

RACE REPORT



SERIES OVERVIEW



SUCCESS 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 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 than any motorcycle series broadcast in the USA.



REPORT OVERVIEW

EVENT DATE: 8/13-15, 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, August 13 through 20, 2021.

SNAPSHOT SUMMARY

Spectacular weather and increased attendance delivered another outstanding event for this beautiful track. Fans filled the Fan Hill and Water Tank Hill viewing areas. Camping areas were filled with RV's, Toyhaulers, Campers and Tents. In addition to five standard MotoAmerica class, fans welcomed another round of Royal Enfield Build Train Race and Mini Cup by MOTUL classes.

186	Entries
7	Competition Classes
18,303	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

EVENT DATE: 8/13-15, 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.



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 class, HONOS Superbike. 12 Annual races.



Addresses one of the most popular categories of motorcycles. Provides teams more freedom to modify engine and suspension components. 14 Annual races.



Successful youth series dubbed “The Road To MotoAmerica.” Four classes: 110cc, 160cc, 190cc (racers -15) and 190 Adult (racers 15+) Four 2021 events. Four annual races.



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

8/13-20, 2021



SUMMARY

Total AA: 244,909 Households and 331,206 P2+ (USA)

Total Programs: 8 Unique shows, over 20 USA total airings



Sources, Definitions

- Fox Sports reports via Nielsen, MAVTV reports via 605 Platform.
- AA HH = Average Audience Households
- P2+: All viewers in a household over 2 years old.
- MAVTV's AA P2+ is estimated since they only report AA HH.
- 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

08/14/21	7:33 PM	FS2	MA SUPERBIKE SAT	R	60	9,314	16,320
08/15/21	9:00 AM	FS1	MA SUPERBIKE SAT	R	60	23,803	30,472
08/15/21	2:00 PM	FS1	MA SUPERBIKE SUN	L	60	68,496	107,879
08/15/21	3:00 PM	FS2	MA SUPERBIKE SUN	R	60	6,686	6,825
08/17/21	6:00 PM	FS2	MA REWIND	P	60	5,287	5,307
08/20/21	5:30 AM	FS1	MA REWIND	R	30	3,145	4,756
HONOS Superbike Total						137,403	196,992

08/14/21	7:00 PM	MAVTV	SUPERSPORT SAT	L	60	11,293	14,568
TBA		MAVTV	SUPERSPORT SAT	R	60	14,000	18,060
TBA		MAVTV	SUPERSPORT SAT	R	60	14,000	18,060
TBA		MAVTV	SUPERSPORT SUN	L	60	14,000	18,060
TBA		MAVTV	SUPERSPORT SUN	R	60	14,000	18,060
TBA		MAVTV	SUPERSPORT SUN	R	60	14,000	18,060
Supersport Total						81,293	104,868

08/17/21	5:00 PM	FS2	MA JUNIOR CUP SAT	P	30	6,952	7,891
08/17/21	5:30 PM	FS2	MA JUNIOR CUP SUN	P	30	5,261	5,455
STG Junior Cup Total						12,213	13,346

08/12/21	7:00 PM	FS2	INSIDE MA EP 7	P	60	7,000	8,000
07/29/21	11:00 PM	FS2	INSIDE MA EP 7	R	60	7,000	8,000
Inside MotoAmerica Total						14,000	16,000

Multiple	Eurosport TV	MA SUPERBIKE	P	TBA	TBA		
Multiple	Fox Sports Australia	MA SUPERBIKE	P	6,977	9,000		
Multiple	Fox Sports Asia	MA SUPERBIKE	P	43,411	56,000		
Multiple	SuperSport S. Africa	MA SUPERBIKE	P	TBA	TBA		
International Total						50,388	65,000

PITTSBURGH INT'L RACE COMPLEX TOTAL USA						244,909	331,206
PITTSBURGH INT'L RACE COMPLEX TOTAL GLOBAL						295,297	396,206

