

RACE REPORT

Circuit of The Americas
Event Date: September 8-10, 2023



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

Event Marketing

Imagery

Contact Info



EIGHT YEARS OF GROWTH AND SUCCESS

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.

For 2023, MotoAmerica entertains fans with ten events across the USA delivering over 100 total class races.

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.



EVENT OVERVIEW

Event Date: September 8-10, 2023



Texas welcomed MotoAmerica, its teams and fans for the first MotoAmerica-only event at COTA. In previous years, the series' premier class, Medallia Superbike, appeared during MotoGP's event as an exhibition class.

For 2023, MotoAmerica brought five of its classes including Medallia Superbike, Supersport, Steel Commander Corp. Stock 1000, Mission Foods King of the Baggers and the Mission Foods Roland Sands Design Super Hooligan National Championship. An impressive inaugural audience turned out for an exciting weekend of racing and upsets.

From a marketing perspective, the weekend marked the greatest amount of local dealership involvement the series has ever experienced. This included co-marketing and multiple bike nights promoting the event.

The series and its fanbase are already looking ahead to a return to Austin 2024.

Classes:

- Medallia Superbikes
- *Supersport*
- *Steel Commander Stock 1000*
- *Mission King Of The Baggers*
- *Mission Super Hooligan National Championship*

IMPACT SUMMARY

177	Rider Entries
5	Competition Classes
10	Races Total
222K	Linear TV AA Nielsen P2+ (est)
4.1M	Digital Video Views
9.4M	Social Media Impressions
290K	Social Media Engagement
n/a	Track does not release

Digital metrics reflect September 8-22, 2023, time period.



RACE VIEWERSHIP: TV



222,301 TOTAL AA Nielsen P2+*

Classes	USA Networks	Global Networks								
<i>Medallia Superbike</i>	FS1, FS2	MAVTV Live	YouTube Live	MA Live+	MTRSPT1 Live	MotoAmericaTV	ESPN LATAM	SuperSport	Star+ China	FSR
<i>Supersport</i>		MAVTV	YouTube	MA Live+	MTRSPT1	MotoAmericaTV Live	ESPN LATAM	SuperSport	Star+ China	
<i>Junior Cup</i>		MAVTV	YouTube	MA Live+	MTRSPT1 Live	MotoAmericaTV				
<i>Steel Commander STK 1000</i>			YouTube	MA Live+	FB Live	MTRSPT1	MotoAmericaTV Live			
<i>Royal Enfield BTR</i>			YouTube Live	MA Live+	FB Live	MTRSPT1	MotoAmericaTV			

International TV Networks:

MTRSPT1 reach:	USA, France, Great Britain, Spain, Italy, Mexico, Australia, New Zealand, Denmark, South Africa
ESPN Latin America reach:	Brazil, Chile, Columbia, Peru, Argentina, Guatemala
Fox Sports FSR reach:	Canada, Carribean
SuperSport reach:	South Africa
Star+ reach:	China

Notes

*Linear TV:	USA programs on Fox Sports and MAVTV only, all class programs.
Streaming:	MotoAmerica Live+ streaming and SVOD metrics on next page.
Digital/Social:	Metrics on next page.
TV Ratings:	Reflect September 7, 2023, to present, plus forecasted rears.
Nieslen P2+:	Average Audience of persons in household over 2 years old.



RACE VIEWERSHIP: DIGITAL



	<u>Video Views</u>	<u>Total Hours</u>
Live+ SVOD	51,448	12,566
YouTube	279,202	60,258
Facebook	181,903	2,249
Instagram	2,908,533	n/a
Twitter	66,830	n/a
TikTok	661,200	n/a
TOTAL	4,149,116	75,073

Notes

Metrics and rating reflects all race classes. Digital metrics reflect September 8-22, 2023, time period TV Ratings reflect September 7, 2023, to present, plus forecasted rears.

MotoAmerica Medallia Superbike Race 2 at Circuit of the Americas 2023

MotoAmerica 617K subscribers

1.4K likes

80K views Streamed 2 weeks ago

CIRCUIT OF THE AMERICAS
COTA is a special track for the Medallia Superbike riders, and after the excitement of race one, they were more than ready to line up and battle it out in race two. Watch the full race now.

