

RACE REPORT

MotoAmerica Superbikes at New Jersey
Event Date: September 9-11, 2022



NEW JERSEY
MOTORSPORTS PARK
The Premier Motorsports Entertainment 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

Another record event for MotoAmerica.

The ninth round of the 2022 championship delivered a large, impressive crowd, even with a rain-soaked Sunday. There was an unmistakable air of excitement about the growth from not only industry personnel but fans as well.

Seven classes of racing entertained fans Fri-Sun. Yamaha and Triumph corporate trailers successfully executed demo rides in addition to displays from Harley-Davidson, Aprilia and Ducati.

V-Twin Visionary and Unknown Industries treated fans to a bike show and stunt shows, respectively. MotoAmerica official merchandise and other apparel vendors reported record sales.

Medallia Superbikes
Supersport
YUASA Stock 1000
STG Junior Cup
REV'IT! Twins Cup
Mission King Of The Baggers
Royal Enfield BUILD.TRAIN.RACE.

IMPACT SUMMARY

164	Rider Entries
21,383	Attendance (16% increase)
7	Competition Classes
10	Races total
193,116	Linear TV AA Households USA (est)
3.5M	Digital Video Views
10.1M	Social Media Impressions
331K	Social Media Engagement

Digital metrics reflect September 9-19, 2022 time period.



DIGITAL SUMMARY

	<u>Video Views</u>	<u>Total Hours Viewed</u>
Live+ SVOD	65,280	2,389
YouTube	789,438	43,520
Facebook	150,894	2,533
Instagram	2,194,907	N/A
Twitter	32,179	N/A
TikTok	227,666	N/A
TOTAL	3,460,364	48,442

Notes

Digital metrics reflect September 9-19, 2022 time period.
TV Ratings reflect September 9 to present plus forecasted reairs.

LINEAR TV SUMMARY

193,116 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: September 9-11, 2022




	<u>TOTAL</u>	<u>Facebook</u>	<u>Instagram</u>	<u>Twitter</u>	<u>TikTok</u>	<u>YouTube</u>
Posts	214	43	28	98	9	36
Impressions	10,145,490	1,228,030	2,505,249	280,468	227,666	5,904,077
Engagement	330,863	77,873	180,918	11,349	28,613	32,110
Video Views	3,395,084	150,894	2,194,907	32,179	227,666	789,438
Comments, Shares	12,005	1,578	6,620	468	488	2,851


 Bryan LeGault   · 2:52
 Every year I go to Road America to watch Moto America but this is the first year I have watched all the races lives on [MotoAmerica.com](https://www.motoamerica.com). Not that Rossi is out of MotoGP I am looking for something new and this season is amazing at MotoAmerica! All of these guys are class acts and absolute monsters on motorcycles. I am a huge Petrucci fan and want to see him win but to be honest, if any of these guys win I am happy.

 Kathy Tresch
 Thanks to Mission Foods for bringing us this great series. I'm STOKED to see that the #1 plate will be on Tyler O'Hara's Indian next year.

  Top fan
 Kevin Mickune
 Great racing in NJ! The rain on Sunday definitely impacted some championships.
 2d

 Donny Bennett
 I can't wait for next year's schedule. Going to try to attend more races

 Buddy Halfpenny
 MOTOAMERICA. DID A FANTASTIC JOB WITH PARKING VENDORS. PA SYSTEM. SATURDAY WAS PACKED WITH BIKES. PLEASE COME BACK NEXT YEAR

 Steve Gallagher
 Today was a good day of racing across the board. Had a great time at NJMP

Digital metrics reflect September 9-19, 2022 time period.

SOCIAL MEDIA

Event Date: September 9-11, 2022



MotoAmerica
Published by Paul Carruthers · September 10 at 7:13 PM ·

The first 2022 MotoAmerica Champion is crowned at **New Jersey Motorsports Park - NJMP**. More to come tomorrow? <https://bit.ly/3x9EWZ>

MOTOAMERICA.COM
Herrin Crowned Supersport Champion At New Jersey Motorsports Park - MotoAmerica

52,596 People reached	2,474 Engagements	+1.2x average Distribution score
--------------------------	----------------------	-------------------------------------

Boost post

MotoAmerica
Published by Paul Carruthers · September 10 at 5:38 PM ·

MotoAmerica **Medallia** Superbike race one from **New Jersey Motorsports Park - NJMP** is in the books. <https://bit.ly/3quA3eG>

MOTOAMERICA.COM
Gagne Takes Race One At NJMP And Extends Points Lead - MotoAmerica
Fresh N' Lean Progressive Yamaha Racing's Jake Gagne took a big step towards a second Mot...

