



RACE WEEKEND MEDIA RECAP

AUGUST 14 - SEPTEMBER 5

DATA UPDATE

AUGUST 14 - SEPTEMBER 5

Facebook started limiting API access for third party analytic capturing software. Starting July 31, 2018 Facebook revoked access causing a skew in analytics. Numbers from July 31st and onward reflect this change and will show significantly lower results than expected.



CHAMPIONSHIP OF PITTSBURGH SUMMARY

AUGUST 14 - SEPTEMBER 5

TOTAL IMPRESSIONS

13.4M +

Total Race Views: 380.6K+

Total Social Media Impressions & Engagement: 7.5M+

Total Media Impressions: 5.1M +

Total Influencer Impressions: 811.4K+



FACEBOOK RACE WEEKEND

August 14 - September 5

TOP POSTS

#1 **MotoAmerica**
August 25 at 1:33 PM · 🌐

Josh Herrin Takes MOTUL USA Reach: 195.9K+ Likes: 958

370
POSTS

307.3K+
TOTAL VIDEO VIEWS
49 videos

#2 **MotoAmerica** was live.
August 26 at 1:33 PM · 🌐

Stock 1000 Race from Pittsburgh International Race Complex

Stock 1000 Race from Pittsburgh
Reach: 124.1K+ Likes: 525

#3 **MotoAmerica**
August 24 at 1:25 PM · 🌐

Scholtzy Goes Sideways: Mathew Scholtz Racing was obviously happy with his sliding performance in the

Scholtzy Goes Sideways
Reach: 107.9K+ Likes: 1K+

42.5K+ TOTAL ENGAGEMENT
clicks, likes, shares, comments

5.7M+ TOTAL IMPRESSIONS
of times activity related to your page was seen

1.6M+ TOTAL REACH
of people who had any content from our page enter their screen



INSTAGRAM RACE WEEKEND

August 14 - September 5

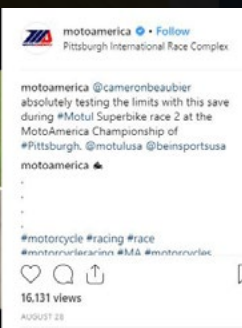
TOP POSTS



#1
Scholtzy Goes Sideways
Reach: 63.4K+
Likes: 32.1K+



#2
Josh Herrin Takes Motul USA
Reach: 29.1K+
Likes: 13.3K+



#3
Beubier Testing The Limits
Reach: 29K+
Likes: 16.1K+

90
POSTS

78.2K+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

1.1M+
TOTAL REACH
of people who had any content from our page enter their screen

1.4M+
TOTAL IMPRESSIONS
of times activity related to your page was seen



TWITTER RACE WEEKEND

August 14 - September 5

TOP POSTS

MotoAmerica @MotoAmerica1

"The entire MotoAmerica family is saddened today by the loss of Brian Drebber," said MotoAmerica President Wayne Rainey. "Brian had a passion for our sport that was evident in his announcing. He was a big part of our paddock and he will be missed."
motoamerica.com/2018/08/14423/

11:10 AM - 23 Aug 2018

18 Retweets 91 Likes

#1

Loss of Brian Drebber
 Impressions: 13.3K+ Likes: 91

MotoAmerica @MotoAmerica1 - Aug 20

Racing legend @rogerhayden95 reflects on his epic 20 year career and how he looks to end the #MotoAmerica season on a high note with @suzukicycles & @yoshuzracing. 🌟



0:51 | 1,631 views

3 27 117

#2

Roger Hayden Reflects on Career
 Impressions: 8.3K+ Likes: 117

MotoAmerica @MotoAmerica1 - Aug 24

Scholtzy Goes Sideways: @Scholtzr20 was obviously happy with his sliding performance in the #MotulSuperbike qualifying two @PittRace.



0:04 | 2,355 views

4 23 98

#3

Scholtzy Goes Sideways
 Impressions: 6.3K+ Likes: 70

97
POSTS

373.4K+
TOTAL IMPRESSIONS
 # of times activity related to your page was seen

1.9K+
TOTAL INTERACTIONS
 comments, likes, retweets



INFLUENCER IMPRESSIONS

August 14 - September 5

INFLUENCER: TREVOR RICE

TOP POSTS



#1

Championship of Pittsburgh

Impressions: 80.1K+
Reach: 67.6K+
Likes: 1.1K+



#2

How Fast Were They Going?

