

RACE REPORT

MotoAmerica Superbikes at Pittsburgh
Presented by LaRoche Aviation Services
Event Date: August 19-21, 2022



**AUG
19-21**
**SUPERBIKES
AT PITTSBURGH**
PRESENTED BY
**LaRoche
Aviation Services**

Pitt Race
INTERNATIONAL
PITTSBURGH INTERNATIONAL RACE COMPLEX

**INDUSTRY ONLY, REPORT NOT FOR
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.



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

Three classes on Fox Sports and MAVTV – Superbike, Supersport, Junior Cup and Inside MotoAmerica.



OTT/SVOD

All race classes on Live+ Streaming & SVOD. YouTube: Immediate highlights and full races posted following week.



F.A.S.T.

Select classes stream live, all others posted following week. Prior year races.



TCL Channel, Apple AirPlay, Chromecast, Local Now, SamsungTV

SOCIAL

Select classes stream live plus extensive clips, news and lifestyle.



INTERNATIONAL

Superbike and Supersport classes, multiple live airings and numerous reairs.



Australia, Asia, Canada



South Africa



China

EVENT OVERVIEW

Event Date: August 19-21, 2022



Another record crowd for the 2022 championship and another record crowd at Pittsburgh, even with rain on Sunday.

Crowds filled the hills for seven classes of racing from Fri-Sun. RV's, campers, toy haulers and tents packed camping areas.

Event sponsor LaRoche Aviation entertained the crowds with exciting aerial helicopter camera maneuvers.

Fans viewed a heated points battle in Medallia Superbike with Jake Gagne catching Danilo Petrucci in the championship points race for the second time this season. Six other classes delivered outstanding competition as well.

Medallia Superbikes
Supersport
YUASA Stock 1000
STG Junior Cup
REV'IT! Twins Cup
Royal Enfield BUILD.TRAIN.RACE.
Mini Cup by Motul

IMPACT SUMMARY

215	Rider Entries
19,714	Attendance (8% increase)
7	Competition Classes
12	Races total
121,385	Linear TV AA Households USA (est)
3.5M	Digital Video Views
9.5M	Social Media Impressions
277K	Social Media Engagement

Digital metrics reflect August 19-29, 2022 time period.



DIGITAL SUMMARY

	<u>Video Views</u>	<u>Total Hours Viewed</u>
Live+ SVOD	66,742	2,302
YouTube	551,868	37,767
Facebook	167,021	2,302
Instagram	2,463,884	N/A
Twitter	39,013	N/A
TikTok	130,137	N/A
TOTAL	3,418,665	42,371

Notes

Digital metrics reflect August 19-29, 2022, time period.
TV Ratings reflect August 19 to present plus forecasted reairs.

LINEAR TV SUMMARY

121,385 Total AA Households USA (est)

International broadcast partners for this event:

Fox Sports: Asia, Australia, Canada

ESPN Latin America

SuperSport Network South Africa

Eurosport,

Discovery+

(Ratings for the above are delayed)





SOCIAL MEDIA

Event Date: August 19-21, 2022





	TOTAL	Facebook	Instagram	Twitter	TikTok	YouTube
Posts	240	44	29	110	12	45
Impressions	9,466,259	1,027,647	2,756,651	215,090	130,137	5,336,734
Engagement	277,652	65,125	179,485	8,619	13,551	10,872
Video Views	3,351,923	167,021	2,463,884	39,013	130,137	551,868
Comments, Shares	13,398	1,012	9,988	317	221	1,860


 **wncmoto** 🔥🔥🔥 this is where the action is in MA right now, y'all are amazing
1w 4 likes Reply


 **soulon2wheels** What a badass!! Perfect timing of course
1w 5 likes Reply


 **gios_super_consulting** Talk about fast minds and calm reactions. Soo much of this save was what he didn't do namely: panic, over react, over compensate, go over the bars! Certainly no AVERAGE Joe! 🔥🔥🔥🍌🍌🍌❤️❤️ #flowjoe
1w 1 like Reply


 **tank3d8** Just by the way he qualified I knew he was going to be fast in the race


 **smehaffeyphoto** @maxvan48 loved the livery. Loved the race. Unreal battle that had us screaming.

 **John P. Fawbush** ❤️👤 - 1:18 ...
I love watching these races!
1w 3 likes

 **Choku Grande**
I like this category in MotoAmerica. It gives the ladies true empowerment. More like MMA.
3d

 **Tracy Cataract** · 0:00
Love watching these ladies race. It was really cool watching them and taking photos of them at my home track Brainerd International Raceway in MN. Keep up the great work ladies ❤️
1w 3 likes

 **Mike Magruder** 🍌 - 14:17 ...
Cool new series
1w 3 likes

 **liswondee** I love that MOTOGP riders are in MOTOA, this will only make the U.S. riders better! Just like the jump happened when Elias came the same will happen with Petrucci!
#lifeatthelean 🍌🍌
1w 4 likes Reply

Digital metrics reflect August 19-29, 2022 time period.

