



# RACE WEEKEND MEDIA RECAP

APRIL 24 – MAY 13



**SUMMARY**

APRIL 24 – MAY 13

**TOTAL IMPRESSIONS**

**81.64M+**

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Total Race Views:	419.6K+
Total Social Media Impressions & Engagement:	2.74M+
Total Media Impressions:	24.2M+
Total Brand Impressions:	54.7M+






# FACEBOOK

TOP POSTS

**#1** **MotoAmerica** is at VIRginia International Raceway.  
Published by Dulcinée Marie [?] · May 9 · Alton, VA · 🌐

The first Supersport race replay from the Championship of #Virginia is live! Watch it now: <http://motoamerica.com/#vir> #MotoAmerica



YOUTUBE.COM  
**Championship of Virginia at VIR: Supersport Race 1**  
Who takes the checkered flag first at the

Supersport Race Replay Reach: 25.2K+ Likes: 342

**148**  
**POSTS**

**47.3K+**  
**TOTAL VIDEO VIEWS**

16 videos

**22.2K+**  
**TOTAL ENGAGEMENT**

**1.6M+**  
**TOTAL IMPRESSIONS**

clicks, likes, shares, comments

# of times activity related to your page was seen

**#2** **MotoAmerica**  
June 15 at 3:00 PM · 🌐

Beach Break Live from the other end of the paddock. It's a good one.



29,043 people reached Boost Unavailable

331 122 Comments 70 Shares 12K Views


Like Comment Share

Beach Break Live  
Reach: 29K+ Likes: 331

**#3** **MotoAmerica**  
Like This Page · July 5 · Edited · 🌐

**MotoAmerica** was live — at VIRginia International Raceway.  
May 6 · Alton, VA · 🌐

LIQUI MOLY USA Inc. Junior Cup Race 2 Press Conference



Your video is popular with men between the ages 25-34 Boost Unavailable

117 56 Comments 60 Shares 5.4K Views

Junior Cup Race Press Conference  
Reach: 19.4K+ Likes: 106

**664K+** **TOTAL REACH**  
# of people who had any content from our page enter their screen

**36.4M+**  
**TOTAL BRAND IMPRESSIONS**

# of times activity related to MotoAmerica was seen



# INSTAGRAM

TOP POSTS



**#1**

Josh Herrin  
Warming Up

Reach: 41.8K+  
Likes: 4,505

**55**  
**POSTS**

**697.8K+**  
**TOTAL REACH**

# of people who had any content from our page enter their screen



**#2**

Josh Herrin  
Pre-Race Party

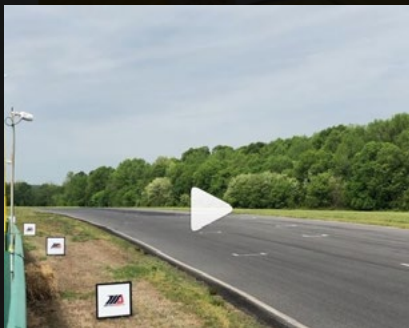
Reach: 37.1K+  
Likes: 2,159

**53.5K+**  
**TOTAL ENGAGEMENT**

clicks, likes, shares, comments

**883.5K+**  
**TOTAL IMPRESSIONS**

# of times activity related to your page was seen



**#3**

JD Beach

Reach: 19K+  
Likes: 1,178

**12M+**  
**TOTAL BRAND IMPRESSIONS**

# of times activity related to MotoAmerica was seen



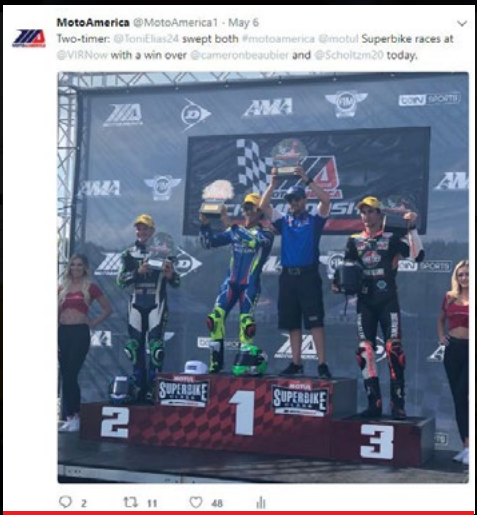




TOP POSTS



#1  
Burnouts  
19.6K+ Impressions Likes: 159



#2  
Wayne Rainey Welcomes  
8K+ Impressions Likes: 48



#3  
Golden Gate Bridge  
7.8K+ Impressions Likes: 26

68  
POSTS

186.8K+  
TOTAL IMPRESSIONS  
# of times activity related to your page was seen

1.6K+  
TOTAL INTERACTIONS  
comments, likes, retweets

6.3M+  
TOTAL BRAND IMPRESSIONS  
# of times activity related to MotoAmerica was seen