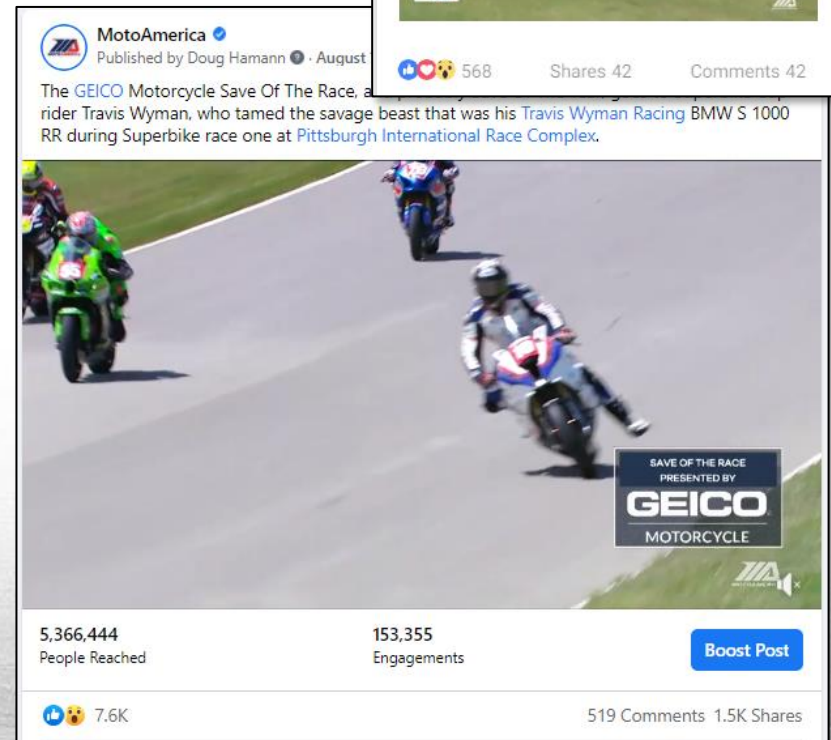
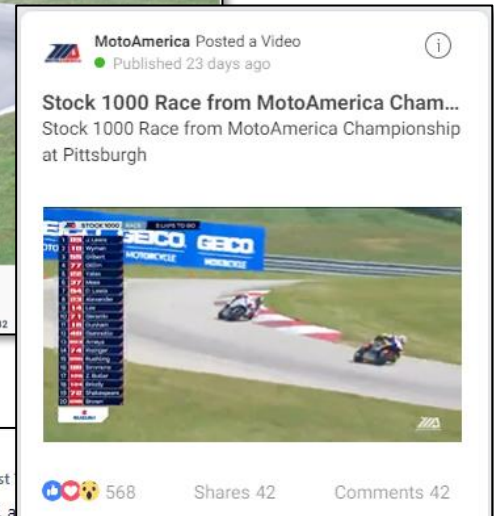
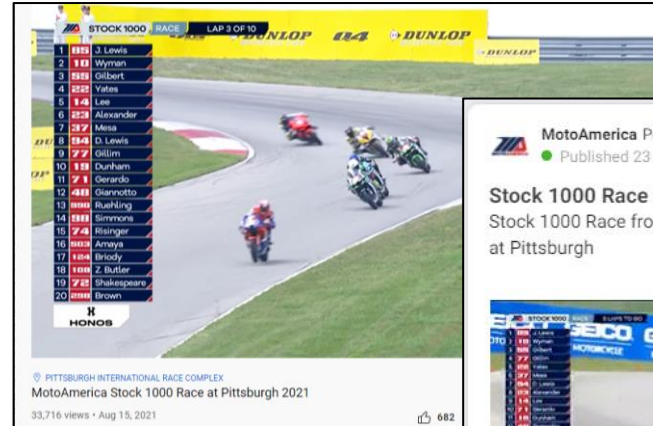
SUMMARY

Race & Highlight Total Views:

48,219	MotoAmerica Live & SVOD (9,488 hours)
138,252	YouTube (12,995 hours viewed)
3,748,734	Facebook (414,032 total hours viewed)
166,296	Instagram
33,922	Twitter
123,478	TikTok
4,258,901	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

