

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: 9/10-12, 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, these report metrics cover event weekend and week thereafter, September 10-12, 2021.

SNAPSHOT SUMMARY

Proceeded by Hurricane Ida's flooding and tornadoes, New Jersey parted the clouds for yet another great weekend of racing with increased attendance over the prior year.

116	Entries
5	Competition Classes
18,431	Attendance
189,079	Linear TV AA Households (USA)
1,987,894	Digital Video Views
6,702,393	Social Media Impressions
362,818	Social Media Engagement



International:

Fox Sports Australia
Fox Sports Asia
ESPN Latin America
SuperSport S.A.
Eurosport TV



EVENT RACE CLASSES

EVENT DATE: 9/10-12, 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.



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



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



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

LINEAR TV VIEWERSHIP

9/10-12, 2021



SUMMARY

Total AA: 189,079 Households and 253,966 P2+ (USA)

Total Programs: 9 Unique shows, over 16 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: Reair, D: Delay, Blue text: Forecasted.
- AA: Average Audience, avg number of viewers watching at any moment.

DETAILS

Date	Time	Network	Program	Type	Mins	AA HH	AA P2+
09/11/21	3:00 PM	FS2	SUPERBIKE SAT	L	51	13,331	20,356
09/12/21	11:00 AM	FS1	SUPERBIKE SUN 1	L	60	39,262	51,781
09/12/21	3:00 PM	FS2	SUPERBIKE SUN 2	L	60	5,180	15,965
09/14/21	10:30 PM	FS2	REWIND	P	60	2,903	3,396
09/15/21	5:00 AM	FS1	REWIND	R	60	3,294	3,703
HONOS Superbike Total					291	63,970	95,201
09/11/21	TBA	MAVTV	SUPERSPORT SAT	L	60	14,000	18,060
09/11/21	TBA	MAVTV	SUPERSPORT SAT	R	60	14,000	18,060
09/11/21	TBA	MAVTV	SUPERSPORT SAT	R	60	14,000	18,060
09/12/21	TBA	MAVTV	SUPERSPORT SUN	L	60	14,000	18,060
09/12/21	TBA	MAVTV	SUPERSPORT SUN	R	60	14,000	18,060
09/12/21	TBA	MAVTV	SUPERSPORT SUN	R	60	14,000	18,060
TBA		MAVTV	SUPERSPORT SUN	R	60	7,000	9,030
TBA		MAVTV	SUPERSPORT SUN	R	60	7,000	9,030
Supersport Total					480	98,000	126,420
09/14/21	11:30 PM	FS2	JUNIOR CUP SAT	P	30	5,482	7,545
09/14/21	12:00 AM	FS2	JUNIOR CUP SUN	P	30	1,441	2,211
09/15/21	12:00 PM	FS2	JUNIOR CUP SAT	R	30	1,856	1,811
09/15/21	12:30 PM	FS2	JUNIOR CUP SUN	R	30	4,330	4,778
STG Junior Cup Total					120	13,109	16,345
TBD	TBD	FS2	INSIDE MA EP 8	P	60	7,000	8,000
TBD	TBD	FS2	INSIDE MA EP 8	R	60	7,000	8,000
Inside MotoAmerica Total					120	14,000	16,000
Multiple	Eurosport TV		SUPERBIKE	P		TBA	TBA
Multiple	Fox Sports Australia		SUPERBIKE	P		6,977	9,000
Multiple	Fox Sports Asia		SUPERBIKE	P		43,411	56,000
Multiple	SuperSport S. Africa		SUPERBIKE	P		TBA	TBA
International Total						50,388	65,000
TOTAL USA						189,079	253,966
TOTAL GLOBAL						239,467	318,966

