

RACE REPORT



SERIES OVERVIEW

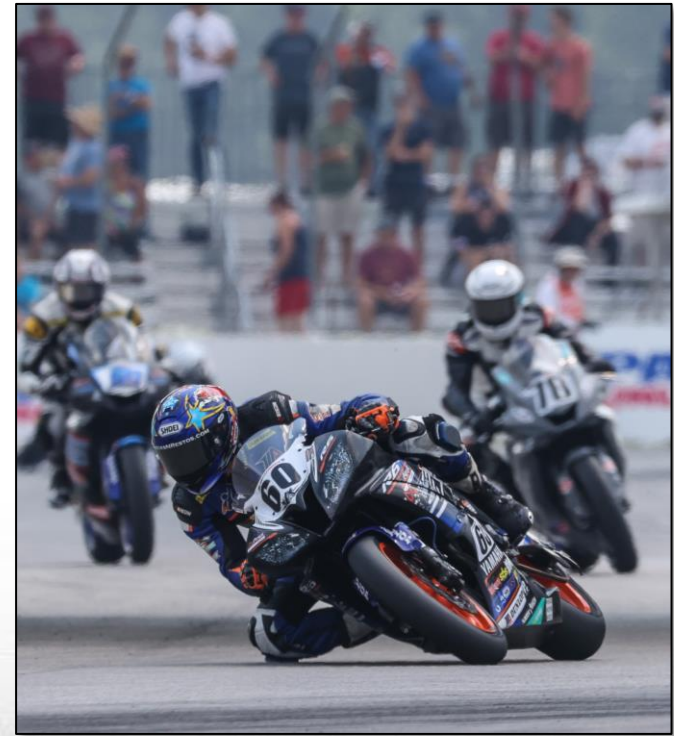


THE ROLL CONTINUES

MotoAmerica has grown nonstop since acquiring AMA road racing rights in 2015.

Each year breaks records across competitors, classes, attendance, viewership, content distribution and exceptional social media – a success story seven years running.

The series now stands at 9-10 annual events, each spanning a 3-day weekend. More than 120 riders compete in over 5 idyllic classes. MotoAmerica also leads with more TV programming hours than any motorcycle series broadcast in the USA.



REPORT OVERVIEW

EVENT DATE: 7/30 - 8/1, 2021



RACE COVERAGE

Each event brings racing and behind-the-scenes content to over 20 different programs & platforms, delivering broader demos & reach.

METHODOLOGY

In general, the metrics in this report cover the event weekend and week thereafter, July 30 thru August 1, 2021.

SNAPSHOT SUMMARY

Brainerd International Raceway stated “superbikes” was the #1 most requested racing from polled fans. MotoAmerica answered with the first AMA event in 17 years. Fans delivered an outstanding turnout for, essentially, a first-year event.

130	Entries
7	Competition Classes
13,456	Attendance
249,663	Linear TV AA Households (USA)
2,836,097	Digital Video Views (Racing, Highlights)
7,458,730	Social Media Impressions
402,588	Social Media Engagement



International:

Fox Sports Australia
Fox Sports Asia
SuperSport S.A.
Eurosport TV



EVENT RACE CLASSES

7/30 - 8/1, 2021



Premier class showcasing the top riders in the nation aboard highly modified, production-based 1000cc motorcycles capable of 200+ mph. HONOS apparel is class sponsor. 20 Annual races.



Middleweight, high-focus and topical, Supersport features highly modified production-based 600cc motorcycles. 18 Annual races.



Harley-Davidson & Indian V-Twins. Inaugural 2020 race delivered strong consumer and industry attention. Three KOTB races in 2021. Three annual races.



Open to manufacturers homologating under machines under 399cc. With age limits of 14-28, Junior Cup is a high-focus breeding ground for future stars. STG is class sponsor. 18 Annual races.



Alt feeder-class to Superbike, providing riders recognition on 1000cc motorcycles before moving to premier. 12 Annual races.



Addresses one of the most popular categories of motorcycles while providing teams freedom to more heavily modify engine and suspension components.