# WEBSITE ANALYTICS

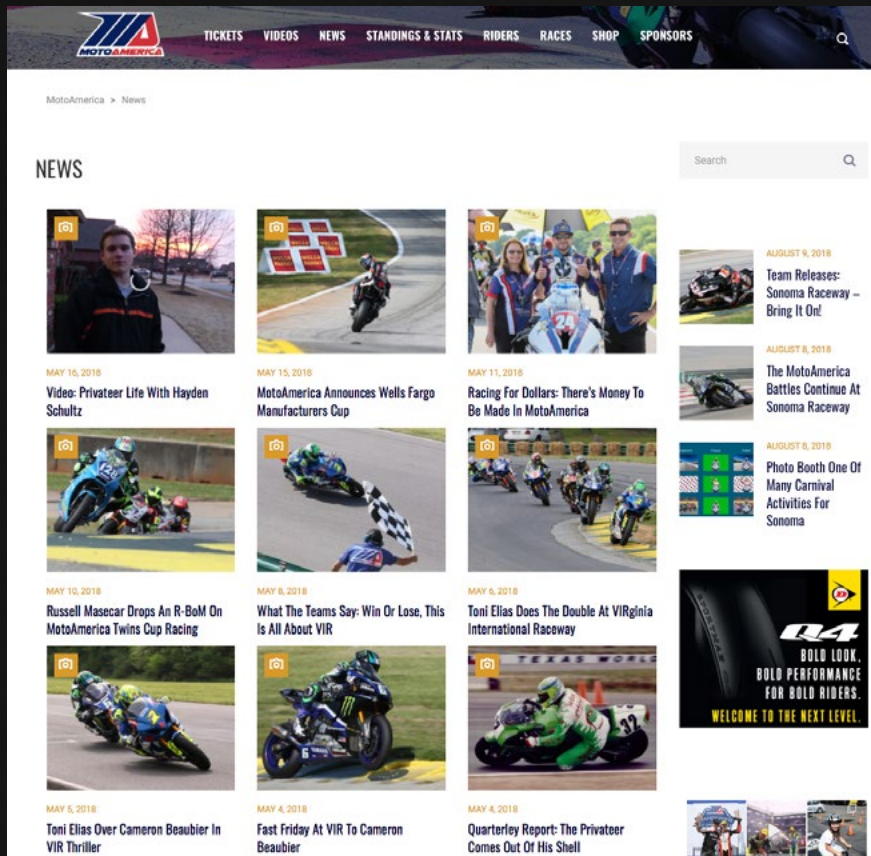
**181,744**  
**PAGE VIEWS**

Bounce Rate: 77.14%  
percentage of people who land on one of your web pages and then leave without clicking to anywhere else on the site

**51 SECONDS**  
**AVG. TIME ON PAGE**

**1.46**  
**AVG. PAGE VIEWS**

**99,529**  
**TOTAL UNIQUE VISITORS**  
total # of people who visited the site





# b BEIN SPORTS RACE VIEWS

April 24-May 13

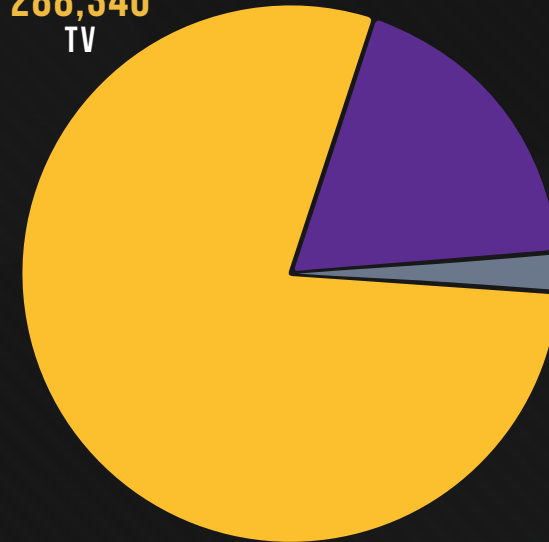
## 8 RACE BROADCASTS

4 LIVE RACES

4 REPLAYS



288,340  
TV



68,108  
BEIN  
YOUTUBE

8,816  
MOTOAMERICA  
YOUTUBE

365,264  
TOTAL VIEWERS  
(AT LEAST 1 MIN)

54,340  
WATCHED ENTIRE  
PROGRAM



# TOP SPOTS MEDIA COVERAGE

April 24-May 13

**MAXIM**  
WOMEN STYLE GEAR RIDES ENTERTAINMENT SPORTS FOOD & DRINK LUXURY MAJIN MAX VIDEO MAXIM MARKETPLACE MAXIM CENTER ONLINE

## INSIDE TONY HAWK AND MOTOAMERICA'S ACTION-PACKED WEEKEND OF SKATING AND SUPERBIKES

The legendary skater's insane tricks brought Road Atlanta's Suzuki Championship races to the next level.

