

RACE REPORT

Mid-Ohio Sports Car Course
August 15-17, 2025



Series Overview
Event Overview
Viewership
Social Media
Earned Media
Imagery
Marketing



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

A DECADE OF GROWTH & SUCCESS

Since acquiring AMA rights in 2015, MotoAmerica has consistently delivered incredible growth across entries, classes, attendance, viewership, social media and content distribution



VALUABLE EVENTS VALUABLE FANS

MotoAmerica delivers ten 3-day annual events with over 100 total races. Each event features up to 200 riders competing in 5-7 classes. All-day entertainment reaches affluent crowds with camping, family-friendly activities, bike shows, and stunts.



EVENT OVERVIEW

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A SOLID RETURN

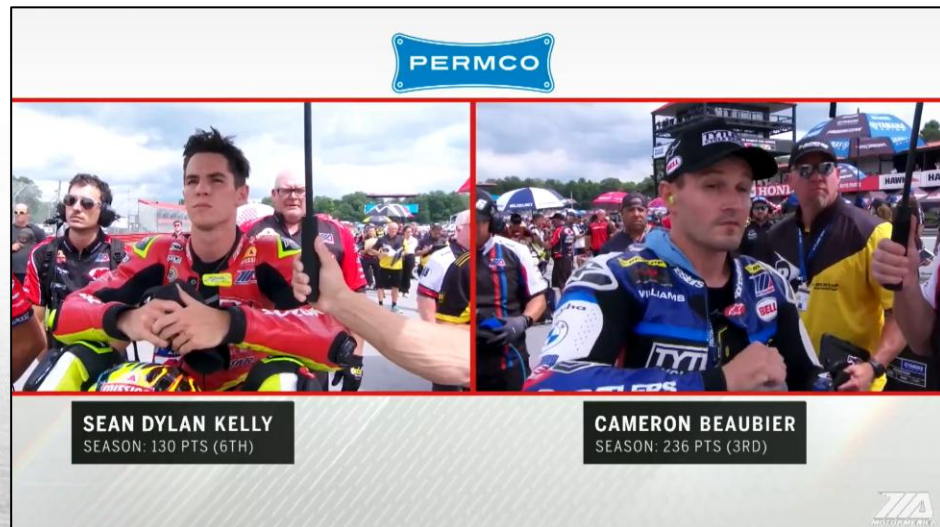
MotoAmerica returns to the famous grounds of Mid-Ohio for its second successful year. Fans traveled great distances to enjoy ten races from five unique race classes.

MotoAmerica thanks Permco for its renewed support of the event and MotoAmerica Official Partners for their support of the championship season.

SNAPSHOT

152	Rider Entries
5	Competition Classes
10	Races total
108K	Linear TV AA P2+
12M	Digital Video Views
21M	Social Media Impressions
580K	Social Media Engagement
29,011	Attendance

- Metrics: Reflects 10-days, August 15-24
- P2+: Average Audience of all persons in household over 2-years old.
- P2+ Estimated for NBC Peacock.



DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	41,121	20,629
YouTube	426,772	51,615
Facebook	5,557,552	23,388
Instagram	4,385,363	N/A
X	58,129	N/A
TikTok	1,536,275	N/A
TOTAL	12,005,212	95,632



LINEAR TV SUMMARY

108,206

Total AA P2+ USA *

RACE BROADCASTS:

- MotoAmerica Live+ All Classes Live & SVOD
- Fox Sports FS1 *Superbike Rewind, Mission King Of The Baggers*
- NBC Peacock *Live Superbike*
- ESPN Latin America *Superbike and Motovation Supersport*
- MTRSPT1 *Superbike & Supersport live, others delayed*
- YouTube *All classes, delayed*

RACE BROADCAST DISTRIBUTION:

- Fox Sports FS1 USA
- Fox Sports FSR: Canada, Caribbean
- NBC Peacock: USA
- NBC Sports Now: USA
- ESPN LATAM: Brazil, Chile, Columbia, Mexico, Peru, Argentina, Guatemala
- MTRSPT1 (FAST) USA, Australia, New Zealand, Denmark, Spain, France, Great Britain, Italy, Mexico, South Africa

NOTES:

- Metrics and ratings reflects all race classes for 10 days, Aug 15-24.
- *** TV Notes:**
- P2+ Ratings: Combination of Fox Sports and NBC Peacock.
- P2+ Definition: Average Audience of all persons in household over 2-years old watching at any moment.
- NBC Peacock does not provide P2+ but it is estimated based on MotoAmerica Household to P2+ average ratio.

