

# RACE REPORT

Barber Motorsports Park  
April 4-6, 2025



Series Overview  
Event Overview  
Viewership  
Social Media  
Earned Media  
Imagery  
Marketing



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION



## A DECADE OF GROWTH & SUCCESS

Since acquiring AMA rights in 2015, MotoAmerica has consistently delivered incredible growth across entries, classes, attendance, viewership, social media and content distribution



## A SPORTS SUCCESS STORY

MotoAmerica delivers ten 3-day annual events with over 100 total races. Each event features up to 200 riders competing in 5-7 classes. All-day entertainment reaches affluent crowds with camping, family-friendly activities, bike shows, and stunts.



# EVENT OVERVIEW

Barber Motorsports Park  
April 4-6, 2025



## SUN & RAIN = SUCCESS

MotoAmerica at Barber Motorsports Park was a win even with substantial rain on Sunday. Fans attended from a multi-state area to enjoy the Barber Motorsports Museum, Fan Zone, Swap Meet and most of all, excellent racing from five classes delivering nine races.



## SNAPSHOT

|         |                          |
|---------|--------------------------|
| 108     | Rider Entries            |
| 5       | Competition Classes      |
| 10      | Races total              |
| 104,000 | Linear TV AA P2+         |
| 12M     | Digital Video Views      |
| 16M     | Social Media Impressions |
| 823K    | Social Media Engagement  |
| 19,139  | Attendance               |

- Metrics: April 4-13, 2025; 10-day metrics
- P2+: Average Audience of all persons in household over 2-years old watching at any moment.



## DIGITAL SUMMARY

|               | Video Views       | Total Hours   |
|---------------|-------------------|---------------|
| MA Live+ SVOD | 48,482            | 2,780         |
| YouTube       | 482,458           | 54,198        |
| Facebook      | 1,394,029         | 4,175         |
| Instagram     | 4,760,905         | N/A           |
| X             | 44,829            | N/A           |
| TikTok        | 4,877,833         | N/A           |
| <b>TOTAL</b>  | <b>11,608,536</b> | <b>61,152</b> |

## LINEAR TV SUMMARY

|                |                                                       |
|----------------|-------------------------------------------------------|
| <b>76,000</b>  | <b>Total AA Households USA</b>                        |
| <b>104,000</b> | <b>Total AA P2+ USA</b><br><b>(FOX FS1 &amp; FS2)</b> |

### RACE BROADCASTS:

- MotoAmerica Live+ All Classes
- Fox Sports FS1 *Superbike Rewind*
- ESPN Latin America *Superbike and Motovation Supersport*
- MTRSPT1 *Superbike & Supersport live, others delayed*
- YouTube All classes, delayed

### RACE BROADCAST DISTRIBUTION:

- Fox Sports FS1 USA
- Fox Sports FSR: Canada, Caribbean
- ESPN LATAM: Brazil, Chile, Columbia, Mexico, Peru, Argentina, Guatemala
- MTRSPT1 (FAST) USA, Australia, New Zealand, Denmark, Spain, France, Great Britain, Italy, Mexico, South Africa

### NOTES:

- Metrics April 4-13, 2025; 10-day metrics
- Ratings reflect event weekend and week after (8 days)
- P2+: Average Audience of all persons in household over 2-years old watching at any moment.





# SOCIAL MEDIA

Barber Motorsports Park  
April 4-6, 2025



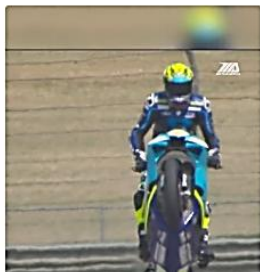
|                  | TOTAL      | Facebook  | Instagram | X       | TikTok    | YouTube   |
|------------------|------------|-----------|-----------|---------|-----------|-----------|
| Posts            | 251        | 58        | 42        | 74      | 42        | 35        |
| Impressions      | 16,235,146 | 1,792,954 | 5,238,050 | 148,667 | 4,877,833 | 4,177,642 |
| Engagement       | 822,754    | 55,608    | 453,994   | 4,012   | 291,856   | 17,284    |
| Video Views      | 11,560,054 | 1,394,029 | 4,760,905 | 44,829  | 4,877,833 | 482,458   |
| Comments, Shares | 28,662     | 2,218     | 9,718     | 313     | 14,732    | 1,681     |

MotoAmerica

Apr. 4, 2025 2:07 PM PDT

Mathew Scholtz clocks a 1:25.865 lap on his new Yamaha YZF-R9, giving him the provisional pole position in Motovation Supersport.

