



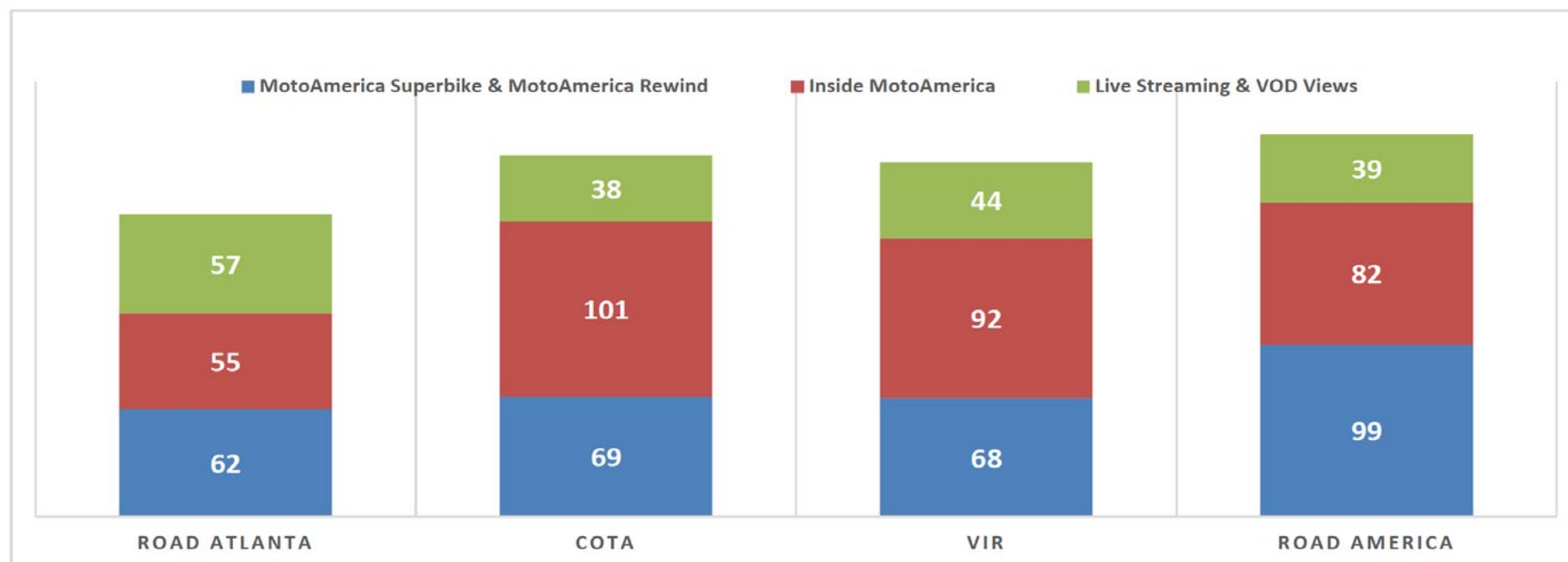
RACE REPORT

ROAD AMERICA | MAY 31-JUNE 2, 2019
DATE RANGE | MAY 24-JUNE 7, 2019

TV BROADCAST, STREAMING

2019 Viewership Summary - Season To-Date

<u>Network</u>	<u>Show</u>	<u>Road Atlanta</u>	<u>COTA</u>	<u>VIR</u>	<u>Road America</u>	<u>Avg</u>
Fox FS2	<i>MotoAmerica Superbike & MotoAmerica Rewind</i>	62	69	68	99	75
NBCSN	<i>Inside MotoAmerica</i>	55	101	92	82	83
Live+	<i>Live Streaming & VOD Views</i>	57	38	44	39	45
	2019 Broadcast TV Only Total	117	170	160	181	157
	2019 Total Viewership	174	208	204	220	202



Sources: Nielsen P2+, ViewLift. Viewership in 000's.

Road America repeat episodes are estimated.



ROAD AMERICA | MAY 24-JUNE 7 2019

TV BROADCAST, STREAMING

2019 vs 2018 Viewership - Season To Date YOY Growth

Network	Show	Road Atlanta	COTA	VIR	Road America	Avg
BEIN Sports	BEIN 2018 Superbike & Super Sport	99	66	57	69	73
	Broadcast TV Only Increase YOY	18	104	103	112	
	Broadcast TV Only Increase YOY %	18%	158%	181%	162%	
	Total Viewership Increase YOY (in multiples)	1.8	3.2	3.6	3.2	2.9