SOCIAL MEDIA


Event Date: August 19-21, 2022



MotoAmerica
Published by Sean Bice · Yesterday at 5:44 AM · 🌐

North East Cycle Outlet LLC Yamaha Racing Supersport rider CJ LaRoche did an amazing thing at Pittsburgh International Race Complex. It was the first time that a MotoAmerica rider sponsored one of our rounds.

Check out the story:
[https://www.motoamerica.com/the-roots-of-a-racer-cj-laroche/...](https://www.motoamerica.com/the-roots-of-a-racer-cj-laroche/) See more



MOTOAMERICA.COM
The Roots Of A Racer: CJ LaRoche - MotoAmerica
"Giving back to the sport" is a sentiment that is shared by a lot of generous teams, team owners...

70,098 People reached	1,615 Engagements	↑ +2.3x higher Distribution score
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👍👍 lugnut_521, Ben Gloddy Racing and 345 others 14 Comments 23 Shares

Most relevant ▼

Carl Soltisz
CJ is a stand up guy that comes low. I love racing with him in Supersport and I'm not surprised to read about all his business success. He's definitely one talented guy. Cool to see him giving back to this awesome sport! Way to go CJ LaRoche 🙌

1d

LaRoche Aviation Services
We're so happy that we could be a part of the event! Huge thank you to MotoAmerica and Pittsburgh International Race Complex for the opportunity.

22h

Bill Billock
Wow. That was an awesome write up and video. What an incredible grass roots story as well.

1d

Jimmy Blake
Humble is a word that hardly describes how great of a guy he is. Definitely a great article!

1d

MotoAmerica
Published by Ethan Schaffer · August 22 at 8:00 AM · 🌐

This round's recipient of the WILBUR Pole Position Award was Royal Enfield Build, Train, Race, fastest qualifier **Kayleigh Buick**, who was awarded a specially modified and ultra-limited WILBUR Speed Shop version of the WILBUR Launch Edition automatic watch. [Wilbur Watch Co](#)




👍👍 Fernandez Racing, Bettencourt Racing and 188 others 12 Shares

MotoAmerica
Published by Sean Bice · August 23 at 7:48 AM · 🌐

Round eight of the 2022 MotoAmerica Championship was last weekend at Pittsburgh International Race Complex. A lot happened during the MotoAmerica Superbikes at Pitts event. It was a busy weekend with races in seven different classes, and there were championship implications in every class. Some of it has been "duly noted."


Check out the story:
<https://www.motoamerica.com/duly-noted-pittsburgh-/>



MOTOAMERICA.COM
Duly Noted: Pittsburgh International Race Complex - MotoAmerica
Random notes, comments, statistics, musings, and bits of trivia from the MotoAmerica Superbi...

MotoAmerica is at Pittsburgh International Race Complex.
Published by Doug Hamann · August 23 at 3:40 PM · Wampum, PA · 🌐

The **GEICO Motorcycle Quote of the Race** is from Warhorse HSBK Racing Ducati NYC rider **Danilo Petrucci**, who is just one point out of the **Medallia Superbike Championship** lead with two rounds and four races remaining. He is ready to give his all in capturing Ducati's first Superbike title in 28 years. #GEICO #Motorcycle



QUOTE OF THE RACE!
PRESENTED BY
GEICO
MOTORCYCLE

““““

IT WAS A TOUGH WEEKEND, MORE THAN I EXPECTED. REGARDLESS, WE ARE STILL IN THE FIGHT FOR THE CHAMPIONSHIP AND WE NEED TO STEP UP OUR PERFORMANCE. I HAVE RIDDEN AT NEW JERSEY BEFORE, SO IT'S NOT ENTIRELY NEW, AND WE WILL TRY OUR ABSOLUTE MAXIMUM TO GET BACK INTO THE CHAMPIONSHIP LEAD.
- **DANILO PETRUCCI**

79,268 People reached	1,790 Engagements	↑ +1.8x higher Distribution score
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👍👍 616 27 Comments 13 Shares

EARNED MEDIA

Event Date: August 19-21, 2022




- [Sports Illustrated: How to Watch](#) (UVPM 21.5M)
- [KDKA – TV \(CBS\) Pittsburgh Today Live’s “Something Good Segment”](#) (UVPM 41.2M)
- [KDKA-AM “93.7 FM The Fan”](#) (UVPM 11M)
- [NEXT Pittsburgh](#) (UVPM 170.8K)
- [Pittsburgh City Paper](#) (UVPM 21.8K)
- [Herald Standard](#) (UVPM 198.9K)
- [Pittsburgh Post-Gazette](#)
- [Popular Pittsburgh](#)
- [Pittsburgh Magazine](#)
- [Patch Pittsburgh](#)
- [WFMJ](#)

R Roadracing World
US | Today • 2:17 PM

MotoAmerica: Rocco Landers' Yamaha Ruled Legal After Ducati Protest


...at Brainerd and then he wins by 13 seconds in Race Two. And then we go to **Pittsburgh**, and he wins again. So, looking from the outside, I can ...



CN Cycle News • Cycle News
US | Aug 22 • 2:59 PM

Cycle News Magazine 2022 Issue 34

... , at least of late, emerged. From **Pittsburgh**, we have coverage of the **MotoAmerica** Superbike Championship, where Jake Gagne climbed back to ...



