



RACE WEEKEND MEDIA RECAP MAY 23 - JUNE 11
CHAMPIONSHIP AT ROAD AMERICA 2018

CHAMPIONSHIP AT ROAD AMERICA SUMMARY

MAY 23 - JUNE 11

TOTAL IMPRESSIONS

75.9M +

Total Race Views:	572.9K +
Total Social Media Impressions & Engagement:	3.8M+
Total Media Impressions:	40.2M +
Total Brand Impressions:	31.9M+

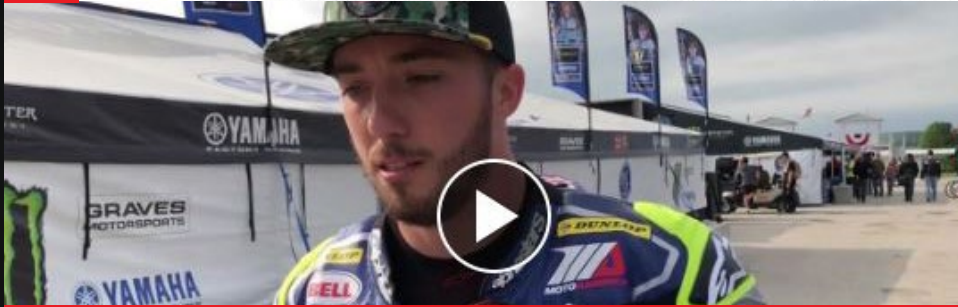


FACEBOOK RACE WEEKEND

May 23 - June 11


TOP POSTS

#1 MotoAmerica...
#MotoAmerica caught up with Motul USA Superbike riders Josh Herrin, Cameron



Herrin, Beaubier and Elias Reach: 81K+ Likes: 769

#2 MotoAmerica...
Dunlop Motorcycle Tires helps us recall all the exciting moments that made the Championship at Road America the best round of the season thus far.



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

14,353 people reached


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

Dunlop Recall All the Exciting Moments
Reach: 30.3K+ Likes: 582

#3 MotoAmerica...
Published by Paul Carruthers (T) May 29

Caroline Olsen makes her return to the racetrack this weekend at Road America.

Caroline Olsen



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

Caroline Olsen Returns to Racing
Reach: 21.5K+ Likes: 660

119
POSTS

74.9K+
TOTAL VIDEO VIEWS

16 videos

19.4K+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

2.5M+
TOTAL IMPRESSIONS
of times activity related to your page was seen

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

21.1M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen



INSTAGRAM RACE WEEKEND

May 23 - June 11

TOP POSTS



#1
 Fitting Honor of Nicky Hayden
 Reach: 40.8K+
 Likes: 7,081



#2
 Photo Finish by .002 Seconds
 Reach: 20K+
 Likes: 2,265



#3
 #WheelieWednesday
 Reach: 19.8K+
 Likes: 2,115

64
POSTS

785.2K+
TOTAL REACH
 # of people who had any content from our page enter their screen

65.6K+
TOTAL ENGAGEMENT
 clicks, likes, shares, comments

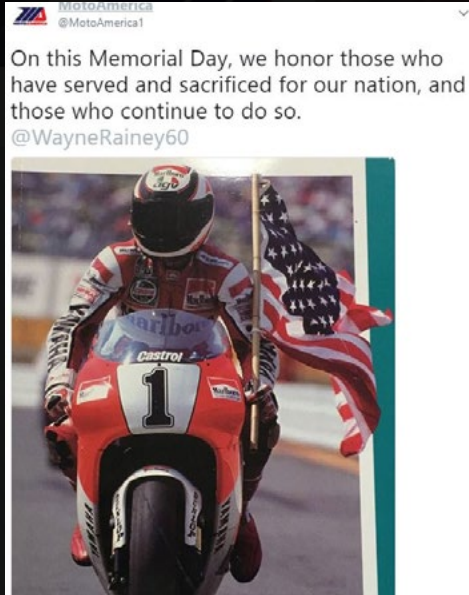
1.01M+
TOTAL IMPRESSIONS
 # of times activity related to your page was seen

5.5M+
TOTAL BRAND IMPRESSIONS
 # of times activity related to MotoAmerica was seen