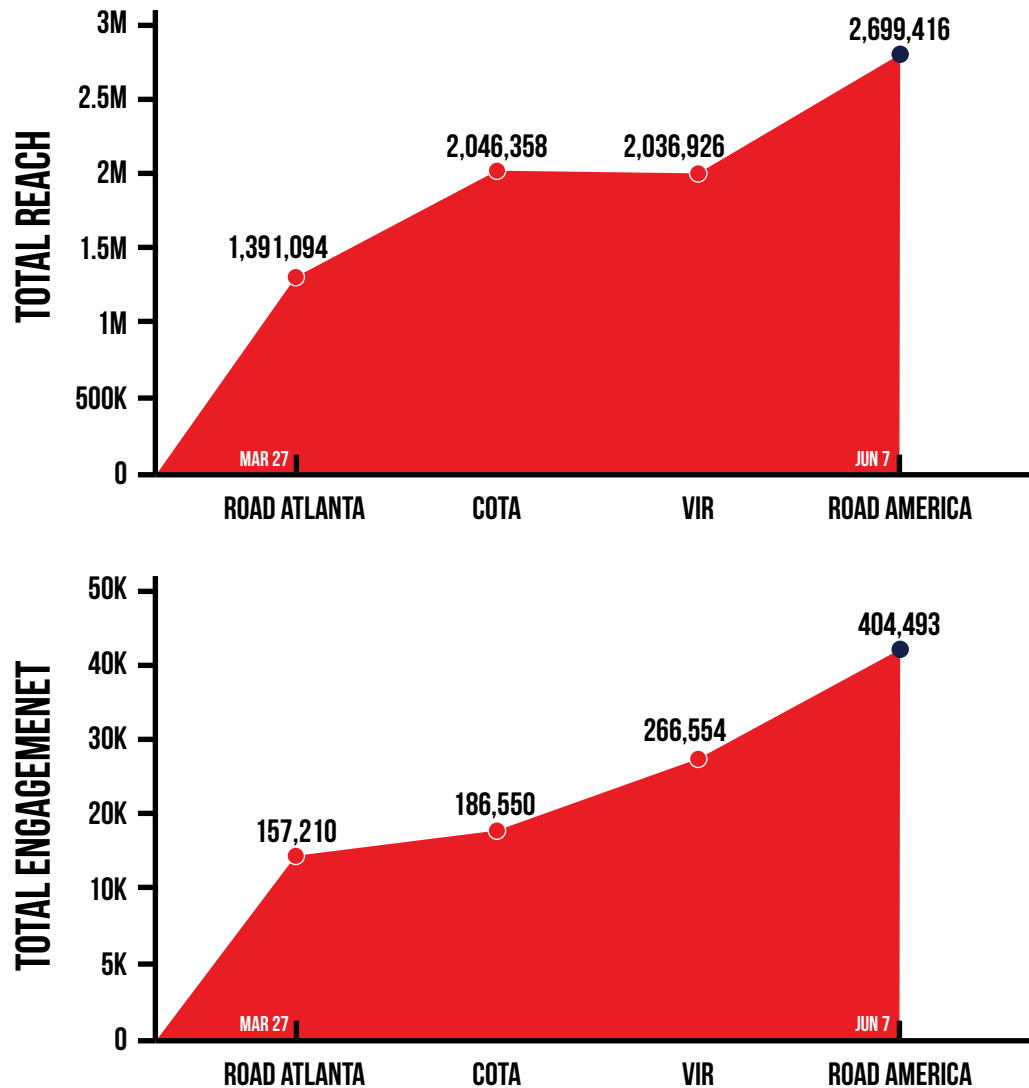


Sources: Nielsen P2+, ViewLift. Viewership in 000's.

Road America repeat episodes are estimated.



ROAD AMERICA | MAY 24-JUNE 7 2019

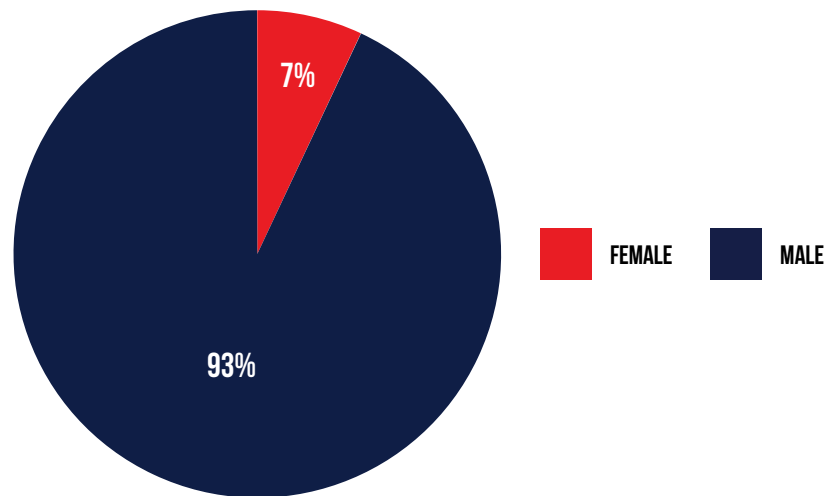
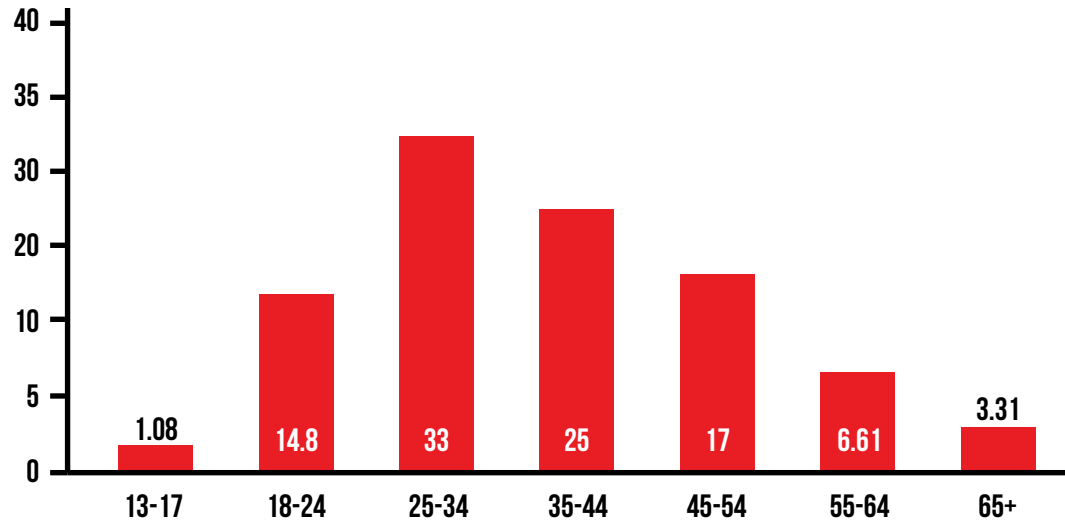


