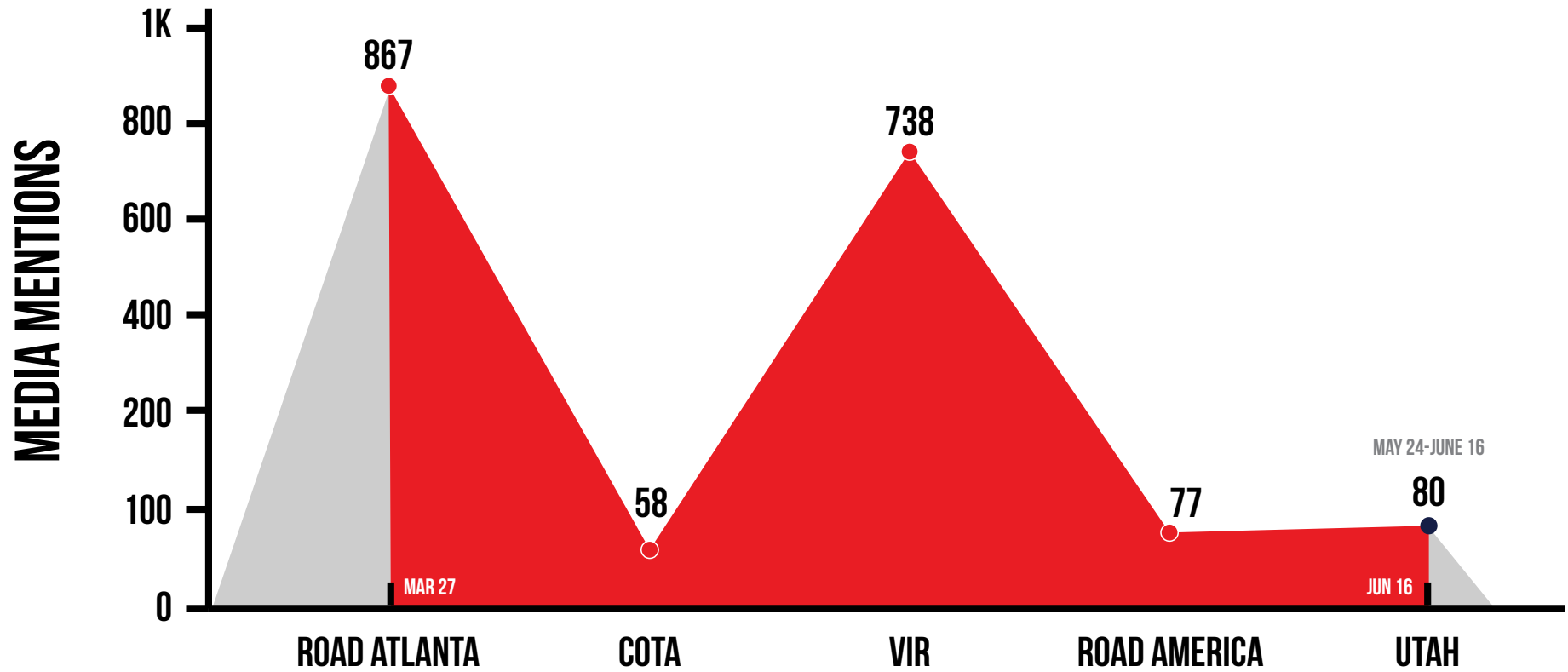
MotoAmerica.com metrics only, does not include MotoAmericaTiming.com metrics.



