

RACE REPORT

Location:
Event Date:

Virginia International Raceway
May 20-22, 2022



**INDUSTRY ONLY, REPORT
NOT FOR DISTRIBUTION**

- Series Overview**
- Broadcast 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 delivered growth across riders, classes, attendance, viewership, content distribution and social media.

A true sports success story.

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

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.



BROADCAST OVERVIEW



MotoAmerica race events are broadcast across the most diverse content distribution footprint of any North American motorsports series.

LINEAR USA

Superbike and Inside MA on Fox. Supersport and Jr Cup on MAVTV. Prior-year Superbike and Supersport on MAVTV.



OTT/SVOD

All race classes: Live+: Streaming & SVOD. YouTube: Highlights and more with full races posted week later.



F.A.S.T.

Select classes stream live and prior-year races air indefinitely.



TCL Channel, Apple AirPlay, Chromecast, Local Now, SamsungTV

SOCIAL

Select classes stream live in addition to numerous highlights, news and lifestyle.



INTERNATIONAL

Superbike and Supersport with many live airings and numerous reairs.



EVENT OVERVIEW

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Virginia International Raceway served up hot and beautiful weather for the race weekend.

Despite record fuel prices - MotoAmerica teams, vendors, sponsors and fans filled the paddock to enjoy racing from six classes delivering eleven individual races.

*Medallia Superbike
Supersport
YUASA Stock 1000
STG Junior Cup
Twins Cup
Royal Enfield BUILD.TRAIN.RACE.*

Measurement period: May 20-29, 2022
* Does not include Instagram Reels metrics

IMPACT SUMMARY

177	Rider Entries
17,061	Attendance (4% increase over 2021)
6	Competition Classes
11	Races total
108,114	Linear TV AA Households (USA est.)
3.6M	Digital Video Views
4.9M	Social Media Impressions*
299K	Social Media Engagement*



DIGITAL SUMMARY

	IEWS	HOURS
Streaming & SVOD	93,831	6,320
YouTube	714,265	46,692
Facebook	638,746	145,263
Instagram*	242,420	n/a
Twitter	7305	n/a
TikTok	1,956,000	n/a
Total:	3,652,567	198,275

LINEAR TV SUMMARY

108,114 Total AA Households USA (est)

International broadcast partners for this event:

- Fox Sports: Asia, Australia, Canada
- ESPN Latin America
- SuperSport Network South Africa
- Eurosport, Discovery+
- (Ratings for the above are delayed)

Notes

- Digital metrics only reflect May 20-29, 2022 period.
- *Does not include Instagram Reel metrics.

1 J. Gagne
2 M. Scholtz
3 C. Petersen
4 D. Petrucci
5 P. Jacobsen
6 R. Escalante
7 J. Lewis
8 A. Yates
9 H. Barbera
10 T. Wyman
11 D. Anthony
12 H. Gillin
13 E. Beaubier
14 M. Gilbert
15 B. Paasch
16 D. Lewis
17 J. Coffey
18 H. Dunham
19 N. Larkin
20 M. Flinders

YAMAHA

VIRGINIA INTERNATIONAL RACEWAY
MotoAmerica Medallia Superbike Race 2 Highlights at VIR 2022
 112,003 views May 22, 2022 Medallia Superbike race two was filled with action at the front as MotoAmerica's top road racers dived back and forth, swapping positions several times dur...more

EVENT SOCIAL MEDIA

Event Date: May 20-22, 2022



	TOTAL
Posts	99
Impressions	4,987,081
Engagement	298,807
Video Views	2,844,471
Comments, Shares	5,384

Facebook	Instagram*	Twitter	TikTok
47	17	30	5
2,284,935	683,984	62,162	1,956,000
159,368	28,574	2,444	108,421
638,746	242,420	7,305	1,956,000
3,015	242	90	2,037

Top fan
Craig Weir
 Moto America is great racing. The whole atmosphere is fantastic at the track. The riders are accessible and more than happy to stop, chat and get pics taken. I was just at VIR and had a great time. Yeah MOTO GP is the elite bikes, but the riders act that way to. You have to purchase a paddock pass to get close to the riders. Moto America keep up the good work and you'll see me there again and again.

Like Reply Hide 2w

Sandra Parsons
 Amazing Supersport races at VIR! Bring back Josh Hayes full time! Race 1 was fun but Race 2 was edge of your seat, thrilling stuff with so many passes! ...and love seeing Tyler Scott at the front with the veterans, too!

Like Reply Hide 3w Edited

Top fan
Allen Sloane
 Great racing this weekend. Loved the Twins finishes!

