



SERIES OVERVIEW



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



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



KA-BOOM!

MotoAmerica moved its August race from Pittsburgh to Mid-Ohio. Whether it was the track's name equity or Ohio's high motorcycle ownership, one thing is sure, the event was an enormous success.

The strong attendance was even more impressive considering it was MotoAmerica's first race at Mid-Ohio, not to mention, rain. For the first time since 2014, prior MotoAmerica, six professional AMA classes graced the track. The results - 12 individual races, exciting fan zone, outstanding camping and five motorcycle OEM demos.

Race results located here.

SNAPSHOT

147	Rider Entries
5	Competition Classes
12	Races total
267,394	Linear TV AA P2+ USA
2.4M	Digital Video Views
7M	Social Media Impressions

208K Social Media Engagement

27,182 Attendance

NOTES: See next page.



VIEWERSHIP



DIGITAL SUMMARY

	Video Views	Total Hours	
MA Live+ SVOD	56,533	25,065	
YouTube	259,363	34,653	
Facebook	229,854	1,755	
Instagram	1,770,734	N/A	
X	8,515	N/A	
TikTok	96,780	N/A	
TOTAL	2,421,779	61,473	

PERIOD: 10 Day metrics (Event weekend and seven days after.)



LINEAR TV SUMMARY

RATINGS

- 206,821 Total AA Households USA
- 267,394 Linear TV AA P2+

LINEAR TV NETWORKS USA:

- MAVTV: Superbikes Sat & Sun (Live)
- FOX FS1: Superbikes Rewind (Delay)

INTERNATIONAL BROADCAST PARTNERS:

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

NOTES:

- Forecasted: Multiple Premieres for other classes and Reairs will air after report date. Forecast is based on trending averages.
- P2+: Average Audience of entire household over 2-years old watching at any moment. For MAVTV, P2+ is estimated.

Mid-Ohio Sports Car Course August 16-18, 2024



•	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	258	82	55	82	6	33
Impressions	7,033,395	1,219,798	2,516,593	135,925	96,780	3,064,299
Engagement	207,645	65,464	122,142	2,899	5,495	11,645
Video Views	2,365,246	229,854	1,770,734	8,515	96,780	259,363
Comments, Shares	11,346	2,301	6,367	293	667	1,718

Top fan

Mike Dupre

Jeff Carter

Had fun yesterday . Flew in from Alabama for the day . Got wet but who cares . Thx yall

Alexander Niculae 🕏 🕷

Great racing. Weather hasn't been the best but when it was we've got alot of fun raving going on here. Still got alot to get through today.

Brandon Turner

See you guys tomorrow afternoon! Leaving from Chicago early in the am

1w Like Reply

Top fan

Laz Mandjik

We did 13 trips to Mid-O from Ontario Canada, we'll be back for Moto A next year.

Dave Black

We are here! Great having you guys back for sure. 🞉 🔳 🚒

1w Like Reply

Joe C Schoch

Great weekend! Glad you guys came back after 10 years

Dave Williams

Love Mid Ohio. Super cool pits for the fans

Cody James Crowe

Hello MotoAmerica from the esses

Jack Johnson

Just got home, great races.

EARNED MEDIA









Regional Affiliate News Summary: 4,769,701 Total Potential Audience

National Total Summary: 382 News & Blog Mentions 419 All Mentions

WTTE-TV (Columbus, OH) -

https://thebrandamp.muckrack.com/broadcast/savedclips/view/qEs5zTgvcE?_gl=1%2A1tm9szx%2A_gcl_au%2A MTY4NTI1MTE2OS4xNzlyODc3MjEz

WKYC-TV (Cleveland, OH) -

https://thebrandamp.muckrack.com/broadcast/savedclips/view/ew2xhfvEih?_gl=1%2Az550n7%2A_gcl_au%2AM_TQzNjl3ODM4Mi4xNzlxNjcxNjA4LjY2ODIwNDI0Mi4xNzl0MTY5NDcxLjE3MjQxNjk3MDQ

WSYX ABC 6 (Facebook) - https://www.facebook.com/watch/?v=1022285202903238

 $WOIO-TV \ (Cleveland, OH) - \underline{https://www.cleveland19.com/2024/08/14/larry-pegram-returns-mid-ohio-this-weekend/}$

WOIO-TV (Cleveland, OH) - Coverage link unavailable

Sources: The Brand Amp Agency, Meltwater.



