RACE REPORT

MotoAmerica Superbikes at Minnesota Event Date: July 29-31, 2022







INDUSTRY ONLY, REPORT NOT FOR PUBLIC SOCIAL MEDIA DISTRIBUTION

REPORT CONTENTS



Series Overview Broadcast Overview Event Overview Coverage Details:



Linear TV Viewership Digital Viewership Social Media Earned Media Imagery Contact Info

This report primarily reflects metrics from race weekend and the 10 days thereafter.





SERIES OVERVIEW



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 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.

MOTOAMERICA





F.A.S.T.

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

MOTOAMERICA

TCL Channel, Apple

AirPlay, Chromecast,

Local Now, SamsungTV

MTRSP



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

twitter 3

TikTok

INTERNATIONAL

Superbike and Supersport with many live airings and numerous reairs.



Australia, Asia, Canada



EURO SPORT



STXR+

EVENT OVERVIEW



Two years ago, Brainerd International Raceway reported that fans requested AMA Superbikes more than any other motorsports series for a return to the famous northern track.

MotoAmerica answered with an attendance increase of 12% over the prior year, notably impressive as the 2022 is only the second year since MotoAmerica's return.

Seven classes of racing filled the grounds from Friday to Sunday, entertaining crowds who commuted from as far away as Montana and Michigan.

IMPACT SUMMARY

171	Rider Entries
15,066	Attendance (12% increase)
7	Competition Classes
10	Races total
170,991	Linear TV AA Households USA (est)
1.3M	Digital Video Views
7.1M	Social Media Impressions
200K	Social Media Engagement

Digital metrics reflect July 29 - August 8, 2022, period.

Medallia Superbikes Supersport YUASA Stock 1000 STG Junior Cup REV'IT! Twins Cup Mission King Of The Baggers Royal Enfield BUILD.TRAIN.RACE.



RACE VIEWERSHIP



DIGITAL SUMMARY

	VIEWS	HOURS
Live+ Streaming/SVOD	92,043	3,874
YouTube	400,220	36,424
Facebook Instagram	263,513 378,185	56,881 n/a
Twitter	35,738	n/a
TikTok	100,106	n/a
Total	1,269,805	97,178

LINEAR TV SUMMARY

170,991	Linear TV AA Households USA (est)
Internationa	I broadcast partners for this event:
	Asia, Australia, Canada
ESPN Latin A	merica
SuperSport N	Network South Africa
Eurosport,	
Discovery+	
(Ratings for t	he above are delayed)



Notes

Digital metrics reflect July 29 - August 8, 2022, period. TV Ratings reflect July29 to present plus forecasted reairs.

SOCIAL MEDIA



	TOTAL	Facebook	Instagram	Twitter	TikTok	YouTube		
Posts	187	42	15	96	5	29		
Impressions	7,144,627	1,457,787	744,698	247,695	100,106	4,594,341		
Engagement	193,440	116,096	41,973	11,654	7,882	15,835		
Video Views	1,177,762	263,513	378,185	35,738	100,106	400,220		
Comments, Shares	6,391	2,418	1,456	305	270	1,942		
Donna Cochran • 5:54 This is the greatest program ! Should grow into a very successful group! Fun Inspirational • 26:46 Tur Tur Tur Tur Tur Tur Tur Tur								
Simon Fuller 7 days ago Great racing guys !!!!! Thank yo	ou for uploading. Greeting	gs from north east Vi		ca Thanks! I feel a new ob	session coming on! 👍			
௴2 5 REPLY								
williamland1 8 days ago Thank you MotoAmerica for posting this ! Love watching the baggers !! Can't wait to see them in New jer for the final race 👍 🏁 🎳				keith winters 2 weeks ago Thanks for these. Lovin' these circuits. Watching from U.K. Great you folks cover all groups. Look forward to Superbikes.				
	And the last second			<u>љ</u> 252 Б				

Digital metrics reflect July 29 - August 8, 2022, period.

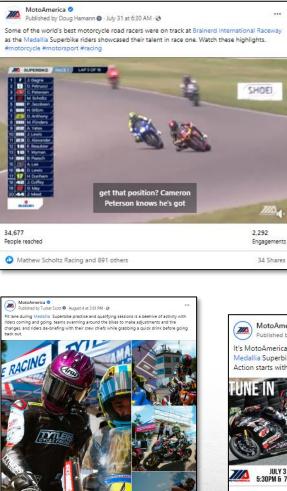
SOCIAL MEDIA

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MotoAmerica 🥥 200 Published by Doug Hamann @ - July 31 at 5:13 PM - @

Just like threading a needle...a very big needle...Bobby Fong made an epic inside pass on Tyler O'Hara in the Mission Foods King Of The Baggers race at Brainerd International Raceway. The overtake put Fong into the lead, and he went on to win his first Big Twins feature race of the season. #motors oort #bagger #motorcycle #bagger





4 Share

145

MotoAmerica 🥥

IA.

Published by Doug Hamann 🛛 - July 28 at 9:14 AM - 🔇

It's MotoAmerica motorcycle road racing all weekend at Brainerd International Raceway with Medallia Superbikes at Minnesota plus Mission Foods King Of The Baggers and 5 other classes. Action starts with tonight's premiere of Ep. 6 of "Pressure To Rise" on FS2 at 9:30 ET.



EARNED MEDIA

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Broadcast Segments

- KSTP (ABC Twin Cities) Interview with Jake Gagne, Superbikes at Minnesota preview.
- 91.5 & 102.7 The Word: Talked about MotoAmerica on their morning show.
- Lakeland PBS Interview with Jake Gagne, Superbikes at Minnesota preview.

Print Coverage

- Brainerd Dispatch Interviews with Kaleb, Jake and Danilo
- Brainerd Dispatch Coverage of the passing of Scott Briody.

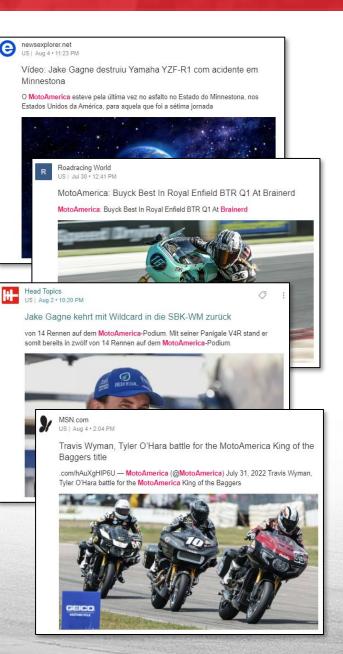
TV Roundups (syndicated by the Associated Press)

- The Lewiston Tribune
- The Observer-Reporter
- Roanoke Times

Calendar Listings:

- <u>Minnesota Parent</u>
- <u>92KQRS</u>





EVENT MARKETING

Event Date: July 29-31, 2022





Billboard creatives in rotation.

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.











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IMAGERY

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IMAGERY











SERIES PARTNERS







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