RACE REPORT

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





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> 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.





SERIES OVERVIEW



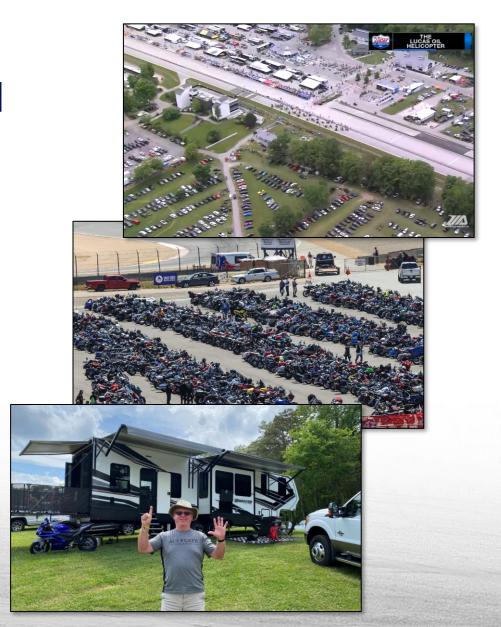
SEVEN YEARS OF GROWTH AND ACCOMPLISHMENT

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.

facebook

Instagram

twitter

TikTok

INTERNATIONAL

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



Australia, Asia, Canada











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

		Total Hours
	<u>Video Views</u>	<u>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



	<u>TOTAL</u>	<u>Facebook</u>	Instagram	<u>Twitter</u>	<u>TikTok</u>	<u>YouTube</u>
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



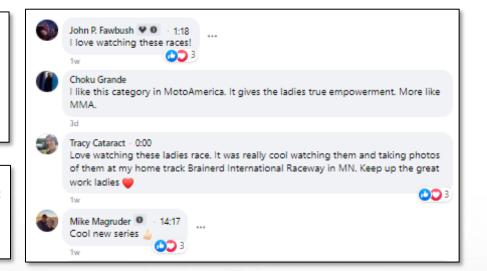
soulon2wheels What a badass!! Perfect timing of course

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.



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

SOCIAL MEDIA

Event Date: August 19-21, 2022





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/... 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 owne...

↑ +2.3x higher People reached Engagements Distribution score

14 Comments 23 Shares O lugnut_521, Ben Gloddy Racing and 345 others

Most relevant ♥

Carl Soltisz

CJ is a stand up guy that corners low. I love racing with him in Supersport and I'm not suprised 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

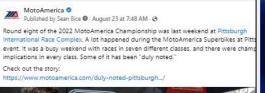
LaRoche Aviation Services We're so happy that we could be a part of the event! Huge thank you to MotoAmerica and Pittsburgh International Race Complex for the opportunity.

Wow. That was an awesome write up and video. What an incredible grass roots story

Humble is a word that hardly describes how great of a guy he is. Definitely a great

OD 3







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 vears, #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

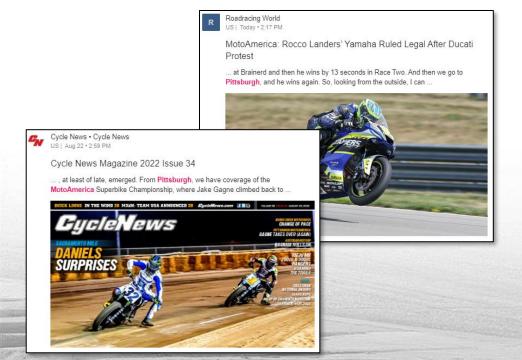
+1.8x higher Engagements Distribution score

27 Comments 13 Shares

EARNED MEDIA



- 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







EVENT MARKETING

Event Date: August 19-21, 2022



Comprehensive multi-media campaign across multistate 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.









EVENT MARKETING

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































SERIES PARTNERS













WILBUR





























































CONTACTS