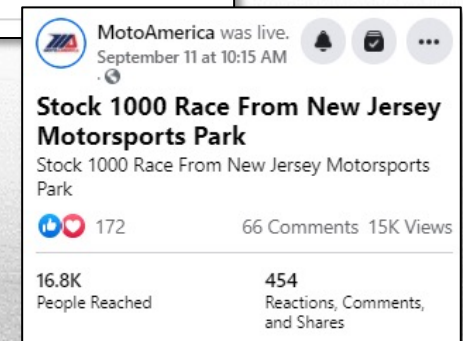
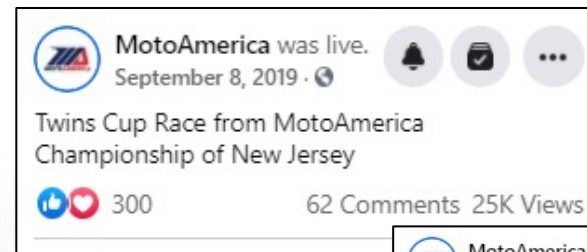
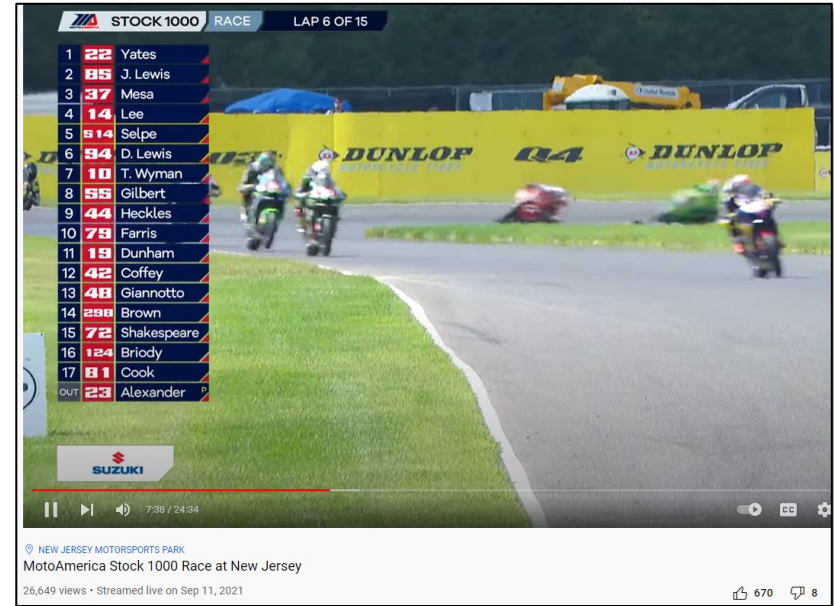
SUMMARY

Race & Highlight Total Views:

53,487	MotoAmerica Live & SVOD	(5,861 hours)
251,395	YouTube	(14,233 hours)
1,163,087	Facebook	(154,539 hours)
327,362	Instagram	
29,384	Twitter	
163,179	TikTok	
1,987,894	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.



SOCIAL MEDIA

9/10-12, 2021



SUMMARY

Posts	352
Impressions	6,702,393
Engagement	362,818
Video Views	1,683,012
Shares/Comments	8,494

DETAILS

	<u>Facebook</u>	<u>Instagram</u>	<u>Twitter</u>	<u>TikTok</u>
Posts	114	69	161	8
Impressions	4,152,533	2,056,525	330,156	163,179
Engagement	222,141	111,432	15,500	13,745
Video Views	1,163,087	327,362	29,384	163,179
Comments, Shares	5,912	892	695	995

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.

Douglas A. Jones
What a great battle!! 🤘🔥
Like · Reply · 1w 4

Jack Diksen
Duel head to head
Like · Reply · 1w 2

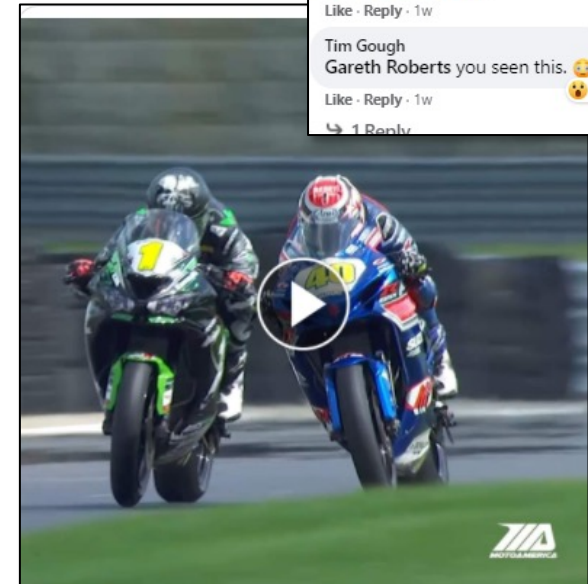
Erik Schnackenberg
Loved watched your battles and amazing skills all year long! Looking forward to next season!
Like · Reply · 1w 1