This first all-female “build & race” road course race class highlights women in motorcycle culture. Appearing at three 2021 MotoAmerica events as an exhibition class.

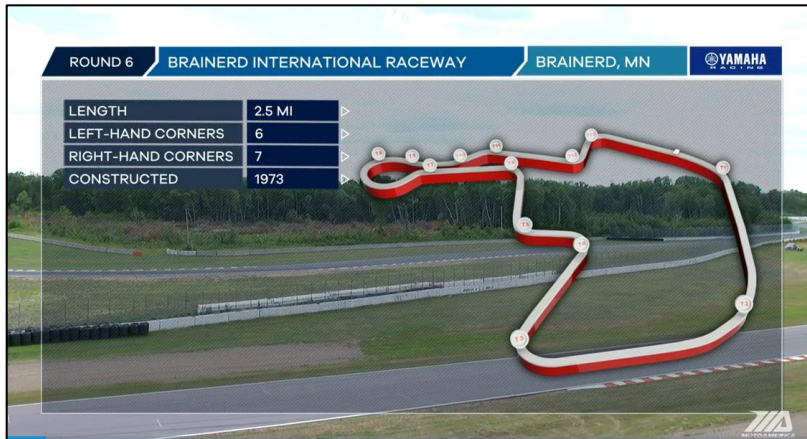
LINEAR TV VIEWERSHIP

7/30 - 8/1, 2021



SUMMARY

Total AA: 247,663 Households and 296,304 P2+ (USA)
 Total Programs: 8 Unique premiere shows, over 20 total airings



Sources, Definitions

- Fox Sports via Nielsen, MAVTV via 605 Platform.
- MAVTV Does not report P2+, so HH's are shown.
- P2+: All viewers in a household over 2 years old.
- L: Live, P: Premier, R: Rear, D: Delay, Blue text: Forecasted.
- AA: Average Audience, the average number of viewers watching at any given moment.

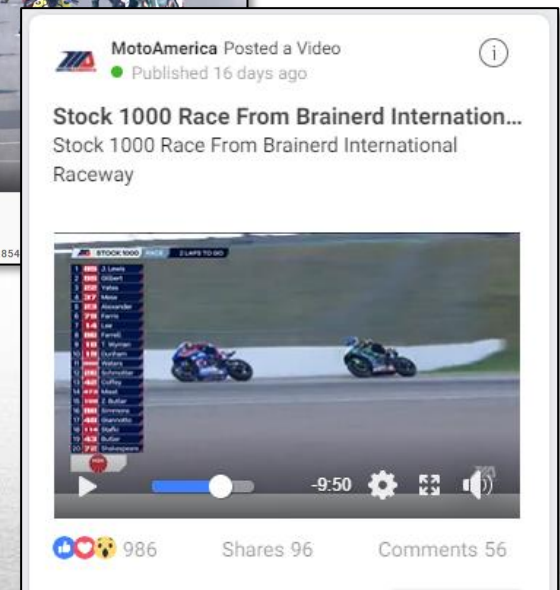
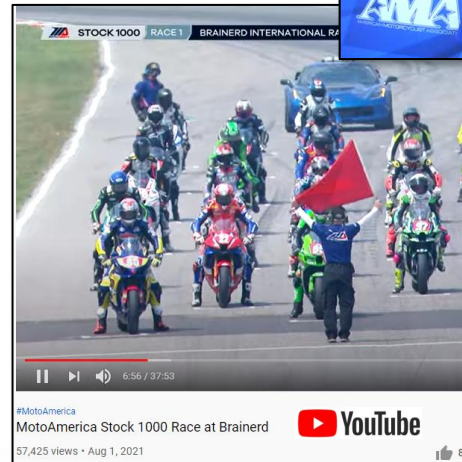
DETAILS