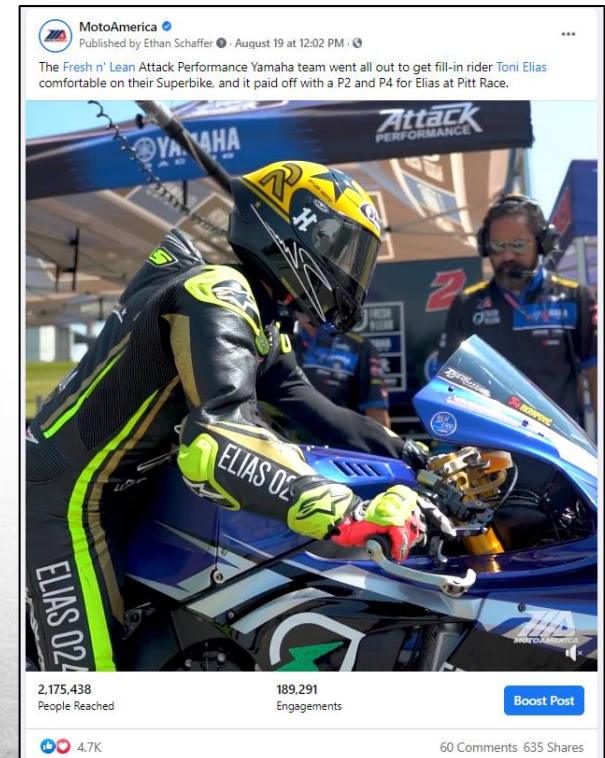
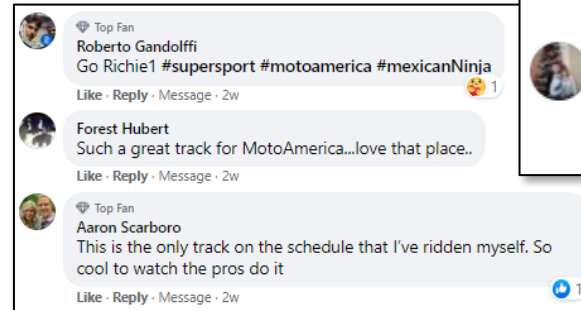
Posts	195
Impressions	12,287,426
Engagement	486,156
Video Views	4,210,682
Shares/Comments	7,646

DETAILS

	Facebook	Instagram	Twitter	TikTok	YouTube
Posts	57	27	84	8	19
Impressions	8,987,317	715,177	285,429	123,478	2,176,025
Engagement	433,838	28,932	12,569	10,817	
Video Views	3,748,734	166,296	33,922	123,478	138,252
Comments, Shares	6,389	270	399	588	

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.



SUMMARY

18,303 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>
Michelin RcwY Road Atlanta	13,750	16,329	15,750	14,000	15,861	16,177	20,919	29%
Virginia Int'l Raceway	11,000	10,257	10,200	10,200	13,524	no race	16,375	21%
Road America	18,500	23,781	23,525	24,009	25,800	27,401	35,111	28%
The Ridge Motorsports Park						no fans	11,133	
WeatherTech Laguna Seca*	52,700	61,052	64,298	64,425	67,685	no fans	33,316	-51%
Brainerd International Raceway						no race	13,456	
Pittsburgh Int'l Race Complex			14,544	15,203	15,974	16,081	18,303	14%
New Jersey Motorsports Park	14,000	14,499	14,100	11,500	15,069	15,381	-	
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	148,613	

