

# RACE REPORT

MotoAmerica Superbikes at Alabama  
Event Date: September 23-25, 2022



INDUSTRY ONLY, REPORT NOT FOR  
SOCIAL MEDIA DISTRIBUTION

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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 motorsport 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

## A fitting end to a spectacular season.

A record MotoAmerica crowd gathered at Barber Motorsports Park for the close of the 2022 championship. Beyond the fan engagement at the event, MotoAmerica's digital reach pulled in 4.8M social media impressions and 2.4M video views in the first three days.

Championship points battles were clinched in three classes: Medallia Superbike, Sportbike Track Gear Junior Cup and REV'IT! Twins Cup. Exhibition classes also reported championships in Royal Enfield Build.Train.Race. and Mini Cup by MOTUL.

On behalf of the entire MotoAmerica team, thank you to fans and sponsors for another record-breaking season.

### Event Classes:

- Medallia Superbikes*
- Supersport*
- YUASA Stock 1000*
- STG Junior Cup*
- REV'IT! Twins Cup*
- Royal Enfield BUILD.TRAIN.RACE.*
- Mini Cup by MOTUL*
- North America Talent Cup (guest race class)*

## IMPACT SUMMARY

<b>238</b>	<b>Rider Entries</b>
<b>18,657</b>	<b>Attendance (20% increase)</b>
<b>7</b>	<b>Competition Classes</b>
<b>10</b>	<b>Races total</b>
<b>124,000</b>	<b>Linear TV AA Households USA (est)</b>
<b>4.8M</b>	<b>Digital Video Views</b>
<b>11.1M</b>	<b>Social Media Impressions</b>
<b>388K</b>	<b>Social Media Engagement</b>

Digital metrics reflect September 23-October 3, 2022 time period.



## DIGITAL SUMMARY

	<u>Video Views</u>	<u>Total Hours Viewed</u>
Live+ SVOD	82,038	3,275
YouTube	528,419	34,772
Facebook	696,907	5,364
Instagram	2,850,617	N/A
Twitter	22,625	N/A
TikTok	649,007	N/A
<b>TOTAL</b>	<b>4,829,613</b>	<b>43,411</b>

### Notes

Digital metrics reflect September 23-October 3, 2022 time period.  
TV Ratings reflect September 23 to present plus forecasted rears.

## LINEAR TV SUMMARY

**124,000** 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 23-25, 2022



	TOTAL
Posts	213
Impressions	11,119,858
Engagement	388,518
Video Views	4,747,575
Comments, Shares	18,282

Facebook	Instagram	Twitter	TikTok	YouTube
52	30	81	13	37
2,391,278	3,180,890	168,508	649,007	4,730,175
118,210	204,804	8,353	37,616	19,535
696,907	2,850,617	22,625	649,007	528,419
2,666	13,176	290	503	1,647

**Chloé Lerin** (Top fan)  
What a hard working dude! And what a redemption after last year's season ending injury. ❤️ you're family Cody Wyman! Congratul  
3w

**Adeolu Omokayode Anwojue**  
This is what I've been looking for all weekend. Cody Wyman thank you for giving my daughter and myself the best birthday gift.  
Congratulations 🎉🎊🎁🥳  
3w

**Ben Saxon New**  
Motoamerica has been awesome this year !!!! 🔥  
2d

**Ahmad Ahmad - 22:41**  
I'm gonna go ballistic pressing the like button

**Adam Marshall**  
Congratulations!!! But, don't forget about the Baggers, Hooligans, North American Talent Cup, Royal Enfield Build Train Ride, and Mini Cup champions. It was an awesome season with some spectacular racing action.  
1d

**Jim Wiggins**  
Great season guys . I was torn the whole time . Danilo fan for years but a life long Yamaha rider so like I said great season guys can't wait for next !!  
2d

**MotoAmerica @MotoAmerica** · Sep 23  
Watch the footwork from @westby\_racing's @Scholtzm20 as the five-time Superbike race winner hustles his #Yamaha YZF-R1 around @BarberMotorPark during provisional qualifying for this weekend's pair of season-concluding @Medallia Superbike races.  
#motorcycle #yamaha #GoPro @GoPro