27,943 People reached	843 Engagements	-1.6x lower Distribution score
--------------------------	--------------------	-----------------------------------

Boost post

MotoAmerica is at New Jersey Motorsports Park - NJMP.
Published by Douglas Hamann · September 11 at 2:02 PM · Millville, NJ ·

🏆 Congratulations to **Mission Foods S&S Cycle, Inc. Indian Motorcycle** Challenger rider **Tyler O'Hara** who clinched the 2022 Mission King Of The Baggers Championship at New Jersey Motorsports Park.

#motorcycle #motosport #bagger #indianmotorcycle

105,963
People reached

3,887
Engagements

+2.5x higher
Distribution score

Boost post

MotoAmerica is at New Jersey Motorsports Park - NJMP.
Published by Douglas Hamann · September 11 at 9:38 AM · Millville, NJ ·

🏆 Congratulations to **Tytlers Cycle Racing/RideHVMC Racing's Corey Alexander** for winning the 2022 Yuasa Stock 1000 Championship aboard his BMW M 1000 RR.

#motosport #motorcycle #racing

41,443
People reached

1,819
Engagements

-1.0x average
Distribution score

Boost post

Steve Gallagher

Gagne rode to a convincing win today. Well done Sir. I had the privilege of sitting at turn one.

Like Reply Hide 1w

3

Top fan

Chris Mousley

Let the waterworks begin 🙄🙄🙄

Like Reply Hide 1w

5

Nicholas Long

This dude could ride a jet ski in the desert...

Like Reply Hide 1w

10

Online Exposure

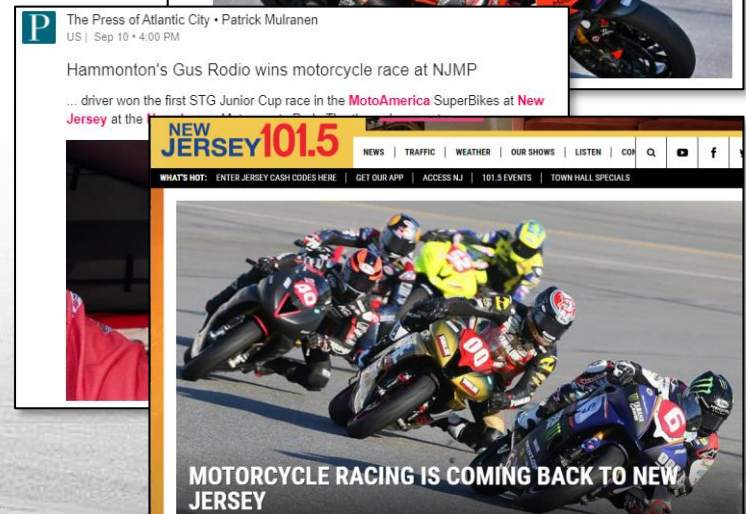
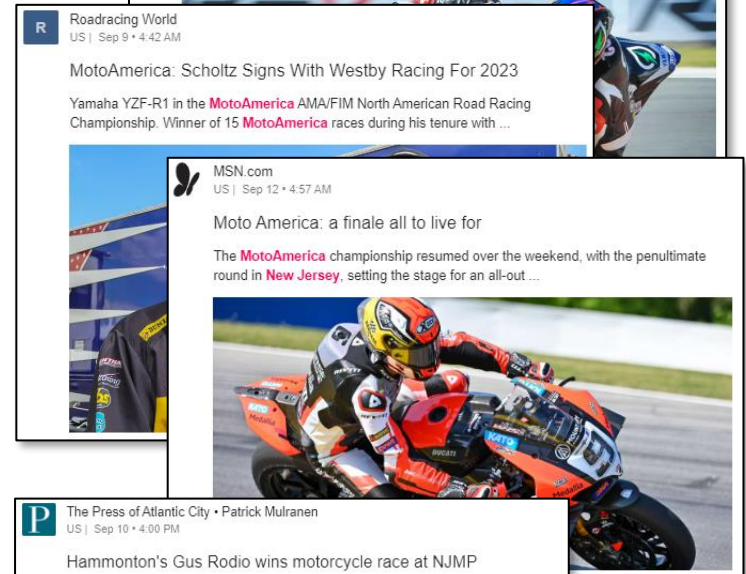
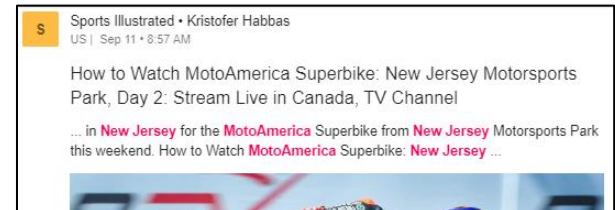
- [Sports Illustrated: How to Watch King of the Baggers](#) (UVPM 21.5M)
- [Sun Journal: Sports on TV - Sunday, September 11](#) (UVPM 623.1K)
- [Sharon Herald: Sports on TV – Sunday, September 11](#) (UVPM 220.6K)
- [The Daily Independent: Sports on TV – Sunday, September 11](#) (UVPM 181.8K)
- [WTOP News – Sports on TV – Sunday, September 11](#) (UVPM 7.5M)
- [Berkshire Eagle – On the Air](#) (UVPM 576.6K)
- [Aspen Daily News – Sports on TV for September 10-11](#) (UVPM 194.1K)
- [Tulsa World – TV listings for September 11](#) (UVPM 1.7M)
- [Gettysburg Times – Sports on TV for September 10-11](#) (UVPM 104.2K)
- [Hastings Tribune – Sports on TV for Sunday, September 11](#) (UVPM 125.8K)
- [Titusville Herald – Sports on TV for September 10 -11](#) (UVPM 76.2K)
- [Standard-Journal – Sports on TV for September 10-11](#) (UVPM 77.2K)
- [The Republic – Sports Planner for Saturday](#) (UVPM 446.3K)
- [Sun Journal – Sports on TV for Saturday, September 10](#) (UVPM 623.1K)