SOCIAL MEDIA

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	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	367	85	69	141	35	37
Impressions	21,030,799	9,744,375	6,069,048	235,142	1,536,275	3,445,959
Engagement	579,993	272,644	168,851	6,536	113,161	18,801
Video Views	11,964,091	5,557,552	4,385,363	58,129	1,536,275	426,772
Comments, Shares	29,604	10,758	10,468	779	6,033	1,566



Long Reach Long Riders

Sounds like an epic start at Mid-Ohio! Can't wait to see all the highlights—MotoAmerica never disappoints. 🏁🔥

Jeffery Keil

Great racing Saturday and it was hot there really good day for JD, a victory and a podium for Honda it's been awhile 🙌

Christopher Deck

You guys put on a great show! Its awesome to meet the riders and see the pit boxes. Motoamerica puts on a great show!!

Gage Martin Coleman

This is why I prefer motoamerica. It doesnt matter who wins the whole community is respectful and congratulating all of the winners. This same post in a motogp group would have every rider getting bashed and torn to shreds.



Curtis Cozier

I'll be there... Can't wait !!!! 🏁🔥

6w Like Reply



Sandra Moya Carmichael Loftis

Mid-Ohio! Let's go RACING!!!! 🏁🔥

Top fan

Eddie Bingham

I think Mid-Ohio is a fun track

Curtis Cozier

Already here at the track and can't wait!!!



Select media hits shown, full media recap [here](#).

Broadcast

- WTTE-TV (Columbus, OH): Good Day Columbus Saturday at 8am – <https://the-brand-amp.muckrack.com/broadcast/savedclips/view/4z0MHwlvYr>
- WTTE-TV (Columbus, OH): Good Day Columbus Saturday at 9am – <https://the-brand-amp.muckrack.com/broadcast/savedclips/view/3Q1neqDFtC>
- WNCI-FM (Columbus, OH): MotoAmerica Superbikes at Mid-Ohio – Radio Broadcast



National

- NBC Sports: How to Watch MotoAmerica Round 7 at Mid-Ohio Sports Car Course: Schedule, TV/stream info, past results – <https://www.nbcsports.com/motor-sports/news/how-to-watch-motoamerica-round-7-at-mid-ohio-sports-car-course-schedule-tv-stream-info-past-results-josh-herrin-defending-winner>
- SPEED SPORT: Five Points Separate Herrin & Fong Heading To Mid-Ohio – <https://speedsport.com/more-racing/motorcycles/motoamerica/five-points-separate-herrin-fong-heading-to-mid-ohio/>
- CycleNews: MotoAmerica Previews 2025 Mid-Ohio Round 7 – <https://www.cyclenews.com/2025/08/article/motoamerica-previews-2025-mid-ohio-round-7/>
- Roadracing World & Motorcycle Technology: MotoAmerica Preview: Supersport Heads to Mid-Ohio – <https://www.roadracingworld.com/news/motoamerica-preview-supersport-heads-to-mid-ohio/>
- Roadracing World & Motorcycle Technology: MotoAmerica: Hart Racing Announces Sponsorship Partnership with Creality – <https://www.roadracingworld.com/news/motoamerica-hart-racing-announces-sponsorship-partnership-with-creality/>
- Roadracing World & Motorcycle Technology: MotoAmerica: Paasch Joins 3D Motorsports In Supersport – <https://www.roadracingworld.com/news/motoamerica-paasch-joins-3d-motorsports-in-supersport/>
- NBC Sports: How to Watch MotoAmerica Round 7 at Mid-Ohio Sports Car Course: Schedule, TV/stream info, past results – <https://www.nbcsports.com/motor-sports/news/how-to-watch-motoamerica-round-7-at-mid-ohio-sports-car-course-schedule-tv-stream-info-past-results-josh-herrin-defending-winner>
- Roadracing World & Motorcycle Technology: MotoAmerica: Nord Tops Hooligan B Practice At Mid-Ohio – <https://www.roadracingworld.com/news/motoamerica-nord-tops-hooligan-b-practice-at-mid-ohio/>