TWITTER RACE WEEKEND

TOP POSTS



#1

Memorial Day
Impressions: 12.04K+ Likes: 240



#2

Two Hard Earned 1st Place Wins
Impressions: 11.1K+ Likes: 62



#3

Photo Finish by .002 Seconds
Impressions: 8.6K+ Likes: 69

80
POSTS

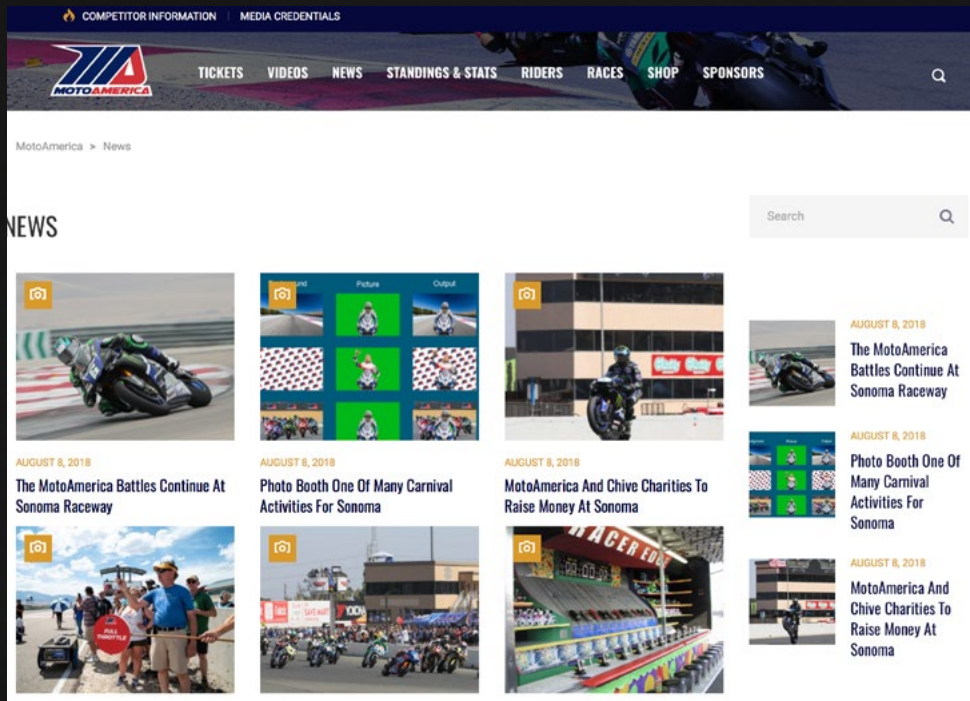
220.9K+
TOTAL IMPRESSIONS
of times activity related to your page was seen

2.1K+
TOTAL INTERACTIONS
comments, likes, retweets

5.3M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen



WEBSITE ANALYTICS



129,624
PAGE VIEWS

Bounce Rate: 70.73%
percentage of people who land on one of your web pages and then leave without clicking to anywhere else on the site

1 MINUTE 12 SECONDS
AVG. TIME ON PAGE

1.61
AVG. PAGES PER VISIT

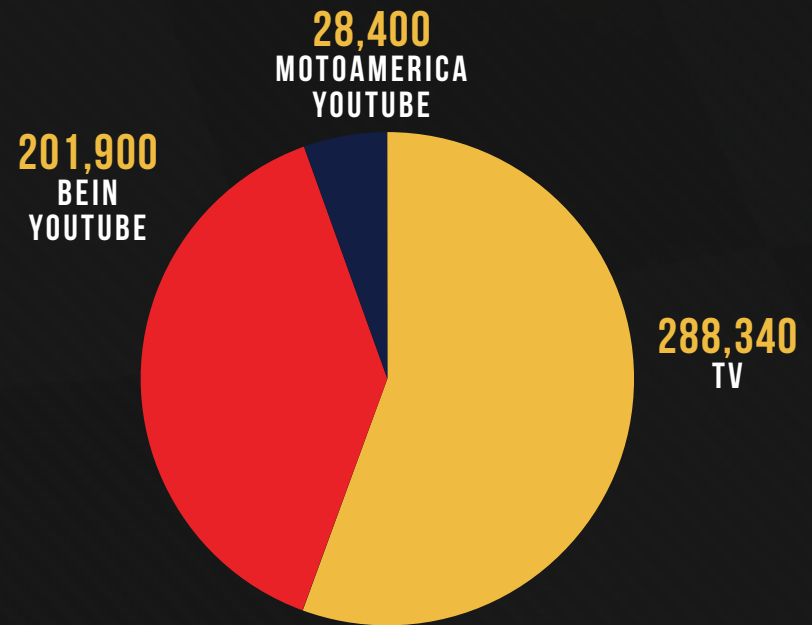
63,537
TOTAL UNIQUE VISITORS
total # of people who visited the site

