

RACE REPORT

DAYTONA
INTERNATIONAL SPEEDWAY

Daytona International Speedway
Event Date: March 9-11, 2023

MOTOAMERICA



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

REPORT CONTENTS

Series Overview

Broadcast Overview

Event Overview

Coverage Details:

Linear TV Viewership

Digital Viewership

Social Media

Earned Media

Event Marketing

Imagery

Contact Info

This report primarily reflects metrics from race weekend and the 10 days thereafter.



SERIES OVERVIEW



EIGHT YEARS OF GROWTH AND SUCCESS

Since acquiring AMA road racing rights in 2015, MotoAmerica has consistently delivered growth across riders, classes, attendance, viewership, content distribution and social media.

A true sports success story.

For 2023, MotoAmerica entertains fans with ten events across the USA delivering over 100 total class races.

Each event spans a weekend with up to 250 riders competing in 5-7 race classes. Three days of non-stop racing entertain large, affluent crowds with camping, family-friendly entertainment, bike shows, stunts and more.



MotoAmerica fan with six motorcycles, toyhauler, Ford F-350.

EVENT OVERVIEW

Event Date: March 9-11, 2023



The MotoAmerica-Daytona weekend served up seven outstanding races including the famous Daytona 200.

Estimated fan attendance swelled more than 50% over last year and the race paddock filled with 142 rider entries. TV broadcasts from the weekend spanned MotoAmerica Live+ Streaming, Fox Sports FS1, MAVTV, ESPN Latin America, YouTube Live, MTRSPT1 and MotoAmericaTV FAST channels.

Race Results:

- **Daytona 200:** Josh Herrin, Josh Hayes, Cameron Peterson
- **Mission King Of The Baggers:**
 - Friday Race 1: James Rispoli, Hayden Gillim, Tyler O'Hara
 - Saturday Race 2: Kyle Wyman, James Rispoli, Hayden Gillim
- **REV'IT! Twins Cup:**
 - Friday Race 1: Gus Rodio, Jackson Blackmon, Hayden Schultz
 - Saturday Race 2: Stefano Mesa, Gus Rodio, Jackson Blackmon
- **Mission Super Hooligan National Championship:**
 - Friday Race 1: Tyler O'Hara, Bobby Fong, Jeremy McWilliams
 - Saturday Race 2: Tyler O'Hara, Jeremy McWilliams, Mark Price

IMPACT SUMMARY

142	Rider Entries
4	Competition Classes
7	Races total
181,552	Linear TV AA Households USA (est)
9M	Digital Video Views
22.5M	Social Media Impressions
565K	Social Media Engagement
	Attendance*

Digital metrics reflect March 9-19 time period.

*Facility does not report attendance for any event.



DIGITAL SUMMARY

	<u>Video Views</u>	<u>Total Hours Viewed</u>
Live+ SVOD	89,105	4,256
YouTube	1,220,864	189,719
Facebook	691,675	12,990
Instagram	1,973,184	N/A
Twitter	26,469	N/A
TikTok	3,989,360	N/A
TOTAL	7,990,657	206,965

Notes

Metrics and rating reflects all race classes.

Digital metrics reflect March 9-19, 2023, time period.

TV Ratings reflect March 9, 2023, to present plus forecasted reairs.

Update

As of 4.5.23, MotoAmerica YouTube videos from this event have delivered 3.5M views and 460,000 hours of viewing time. Nearly 3x growth in less than three weeks.

LINEAR TV SUMMARY

181,552 Total AA Households USA (est)

International broadcast partners for this event:

FAST Channels with Global Reach:

- MotoAmericaTV
- MTRSPT1:
 - Australia New Zealand
 - Denmark Spain
 - France Great Britain
 - Italy Mexico
 - South Africa

Fox Sports FSR:

- Canada Caribbean

ESPN LATM Countries:


- Brazil Chile
- Columbia Mexico
- Peru Argentina
- Guatemala

SOCIAL MEDIA


Event Date: March 9-11, 2023




	<u>TOTAL</u>	<u>Facebook</u>	<u>Instagram</u>	<u>Twitter</u>	<u>TikTok</u>	<u>YouTube</u>
Posts	120	31	23	15	11	40
Impressions	22,468,339	2,604,813	2,079,359	155,154	3,989,360	13,639,653
Engagement	565,194	198,962	146,131	8,457	176,016	35,628
Video Views	7,990,657	691,675	1,973,184	26,469	3,989,360	1,220,864
Comments, Shares	27,584	8,498	8,524	219	2,730	7,613

 **more_always_34** With the times today... I know Josh has a 1"48 up his sleeve.... With the draft he will be right in it to win it... A great field of riders though 🙌 THANK YOU MOTO AMERICA FOR THE COVERAGE... DAYTONA IS A SPECIAL PLACE 🙌 🙌

 **Steve Smith**
Not your Grandpa's Harley for sure !!!!
Freaking awesome !!!!


 **Rodak Motor Grp.** · Follow
Was an epic race ending to watch! Glad we were able to attend and it was awesome to see everyone with their families in the winners circle! Can't wait until next year! 🙌


 **Billy Smith**
Randall Carnes this is what ibwas telling you about. We need to go watch them race at Road Atlanta this spring.