Date	Time	Program	Type	Mins	AA HH	AA P2+	
07/31/21	8:00 PM	FS2	MOTOAMERICA SUPERBIKE SAT	L	60	19,773	20,582
08/01/21	6:45 PM	FS1	MOTOAMERICA SUPERBIKE SUN	D	61	41,787	53,381
08/01/21	12:00 PM	FS2	MOTOAMERICA SUPERBIKE SAT	R	60	18,500	29,855
08/01/21	9:02 PM	FS2	MOTOAMERICA SUPERBIKE SAT	R	58	2,827	3,032
08/03/21	2:00 AM	FS1	MOTOAMERICA REWIND	P	60	14,169	18,759
08/04/21	10:00 PM	FS1	MOTOAMERICA REWIND	R	60	20,518	22,375
08/04/21	8:00 AM	FS2	MOTOAMERICA REWIND	R	60	7,186	7,032
HONOS Superbike Total						124,760	155,016
07/31/21	4:00 PM	MAVTV	SUPERSPORT SAT	L	60	20,142	25,983
07/31/21	TBA	MAVTV	SUPERSPORT SAT	R	60	20,000	25,800
08/01/21	TBA	MAVTV	SUPERSPORT SUN	L	60	20,000	25,800
08/01/21	TBA	MAVTV	SUPERSPORT SUN	R	60	20,000	25,800
Supersport Total						80,142	103,383
08/03/21	5:00 PM	FS2	MOTOAMERICA JUNIOR CUP SAT	P	30	3,531	4,187
08/03/21	5:30 PM	FS2	MOTOAMERICA JUNIOR CUP SUN	P	30	2,733	2,973
08/04/21	9:00 AM	FS2	MOTOAMERICA JUNIOR CUP SAT	R	30	11,966	11,101
08/04/21	9:30 AM	FS2	MOTOAMERICA JUNIOR CUP SUN	R	30	8,158	752
08/04/21	10:00 AM	FS2	MOTOAMERICA JUNIOR CUP SAT	R	30	1,264	1,455
08/04/21	10:30 AM	FS2	MOTOAMERICA JUNIOR CUP SUN	R	30	3,109	3,437
STG Junior Cup Total						30,761	23,905
08/12/21	7:00 PM	FS2	INSIDE MOTOAMERICA EP 6	P	60	7,000	8,000
07/29/21	11:00 PM	FS2	INSIDE MOTOAMERICA EP 6	R	60	7,000	8,000
Inside MotoAmerica Total						14,000	16,000
Multiple	Eurosport TV	MOTOAMERICA SUPERBIKE	P	60	TBA	TBA	
Multiple	Fox Sports Australia	MOTOAMERICA SUPERBIKE	P	60	TBA	TBA	
Multiple	Fox Sports Asia	MOTOAMERICA SUPERBIKE	P	60	56,000	75,000	
Multiple	SuperSport S. Africa	MOTOAMERICA SUPERBIKE	P	60	TBA	TBA	
International Total						56,000	75,000
TOTAL USA						249,663	298,304
TOTAL OVERALL						305,663	373,304

SUMMARY

Race & Highlight Total Views:

55,776	MotoAmerica Live & SVOD (176 hours)
186,267	YouTube (19,970 hours viewed)
2,359,566	Facebook (20,051 total hours viewed)
253,585	Instagram
21,803	Twitter
201,143	TikTok
3,078,140	Total Views



Notes

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

SUMMARY

180	Posts
7,458,730	Impressions
402,588	Engagement
2,836,097	Video Views
6,051	Shares/Comments

DETAILS

	Facebook	Instagram	Twitter	TikTok
Posts	59	25	88	8
Impressions	6,146,287	820,023	291,277	201,143
Engagement	333,174	40,663	12,676	16,075
Video Views	2,359,566	253,585	21,803	201,143
Comments & Shares	4,736	311	457	547

NOTES

- All metrics shown are organic, non-paid.
- Four different platforms serve content uniquely, delivering greater content Reach and Diversity.
- Sharing, commenting and friend-tagging confirms that viewers find such value in MotoAmerica content they broadcast it themselves.

MotoAmerica · Published by Doug Hamann · July 31 at 2:12 PM ·

It was chaos at the start of HONOS Superbike race on right in the middle of track, handing the lead to Loris Gagne got out of harm's way, but his downed bike le destroyed.