#yamaha #supersport #motorcycle #racing #barbermotorsports #motorsports



58.8K ENGAGEMENT TOTAL

58.7K LIKES  
89 COMMENTS

1.09M FOLLOWERS

5.41% ENGAGEMENT RATE BY FOLLOWER

19.6x ENGAGEMENT RATE LIFT

1.05M ESTIMATED IMPRESSIONS

5.58% ENGAGEMENT RATE BY ESTIMATED IMPRESSION

Top fan

Reece Mullins

It was great to see Cameron Beaubier spur that Beemer for the win! My first time watching MotoAmerica Live with friends at Barber. Thank you racers and teams for such a great weekend.

Top fan

Donna Liebenow

Darn good race today, so fun to watch!

Skip Mantooth

Barber is the best track around, absolutely love that place

Sean Nicol

Super fun day at barber!!!!



MotoAmerica

April 5 at 10:58 AM

Flat track legends David Aldana (left) and Ronnie Jones (right) join World Champions Wayne Rainey and Kenny Roberts for a chat.... See more



# EARNED MEDIA

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**Total Potential Audience Reach: 169,901,746 (with syndication)**

- WBRC-TV (Birmingham, AL): <https://www.wbrc.com/video/2025/04/02/motoamerica-superbikes-this-weekend/>
- WBMA-TV (Birmingham, AL): Good Morning Alabama – [https://the-brand-amp.muckrack.com/broadcast/savedclips/view/XrHgNwYBqr?\\_gl=1\\*xvk13r\\*\\_gcl\\_au\\*MTQwNTk3NTM5NC4xNzM4NTk4OTEyLjczMTAxNjk1OS4xNzQzNzAwMDk3LjE3NDM3MDAxODA](https://the-brand-amp.muckrack.com/broadcast/savedclips/view/XrHgNwYBqr?_gl=1*xvk13r*_gcl_au*MTQwNTk3NTM5NC4xNzM4NTk4OTEyLjczMTAxNjk1OS4xNzQzNzAwMDk3LjE3NDM3MDAxODA)
- WBMA-TV (Birmingham, AL): ABC 33/40 News at 6pm – [https://the-brand-amp.muckrack.com/broadcast/savedclips/view/43G102M4EE?\\_gl=1\\*kzybgc\\*\\_gcl\\_au\\*MTQwNTk3NTM5NC4xNzM4NTk4OTEyLjE3NDQxMzMyOTg](https://the-brand-amp.muckrack.com/broadcast/savedclips/view/43G102M4EE?_gl=1*kzybgc*_gcl_au*MTQwNTk3NTM5NC4xNzM4NTk4OTEyLjE3NDQxMzMyOTg)
- WIAT-TV (Birmingham, AL): CBS42 Morning News with Art Franklin 5A – [https://the-brand-amp.muckrack.com/broadcast/savedclips/view/YDCOn0oTXw?\\_gl=1\\*rpuzk\\*\\_gcl\\_au\\*MTQwNTk3NTM5NC4xNzM4NTk4OTEyLjE3NDQxMzMyOTg](https://the-brand-amp.muckrack.com/broadcast/savedclips/view/YDCOn0oTXw?_gl=1*rpuzk*_gcl_au*MTQwNTk3NTM5NC4xNzM4NTk4OTEyLjE3NDQxMzMyOTg)
- WIAT-TV (Birmingham, AL): CBS42 News at Noon – [https://the-brand-amp.muckrack.com/broadcast/savedclips/view/rbYHYZd8Da?\\_gl=1\\*1lux21b\\*\\_gcl\\_au\\*MTQwNTk3NTM5NC4xNzM4NTk4OTEyLjE3NDQxMzMyOTg](https://the-brand-amp.muckrack.com/broadcast/savedclips/view/rbYHYZd8Da?_gl=1*1lux21b*_gcl_au*MTQwNTk3NTM5NC4xNzM4NTk4OTEyLjE3NDQxMzMyOTg)
- WVTM-TV (Birmingham, AL): WVTM 13 News @ 6pm – [https://the-brand-amp.muckrack.com/broadcast/savedclips/view/rNNKXyuuZ?\\_gl=1\\*uh64o3\\*\\_gcl\\_au\\*MTQwNTk3NTM5NC4xNzM4NTk4OTEyLjE3NDQxMzMyOTg](https://the-brand-amp.muckrack.com/broadcast/savedclips/view/rNNKXyuuZ?_gl=1*uh64o3*_gcl_au*MTQwNTk3NTM5NC4xNzM4NTk4OTEyLjE3NDQxMzMyOTg)