 **George P Tauner** Top fan
Great race!! Especially the finish laps
Like Reply 1w

 **Dan Baker**
Looks like Paasch had 2nd at the line
Like Reply 1w 5


↳ 3 Replies

 **Robert Cordova**
Wow that race was great! ...
Like Reply 6d

 **Don Forchette**
WOW..... Great Race Gents!!!!
Congrats Josh Herrin 🏆🏆🏆
Congrats Josh H and Brandon P ...

 **MotoAmerica** · Published by WSC Sports · March 11 at 1:59 PM · 🌐

The 2023 [Mission Foods King Of The Baggers Championship](#) held its first two races of the season at [Daytona International Speedway](#), and the battle was intense between the [Indian Motorcycles](#) and [Harley-Davidsons](#) riders. Don't miss these exciting highlights.



440,225 People reached 32,613 Engagements

👍❤️ 4.6K 240 comments 1.7K shares

Digital metrics reflect March 9-19, 2023, time period.

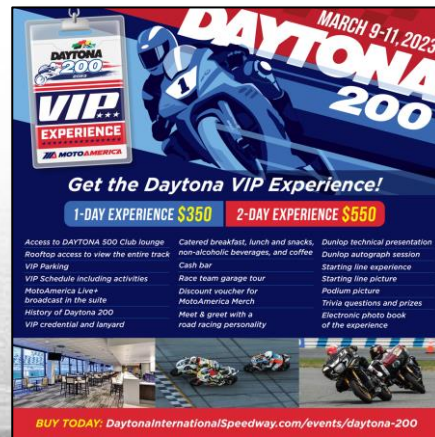
EVENT MARKETING

Event Date: March 9-11, 2023



Comprehensive multi-media campaign across multi-state area including ads across digital, social media, Billboards, Local TV, Posters/Flyers at Dealerships, Club Outreach, PR and more.

Digital and Social Media campaigns delivered 2M digital impressions.



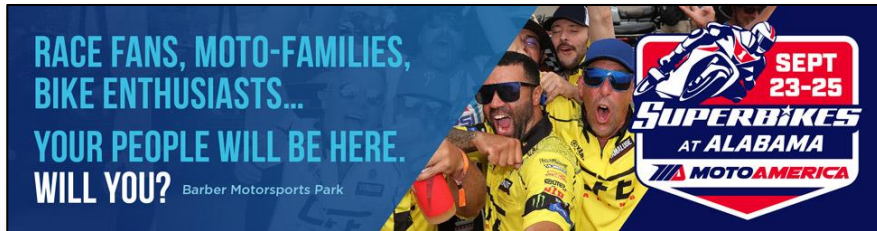
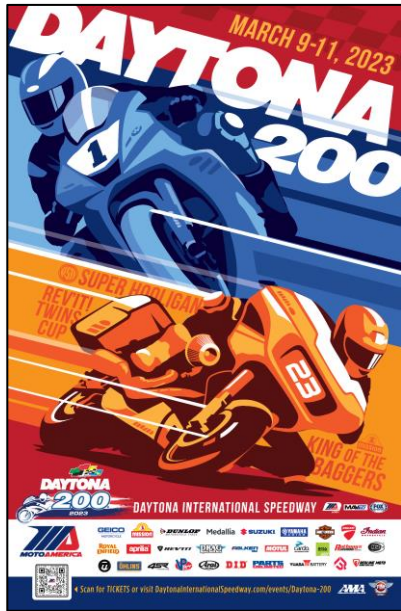
Mobile digital billboard trucks.



Signage at Destination Daytona.

EVENT MARKETING

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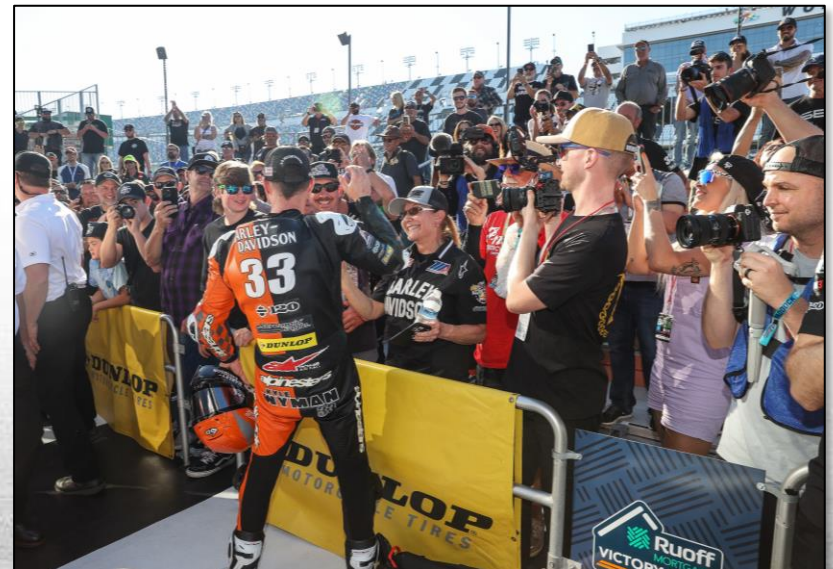
PIT STOP CHALLENGE