108,987 views · Liked by pridmore43

motoamerica Kawasaki rider @andrew_lee14 concluded Stock 1000 first qualifying at @brainerdinternationalraceway with a rather stylish get-off. He scored a 10 on the dismount because he walked away unhurt, and his bike scored a 9.5 for almost sticking the landing. #MotoAmericaOlympics

View all 125 comments

motoamerica @andrew_lee14 finished fourth fastest in Stock 1000 Qualifvino 1.

2,274,164 People Reached | 144,905 Engagements | Boost Post

3.1K | 171 Comments 438 Shares

4:07 | 5G | Video

motoamerica Brainerd International Raceway

108,987 views · Liked by pridmore43

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SUMMARY

13,456 Three-Day Total.

Fans and their motorcycles, cars, trucks, RV's and campers filled the grounds of BIR from Thursday thru Sunday.



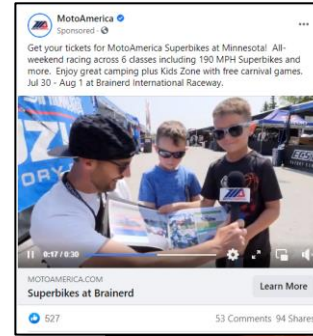
DETAILS

<u>2021 Events</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>+/-</u>
Apr 30-May 2 Michelin Rcw Road Atlanta	13,750	16,329	15,750	14,000	15,861	16,177	20,919	29%
May 21-23 Virginia Int'l Raceway	11,000	10,257	10,200	10,200	13,524	no race	16,375	21%
Jun 11-13 Road America	18,500	23,781	23,525	24,009	25,800	27,401	35,111	28%
Jun 25-27 The Ridge Motorsports Park						no fans	11,133	
Jul 9-11 WeatherTech Laguna Seca*	52,700	61,052	64,298	64,425	67,685	no fans	33,316	-51%
Jul 30-Aug 1 Brainerd International Raceway						no race	13,456	
Aug 13-15 Pittsburgh Int'l Race Complex			14,544	15,203	15,974	16,081	-	
Sep 10-12 New Jersey Motorsports Park	14,000	14,499	14,100	11,500	15,069	15,381	-	
Sep 17-19 Barber Motorsports Park	10,250	8,634	10,033	14,256	16,321	16,379	-	
Blue = Adverse weather	120,200	134,552	152,450	153,593	170,234	91,419	130,310	

* Actual ticketed. 2015-2019 attendance reported by prior track management.

REGIONAL PRE-EVENT

Regional multimedia campaign including Local TV, Social Media, Digital Ads, Digital Video, Digital Radio, OOH/Billboards, Dealership Banners/Postcards, PR and more. Multiple creatives designed to reach endemic fans, families, camping, etc.



NATIONAL PRE-EVENT

Nationwide digital campaign for series awareness and tune-in details. Digital Ads, Social Media and YouTube delivered week prior.

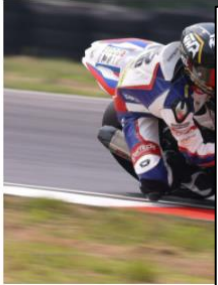


SUMMARY

66+ National News Articles/Posts
 300+ Non-MotoAmerica Tweets, Blog & Forum mentions

R RoadracingWorld.com
 US | Aug 4 • 5:25 PM

MotoAmerica: Even More From The Races At Brainerd
 despite setbacks at **Brainerd** International Raceway **BRAINERD**, Minn. — Travis Wyman's introduction to racing at **Brainerd** International Raceway



MPN Motorcycle & Powersports News
 US | Aug 2 • 12:01 PM

Royal Enfield BTR Road Race Debuts at Brainerd MotoAmerica Round

The **Brainerd MotoAmerica** round was host to the opening round of the Royal Enfield BUILD. TRAIN. RACE. (BTR) Road Race Program where seven



CN Cycle News • Cycle News
 US | Aug 2 • 2:59 PM

Cycle News Magazine 2021 Issue 31

This week's issue of Cycle News magazine includes full coverage from **Brainerd MotoAmerica**, where Jake Gagne nearly saw his win streak come