5,152,008
TOTAL IMPRESSIONS

1,240,863
VIDEO VIEWS

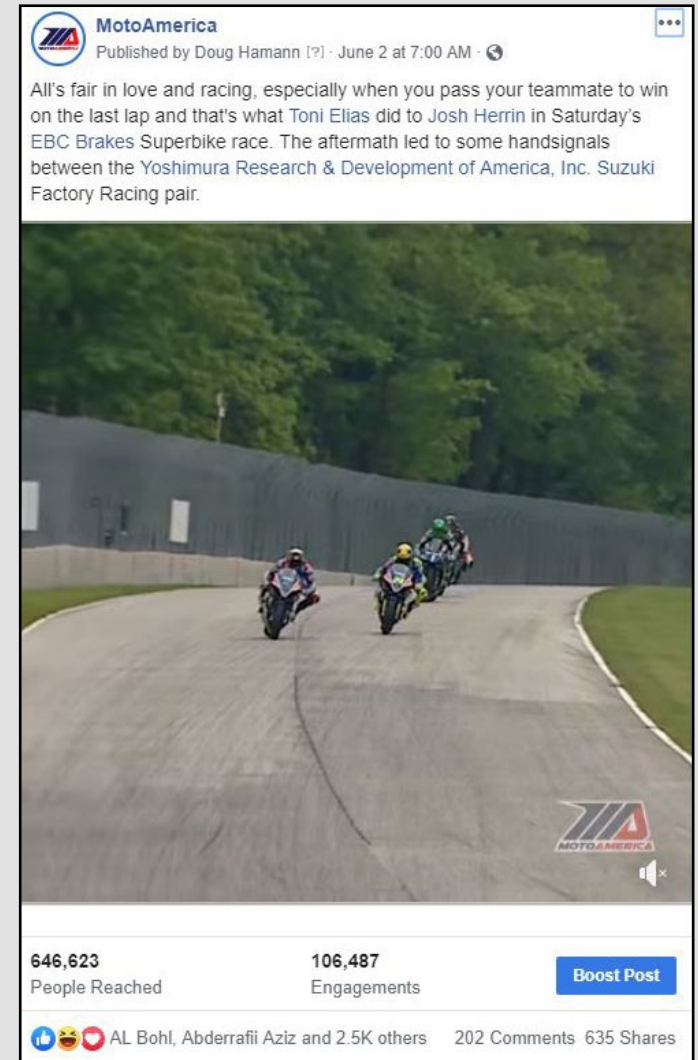
90 TOTAL NUMBER
OF POSTS

DEMOGRAPHICS

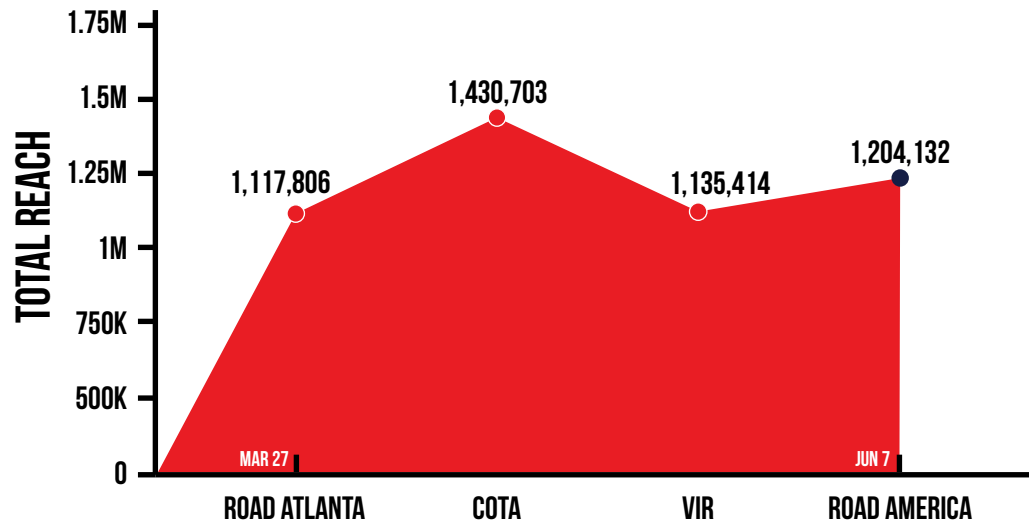


ROAD AMERICA | MAY 24-JUNE 7 2019

TOP PERFORMING POST



