

# RACE REPORT

Location:  
Event Date:

Circuit of The Americas  
April 8-10, 2022



INDUSTRY ONLY, REPORT NOT FOR PUBLIC DISTRIBUTION



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



# SERIES OVERVIEW



## SEVEN YEARS OF GROWTH AND ACCOMPLISHMENT

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

### **A true sports success story.**

The series heads into 2022 with eleven events, including its first co-event with Daytona International Speedway.

Each event spans a weekend with over 130 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.



# EVENT OVERVIEW

Event Date: April 8-10, 2022



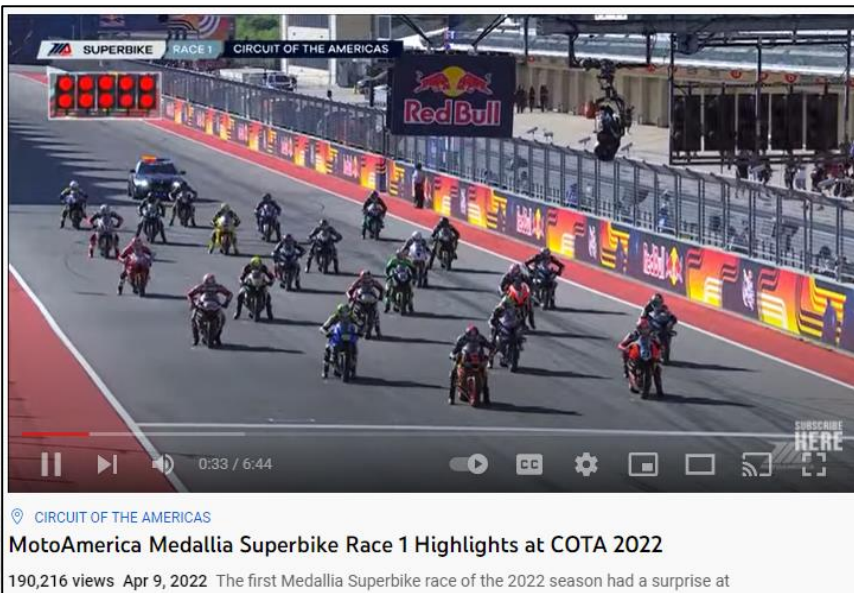
This round at the famous Circuit of The Americas featured one of seven MotoAmerica classes within the 2022 AutoParts4Less Championship, the premier class – Medallia Superbike.

Twenty-six riders filled the grid Saturday and Sunday, delivering exciting, lead-swapping competition.

## IMPACT SUMMARY

30	Entries
1	Competition Classes
2	Races total
53,552	Linear TV AA Households (USA est)
1,995,790	Digital Video Views
4,421,083	Social Media Impressions
254,157	Social Media Engagement

Measurement period: April 8-18, 2022



## DIGITAL SUMMARY

Views	Viewed Hours	
429,606	21,206	YouTube
58,074	2,933	MotoAmerica Live+
607,099	94,259	Facebook
333,931	n/a	Instagram
44,638	n/a	Twitter
144,572	n/a	Tik Tok

### Notes

Watching MotoAmerica TV and MotoAmerica Live+ on the app, PC or Connected TV is similar to Linear TV. However, since metrics are delivered as Views, not Households, it is categorized with other platforms measured in Views.

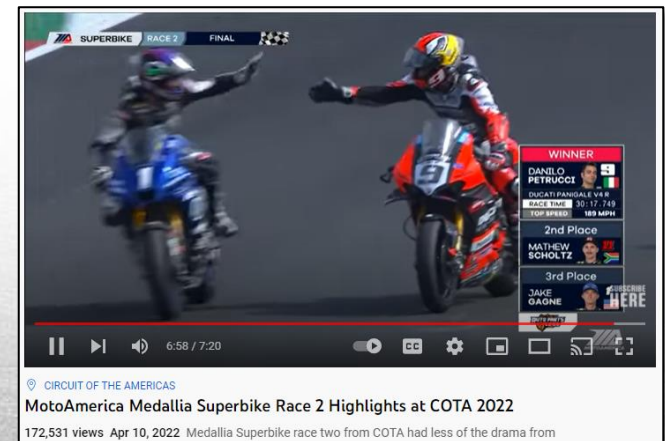
Digital data only reflects April 8-18, 2022, metrics will continue growth.

