

RACE REPORT

Barber Motorsports Park
Event Date: May 19-21, 2023



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

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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.



EVENT OVERVIEW

Event Date: May 19-21, 2023



The threat of rain and rain itself did not stop thousands of MotoAmerica fans from gathering at one of the most beautiful race facilities in North America.

Five classes of racing plus Mission Mini Cup by MOTUL entertained fans from as far away as Texas for a 3-day weekend of practice, qualifying and racing.

- Medallia Superbikes
- *Supersport*
- *Junior Cup*
- *Steel Commander Stock 1000*
- *REV'IT! Twins Cup*
- *Mission Mini Cup by Motul*

IMPACT SUMMARY

| | |
|---------|--------------------------------|
| 199 | Rider Entries |
| 6 | Competition Classes |
| 11 | Races total |
| 199,845 | Linear TV AA Nielsen P2+ (est) |
| 3M | Digital Video Views |
| 8M | Social Media Impressions |
| 245K | Social Media Engagement |
| 18,197 | Attendance |

Digital metrics reflect May 19-31, 2023, time period.



DIGITAL SUMMARY

| | <u>Video Views</u> | <u>Total Hours</u> |
|--------------|--------------------|--------------------|
| Live+ SVOD | 118,177 | 2,176,722 |
| YouTube | 382,058 | 48,835 |
| Facebook | 160,496 | 2,481 |
| Instagram | 2,116,941 | N/A |
| Twitter | 35,736 | N/A |
| TikTok | 87,833 | N/A |
| TOTAL | 2,901,241 | 2,228,038 |

Notes

Metrics and rating reflects all race classes.

Digital metrics reflect May 19-31, 2023, time period.

TV Ratings reflect June 1, 2023, to present, plus forecasted reairs.

LINEAR TV SUMMARY

199,845 Total AA Nielsen P2+ USA (est)

INTERNATIONAL BROADCAST PARTNERS FOR THIS EVENT:

- MotoAmericaTV (FAST Channel)
- MTRSPT1 (FAST Channel)
 - Australia New Zealand
 - Denmark Spain
 - France Great Britain
 - Italy Mexico
 - South Africa

ESPN LATM Countries:

- Brazil Chile
- Columbia Mexico
- Peru Argentina
- Guatemala

Fox Sports FSR:

- Canada Caribbean


SOCIAL MEDIA

Event Date: May 19-21, 2023





Digital metrics reflect May 19-31, 2023, time period.


| | TOTAL | Facebook | Instagram | Twitter | TikTok | YouTube |
|------------------|-----------|-----------|-----------|---------|--------|-----------|
| Posts | 220 | 35 | 37 | 112 | 16 | 20 |
| Impressions | 7,915,751 | 1,091,431 | 2,509,657 | 248,070 | 87,833 | 3,978,760 |
| Engagement | 244,831 | 59,600 | 153,142 | 11,228 | 6,839 | 14,022 |
| Video Views | 2,783,064 | 160,496 | 2,116,941 | 35,736 | 87,833 | 382,058 |
| Comments, Shares | 8,589 | 1,351 | 5,537 | 271 | 60 | 1,370 |


 @oscarreyes2562 1 day ago
Is amazing to be able
To watch the event, Motoamerica is becoming super competitive and these guys are putting a show!!!

 Jon Tran ❤️ · 2:10
Checking in from Georgia!
Like Reply 3d


 Finn Kristiansen · 3:39
Watching from Norway 🇳🇴

 @andrewsun5621 1 day ago
Love the live races!!! Will spread the word.


 @its12gagebruh31 1 day ago (edited)
Motoamerica day is the best day on the internet

 Terry Lee
Was one of the best I have been to. It's the greatest show on earth.

MotoAmerica's Post

 MotoAmerica · 3d · 🌐


It's the fight of the century. The [Medallia](#) Superbike Slamma in Bama. Two multi-time MotoAmerica champions go for the glory at [Barber Motorsports Park](#). Defending champ Jake "The Guru" Gagne in one corner and Cameron "The Baby-Faced Assassin" Beaubier in the other corner. May the best rider win. [Jake Gagne](#)