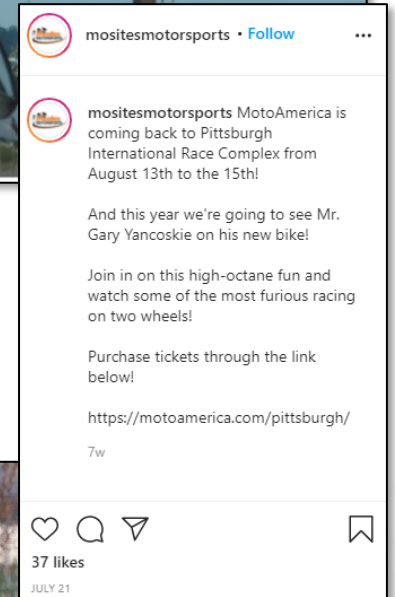
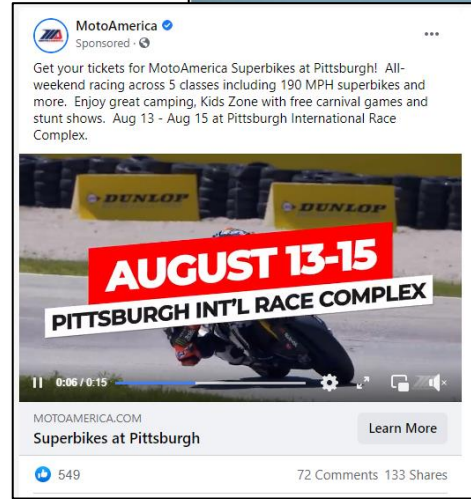
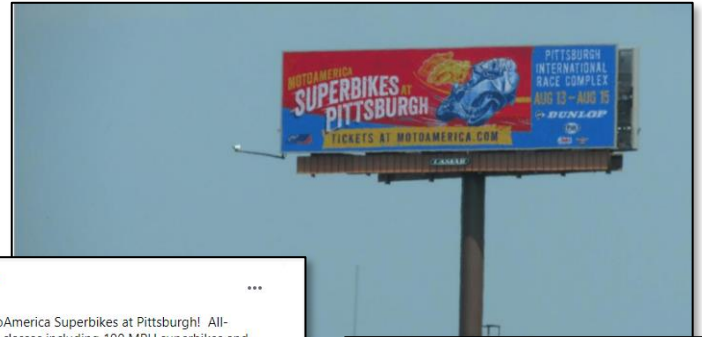
* Actual ticketed. 2015-2019 attendance reported by prior track management.

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.



EARNED MEDIA, PR

7/30 - 8/1, 2021



SUMMARY

- 75+ National News Articles/Posts
- 160+ Non-MotoAmerica Tweets, Blog & Forum mentions

Speed Sport
US | Aug 15 • 2:45 PM

Three Winners In MotoAmerica Support Action

two years. Also, he had to work on Friday before driving to Pittsburgh, so he missed Stock 1000 first practice and provisional qualifying.

RoadracingWorld.com
US | Sep 2 • 9:04 AM

MotoAmerica: Elias Riding With Yamaha Again At NJMP

finish as he sat in for Herrin at the previous round at the Pittsburgh International Race Complex. Richard Stanboli – Fresh N' Lean Attack

Racer.com
US | Aug 15 • 3:22 PM

Gagne grabs 13th consecutive MotoAmerica victory with Race 2 dominance at Pitt

utter domination of the 2021 MotoAmerica Championship with his 13th successive win today at Pittsburgh.

RoadracingWorld.com
US | Aug 17 • 2:26 PM

MotoAmerica: Even More From The Races At PittRace

Service Solutions Team (Pittsburgh, PA) The fan turnout for the 7th round of the MotoAmerica Championship at Pittsburgh International Race

SPORTS ILLUSTRATED

MotoGP, MARKET: Yamaha now considering Jake Gagne, currently dominating in MotoAmerica

by Didier — August 17, 2021 In Moto GP

The KDKA Radio Morning Show with Larry Richert and Kevin Battle

MotoAmerica Superbikes comes to Pittsburgh

00:32

Tweet

ESPN Argentina @ESPNArgentina

Disfrutá de la séptima fecha del SuperSport de MotoAmerica con la competencia de Pittsburgh. ¡Sumate en vivo!

Tweet

ESPN Chile @ESPNChile

¡EL SUPERSPORT DE MOTOAMERICA SIGUE SU MARCHA! La categoría llega a su séptima fecha este fin de semana con la competencia de Pittsburgh. ¡Síguela en vivo por ESPN.CL!