Local Print/Online

- Morrow County Sentinel: Superbikes at Mid-Ohio – <https://www.morrowcountysentinel.com/2025/08/18/superbikes-at-mid-ohio/>
- Mansfield News Journal: Celebrity sighting: Actor Keanu Reeves appears at Mid-Ohio Sports Car Course – <https://www.mansfieldnewsjournal.com/story/news/local/2025/08/19/hollywood-actor-keanu-reeves-shows-up-at-mid-ohio/85703544007/>
- WOSU-TV (Columbus, OH): MotoAmerica adopts rapid concussion blood test ahead of Ohio races – <https://www.wosu.org/2025-08-14/motoamerica-adopts-rapid-concussion-blood-test-ahead-of-ohio-races>

Syndications

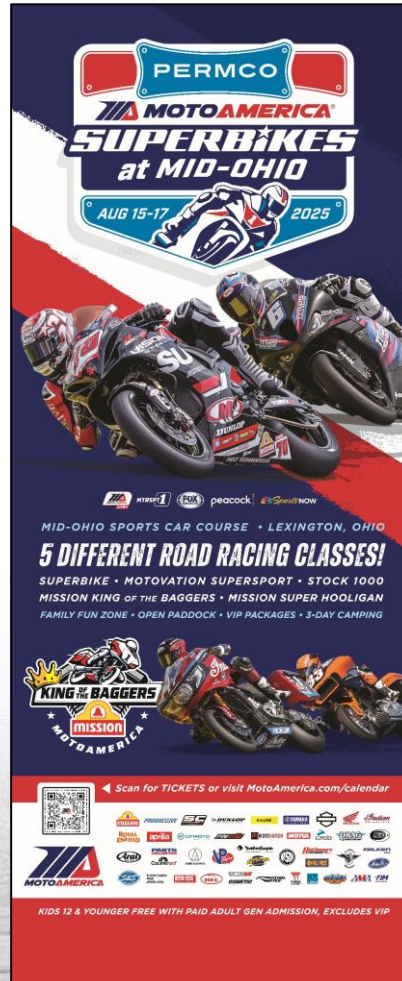
- NewsBreak: Five Points Separate Herrin & Fong Heading To Mid-Ohio – <https://www.newsbreak.com/news/4171120009826-five-points-separate-herrin-fong-heading-to-mid-ohio>
- NewsBreak: MotoAmerica Previews 2025 Mid-Ohio Round 7 – <https://www.newsbreak.com/news/4173390650091-motoamerica-previews-2025-mid-ohio-round-7>
- USA News Hub: How to Watch MotoAmerica Round 7 at Mid-Ohio Sports Car Course: Schedule, TV/stream info, past results – <http://www.allusanewshub.com/2025/08/15/how-to-watch-motoamerica-round-7-at-mid-ohio-sports-car-course-schedule-tv-stream-info-past-results/>
- NewsBreak: MotoAmerica Preview: Supersport Heads to Mid-Ohio – <https://www.newsbreak.com/news/4174893533746-motoamerica-preview-supersport-heads-to-mid-ohio>
- NewsBreak: MotoAmerica adopts rapid concussion blood test ahead of Ohio races – <https://www.newsbreak.com/news/4174465592232-motoamerica-adopts-rapid-concussion-blood-test-ahead-of-ohio-races>
- Yahoo Sports: How to Watch MotoAmerica Round 7 at Mid-Ohio Sports Car Course: Schedule, TV/stream info, past results – <https://sports.yahoo.com/article/watch-motoamerica-round-7-mid-134214157.html>
- NewsBreak: MotoAmerica: Beach On Stock 1000 Provisional Pole At Mid-Ohio – <https://www.newsbreak.com/news/4177497779797-motoamerica-beach-on-stock-1000-provisional-pole-at-mid-ohio>
- NewsBreak: MotoAmerica: Beaubier On Provisional Superbike Pole At Mid-Ohio – <https://www.newsbreak.com/news/4177497158759-motoamerica-beaubier-on-provisional-superbike-pole-at-mid-ohio>BeachTab
- NewsBreak: MotoAmerica: Rispoli On Provisional Hooligan Pole At Mid-Ohio – <https://www.newsbreak.com/news/4177245732430-motoamerica-rispoli-on-provisional-hooligan-pole-at-mid-ohio>
- NewsBreak: Superbike racing returns to Mid-Ohio Sports Car Course this weekend – <https://www.newsbreak.com/news/4176527201336-superbike-racing-returns-to-mid-ohio-sports-car-course-this-weekend>RispoliTab

MARKETING

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Digital Ads, Social Media Ads, TV Spots, OOH/Billboards, Dealership Posters & Postcards.