## Mentions Trend ⓘ

Total Mentions

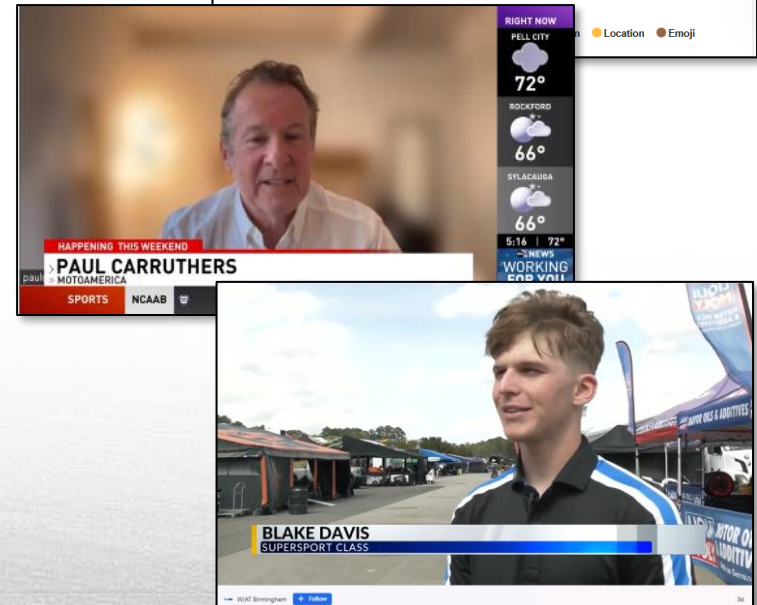
**284** ↑ 129%  
Previous period 124

Daily Average

**94** ↑ 129%  
Previous period 41

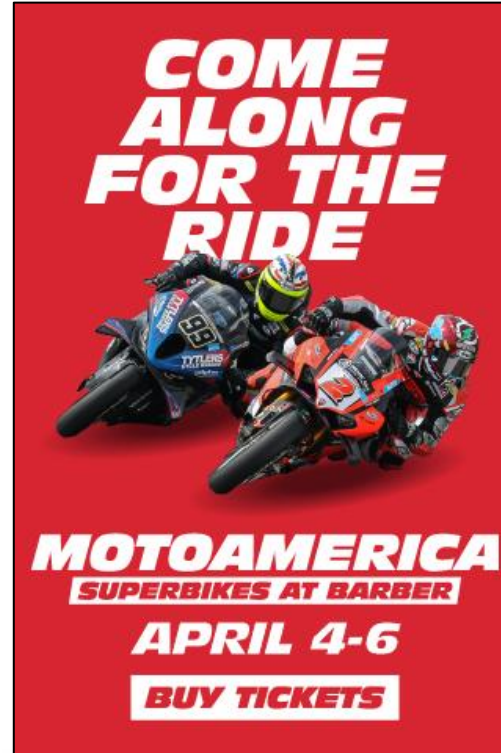
## Top Keywords and Entities ⓘ

titanium hardware dzus" fasteners kurveygirl.com  
world publishing, inc. richie escalante  
vesrah josh hayes #motorcycle #superbike  
#bmw bobby fong motoamerica results  
**barber motorsports park**  
barber x barber cameron beaubier #yamaha  
brembo lead #racing #motorsports dzus  
michael gougisjake gagne mathew scholtz  
suzuki superbike season opener head



Sources: Brand Amp, Meltwater







# SUPERFAN VIP

Road America  
May 30-June 1, 2025













Ronnie Jones from Back On Track charity.



Kenny Roberts watching the Parts Unlimited Talent Cup by Motul.



MotoAmerica Superfan VIP Suite Experience.



Superbike rider odds via NXT Bets – MotoAmerica partnership.

**SUPERBIKES CHAMPIONSHIP / ODDS TO WIN**  
AS OF BARBER MOTORSPORTS PARK

| NXT bets                                                                                                                                      |                                                                                                                                                | MOTOAMERICA                                                                                                                                    |                                                                                                                                                |                                                                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>BEAUBIER</b><br>BMW M 1000 RR<br><b>+115</b>       | <br><b>GAGNE</b><br>YAMAHA YZF-R1<br><b>+368</b>           | <br><b>HERRIN</b><br>DUCATI PANIGALE V4 R<br><b>+413</b>   | <br><b>DYLAN KELLY</b><br>SUZUKI GSX-R1000R<br><b>+567</b> | <br><b>FONG</b><br>YAMAHA YZF-R1<br><b>+1521</b>          |
| <br><b>BEACH</b><br>HONDA CBR1000RR-R SP<br><b>+1805</b> | <br><b>ESCALANTE</b><br>SUZUKI GSX-R1000R<br><b>+1834</b> | <br><b>GILLIM</b><br>HONDA CBR1000RR-R SP<br><b>+6035</b> | <br><b>SMITH</b><br>YAMAHA YZF-R1<br><b>+6035</b>         | <br><b>YATES</b><br>HONDA CBR1000RR-R SP<br><b>+8030</b> |

[nxtbets.com/playma](https://nxtbets.com/playma)

21+ Please refer to Affiliated Operators's T&C. Void where prohibited. Gambling problem? Call 1-800-GAMBLER

# SERIES PARTNERS

Barber Motorsports Park  
April 4-6, 2025



PROGRESSIVE



Insta360



THOM DUMA  
FINE  
JEWELERS





# CONTACT



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