MAXIM STAFF - APR 25, 2018

f t G+ p

Left: Tony Hawk; Right: Superbike rider Josh Herrin rode a modified street bike to compete in both races when his transport couldn't deliver his race bikes.

MotoAmerica

**Presented by MotoAmerica**

As promised, [Tony Hawk's](#) skate team flew high and [superbikes](#) flew by at the MotoAmerica Suzuki Championship last week. Record numbers of fans crowded into the buzzing rider paddock and fan fest area to witness these awesome action sports converge for the first time on Road Atlanta's world-renowned courses.

Motul SuperBike Race 1 Highlights - Road Atlanta

MONTHLY PAGE VIEWS  
**3,860,760**



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## Elias And Beach Dominate At VIRginia International Raceway

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By Press Release | May 7, 2018 | Print | Email a Friend

Toni Elias and JD Beach continue to dominate the 2018 series at VIRginia International Raceway.

MONTHLY PAGE VIEWS  
**734,370**

**SPEED WEEK.COM** Der beste Motorsport im Netz

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ÜBERBLICK NEWS KALENDER STAND ERGEBNISSE

**MOTOAMERICA SUPERBIKE**

## MotoAmerica: Toni Elias gewinnt US-Superbike-Krimi

Von Andreas Gemeinhardt - 06.05.2018 09:56

Toni Elias (Suzuki) und Cameron Beaubier (Yamaha) lieferten sich auf dem Virginia International Raceway ein erbittertes Duell um den Sieg. Am Ende triumphierte der Spanier mit 0,0114 Sekunden Vorsprung.

Beim dritten Saisonereignis der US-Superbike-Meisterschaft MotoAmerica auf dem Virginia International Raceway wurde der erste Lauf bereits kurz nach dem Start abgebrochen. Yamaha-Pilot Garrett Gerloff stürzte und riss Bobby Fong (Yamaha) sowie Roger Hayden (Suzuki) mit in das Verderben. Fong war beim Neustart wieder dabei und ging erneut zu Boden. Gerloff wurde mit einer Brustkorbverletzung in eine Klinik eingeliefert. Hayden fühlte sich nach dem Sturz unwohl und verzichtete auf eine weitere Teilnahme. Cameron Petersen (Honda) zerstörte in der achten Runde seine Honda bei einem Highspeed-Crash.

An der Spitze des Feldes machten sich Titelverteidiger Toni Elias (Yoshimura Suzuki) und das Yamaha-Trio Cameron Beaubier, der sich am Samstag die Pole-Position sicherte, Mathew Scholtz sowie Joshua Herrin aus dem Staub. Herrin geriet zur Rennmitte neben die Strecke, verlor zehn Positionen und startete anschließend eine beeindruckende Aufholjagd.

Baubier führte bis zur vorletzten Runde, dann wurde er in einem spannenden Finale noch von Elias bezwungen, der damit seinen vierten Saisonsieg feiern konnte und seinen Vorsprung im Gesamtklassement auf 26 Punkte ausbaute. Scholtz eroberte sich

MONTHLY PAGE VIEWS  
**442,350**



# ALL HITS MEDIA COVERAGE

## 24.2M+ TOTAL MEDIA HITS

**THE DRIVE**  
FAN FAVORITE JD BEACH WINS

**GP ONE**  
ELIAS TAKES TWO IN VIRGINIA

**motorpasion moto**  
TONI ELIAS' DOUBLE

**SPEED WEEK.COM**  
TONI ELIAS SUPERBIKE

**mcnews.com.au**  
BEACH WINS DOUBLES

**MOTOR SPORTS NEWSWIRE**  
FAST FRIDAY

**GRAVES MOTORSPORTS**  
ROUND 3 VIR

**MOTORCYCLE.COM** est. 1994  
ELIAS AND BEACH WIN

**MOTO NOTICIAS**  
TONI ELIAS WINS

**SUPERBIKEPLANET.com**  
ROGER HAYDEN LEFT DIZZY AFTER CRASH

**CMTT Tattle Tale** COUNTRY MUSIC NEWS STARGAZ FROM MUSIC CITY  
CHASE BRYANT TAILGATE EVENT

**BORN TO RIDE** MOTORCYCLE MEDIA  
MA ROUND 3

**QUICKSILVER**  
PODIUM CRASH BATTLE

**TODOCIRCUITO**  
TONI "HULK" ELIAS

**SPEED SPORT**  
ROGER HAYDEN LEFT DIZZY AFTER CRASH

**MAXIM**  
INSIDE TONY HAWK

**SUZUKI**  
ELIAS DOMINATES

**Super 7 moto.com**  
TONI ELIAS CRASH

**MOTORBIKE MAGAZINE**  
TONI ELIAS WINS

**CYCLE WORLD**  
QUESTIONS WITH WAYNE



**THE END**

PREPARED BY: **KAHN MEDIA**