Dealership Posters & Postcards

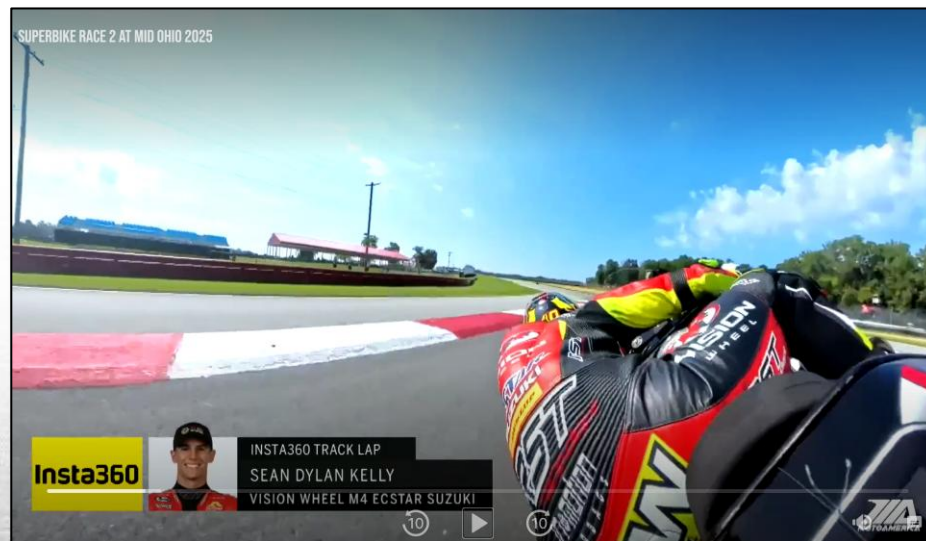
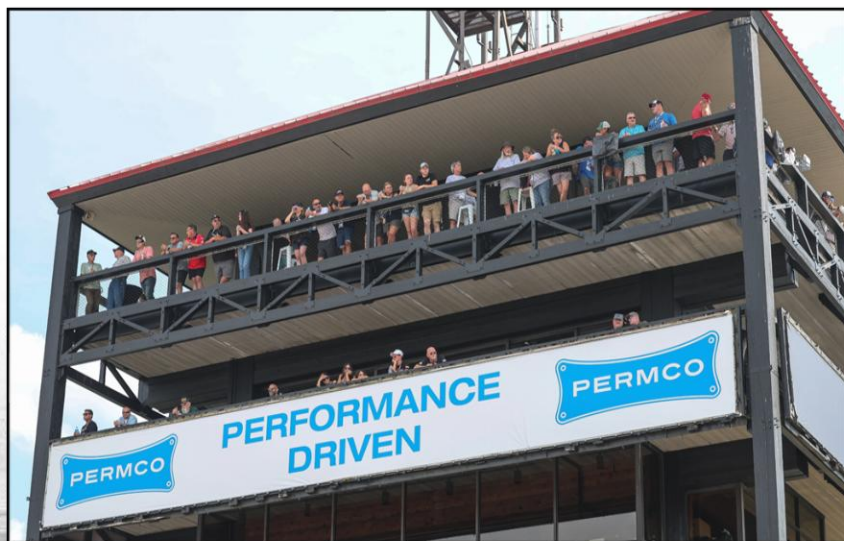






IMAGERY

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BIKE NIGHT

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A local crowd turned out for a bike night at Ironworkers Local 97.



SUPERFAN VIP

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Fans who purchased the MotoAmerica VIP Superfan Experience package were treated to more than just a catered, air-conditioned suite. The weekend included a variety of guest speakers, rider/team meet & greets, and a guided tour on the pre-race grid by MotoAmerica hospitality staff.



Saturday and Sunday were filled with all kinds of fun for our VIPs. From in-suite rider engagements, to meet-and-greets with teams and riders in the paddock, to enjoying some samples from Defiant Spirits, who sponsor the ARCH Racing team!



SERIES PARTNERS

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PROGRESSIVE



Insta360



THOM DUMA
FINE
JEWELERS



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