SOURCE: GOOGLE ANALYTICS

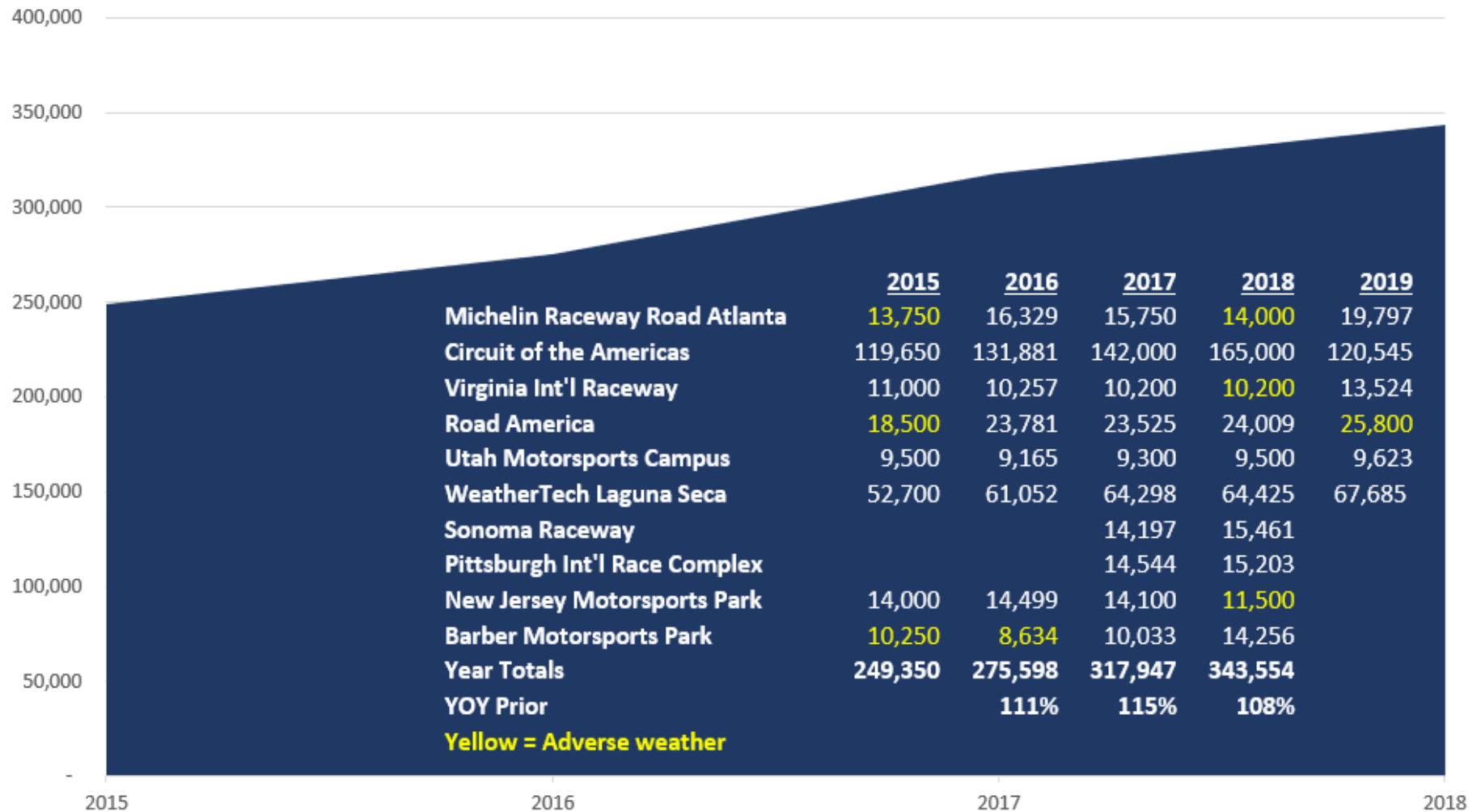
■ FEMALE
 ■ MALE

MEDIA COVERAGE



SOURCE: MELTWATER





RACE EVENT ATTENDANCE



ENGAGEMENT - COMPETITIVE ANALYSIS

MotoAmerica boasts one of the highest social media engagement ratios of any motorsport due to its authentic, organically-built follower base.

Proper comparative analysis is ideal when each series hosts an event. The following metrics are for the race weekend of July 15-16 where each series, with exception to Motocross, held a weekend race event.

COMPANY	TOTAL LIKES	ENGAGEMENT TOTAL	ENGAGEMENT RATE	CONVERSATIONS	POSTS	AVG POST/DAY
	125,909	107,809	85%	1,661	171	24.4
	186,123	39,035	21%	580	55	7.9
	866,438	20,960	2%	885	50	7.1
	937,336	139,341	15%	3,511	174	24.9

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