SOCIAL MEDIA

Event Date: September 8-10, 2023



	<u>TOTAL</u>	<u>Facebook</u>	<u>Instagram</u>	<u>Twitter</u>	<u>TikTok</u>	<u>YouTube</u>
Posts	223	44	40	105	23	11
Impressions	9,370,694	909,709	3,074,832	253,495	661,200	4,471,458
Engagement	290,288	45,940	200,631	9,376	25,918	8,423
Video Views	4,097,668	181,903	2,908,533	66,830	661,200	279,202
Comments, Shares	12,263	1,571	7,937	405	891	1,459

 Top fan
 Rich Overton
 Great race today and judging by the parade lap bikes, this is a huge fan base/market... Max Flinders was awesome especially with the waves and high fives on the cool down lap!

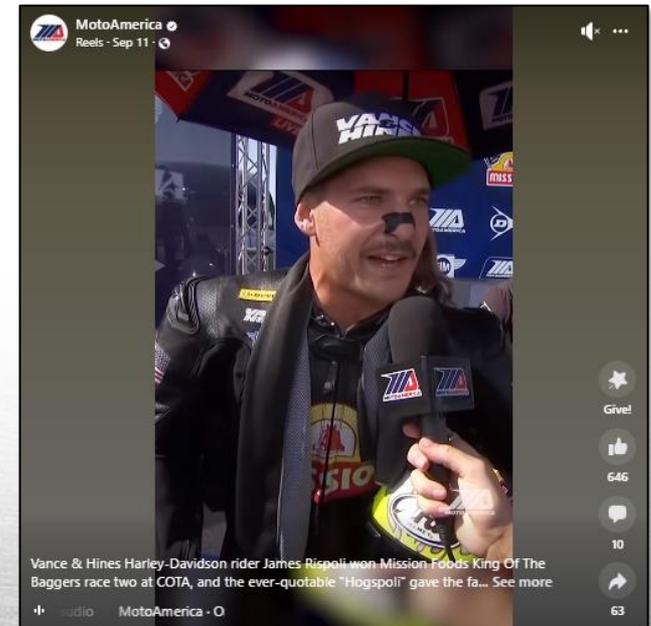
 Anna Tumminello
 Anna Tumminello we should drive to Austin tonight 🤔🤔🤔🤔

 Russell Thomas
 A great race in Texas

 Gene Schoeneman ❤️
 Luv that track! COTA rocks 🍌

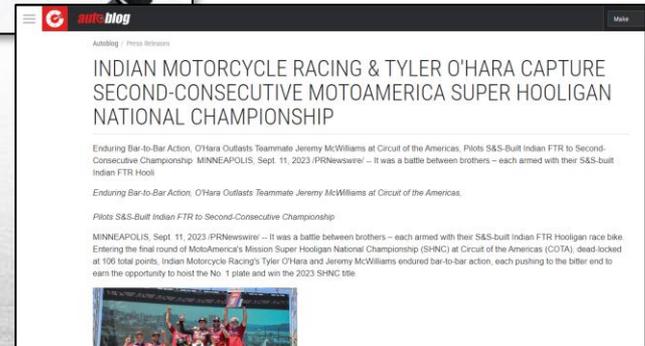
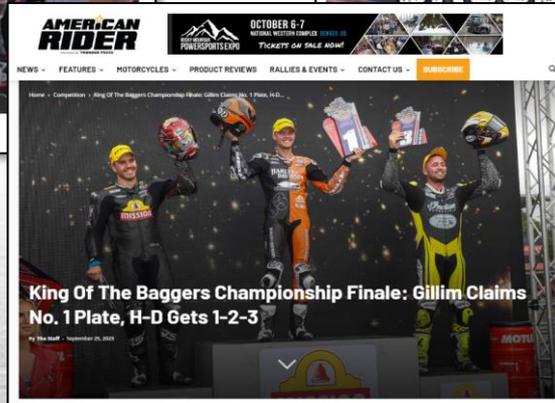
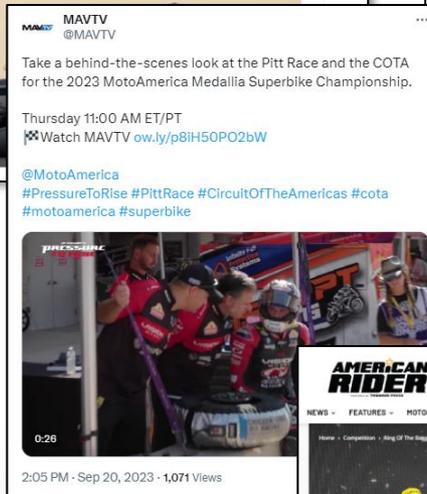
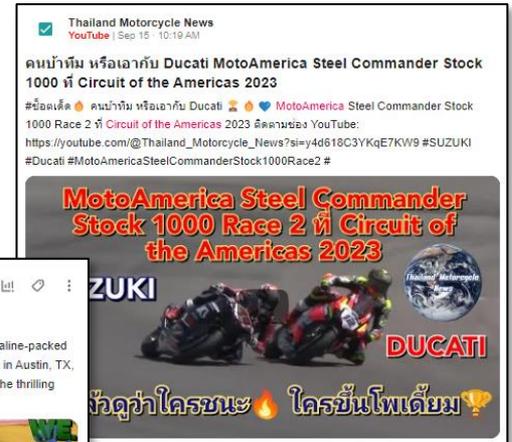
 Top fan
 Jesse Russell
 It's crazy amazing, good day in Austin