Broadcast Segments

- [New Jersey 101.5](#) (UVPM 3.5M)
- [95.9 The Rat](#) (UVPM 1.31M)

Print Coverage

- [Press of Atlantic City](#) – Anthony Mazziotto (UVPM 772.3K)
- [Press of Atlantic City](#) – Gus Rodio (UVPM 772.3K)



EVENT MARKETING

Event Date: September 9-11, 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.

Five Digital and Social Media campaigns, totaling 11,745,245 digital Impressions.

DUCATI

DUCATI FAN EXPERIENCE
TICKET PACKAGE

NEW JERSEY MOTORSPORTS PARK • SEPT 9-11, 2022

SEPT 9-11
SUPERBIKES
AT NEW JERSEY
MOTOAMERICA

3-DAYS ADMISSION: WATCH 7 CLASSES OF RACING, QUALIFYING AND PRACTICE
EXCLUSIVE PARKING FOR YOUR DUCATI
GUIDED TRACK WALK AND TOUR
RIDE 2 PARADE LAPS ON YOUR DUCATI
HOSPITALITY AT DUCATI SEMI "LOUNGE"

MOTOR HARLEY-DAVIDSON CYCLES

SCREAMIN' EAGLE
V.I.P. TICKET PACKAGE

NEW JERSEY MOTORSPORTS PARK • SEPT 9-11, 2022

SEPT 9-11
SUPERBIKES
AT NEW JERSEY
MOTOAMERICA

3-DAYS ADMISSION: WATCH 7 CLASSES OF RACING INCLUDING MISSION KING OF THE BAGGERS
PREMIUM PARKING FOR YOUR HARLEY-DAVIDSON
TRACK WALK WITH THE HARLEY-DAVIDSON SCREAMIN' EAGLE TEAM
RIDE 2 PARADE LAPS ON YOUR HARLEY-DAVIDSON