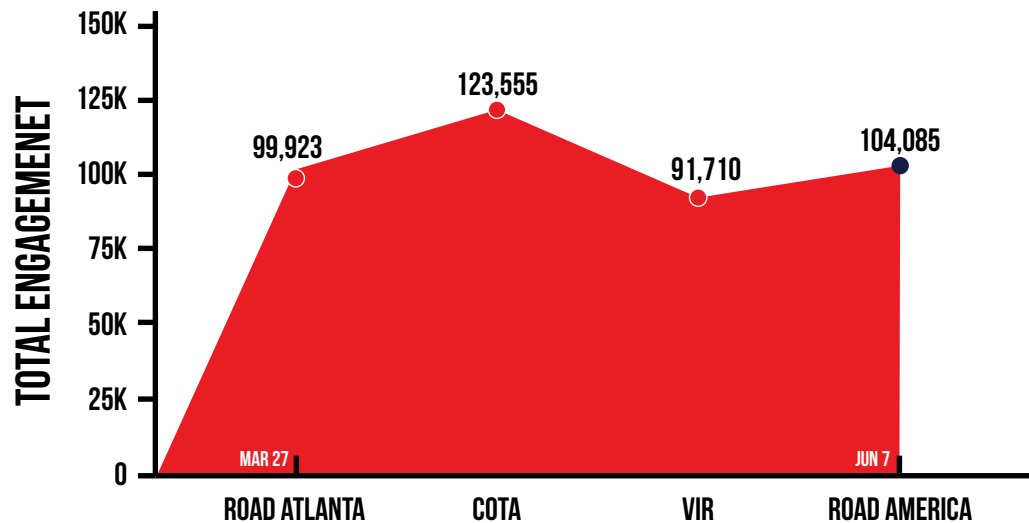
- REACH: **645,175**
- VIDEO VIEWS: **286,181**
- ENGAGEMENT: **5,069**



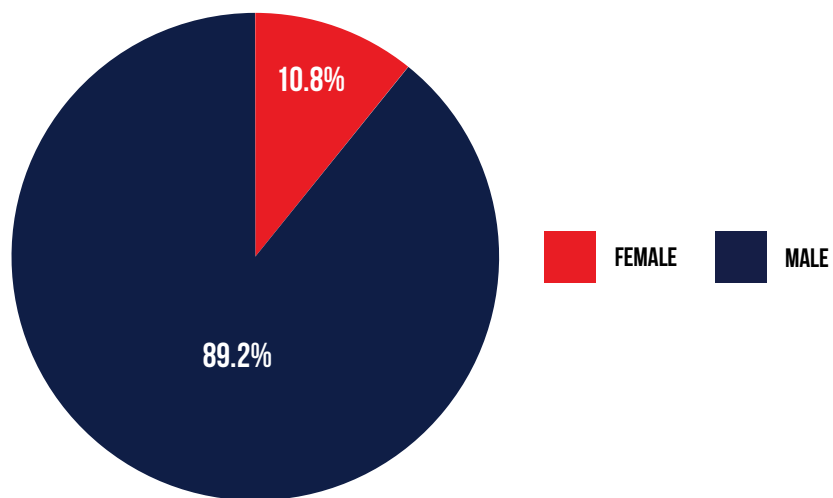
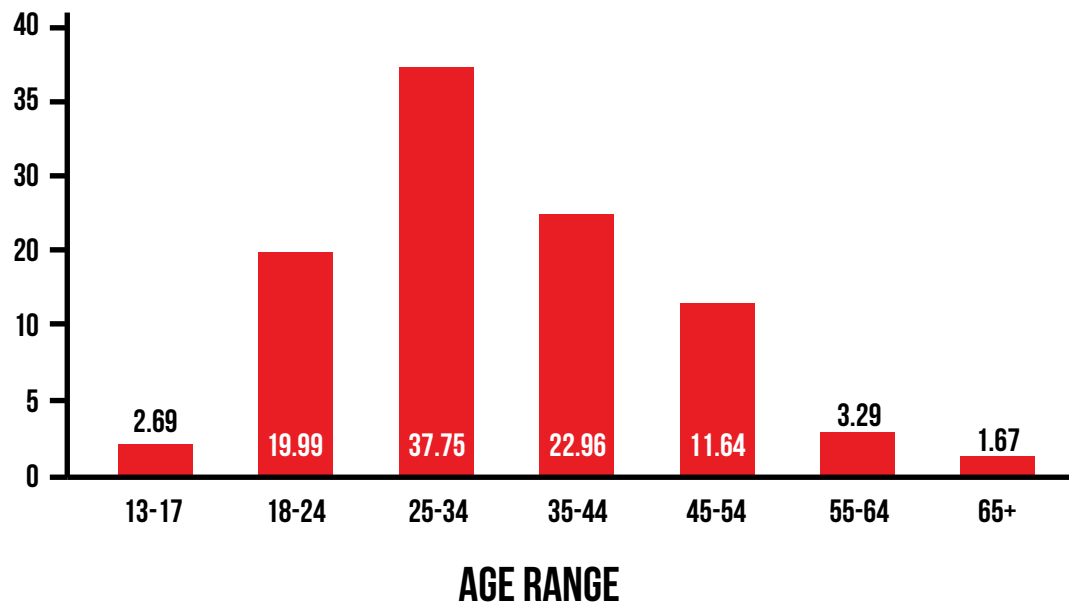
1,929,638
TOTAL IMPRESSIONS