Phil Alfonso
Very exciting finish! WOW!!!
Like · Reply · 1w 2

Dick Burdick
Awesome racing! How you ride a 600.
Like · Reply · 1w 1

Hassan Atl
🔥🔥🔥 1
Like · Reply · 1w

Tim Gough
Gareth Roberts you seen this. 🤔
Like · Reply · 1w 1



MotoAmerica · Following
September 11 at 5:30 PM · 🌐

The final lap of Supersport race two at New Jersey Motorsports Park - NJMP was a back-and-forth battle between Sean Dylan Kelly and Richie Escalante, which culminated in a photo finish at the checkered flag as Kelly just barely nipped Escalante for his 11th win of the season.

👍 Like 💬 Comment ➦ Share

275,446 People Reached Boost Post

SUMMARY

18,431 Three-Day Total, 20% Increase over 2020.



DETAILS

<u>2021 Dates</u>	<u>2021 Events</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>Increase Over Prior</u>
Apr 30-May 2	Michelin Raceway Road Atlanta	15,861	16,177	20,919	29%
May 21-23	Virginia Int'l Raceway	13,524	no race	16,375	21%
Jun 11-13	Road America	25,800	27,401	35,111	28%
Jun 25-27	The Ridge Motorsports Park	no fans	no fans	11,133	
Jul 9-11	WeatherTech Laguna Seca*	67,685	no fans	33,316	-51%
Jul 30-Aug 1	Brainerd International Raceway	no race	no race	13,456	
Aug 13-15	Pittsburgh Int'l Race Complex	15,974	16,081	18,303	14%
Sep 10-12	New Jersey Motorsports Park	15,069	15,381	18,431	20%
Sep 17-19	Barber Motorsports Park	16,321	16,379	TBD	

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.



MotoAmerica Sponsored

Get your tickets for MotoAmerica Superbikes at New Jersey! All-weekend racing across 5 classes including 190 MPH superbikes and more. Enjoy great camping plus Kids Zone with free carnival games. Sep 10 - Sep 12 at New Jersey Motorsports Park.

VIP Package Available

Includes:
Catering - VIP Parking - 3-Day Pass

NEW JERSEY MOTORSPORTS PARK
The Premier Motorsports Entertainment Complex

NATIONAL PRE-EVENT

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

MotoAmerica September 9 at 6:00 AM

Tonight, tune in for the latest episode of Inside MotoAmerica: Pressure To Rise. Then, get ready for a weekend chock-full of MotoAmerica racing coverage from [New Jersey Motorsports Park - NJMP](#) featuring three HONOS Superbike races all broadcast live, plus Supersport, Stock 1000, and Twins Cup.