SI Sports Illustrated

NFL NBA NCAAF WHAT'S ON TV MLB SOCCER GOLF HOCKEY WNB

In store In store In store In store In store

How to Watch MotoAmerica Superbike Pittsburgh: Stream Motocross Live, TV Channel

The final day of action at the MotoAmerica Superbike: Pittsburgh International Race Complex rolls on today.

KRISTOFER HABBAS • AUG 21, 2022


f t p

The world of MotoAmerica Superbike heads to Wampum, Pennsylvania and the Pittsburgh International Race Complex for the final day of races today. Yesterday Jack Gagne was able to not only win but run away with the win in Race 1 with a scrum battling it out for the second, third and fourth place finishes. With that win, Gagne was able to make a dent in Danilo Petrucci's first-place lead. He is still in second place, but with more wins like this in the final two weekends of races to

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PITTSBURGH TODAY LIVE

SOMETHING GOOD

KAYLA YAAKOV IS DOMINATING THE WORLD OF SUPERBIKES

EVENT MARKETING

Event Date: August 19-21, 2022



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.

Four Digital and Social Media campaigns, totaling 8,366,596 digital Impressions.



TUNE IN

MOTOAMERICA
AUG 19-21
SUPERBIKES AT PITTSBURGH
PRESENTED BY
LaRoche Aviation Services

Pitt Race
INTERNATIONAL RACE COMPLEX

LIVE STREAMING
AUGUST 19-21

MOTOAMERICA
LIVE+

MOTOAMERICA
AUG 19-21
SUPERBIKES AT PITTSBURGH
PRESENTED BY
LaRoche Aviation Services

3-Day Camping

Fun for Family & Friends
Enjoy our **FREE Kid Zone!**

Pittsburgh Int'l Race Complex • Wampum, PA

MOTOAMERICA

GEICO | MOTORCYCLE

AUG 19-21

SUPERBIKES AT PITTSBURGH INT'L RACE COMPLEX

PRESENTED BY
LaRoche Aviation Services

7 Classes of Racing featuring 190mph Superbikes!

FAMILY FUN • KID ZONE • CAMPING • TICKETS: MOTOAMERICA.COM

EVENT MARKETING

Event Date: August 19-21, 2022



RACE FANS, MOTO-FAMILIES, BIKE ENTHUSIASTS...
YOUR PEOPLE WILL BE HERE. WILL YOU?

GEICO MOTORCYCLE

MOTOAMERICA
SUPERBIKES
AT **PITTSBURGH**
International Race Complex

PRESENTED BY
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AUG 19-21

MOTOAMERICA
SUPERBIKES
AT **PITTSBURGH**
PRESENTED BY
LaRoche
Aviation Services

AUG 19-21

GEICO
FOR YOUR RV

3-Day Camping
Fun for Family and Friends
Enjoy our FREE Kid Zone!

Pittsburgh Int'l Race Complex • Wampum, PA

TUNE IN

MOTOAMERICA
SUPERBIKES
AT **PITTSBURGH**
PRESENTED BY
LaRoche
Aviation Services

AUG 19-21

GEICO MOTORCYCLE

AUG 20 AT 8:30PM ET
AUG 21 AT 3:00PM ET

F52

RACE FANS,
MOTO-FAMILIES,
BIKE ENTHUSIASTS...
YOUR PEOPLE
WILL BE HERE.
WILL YOU?

MOTOAMERICA
SUPERBIKES
AT **PITTSBURGH**
PRESENTED BY
LaRoche
Aviation Services

AUG 19-21

GEICO MOTORCYCLE

Pittsburgh Int'l
Race Complex

MOTOAMERICA
SUPERBIKES
AT **PITTSBURGH**
PRESENTED BY
LaRoche
Aviation Services

AUG 19-21

GEICO MOTORCYCLE
Pittsburgh Int'l
Race Complex
GET TIX TODAY!

**FAMILY FUN
AND 7 CLASSES OF RACING!**

Medallia Superbikes • Supersport • Yuasa Battery Stock 1000 • REV'IT! Twins Cup
Sportbike Track Gear Junior Cup • Mini Cup by Motul • Royal Enfield BUILD.TRAIN.RACE

TUNE IN

MOTOAMERICA
SUPERBIKES
AT **PITTSBURGH**
PRESENTED BY
LaRoche
Aviation Services

AUG 19-21

GEICO MOTORCYCLE

LIVE STREAMING
AUGUST 19-21

PRE-RACE **MOTOAMERICA** **LIVE!**

MOTOAMERICA
SUPERBIKES
AT **PITTSBURGH**

PRESENTED BY
LaRoche
Aviation Services

GEICO MOTORCYCLE

7 CLASSES OF RACING
AUG 19-21
GET TICKETS TODAY!

IMAGERY

Event Date: August 19-21, 2022



IMAGERY

Event Date: August 19-21, 2022



IMAGERY

Event Date: August 19-21, 2022



SERIES PARTNERS



Medallia



MANANALU

WILBUR



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