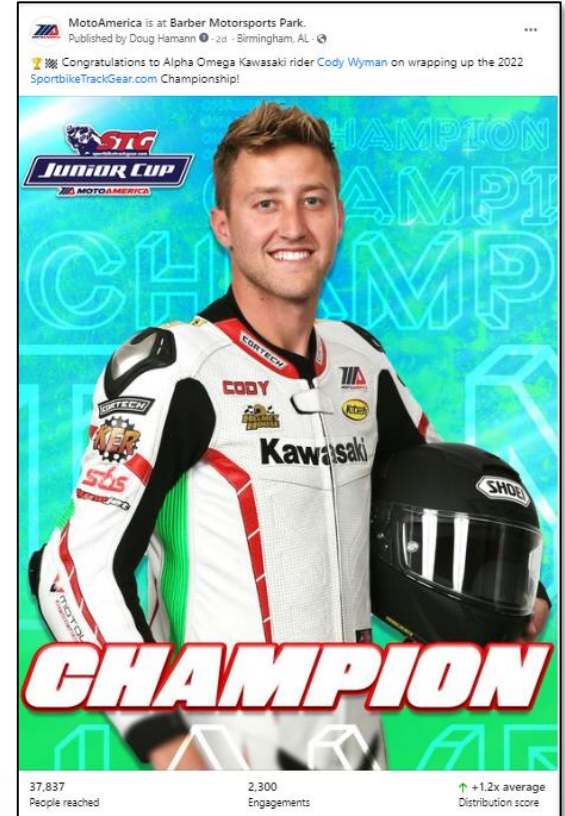
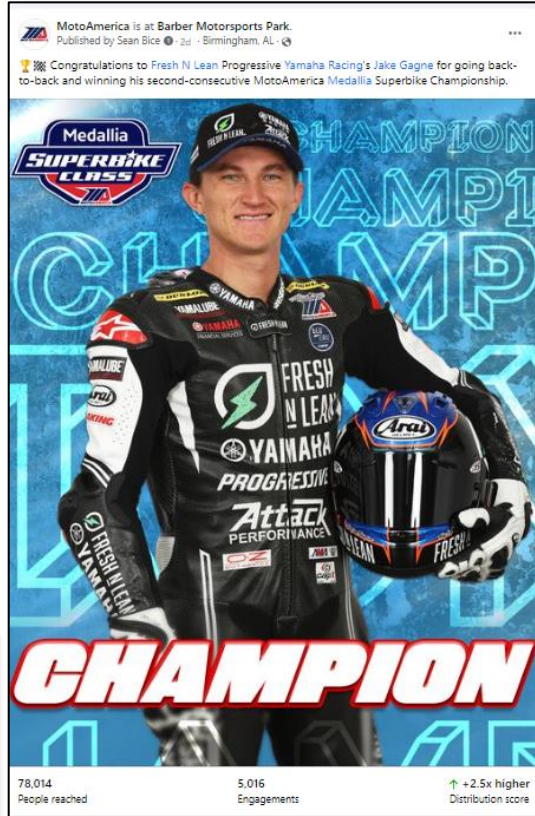
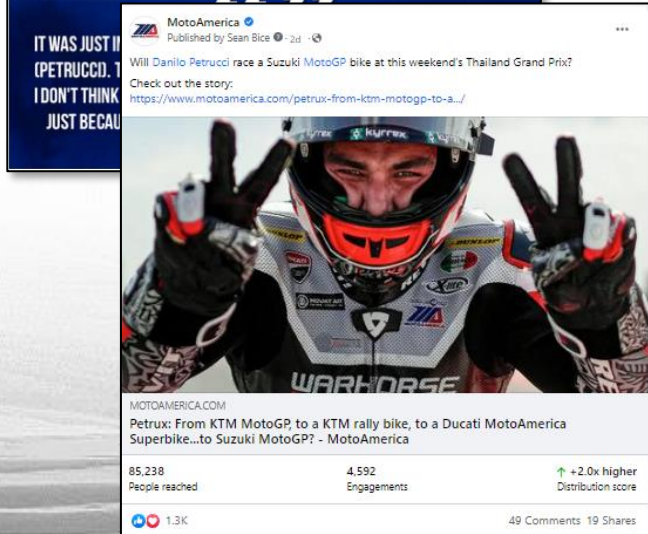
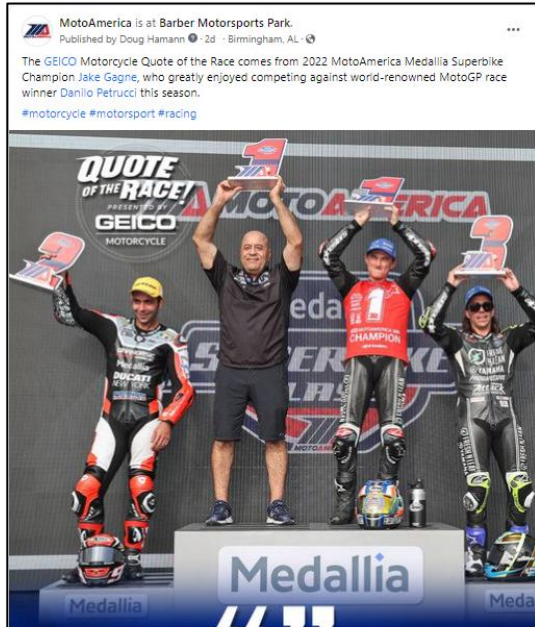
0:40 2,360 views