Impressions: 77.4K+
Reach: 61.7K+
Likes: 1.9K+



#3

Going for Hot Lap

Impressions: 76.5K+
Reach: 66K+
Likes: 794

 @GUYSLIFE_

7,980
TOTAL LIKES

730,386
TOTAL REACH

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

28
STORIES

8
POSTS

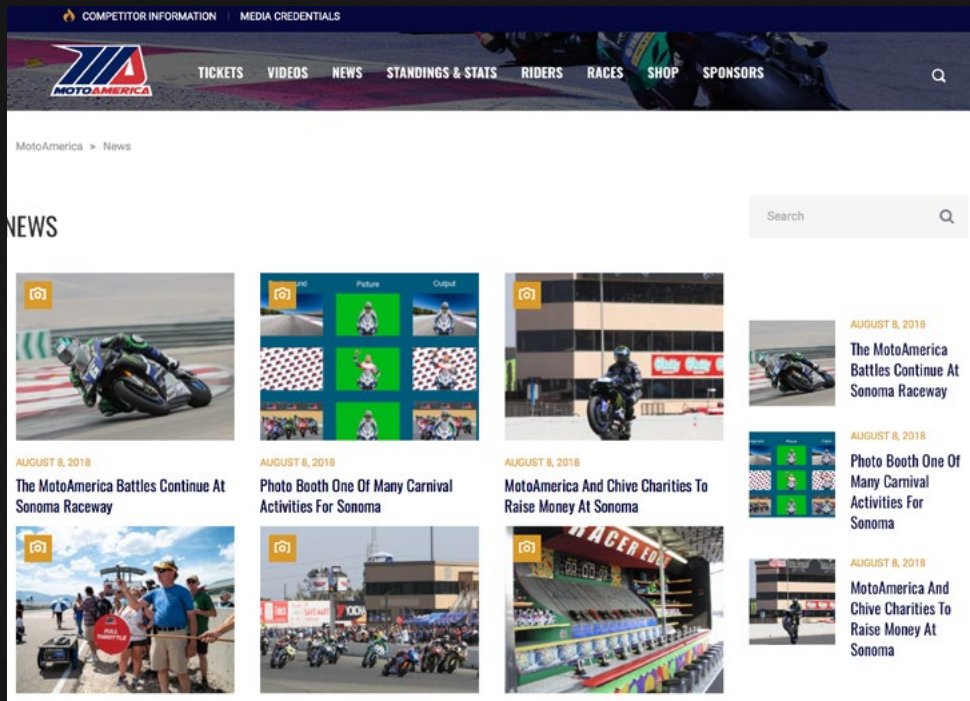
811,488
TOTAL IMPRESSIONS

of times activity related to your page was seen



August 14 - September 5

WEBSITE ANALYTICS



178,943
PAGE VIEWS

Bounce Rate: 76.36%
percentage of people who land on
one of your web pages and then
leave without clicking to anywhere
else on the site

1 MINUTE .01 SECONDS
AVG. TIME ON PAGE

1.47
AVG. PAGES PER VISIT

99,814
TOTAL UNIQUE VISITORS
total # of people who visited the site



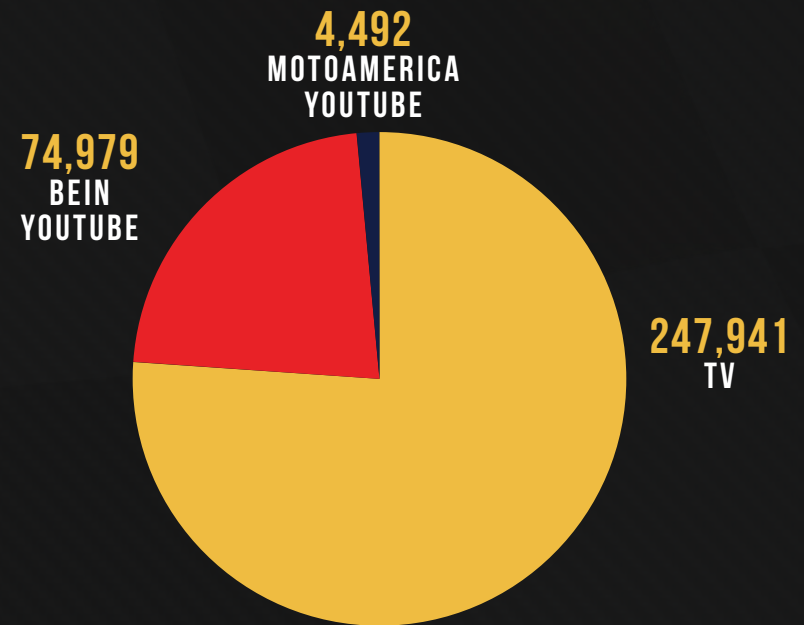
August 14 - September 5

BROADCAST PERFORMANCE

8 RACE BROADCASTS

4 LIVE RACES

4 REPLAYS



327,412
TOTAL VIEWERS
(AT LEAST 1 MIN)