BUCK LINKS IN THE WIND 22 LEADERBOARD 118

CycleNews

ROLAND SANDS DESIGN
INDIAN CHIEF
 The Chief of Chiefs

BRANDS REPRESENTED: HONDA DELIVERED AGAIN, RED BULL ROMANACE, MARACAS IN ROMANIA, SUCK UP, HONDA L'ESPAGNOL, BEST FIRST LOOK: HONDA CRYSTAL, HONDA CRF250R, BMW R18 B, BMW TRANSCONTINENTAL

SPEED SPORT
 US | Aug 1 • 5:36 PM

Kelly Takes Big Step Towards Supersport Crown

BRAINERD, Minn. — Chances are if Sean Dylan Kelly continues his march to the **MotoAmerica** Supersport championship he will look back at the

RACER
 US | Aug 1 • 5:02 PM

Gagne breaks win streak record with 12th MotoAmerica Superbike win

on Sunday at **Brainerd** International Raceway, the Fresh N' Lean Attack Performance Yamaha man racing to his 12th straight **MotoAmerica** HONOS

EVENT VIEWER DEMOS

TYPICAL EVENT DEMOS



Fox Sports Broadcasts

AGE	%
2-18	4%
18-24	1%
25-54	39%
55-99	55%

Male: 69%, Female: 31%



MotoAmerica Live+ Broadcasts

AGE	%
18-24	10%
25-34	23%
35-44	18%
45-54	21%
55-64	19%
65+	10%

Male: 82%, Female: 18%



MotoAmerica YouTube Videos

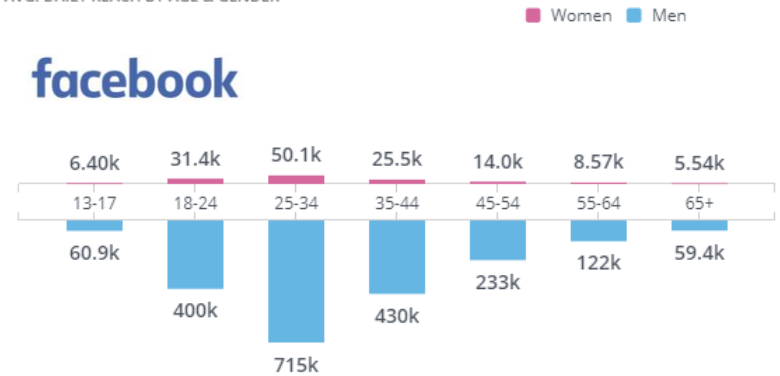
AGE	%
13-17	3%
18-24	14%
25-34	27%
35-44	21%
45-54	17%
55-64	13%
65+	6%

Male: 88%, Female: 12%



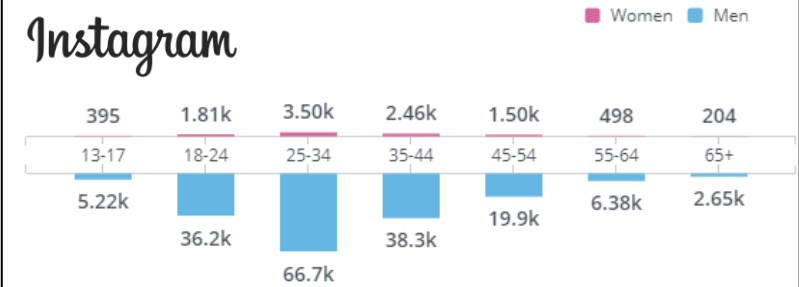
AVG. DAILY REACH BY AGE & GENDER

facebook



FOLLOWERS BY AGE & GENDER

Instagram



MotoAmerica.com Traffic

AGE	%	Page Views	Users	Sessions
18-24	10%			
25-54	22%	132,132		
35-44	18%	40,532		
45-54	21%	66,829		
55-64	19%			
65+	9%			
Male: 84%, Female: 16%				

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