Digital metrics reflect September 8-22, 2023.



TV, ONLINE, ENDEMIC AND NON-ENDEMIC

Media hit list located [HERE](#).



1,213 News Articles.
Metrics per Meltwater 9/7-9/26.

EVENT MARKETING

Event Date: September 8-10, 2023



Comprehensive multi-media campaign across multi-state area including ads across digital, social media, billboards, Local TV, dealership promotions, Club Outreach, PR and more.

5 CLASSES OF ROAD RACING!

- Medallia Superbikes
- Supersport
- Steel Commander Stock 1000
- Mission King of the Baggers
- Mission RSD Super Hoolligans

2023

SEPT 8-10

SUPERBIKES AT TEXAS

MOTOAMERICA

Circuit of the Americas • Austin

GET TICKETS TODAY!

SEPT 8-10

SUPERBIKES AT TEXAS

MOTOAMERICA

GEICO MOTORCYCLE

SUPERBIKES ARE COMING

CIRCUIT OF THE AMERICAS • AUSTIN, TX

9/8 - 9/10

SEPT 8-10, 2023

BAGGER RACING AT TEXAS

CIRCUIT OF THE AMERICAS • AUSTIN

SEE 5 CLASSES OF RACING DURING SUPERBIKE WEEKEND

GET TICKETS TODAY!

MOTOAMERICA

DRAG

MOTUL

RACE FANS, MOTO-FAMILIES, BIKE ENTHUSIASTS...

YOUR PEOPLE WILL BE HERE. WILL YOU?

Circuit of the Americas Austin, TX

SEPT 8-10

SUPERBIKES AT TEXAS

MOTOAMERICA

GEICO MOTORCYCLE

PRESENTED BY HARLEY-DAVIDSON

V-TWINVISIONARY

BYOB

BRING YOUR OWN BIKE

RIDE-IN MOTORCYCLE SHOW

WITH YOUR MOTO AMERICA KING OF THE BAGGERS EVENT TICKET YOU ARE CORSIDERALLY INVITED TO BE PART OF "V-TWIN VISIONARY'S BYOB (BRING YOUR OWN BIKE) BIKE SHOW. THIS ISN'T SOME BIG-BUCKS PRO-BIKE BUILDER SHOW, THIS IS A "SHOW OFF YOUR PRIDE AND JOY" RIDE-IN BIKE SHOW, WHICH HAS CLASSES FOR ANY & ALL AMERICAN V-TWIN MOTORCYCLES GOING AS FAR BACK AS 1903. BEST OF ALL THIS SHOW IS FREE TO SIGN UP!

CIRCUIT OF THE AMERICAS SUNDAY SEPT 10TH

Get the Ultimate Experience!

