

RACE REPORT

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



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

REPORT CONTENTS



Series Overview

Broadcast Overview

Event Overview

Coverage Details:

Linear TV Viewership

Digital Viewership

Social Media

Earned Media

Event Marketing

Imagery

Contact Info



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.



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
 - Denmark
 - France
 - Italy
 - South Africa
 - New Zealand
 - Spain
 - Great Britain
 - Mexico
- **ESPN LATM Countries:**
 - Brazil
 - Columbia
 - Peru
 - Guatemala
 - Chile
 - Mexico
 - Argentina
- **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

LOCAL NEWS

MotoAmerica Superbikes at Barber this weekend

by: Isaac Goffin
Posted: May 19, 2023 / 11:55 AM CDT
Updated: May 19, 2023 / 05:30 PM CDT

SUPERBIKES AT BARBER
COVERING: BIRMINGHAM

MotoAmerica Super Bikes at Barber Motor Sports | Talk of Alabama | 5.18.2023

by Crystal Gray | Thu, May 18th 2023, 12:22 PM PDT

TALK OF ALABAMA
MAX FLINDERS
MOTOAMERICA MEDALLIA SUPERBIKE RACER

RW EMERSON'S WORLD'S MOTORCYCLE **AS SHARP AS EVER**

May 10, 2023
Video: MotoAmerica Racer Rocco Landers Interviewed On New Podcast

Photo: Landers (R) is seen on the Motor Racing. Photo by Robert Engemann/Agfa at Barber Motorsports Park, May 19-21, 2023. Photo courtesy Agfa USA.

Video: Rocco Landers is featured in the new edition of the 'Talk of Alabama' podcast.

RP144
ROCCO LANDERS

GPOne.com

MotoAmerica, Round 2 at Barber Motorsports Park: for Supersport mandatory pitstop

The MotoAmerica Supersport class gets a new twist for round two at Barber Motorsports Park, May 19-21, with the class getting an "extended" race that will feature a pit stop

Published by GPOne on May 18, 2023 at 09:07

MotoAmerica **Supersport** **Steel Blade**

CycleNews America's motorcycle press source

Magazine	Archives	Industry News	Bike News & Reviews
Classifieds	SX/MX	Road Racing	Off Road
TV Listings			

Gabriel Da Silva will race a Steel Commander Racing Kawasaki ZX-10R in the 2023 MotoAmerica Stock 1000 series and Superbike Cup.

This is a press release from MotoAmerica, sent on behalf of the Steel Commander Racing Team...

Hollywood, FL – (May 9, 2023) – Florida-based rider Gabriel Da Silva has announced that he will be racing in both the 2023 MotoAmerica Stock 1000 Championship and the 2023 MotoAmerica Superbike Cup aboard the #71 Kawasaki ZX-10R for the newly formed Steel Commander Racing Team.

Gabriel Da Silva (center) will race a Steel Commander Racing Kawasaki ZX-10R in the 2023 MotoAmerica Stock 1000 series and Superbike Cup. Photo by Brian J. Nelson

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.

RACE FANS,
MOTO-FAMILIES,
BIKE ENTHUSIASTS...
YOUR PEOPLE
WILL BE HERE.
WILL YOU?

NEW DATE!

MAY 19-21
SUPERBIKES
AT BARBER
MOTOAMERICA

Barber
Motorsports Park

NEW DATE!

MAY 19-21
SUPERBIKES
AT BARBER
MOTOAMERICA

Get the Ultimate Experience!

- 20% off merchandise voucher
- VIP Hospitality for ages 16 & over
- Climate-controlled VIP area with MA Live TV (available only Sat & Sun)
- MotoAmerica racer meet & greet
- Catering (cont' breakfast, coffee & iced tea, lunch, snacks, Sat & Sun)
- 3-day general admission; paddock access, Premier/VIP parking pass
- Preferred Superbike podium viewing
- Superbike Sat & Sun grid access

***** 2023 *****

MotoAmerica.com/calendar

GET TICKETS TODAY!

NEW DATE!

MAY 19-21
SUPERBIKES
AT BARBER
MOTOAMERICA

Family Fun and
6 CLASSES
OF RACING!

Barber
Motorsports
Park

Medallia Superbikes • Supersport • Stock 1000
REV'IT! Twins Cup • Junior Cup • Mission Mini Cup

MAY 19-21
SUPERBIKES
AT BARBER
MOTOAMERICA

NEW DATE!

Barber
Motorsports
Park

6 CLASSES OF RACING!

Medallia Superbikes • Supersport
Stock 1000 • REV'IT! Twins Cup
Junior Cup • Mission Mini Cup

GET TICKETS TODAY!

MAY 19-21
SUPERBIKES
AT BARBER
MOTOAMERICA

SUPERBIKES
ARE COMING

BARBER MOTORSPORTS PARK
BIRMINGHAM, AL

5/19 - 5/21

NEW DATE!

MOTO-FAMILIES,
BIKE ENTHUSIASTS...
YOUR PEOPLE
WILL BE HERE.
WILL YOU?

NEW DATE!

MAY 19-21
SUPERBIKES
AT BARBER
MOTOAMERICA

Barber Motorsports Park

EVENT MARKETING

Event Date: May 19-21, 2023



WATCH ALL THE
EVENT ACTION **LIVE!**
ONLY ON **MOTOAMERICA LIVE+**



WATCH THE ENTIRE
EVENT FOR ONLY
\$12⁹⁹



MotoAmericaLivePlus.com

6 CLASSES OF ROAD RACING!

- Medallia Superbikes
- Supersport
- Stock 1000
- Junior Cup
- REV'IT! Twins Cup
- Mission King of the Baggers

2023

APR 21-23

SUPERBIKES
AT ROAD ATLANTA

GEICO
MOTORCYCLE

Michelin Raceway Road Atlanta

GET TICKETS TODAY!

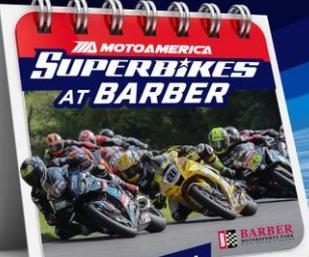
MAY 19-21
SUPERBIKES
AT BARBER
MOTOAMERICA

SUPERBIKES ARE COMING

BARBER MOTORSPORTS
PARK
5/19 - 5/21

NEW DATE!

MOTOAMERICA
SUPERBIKES
AT BARBER



NEW DATE!

MARK YOUR CALENDAR!

MAY 19-21, 2023

6 Classes of Racing at
Barber Motorsports Park

Get tickets at motoamerica.com/calendar



**RACE FANS,
MOTO-FAMILIES,
BIKE ENTHUSIASTS...**

**YOUR PEOPLE WILL
BE HERE.
WILL YOU?**



NEW DATE!

MAY 19-21

SUPERBIKES
AT BARBER

Barber
Motorsports
Park



Piggly Wiggly #269 Birmingham Al
May 16, 2023, 2:52 PM



SUPERBIKES
AT BARBER





SERIES PARTNERS



Medallia



STEEL COMMANDER CORP

REV'IT!



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