378,389
VIDEO VIEWS

57 TOTAL NUMBER
OF POSTS

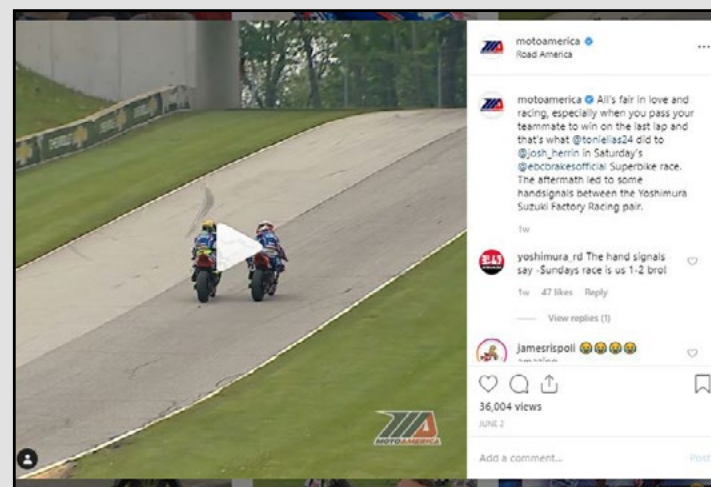


DEMOGRAPHICS



ROAD AMERICA | MAY 24-JUNE 7 2019

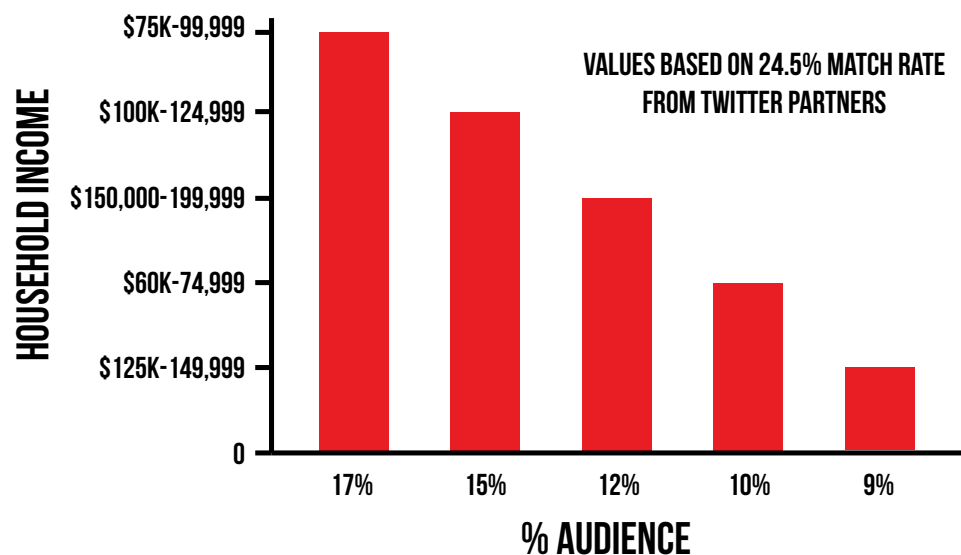
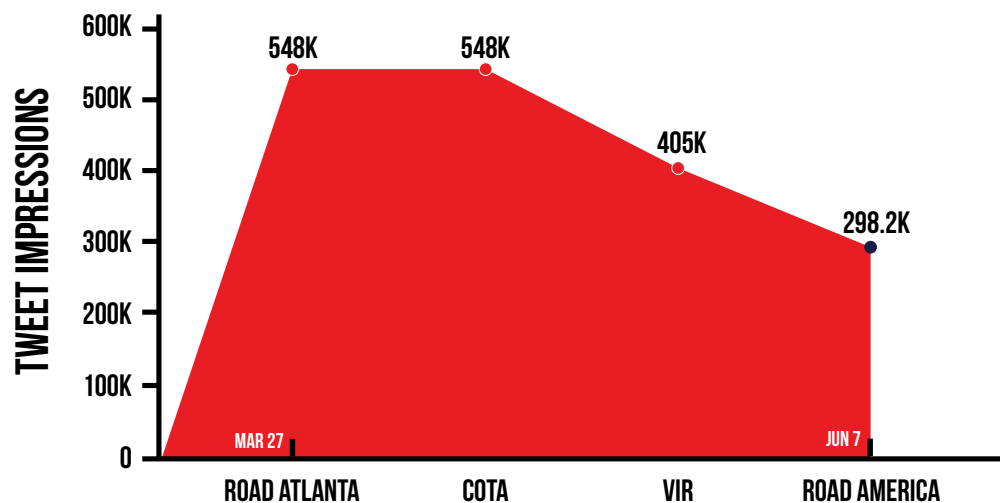
TOP PERFORMING POST



- IMPRESSIONS: **74,826**
- REACH: **57,341**
- VIDEO VIEWS: **35,915**

322
MENTIONS

3,514
PROFILE VISITS



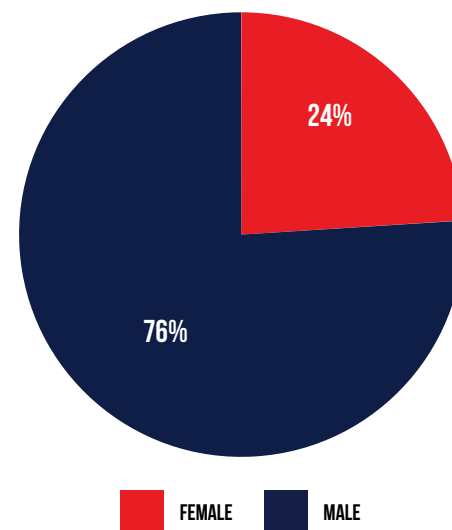
MotoAmerica @MotoAmerica1
 . @ToniElias24 was pushing hard for the @ebcbrakes Superbike win on Sunday at @roadamerica, but he pushed just a little too hard and crashed out on the final lap.
pic.twitter.com/bzpMekLNTY