- 20% off merchandise voucher
- VIP Hospitality for ages 16 & over
- Climate-controlled VIP area with MA Live TV (available only Sat & Sun)
- MotoAmerica racer meet & greet
- Catering (can't have that, coffee & level has lunch snacks, Sat & Sun)
- 3-day general admission, paddock access, Premier/VIP parking pass
- Preferred Superbike podium viewing
- Superbike Sat & Sun grid access

SEPT 8-10

SUPERBIKES AT TEXAS

MOTOAMERICA

VIP PACKAGE

*****2023*****

MotoAmerica.com/calendar

SEPT 8-10 • Circuit of the Americas • Austin

SUPERBIKES AT TEXAS

GEICO FOR YOUR LIFE

3-Day Camping

Fun for Family and Friends

Enjoy our FREE Kid Zone!

EVENT MARKETING

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MotoAmerica

Watch live Medallia Superbike racing on ESPN Latin America featuring Vision Wheel M4 ECSTAR Suzuki's Richie Escalante and Tytlers Cycle Racing BMW's Stefano Mesa as they compete in MotoAmerica Superbikes at Texas from Circuit of The Americas. Plus, enjoy two live Supersport races, too.

#motorcycle #ESPN

AGENDA

MOTOAMERICA SEPTIEMBRE 2023

MOTOAMERICA EN TEXAS

SUPERSPORT & SUPERBIKE RACE 1

SÁBADO 9

VIVO POR STAR+
18:00 BUE/MEX/BOG/SO 15:00 COL 14:00 BOG/LM 12:00 COMK

DIFERIDO POR ESPN EXTRA
18:00 BUE/MEX/BOG/SO 18:00 COL 17:00 BUE/LM 15:00 COMK

AGENDA

MOTOAMERICA SEPTIEMBRE 2023

MOTOAMERICA EN TEXAS

SUPERSPORT & SUPERBIKE RACE 2

DOMINGO 10

VIVO POR STAR+
18:00 BUE/MEX/BOG/SO 15:00 COL 14:00 BOG/LM 12:00 COMK

DIFERIDO POR ESPN EXTRA
00:30 BUE/MEX/BOG/SO 23:30 COL 22:30 BOG/LM 20:00 COMK

SAT SEPT 9TH 2023

TEXAS

V-TWINVISIONARY
PERFORMANCE
MOTORCYCLE
SHOW SERIES

PRESENTED BY HARLEY-DAVIDSON

AUSTIN TEXAS USA
CIRCUIT OF THE AMERICAS

SEPT 8-10

SUPERBIKES AT TEXAS

MOTOAMERICA

GEICO MOTORCYCLE

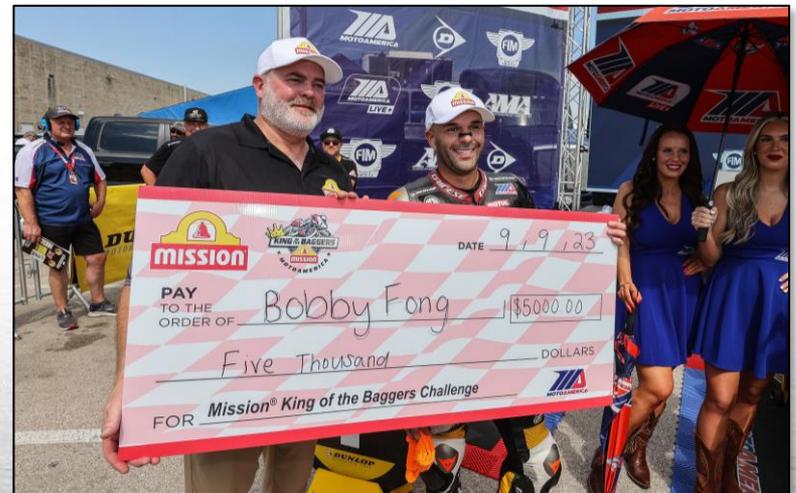
Austin, TX
Circuit of the Americas

5 CLASSES OF RACING, FAMILY FUN, AND MORE

GET TICKETS TODAY!

IMAGERY

Event Date: September 8-10, 2023



IMAGERY

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SERIES PARTNERS



Medallia



audio-technica



ADVANCED SUSPENSION TECHNOLOGY



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