BROADCAST PERFORMANCE

8 RACE BROADCASTS

4 LIVE RACES

4 REPLAYS



518,640
TOTAL VIEWERS
(AT LEAST 1 MIN)

54,340
WATCHED ENTIRE
PROGRAM

TOP SPOTS MEDIA COVERAGE

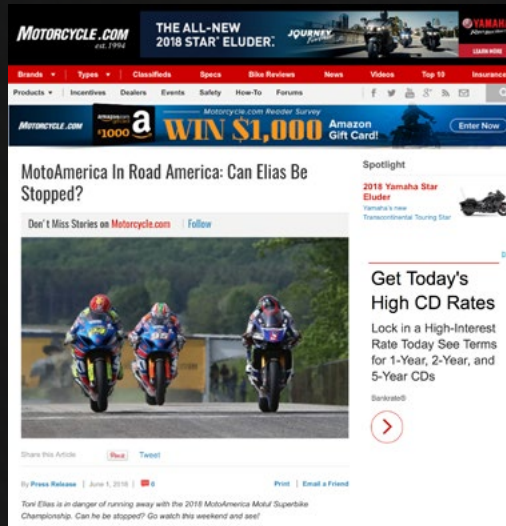
May 23 - June 11

JOURNAL SENTINEL



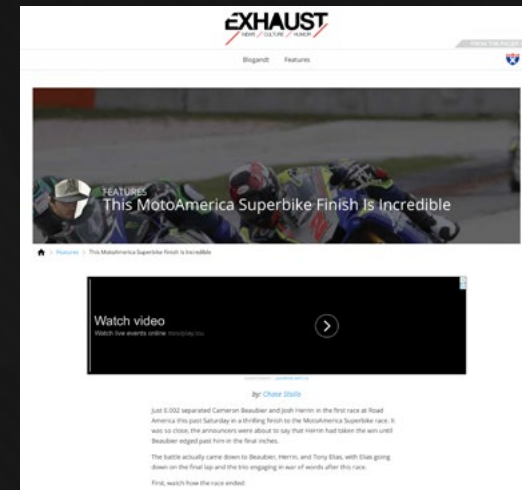
MONTHLY PAGE VIEWS
5,917,740

MOTORCYCLE.COM



MONTHLY PAGE VIEWS
734,370

EXHAUST



MONTHLY PAGE VIEWS
524,580



ALL HITS MEDIA COVERAGE

ROADRACING WORLD .com RACE 2 RESULTS FROM ROAD AMERICA	MOTORCYCLE.COM est. 1994 CAN ELIAS BE STOPPED?	mnews.com.au BEAUBIER TAKES THE DOUBLE
journal sentinel PART OF THE USA TODAY NETWORK BEAUBIER WINS WILD RACE ROAD AMERICA	GP ONE BEAUBIER BREAKS THE STREAK	T.M.W. North America's #1 motorcycle website Total Motorcycle.com HAYDEN AT PODIUM AT ROAD AMERICA
ULTIMATE MOTORCYCLING BEAUBIER DOMINATES ROAD AMERICA	MOTO-D MOTOAMERICA RACE RECAP	MECCA OF SPEED RACERS DON'T FORGET
bein SPORTS ROAD AMERICA NOTEBOOK	BORN TO RIDE MOTORCYCLE MEDIA STORY BY ROB BROOKS	matanpasian moto STORY BY PAULA GARCIA ALVAREZ
TODAYS CYCLE COVERAGE ROADRACE FACTORY RACE REPORT: ROAD AMERICA	PHILISTINES MC MOTOAMERICA CAN ELIAS BE STOPPED?	MOTOCICLISMO TONI ELIAS MOTOAMERICA
	EXHAUST RIDE / OUTFIT / SEARCH MOTOAMERICA FINISH IS INCREDIBLE	MOTORBIKE MAGAZINE STORY BY DAVID GOMEZ
	SOLOMOTO ROAD AMERICA	TODOCIRCUITO MOTOAMERICA CHAMPIONSHIP

40.2M+ TOTAL # OF IMPRESSIONS FROM MEDIA HITS





THE END

PREPARED BY: **KAHN
MEDIA**