MARKETING



Comprehensive multi-media campaigns

Digital Display and YouTube ads.
Social Media Static and video ads.

TV-Network Spots on motorcycle/motorsports shows.

TV-Local Spots on local news affiliates.

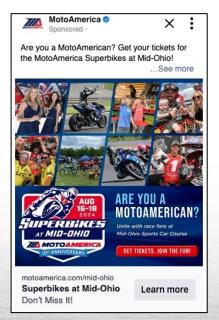
Retail/Businesses Posters/postcards in businesses, dealers.

Organizations Outreach to clubs & organizations. Email Blasts to MotoAmerica, AMA, Track's.

OOH/Billboards Static and electronic billboards.











IN-BROADCAST



From MotoAmerica, Mid-Ohio and all their fans – *thank you* to Robby Shell and Permco for supporting the successful weekend.

Permoo is a leading manufacturer of high-pressure hydraulic gear/vane pumps and motors, flow dividers, intensifiers, and accessories.









IN-BROADCAST













MotoAmerica and Mid-Ohio hosted Superfan VIP Suite guests and Permco VIP customers & employees.

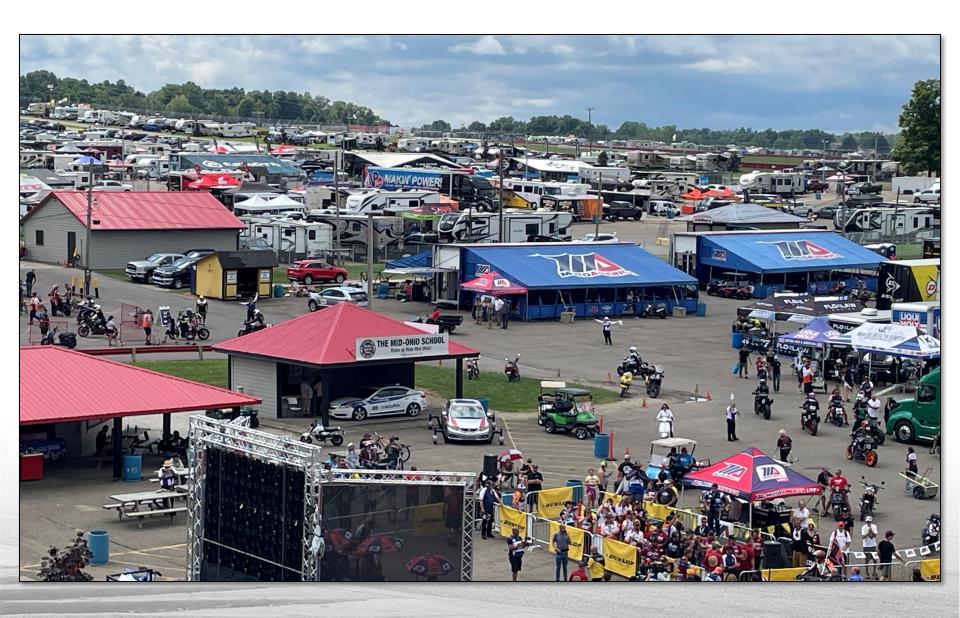
Attendees were treated to variety of experiences including the suites, team/rider/industry interviews, industry guests, garage/pit tours, pre-race grid ceremonies and winner podium photo shoots.











































OE Demos and Fan Zone

