



RACE WEEKEND MEDIA RECAP APRIL 10 - MAY 2
CHAMPIONSHIP OF TEXAS 2018

CHAMPIONSHIP OF TEXAS SUMMARY

TOTAL IMPRESSIONS

102.61M +

Total Race Views: 598K +

Total Social Media Impressions & Engagement: 6.2M+

Total Media Impressions: 30.9M +

Total Brand Impressions: 65.51M+


APRIL 10 - MAY 2




FACEBOOK RACE WEEKEND


April 10- May 2

TOP POSTS

#1  **MotoAmerica**
Published by Paul Carruthers [?] · April 21 · 🌐



Scholtz Takes COTA Race One Reach: 15.4K+ Likes: 455

#2  **MotoAmerica**
Published by Paul Carruthers [?] · April 21 · 🌐

Lucky Young Men: Jackson Blackmon Racing and Cory Ventura will get the chance to train with Valentino Rossi VR46 Official in Italy.




MOTOAMERICA.COM

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 15,000 people.


14,353 people reached [Boost Post](#)

Divine Gumasing, Joe Patterson and 563 others · 18 Comments 37 Shares

Chance to Train with Valentino Rossi
Reach: 14.4K+ Likes: 563

#3  **MotoAmerica**
Published by Paul Carruthers [?] · April 22 · 🌐

They stopped Toni Elias once, but they couldn't do it twice at Circuit of The Americas in the second MotoAmerica Motul Superbike race.



MOTOAMERICA.COM

Toni Elias Back On Top In Second MotoAmerica Superbike Race At COTA

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 15,000 people.

11,427 people reached [Boost Post](#)

Toni Elias Back on Top
Reach: 11.4K+ Likes: 312

75
POSTS

87K+
TOTAL VIDEO VIEWS

23 videos

23K+
TOTAL ENGAGEMENT

clicks, likes, shares, comments

4.5M+
TOTAL IMPRESSIONS

of times activity related to your page was seen

794K+ **TOTAL REACH**
of people who had any content from our page enter their screen

50.3M+
TOTAL BRAND IMPRESSIONS

of times activity related to MotoAmerica was seen



INSTAGRAM RACE WEEKEND

April 10- May 2

TOP POSTS



#1
 Training with Rossi & Co.
 Reach: 23,120
 Likes: 2,325

#1
 Training with Rossi & Co.
 Reach: 23,120
 Likes: 2,325



#2
 #manlymonday
 Reach: 21,845
 Likes: 2,151

#2
 #manlymonday
 Reach: 21,845
 Likes: 2,151



#3
 Scholtz Wins
 Reach: 20,086
 Likes: 2,120

#3
 Scholtz Wins
 Reach: 20,086
 Likes: 2,120

69 POSTS

975K+ TOTAL REACH
 # of people who had any content from our page enter their screen

74.2M+ TOTAL ENGAGEMENT
 clicks, likes, shares, comments

1.11M+ TOTAL IMPRESSIONS
 # of times activity related to your page was seen

5.2M+ TOTAL BRAND IMPRESSIONS
 # of times activity related to MotoAmerica was seen



TWITTER RACE WEEKEND

TOP POSTS



#1
 Why the Smiles?
 Impressions: 12.4K+ Likes: 109



#2
 Superbike Riders Hit the Track
 Impressions: 8.5K+ Likes: 30



#3
 Scholtz Wins in the Rain
 Impressions: 5,055 Likes: 42

71
POSTS

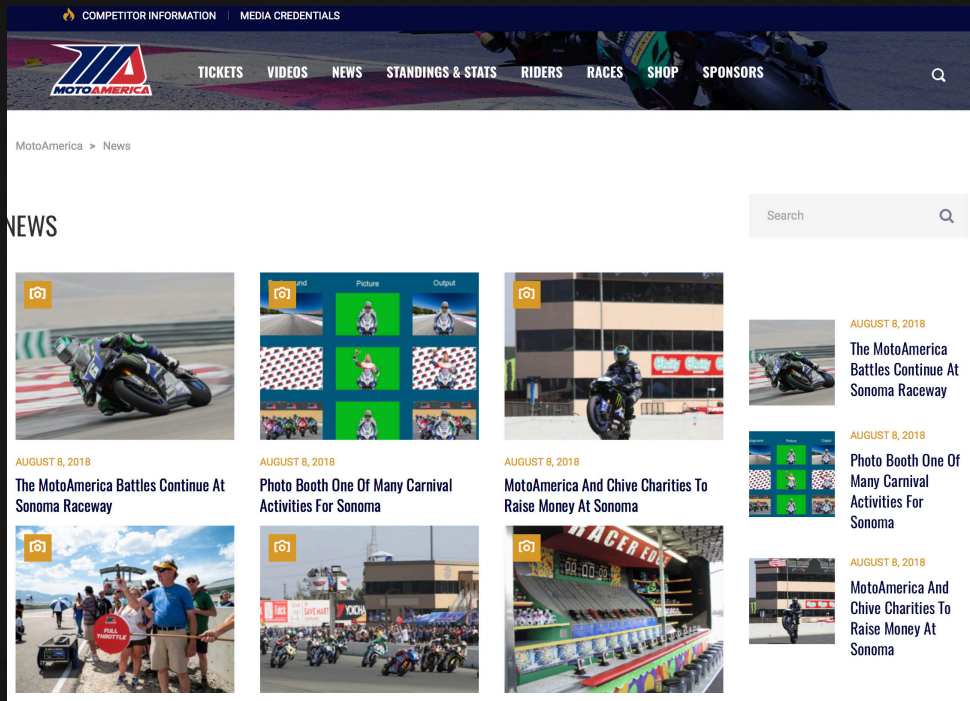
528.6+
TOTAL IMPRESSIONS
 # of times activity related to your page was seen