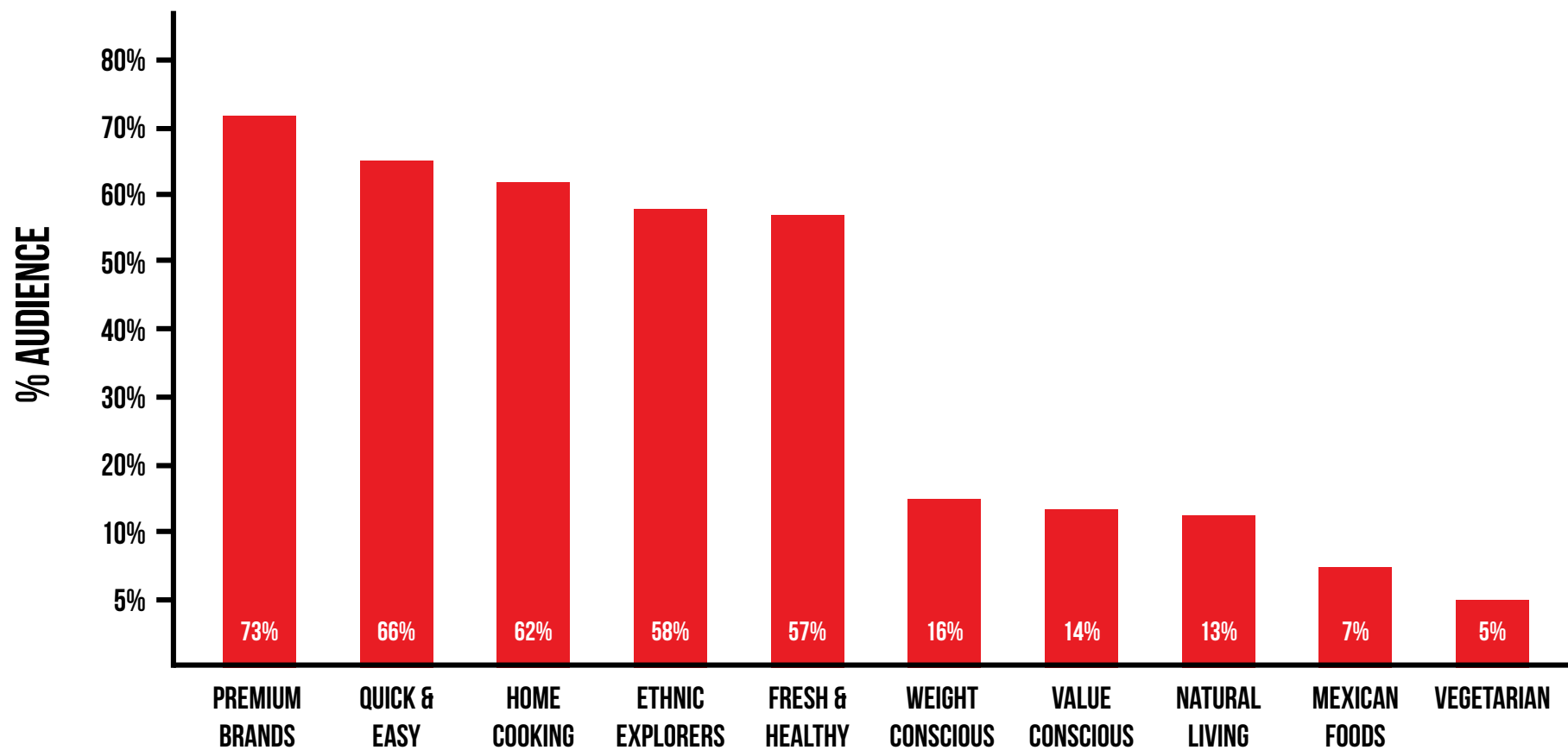
TOP TWEET:

IMPRESSIONS: **14,873** | MEDIA VIEWS: **3,943** | ENGAGEMENT: **811**



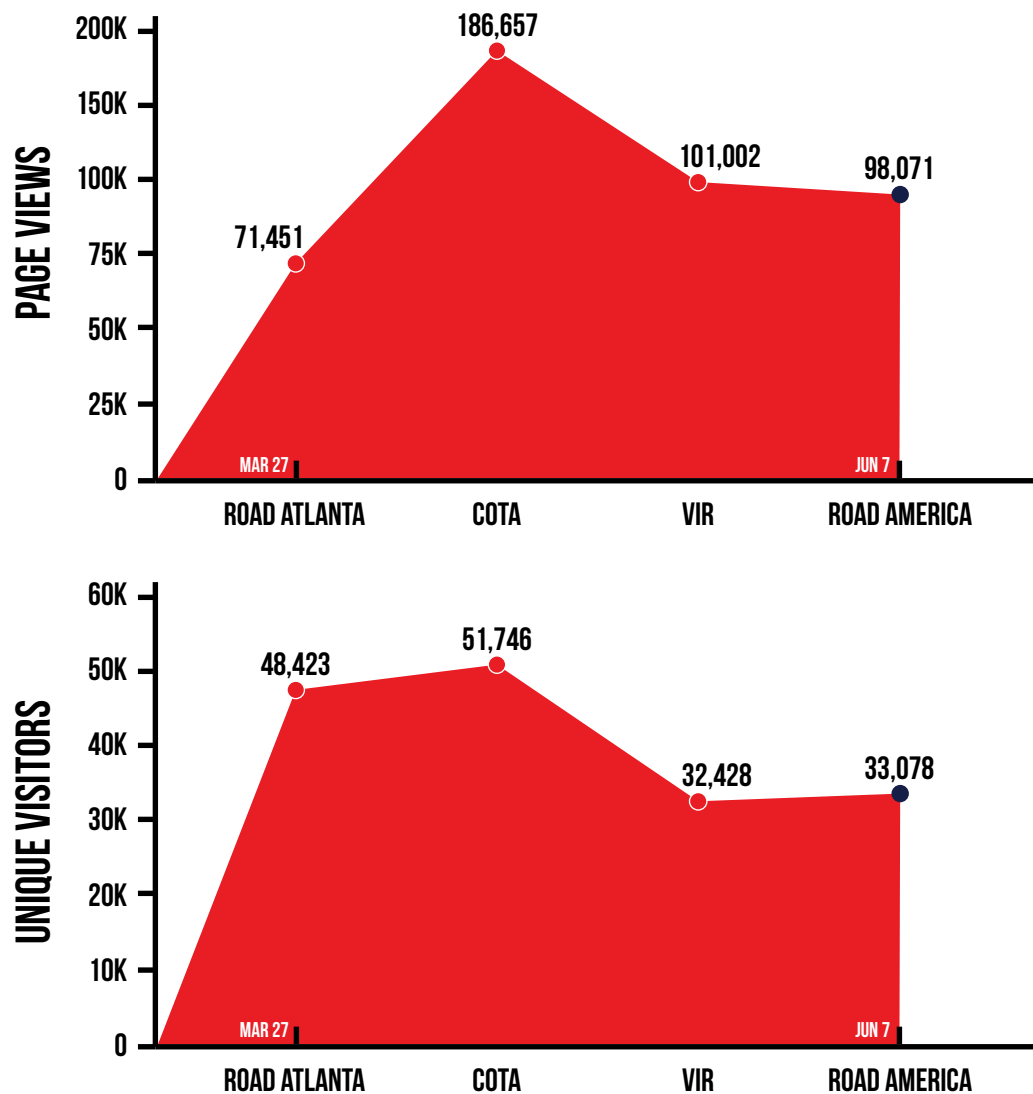
ROAD AMERICA | MAY 24-JUNE 7 2019





CONSUMER BUYING STYLES

VALUES BASED ON 16.9% MATCH RATE FROM TWITTER PARTNERS



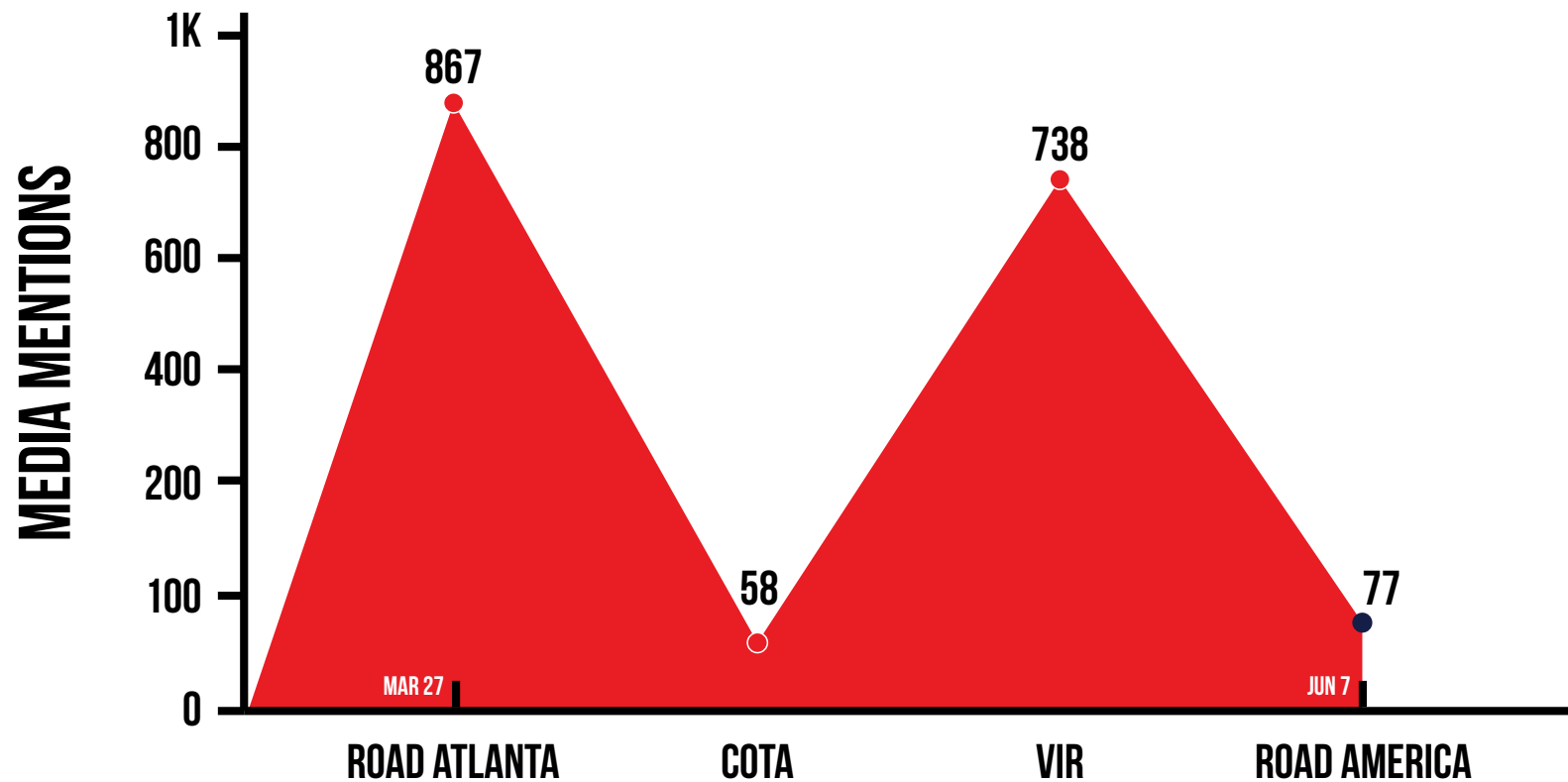
MOTOAMERICA
CHAMPIONSHIP OF UTAH

COUNTDOWN TO ROUND 5