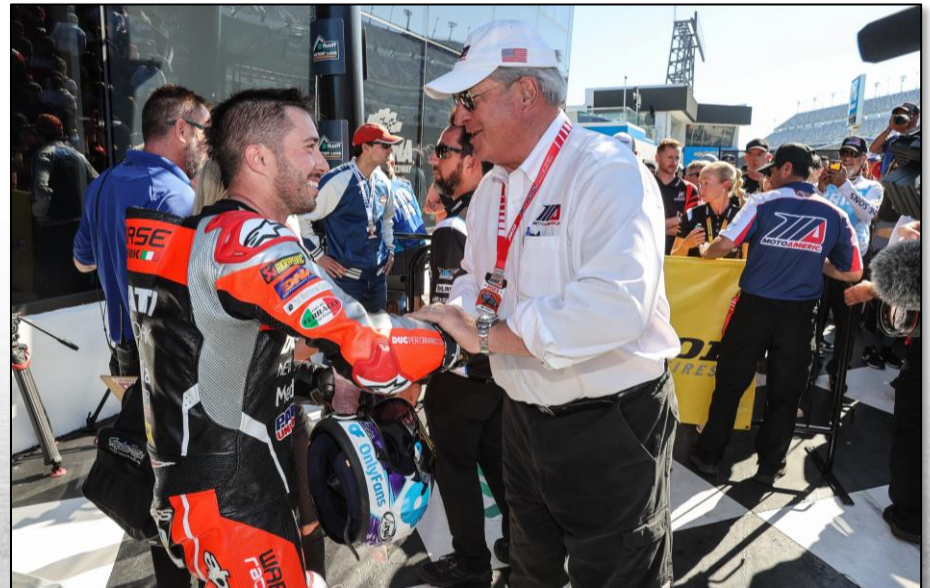
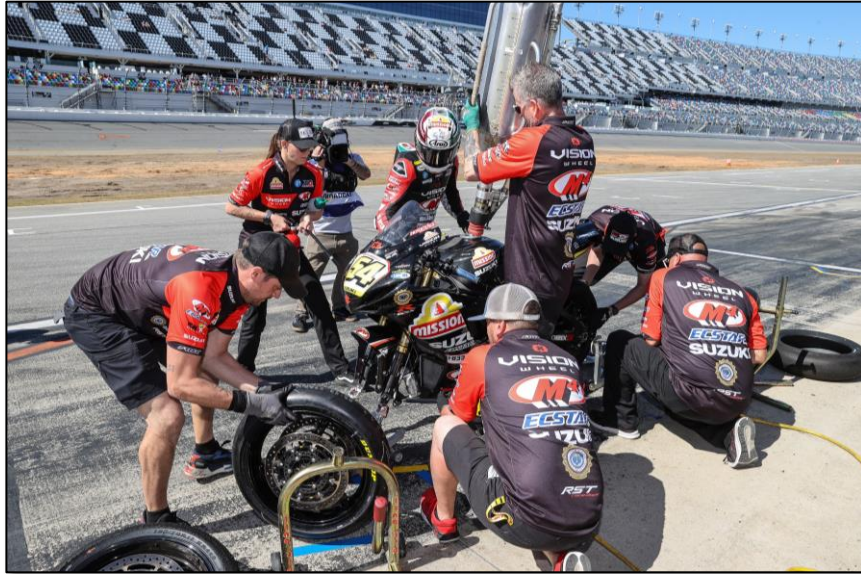
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MotoAmerica held its second annual Pit Stop Challenge during the event weekend. The winning team was Vision Wheel M4 ECSTAR Suzuki. A Special Thanks out to all our Pit Stop Challenge Sponsors. MotoAmerica series and its teams appreciate your support.







SERIES PARTNERS



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CONTACTS



MotoAmerica
18004 Sky Park Circle, Ste. 110
Irvine, CA 92614
www.motoamerica.com

SALES, MARKETING, BD
Jeff Nasi SVP
310.993.9190 M
jnasi@motoamerica.com

MEDIA, PR, PROMOTIONS
Jordan Miller VP
949.378.1697 M
jmiller@motoamerica.com