👍❤️🔥 Lance Bryson and 114 others · 11 comments · 2 shares

👍 Like · 💬 Comment · ➦ Share · 🗲

Most relevant ▼

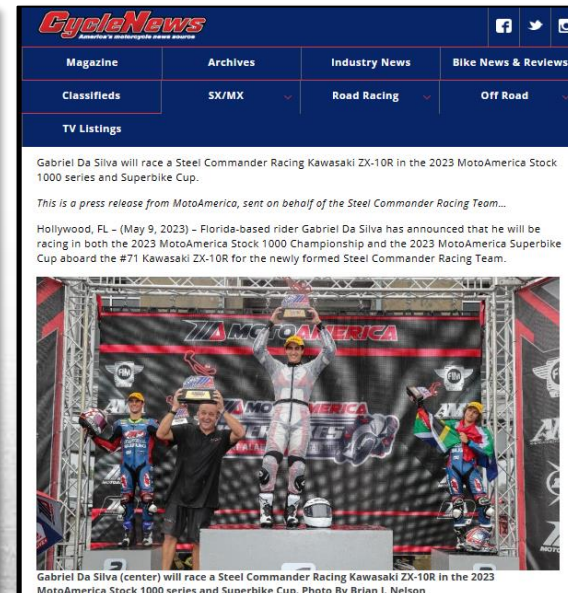
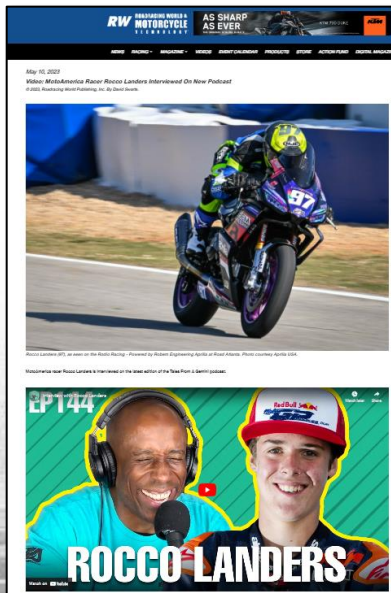
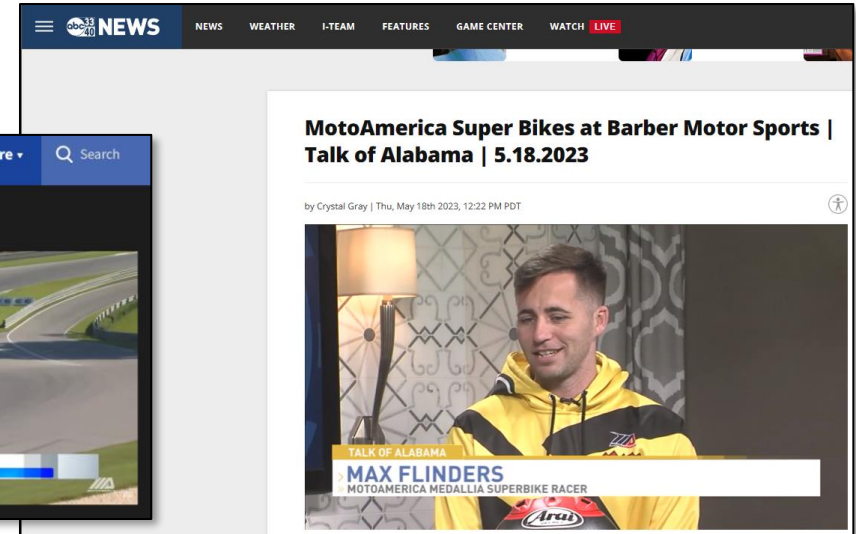
 Deborah Henry
The greatest thing I've seen on social media. Too funny. I love me some Moto America.

EARNED MEDIA

Event Date: May 19-21, 2023



TV, ONLINE, ENDEMIC AND NON-ENDEMIC



Media hit list located [HERE](#).

Earned Media:
TOTAL
AUDIENCE:
372,498,919

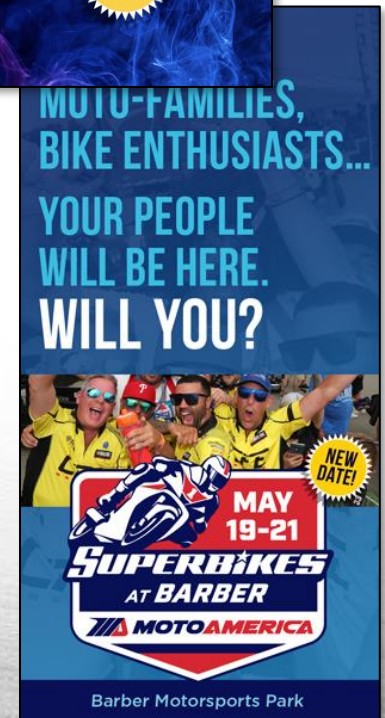
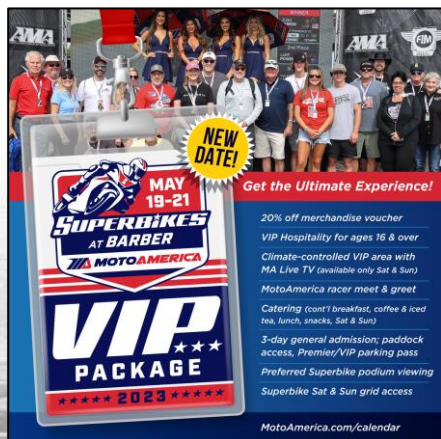
EVENT MARKETING

Event Date: May 19-21, 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 8M digital impressions.



EVENT MARKETING

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SERIES PARTNERS



Medallia



REV'IT!



STEEL COMMANDER
CORP



audio-technica

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