

RACE REPORT

Location:
Event Date:

Road Atlanta
April 22-24, 2022



INDUSTRY ONLY, REPORT NOT FOR PUBLIC
CONSUMPTION OR SOCIAL MEDIA DISTRIBUTION



Series Overview

Event Overview

Coverage Details:

Linear TV Viewership

Digital Viewership

Social Media

Earned Media

Contact Info

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



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 22-24, 2022



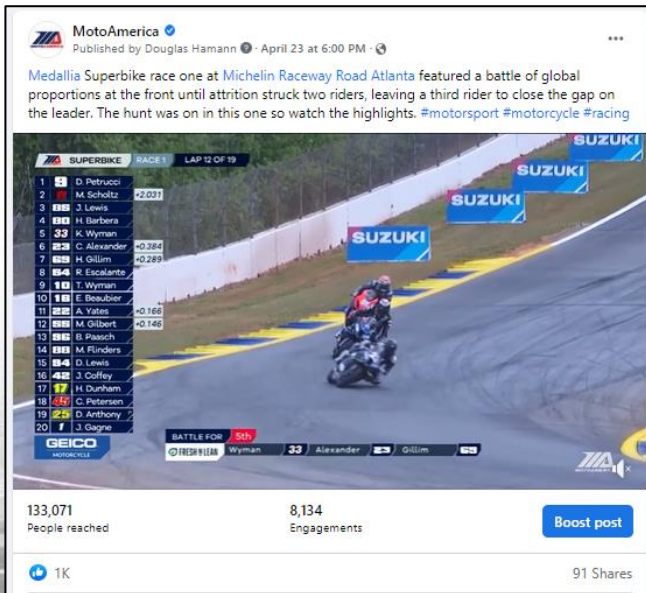
Perfect weather and record-breaking crowds converged. The successful weekend delivered outstanding competition from seven MotoAmerica classes:

- Medallia Superbike
- Supersport
- YUASA Stock 1000
- STG Junior Cup
- Twins Cup
- Mission King Of The Baggers
- Roland Sands Design Super Hooligan Championship

IMPACT SUMMARY

200	Rider Entries
7	Competition Classes
10	Races total
22,807	Attendance (9% increase)
153,552	Linear TV AA Households (USA est.)
2,9M	Digital Video Views
6.3M	Social Media Impressions
320,585	Social Media Engagement

Measurement period: April 22-May 1, 2022



DIGITAL SUMMARY

	VIDEO VIEWS	TOTAL HOURS
Live+ SVOD	117,497	6,595
YouTube	604,747	54,951
Facebook	1,077,863	187,426
Instagram*	616,117	N/A
Twitter	91,783	N/A
TikTok	379,694	N/A

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 22-May 1, 2022.

LINEAR TV SUMMARY

53,552	Fox Sports 2, AA Households
100,000	MAVTV AA Households (est.)
153,552	Total AA Households

International broadcast partners for this event:

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



SOCIAL MEDIA

Event Date: April 22-24, 2022



	TOTAL	Facebook	Instagram*	Twitter	TikTok
Impressions	6,269,470	3,732,655	1,618,074	539,047	379,694
Engagement	320,585	186,855	93,333	21,900	18,497
Video Views	2,165,457	1,077,863	616,117	91,783	379,694
Comments, Shares	5,256	3,884	530	604	238

Rob Wayda
This dude is amazing 🍷 2
Like Reply Hide 2w

kwakas4ever 3 weeks ago
Many thanks to MotoAmerica for making the racing accessible to all. Great race, great class.

Racin Ray Souchet
Those riders are cranking them scooters around the track, big kudos to them, their teams and the progress being made in turning a class of street bikes that are the furthest away from being any kind of track bike, much less developed into legit race bikes. YEEHAW!!!
Like Reply Hide 2w

Juan van Eeden 5 days ago
THANK YOU MOTOAMERICA. WATCHING FROM SOUTH AFRICA ZA ❤️ 🙏

iSangreVerde 3 weeks ago
What a finish! By the millisecond. Great clean racing between both riders.
👍 1 🗨️ REPLY

EC34 2 days ago
Great race. Cudos to those guys for some good tuff clean racing. So fun to watch.

Marc Platek
He's gonna mop up all season. Most experienced in the class.
Like Reply Hide 2w

Todd Thornton 2 weeks ago
Keep posting em and I will keep watching them! Loving the full races
👍 21 🗨️ REPLY

Luis Alejandro Pineda Molina 3 weeks ago
Excelente 🍷 🍷 🍷 🍷
👍 1 🗨️ REPLY

Flin Faraday 3 weeks ago
whoa what a finish
👍 1 🗨️ REPLY

Mickseven777 3 weeks ago
Thanks! 🍷 🍷 🍷 Great Race 🍷 🍷 🍷
👍 11 🗨️ REPLY

kairles 3 weeks ago
😄 😄 😄 😄 awesome race.