3.15K+
TOTAL INTERACTIONS
 comments, likes, retweets

10.01M+
TOTAL BRAND IMPRESSIONS
 # of times activity related to MotoAmerica was seen



WEBSITE ANALYTICS



172,849
PAGE VIEWS

Bounce Rate: 71.10%
percentage of people who land on one of your web pages and then leave without clicking to anywhere else on the site

1 MINUTE 10 SECONDS
AVG. TIME ON PAGE

1.57
AVG. PAGES PER VISIT

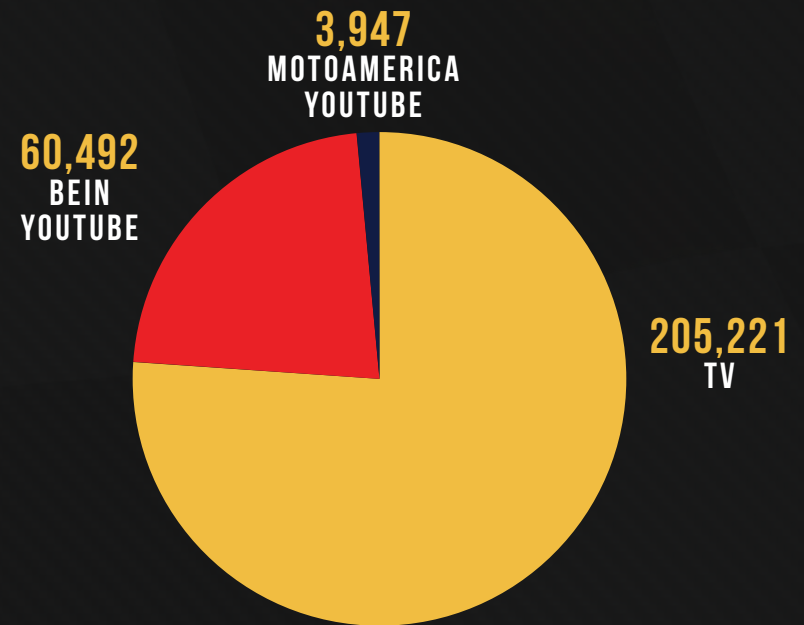
127,509
TOTAL UNIQUE VISITORS
total # of people who visited the site

BROADCAST PERFORMANCE

4 RACE BROADCASTS

2 LIVE RACES

2 REPLAYS



269,660
TOTAL VIEWERS
(AT LEAST 1 MIN)

59,305
WATCHED ENTIRE
PROGRAM



TOP SPOTS MEDIA COVERAGE

April 10- May 2

MOTORCYCLE.COM

MOTORCYCLE.COM
THE ALL-NEW 2018 STAR ELUDER. JOURNEY TO THE TOP. YAMAHA
WIN \$1,000 Amazon Gift Card!

Sights And Sounds (Okay, Just Sights) From COTA 2018
Trizzle travels to Texas for the Austin MotoGP

Don't Miss Stories on Motorcycle.com

Spotlight
2018 Yamaha Star Eluder

Facebook® Official Site

Featured Motorcycle Brands: aprilia, BMW, Honda

MONTHLY PAGE VIEWS
949,860

TOTALMOTORCYCLE.COM

TOTALMOTORCYCLE.COM

ELIAS AND YOSHIMURA SUZUKI DOMINATE MOTOAMERICA SBK

Team Suzuki Press Office - April 16

Toni Elias - Suzuki GSX-R1000 - 1-1
Roger Hayden - Suzuki GSX-R1000 - DNF - 5

ARCHIVES

MONTHLY PAGE VIEWS
419,160

MOTORPASIONMOTO.COM

MOTORPASIONMOTO.COM

Toni Elías suma y sigue en COTA para continuar como líder de MotoAmerica














AMERICAN MOTORCYCLE CHAMPIONSHIP

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MONTHLY PAGE VIEWS
339,420



ALL HITS MEDIA COVERAGE

 2018 COTA SUNDAY RESULTS	 RELEASE BY PAULA GARCÍA ÁLVAREZ	 2018 AUSTIN MOTOGP RESULTS RECAP
 MOTOGP WEEKEND IN AUSTIN, TEXAS	 ELIAS AND YOSHIMURA DOMINATE	 SIGHTS AND SOUNDS (OKAY JUST SIGHTS)
 ELIAS SPEEDS COTA SUPERBIKE	 MATHEW SCHOLTZ TEXAS WIN	 ELIAS MAINTAINS MOTOAMERICA LEADERSHIP
 ELIAS WINS SUPERPOLE AT COTA	 ABOUT TODAY AT COTA	
 TONI ELIAS LEADS HEADING INTO 2ND ROUND	 ELIAS WINS IN AUSTIN	

30.9M+ TOTAL # OF IMPRESSIONS FROM MEDIA HITS



THE END

PREPARED BY: **KAHN
MEDIA**