SEPT 9-11
SUPERBIKES
AT NEW JERSEY
MOTOAMERICA

SUPERBIKES ARE COMING

NEW JERSEY MOTORSPORTS PARK
9/9-9/11

SEPT 9-11
SUPERBIKES
AT NEW JERSEY
MOTOAMERICA

7 CLASSES OF RACING!
GET TIX TODAY!

New Jersey Motorsports Park

SEPT 9-11
SUPERBIKES
AT NEW JERSEY
Motorsports Park

7 Classes of Road Racing Including Baggers!
FAMILY FUN • KID ZONE • CAMPING • TICKETS: MOTOAMERICA.COM

TUNE IN

SEPT 9-11
SUPERBIKES
AT NEW JERSEY
MOTOAMERICA

SEPT 10 AT 8PM ET
LIVE SEPT 11 AT 2PM ET

FS2

MOTOAMERICA
SUPERBIKES
AT NEW JERSEY

Sept 9-11 • New Jersey Motorsports Park

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

EVENT MARKETING

Event Date: September 9-11, 2022



MOTOR HARLEY-DAVIDSON CYCLES vs. *Indian* MOTORCYCLE

WHO WILL BE THE KING?

JUST 3 POINTS APART!
FINAL ROUND NEXT WEEKEND
NEW JERSEY MOTORSPORTS PARK • SEPT 9-11

KING OF THE BAGGERS
MISSION
MOTOAMERICA

DRAG Specialties MOTUL

22



SEPT 9-11
SUPERBIKES
AT NEW JERSEY
MOTOAMERICA

3-Day Camping

Fun for Family and Friends
Enjoy our FREE Kid Zone!

New Jersey Motorsports Park

TUNE IN

SEPT 9-11
SUPERBIKES
AT NEW JERSEY
MOTOAMERICA

NEW JERSEY MOTORSPORTS PARK
The Premier Motorsports Entertainment Complex

LIVE STREAMING
SEPTEMBER 9-11

MOTOAMERICA LIVE+

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

SEPT 9-11
SUPERBIKES
AT NEW JERSEY
MOTOAMERICA

New Jersey Motorsports Park

DUNLOP

COME MEET YOUR FAVORITE RIDERS
AT THE DUNLOP HOT PIT WALK
AND AUTOGRAPH SESSION

SEPTEMBER 11
10:30 AM - 11:15 AM

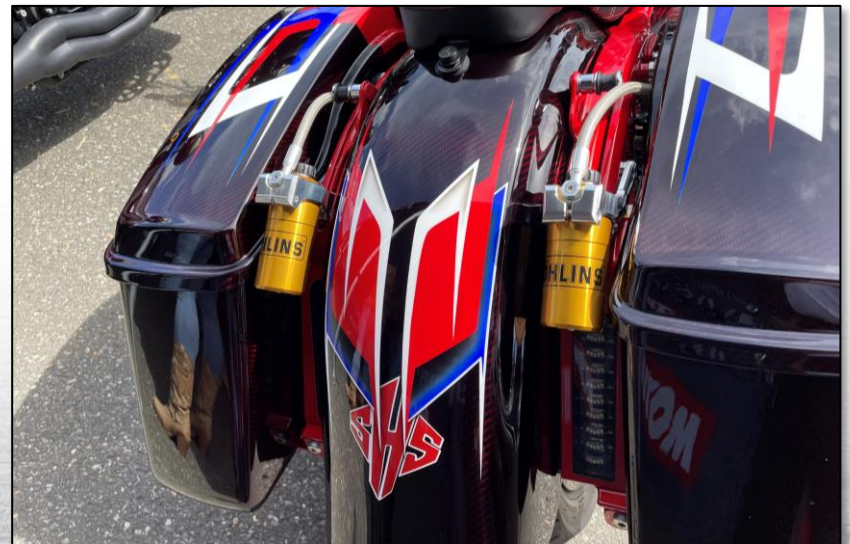
IMAGERY

Event Date: September 9-11, 2022



IMAGERY

Event Date: September 9-11, 2022



SERIES PARTNERS



Medallia



MANANALU

WILBUR



CONTACTS



MotoAmerica
18004 Sky Park Circle, Ste. 110
Irvine, CA 92614
www.motoamerica.com

SALES, MARKETING, BD
Jeff Nasi SVP
310.993.9190 M
jnasi@motoamerica.com

MEDIA, PR, PROMOTIONS
Jordan Miller VP
949.378.1697 M
jmiller@motoamerica.com