## LINEAR TV SUMMARY

53,552 Fox Sports 2, AA Households  
65,246 Fox Sports 2, AA P2+

### International broadcast partners for this event:

- Fox Sports Asia
- Fox Sports Australia
- ESPN Latin America
- SuperSport Network South Africa
- Eurosport
- Discovery+
- Sky Italia



# SOCIAL MEDIA

Event Date: April 8-10, 2022



	TOTAL
Impressions	4,421,083
Engagement	254,157
Video Views	1,130,240
Comments, Shares	4,912

**Facebook**  
2,530,519  
154,578  
607,099  
3,435

**Instagram\***  
1,223,448  
61,196  
333,931  
420

**Twitter**  
522,544  
26,864  
44,638  
827

**Tik Tok**  
144,572  
11,519  
144,572  
230

**MotoAmerica** ✓  
Published by Ethan Schaffer · April 10 at 5:30 PM · 🌐

Welcome to the [AutoParts4Less](#) MotoAmerica Championship. Mr. Petrucci. It was a storybook weekend for former [MotoGP](#) rider [Danilo Petrucci](#), who won both of the [Medallia](#) Superbike races at COTA in his very first race weekend with the Warhorse HSBK Racing Ducati NYC team.

**237,138**  
People reached

**14,475**  
Engagements

**Boost post**

👍❤️ 4.2K

36 Comments 139 Shares

**MotoAmerica** ✓  
Published by Ethan Schaffer · April 9 at 8:30 PM · 🌐

[Mathew Scholtz](#) maintained the race lead for the first three laps of [Medallia](#) Superbike race one until he was ultimately overtaken by former [MotoGP](#) rider [Danilo Petrucci](#). Scholtz took a couple of runs at Danilo, but he just couldn't overtake him, and Petrucci notched the win. [AutoParts4Less](#) [Ducati](#)

**391,724**  
People reached

**31,393**  
Engagements

**Boost post**

👍❤️ 6.9K

92 Comments 364 Shares

\* Does not include Instagram Reels.


Digital data only reflects April 8-18, 2022, metrics will continue growth.

 Motorsport.com • Lewis Duncan  
US | Apr 15 • 12:16 PM

Ex-MotoGP star Petrucci “has to find will” for racing again

from 2012 to 2021 and won twice with Ducati, will contest the 2022 **MotoAmerica** Superbike season for the Warhorse Ducati squad. He made a



 Roadracing World  
US | Apr 11 • 4:06 PM

MotoAmerica: More From The Races At Circuit Of The Americas

and **MotoAmerica** National races, have finished on AMA Pro and **MotoAmerica** National podiums 332 times, and have won 11 AMA Pro and **MotoAmerica**



[SuperBikePlanet.com](#) • Clem Sturdly  
US | Apr 10 • 5:54 PM



## MotoAmerica: Finally, Petro' Delivers A Good Old-Fashioned Drubbing

Petrucci Perfect In **MotoAmerica** Superbike Series Opener At COTA Ducati Rider Wins The First Two Races Of His **MotoAmerica** Career In Texas

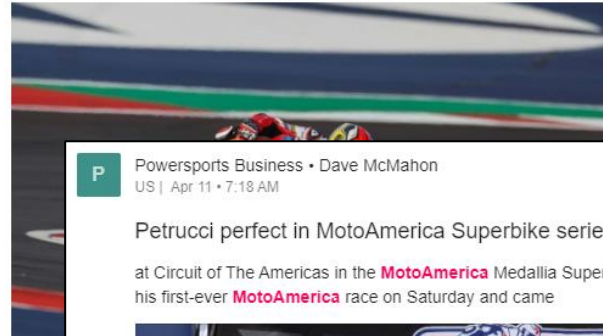


[RideApart](#) • Enrico Punsalang  
US | Apr 11 • 11:34 PM



## MotoAmerica: Danilo Petrucci Takes Flawless Victory At COTA

world, **MotoAmerica** is looking to be quite an easy challenge for the Italian racer, after bagging a victory in both races in the **MotoAmerica**



[Powersports Business](#) • Dave McMahon  
US | Apr 11 • 7:18 AM

Petrucci perfect in MotoAmerica Superbike series opener at COTA at Circuit of The Americas in the **MotoAmerica** Medallia Superbike class. Petrucci won his first-ever **MotoAmerica** race on Saturday and came



# SERIES PARTNERS

Event Date: April 8-10, 2022



Medallia



MANANALU WILBUR





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