Pittsburgh Post-Gazette

Sunday, September 06, 2021 11:42AM

At MotoAmerica races, some fans in it for the long haul

EVENT VIEWER DEMOS

TYPICAL EVENT DEMOS



Fox Sports Broadcasts

AGE	%
2-18	4%
18-34	7%
35-49	16%
50-64	44%
65-99	31%

Male: 71%, Female: 29%



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

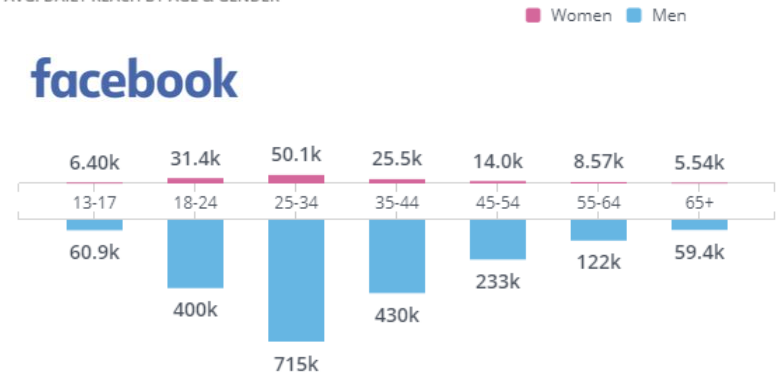
AGE	%
13-17	3%
18-24	14%
25-34	27%
35-44	21%
45-54	17%
55-64	13%
65+	6%

Male: 88%, Female: 12%



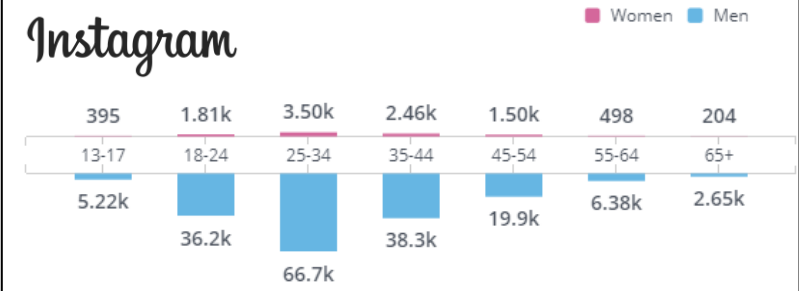
AVG. DAILY REACH BY AGE & GENDER

facebook



FOLLOWERS BY AGE & GENDER

Instagram

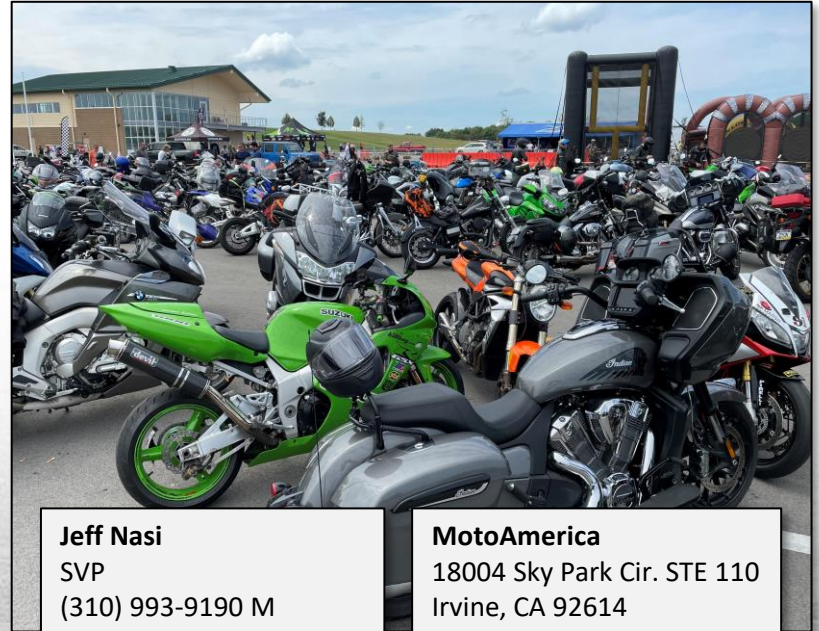


MotoAmerica.com Website Traffic

AGE	%
18-24	10%
25-54	22%
35-44	18%
45-54	21%
55-64	19%
65+	9%

Male: 84%, Female: 16%

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