Vincent Gonca 4 days ago
Race was so sick in person!
👍 3 🗨️ REPLY

Hide reply

David Howell 4 days ago
Hate I missed it!

* Does not include Instagram Reels.

Digital data only reflects April 22-May 1, 2022.

Regional coverage of the event totaled over 10.7 million impressions, national TV inclusions reached over 2 million impressions and 3.2M estimated coverage views. Regional coverage of the event includes:

Broadcast segments:

- FOX 5 – Interviews with Trevor Standish and Ashton Yates aired live on Friday's morning broadcast and online
- CW69 (CBS) – Interviews with Rick Humphrey and Geoff May aired on Friday's 10pm broadcast and online
- 11 Alive Atlanta (NBC) – Interviews with Mathew Scholtz and Ashton Yates aired on Wednesday's evening broadcast.

•Online Inclusions

- WSB-TV (ABC) – Included the event in their "Top Things to do in Atlanta This Month" roundup
- CBS47 – Included the event in their "Out and About in the ATL" roundup
- Cherokee Tribune – Interviews with Mathew Scholtz, Trevor Standish and Ashton Yates
- Times-News Network – Repurposed the CW69 interviews for an online story
- GA Followers – Shared full media advisory with event information

News Wire Motor Sports Newswire • Motor Sports NewsWire , Sports NewsWire , Motor Sports US | Apr 24 • 6:30 AM

Petrucci Stays Perfect In MotoAmerica Medallia Superbike With Race-One Win In Georgia

HERE . For complete 2022 **MotoAmerica** Media Resources please visit – 2 022 **MotoAmerica** Media About **MotoAmerica** **MotoAmerica** is the North

R Roadracing World US | Yesterday • 3:12 AM

Roadracing World Young Guns 2022: Kayla Yaakov

: Progress and finish on the podium in **MotoAmerica** Junior Cup. Racing career goals: Win at the **MotoAmerica** and World Championship levels.




RW ROADRACING WORLD MOTORCYCLE TECHNOLOGY

R RideApart • Dustin Wheelen US | Apr 25 • 11:41 AM

Petrucci Continues MotoAmerica Dominance At Road Atlanta Round

mechanical issue. After four rounds, Petrucci still sits atop the **MotoAmerica** Superbike standings. Next, the series will storm the Virginia

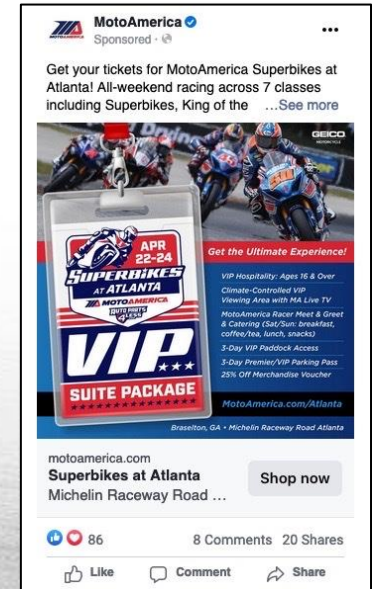
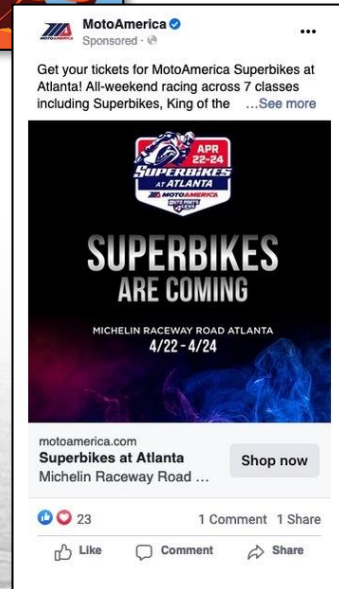


EVENT MARKETING

Event Date: April 22-24, 2022



Comprehensive multi-media campaign across multi-state area including advertising cross digital, social media, OOH/Billboards, Local TV, Network TV, Ground Team, Posters/Flyers, Dealerships, Clubs/Organizations, PR and more. Millions of digital and OOH impressions delivered.



IMAGERY

Event Date: April 22-24, 2022





SERIES PARTNERS



Medallia



MANANALU

WILBUR



CONTACTS



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