Like Reply Hide 2w

Top fan
Marcus Oneill
 My first time here and enjoyed every minute of it!! Will be back!! 🏍️🇺🇸🇺🇸🇺🇸

Like Reply Hide 3w

Marisa Kaye
 Great day of racing today

Like Reply Hide 3w

Randi Scheer
 This guy is awesome !!!

Like Reply Hide 3w

Jon Glaefke
 Whatever it takes to get you to your goal we your friends and fans are behind you

Like Reply Hide 3w

Brandon Turner
 Those 2 races were incredible to watch! Hope to see you at Road America!

Like Reply Hide 3w

* Does not include Instagram Reels.

Digital data only reflects May 20-22, 2022.

EVENT EARNED MEDIA

Event Date: May 20-22, 2022



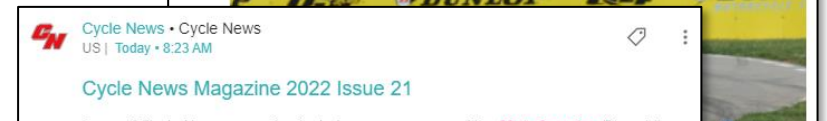
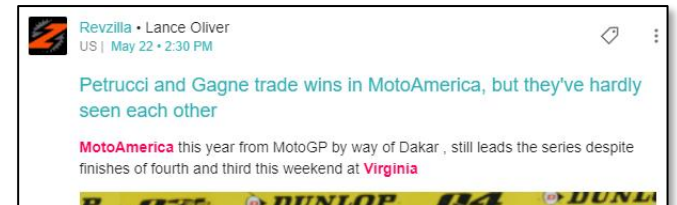
Regional event coverage: 2.16M est audience for all news media outlets.

Broadcast segments:

- WGHP (FOX) In studio interview with Blake Davis and VIR preview, aired Monday, May 16th on 5:30 pm broadcast.
- WTVR (CBS) Zoom interview with Blake Davis and VIR preview aired Wednesday May 18th on 6:00 pm and 11:00 pm broadcasts.

TV Roundups (syndicated by the Associated Press)

- Roanoke Times
- Traverse City Record Eagle
- Daily Republic
- Lewiston Sun Journal
- Cumberland-Times News
- Aspen Daily News

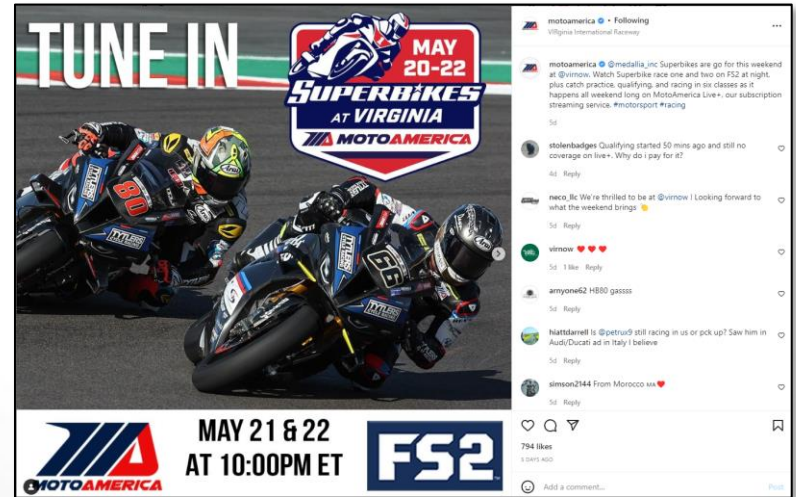
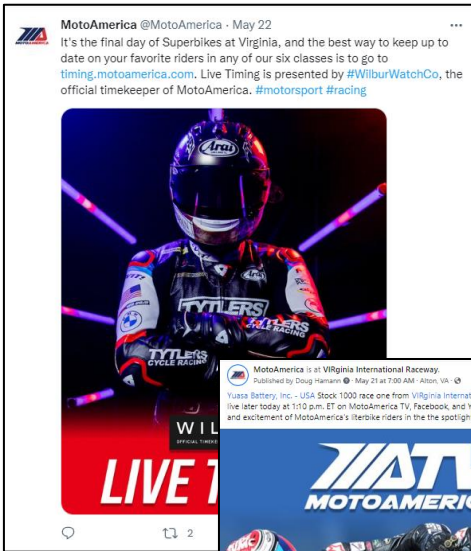


EVENT MARKETING

Event Date: May 20-22, 2022



Comprehensive multi-media campaign across multi-state area including advertising across digital, social media, OOH/Billboards, Local TV, Network TV, Posters/Flyers at Dealerships, Clubs/Organization Outreach, PR and more.



SERIES PARTNERS



Medallia



MANANALU

WILBUR



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