INSIDE MOTOAMERICA SEPT 9, 7 PM ET FS2

TELEPRESENCE SEPT 11, 3 PM ET
SEPT 12, 11 AM & 3 PM ET FS2

MAVTV SEPT 11, 2 PM ET
SEPT 12, 1 PM ET

SEPT 11, 1:20 PM ET LIVE YouTube

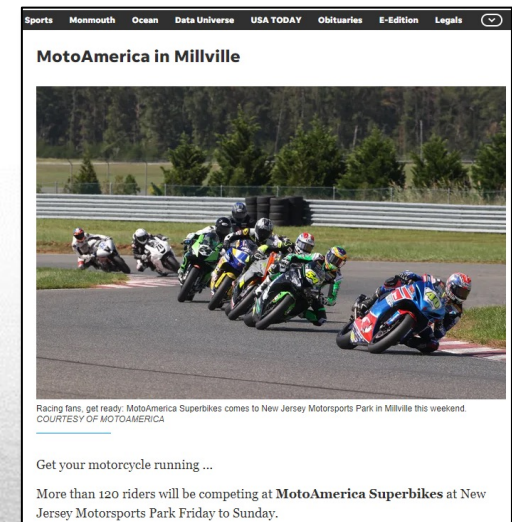
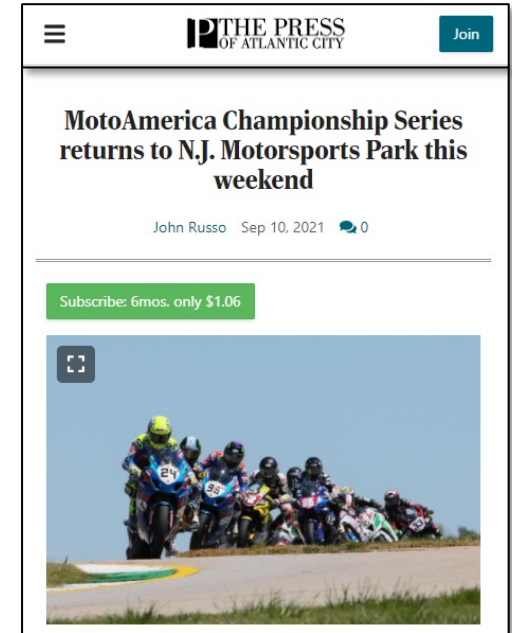
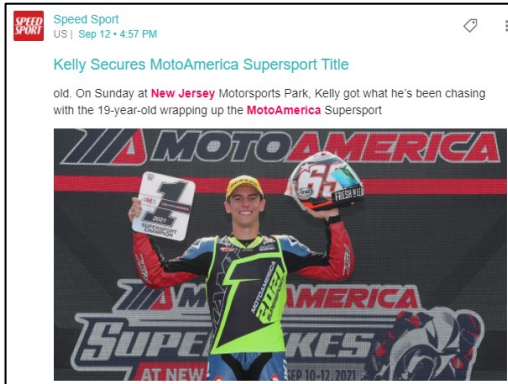
EARNED MEDIA, PR

9/10-12, 2021



SUMMARY

- 70+ National News Articles/Posts
- 600+ Non-MotoAmerica Tweets, Blog & Forum mentions



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

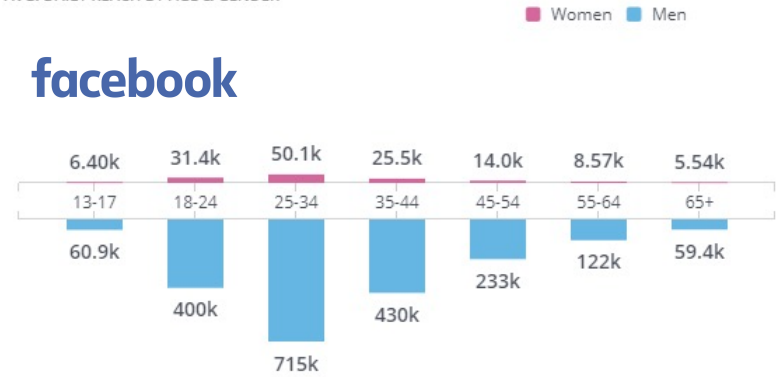
AGE	%
13-17	3%
18-24	14%
25-34	27%
35-44	21%
45-54	17%
55-64	13%
65+	6%

Male: 88%, Female: 12%



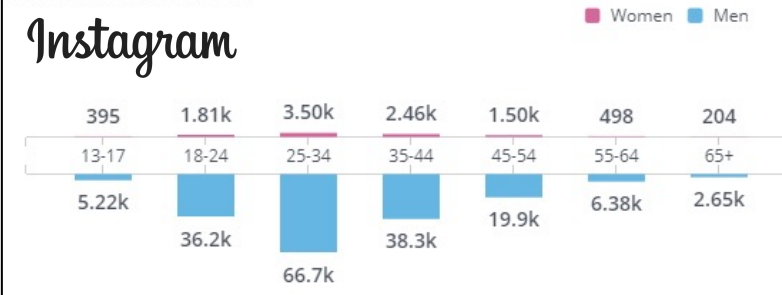
AVG. DAILY REACH BY AGE & GENDER

facebook



FOLLOWERS BY AGE & GENDER

Instagram



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