53,258
WATCHED ENTIRE
PROGRAM



TOP SPOTS MEDIA COVERAGE

August 14 - September 5

PITTSBURGH POST-GAZETTE

MotoAmerica races into Pittsburgh for a second year

Anthony Conroy | Pittsburgh Post-Gazette

MotoAmerica returns to Pittsburgh this weekend, and the nation's premier racing series is looking to build on the success of last year's inaugural event. In 2017, nearly 15,000 spectators watched racebikes battle each other at Pittsburgh International Raceway.

Wayne Rainey, the MotoAmerica president and a former three-time FIM world champion, said event organizers were "wowed" by the attendance.

"What a great success," he said. "For it being our first time there, everyone seemed really happy with how it turned out. I'm told everyone loves it, including the riders. They say it's a

MONTHLY PAGE VIEWS
5,237,790

REVZILLA.COM

MotoAmerica Pittsburgh: A Supersport title delayed, a popular Herrin win and too many red flags

Lance Oliver | Aug 27, 2018

Motorcycle racing can be the cruellest sport, and also the most unpredictable. Millimeters can make the difference between an epic victory and a painful ambulance ride. A small opportunity can mark the line between watching the races at home on TV or changing their outcome on the track.

This MotoAmerica weekend at Pittsburgh International Race Complex, with too many red flags, showed some of that pain and elation.

MONTHLY PAGE VIEWS
3,729,570

MOTORCYCLE SPORTS

ELIAS BEATS BEAUBIER IN THE SECOND RACE AT PITTSBURGH

The MotoAmerica title champion Tom Elias returned to winning the championship in the Pittsburgh round. The Supersport was fought in the first race but in the second race took the main road, Cameron Beaubier.

The Pittsburgh International Race Complex hosted one of the best races of the year, with the first dual being the best of all. Elias continued to win the championship, behind Beaubier, but the fight continues. This Sunday the dual arrived at the top of the race, with the two riders exchanging each other several times before the checkered flag.

It was close to the, in the straight of the gate. But the race was decided, with Elias being 45 thousandths of a second faster. It was close, I am proud of those numbers and glad there are some championships where you can watch such a spectacle. Sometimes it suits me and other days. Everyone is here to win. Elias took it at the end of the race.












Moto Superbike second race results:
 1. Tom Elias (USA) 00:40:00.000 - 02:46:57.9
 2. Cameron Beaubier (USA) 02:47:31.1 - 0:540 seconds
 3. Josh Herrin (USA) 02:47:31.1 - 2:29.0
 4. Jake Lewis (USA) 02:47:31.1 - 4:03.7
 5. Matthew Scholtz (USA) 02:47:31.1 - 4:48.0
 6. Matty Barber (USA) 02:47:31.1 - 5:03.1
 7. David Eick (USA) 02:47:31.1 - 5:22.1

MONTHLY PAGE VIEWS
324,840



August 14 - September 5

ALL HITS MEDIA COVERAGE

 MOTOAMERICA RACES INTO PITTSBURGH	 CHAMPIONSHIP OF PITTSBURGH	 RACE 1 RESULTS
 SUPERBIKE RACE RESULTS FROM PITTSBURGH NEWS AND NOTES FROM PITTSBURGH	 WYMAN AND PRINCE SET FOR BATTLE	 ELIAS BEATS BEUBIER IN THE 2ND RACE AT PITTSBURGH
 CHAMPIONSHIP OF PITTSBURGH	 SUNDAY RESULTS SATURDAY RESULTS	 MOTOAMERICA PITTSBURGH
 HERRIN ON TOP OF PODIUM AT PITTSBURGH	 ELIAS EDGES BEUBIER AT PITTSBURGH	

5.1M+ TOTAL # OF IMPRESSIONS FROM MEDIA HITS



LOCAL BROADCAST



THE END

PREPARED BY: **KAHN
MEDIA**