

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

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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+
4.7M	Digital Video Views
6.8M	Social Media Impressions
316K	Social Media Engagement
19,139	Attendance

- Metrics: 3 Days (Event weekend)
- 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	41,320	23,715
YouTube	258,411	26,666
Facebook	916,308	2,500
Instagram	1,058,095	N/A
X	33,079	N/A
TikTok	2,365,250	N/A
TOTAL	4,672,463	52,881

LINEAR TV SUMMARY

76,000	Total AA Households USA
104,000	Total AA P2+ USA (FOX FS1 & FS2)

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 and ratings reflects all race classes.
- 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



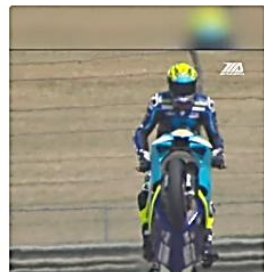
	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	187	46	33	61	17	30
Impressions	6,757,023	1,206,362	1,288,713	106,934	2,365,250	1,789,764
Engagement	316,156	39,953	122,344	3,107	140,298	10,454
Video Views	4,631,143	916,308	1,058,095	33,079	2,365,250	258,411
Comments, Shares	14,557	1,743	4,914	262	6,545	1,093

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
- 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
- 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
- WIAT-TV (Birmingham, AL): CBS42 News at Noon – 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*u64o3*_gcl_au*MTQwNTk3NTM5NC4xNzM4NTk4OTEyLjE3NDQxMzMyOTg

Mentions Trend ⓘ

Total Mentions

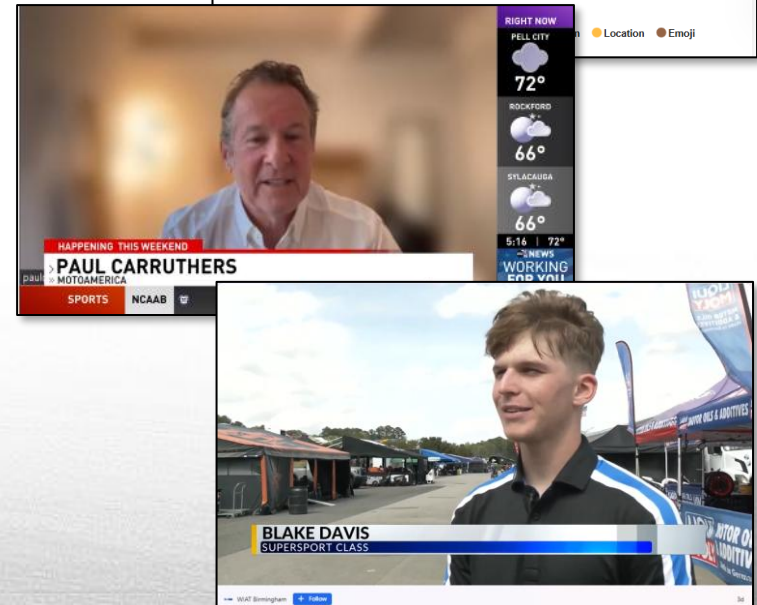
284 ↑ 129%
Previous period 124

Daily Average

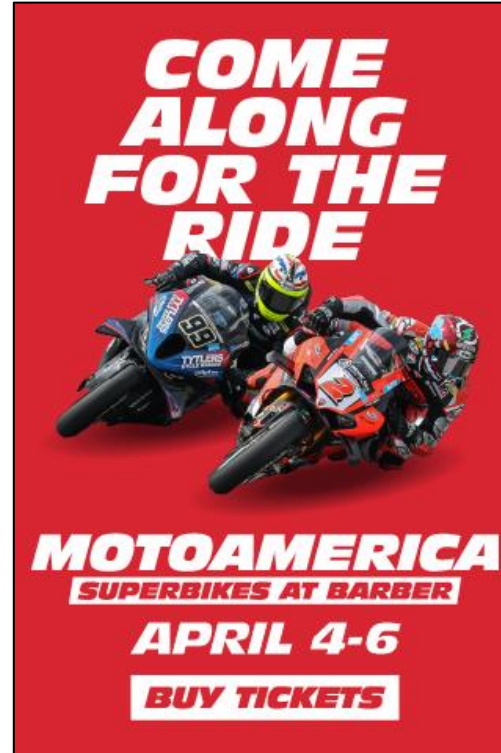
94 ↑ 129%
Previous period 41

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		
 BEAUBIER BMW M 1000 RR +115	 GAGNE YAMAHA YZF-R1 +368	 HERRIN DUCATI PANIGALE V4 R +413	 DYLAN KELLY SUZUKI GSX-R1000R +567	 FONG YAMAHA YZF-R1 +1521
 BEACH HONDA CBR1000RR-8 SP +1805	 ESCALANTE SUZUKI GSX-R1000R +1834	 GILLIM HONDA CBR1000RR-8 SP +6035	 SMITH YAMAHA YZF-R1 +6035	 YATES HONDA CBR1000RR-8 SP +8030

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
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PROGRESSIVE



Insta360



audio-technica



THOM DUMA
FINE
JEWELERS



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