00	06	39	26
days	hrs	mins	secs

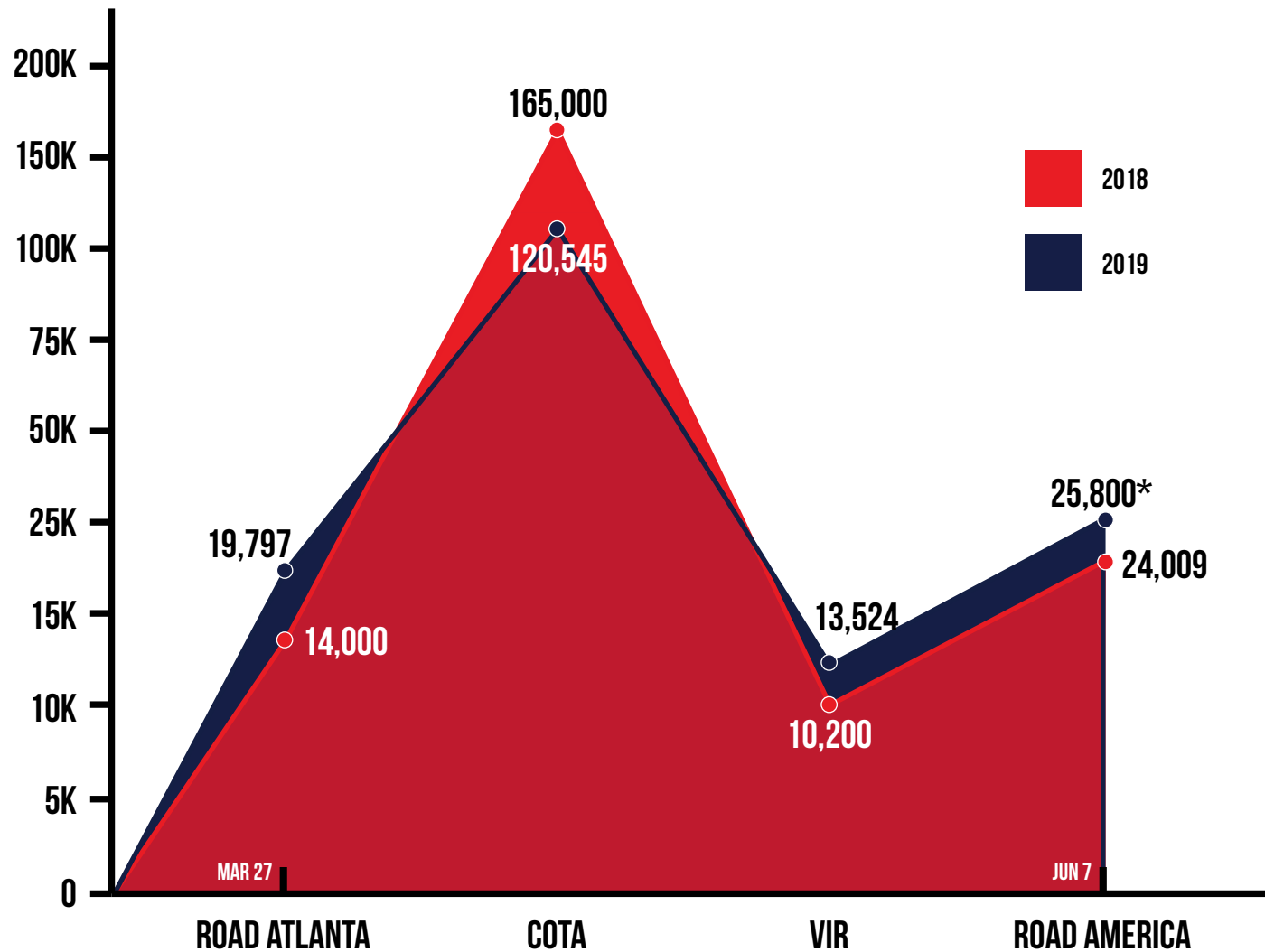
UTAH MOTORSPORTS CAMPUS
SATURDAY-SUNDAY, JUNE 15-16

MEDIA COVERAGE



ROAD AMERICA | MAY 24-JUNE 7 2019

EVENT ATTENDANCE



*INCLEMENT WEATHER



ROAD AMERICA | MAY 24-JUNE 7 2019

CONTACT

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THE END