3 20 79

Digital metrics reflect September 23-October 3, 2022 time period.

# SOCIAL MEDIA

Event Date: September 23-25, 2022



**Bruce N Victoria Archer**  
 Gagne was impressive yesterday, I didn't realize how fast these guys went until seeing is person, an awesome day!

**Darrell Wynant**  
 Such a roller coaster of a season Jake Gagne!!! It's been such a great year for racing at the same time! Fun watching Kayla and few other friends in different MA classes just rippppppin!!!! Congratulations, GREAT job and can't wait to see more next year!



## Local coverage reached a potential audience of 5 million.

### Broadcast Segments

- WBRC Fox 6 News (UVPM 3.5M) – BPR followed up with contact for link to coverage
- [WAFF—Tennessee Valley Living](#) (UVPM 5.16K)
- [CBS 42 – WIAT](#) (UVPM 492K)

### Print Coverage

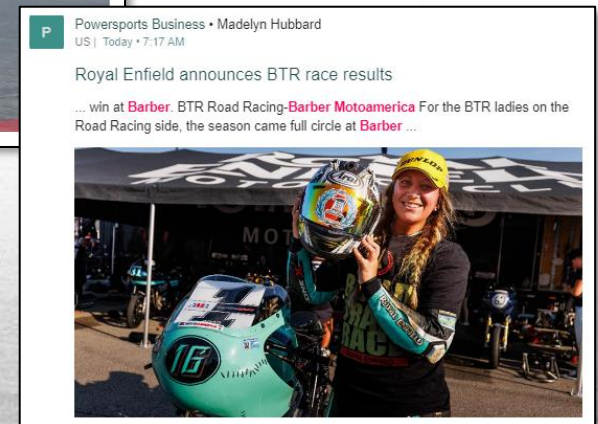
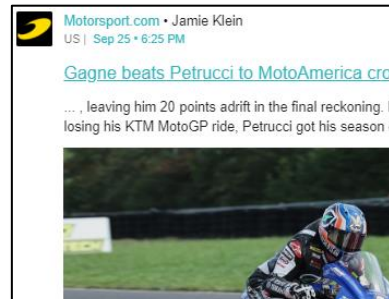
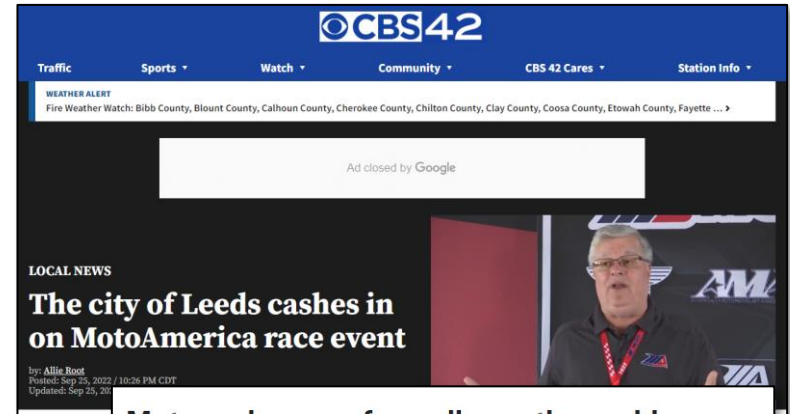
- [Hoover Sun](#) – Event Preview (UVPM 25.2K)
- [280 Living](#) – Event Preview (UVPM 5.3K)

### Calendar Listings

- [Birmingham365](#) (UVPM 5.8K)
- [Patch Alabama](#) (UVPM 26.7M)

### TV Roundups: Syndications from AP

- [Aspen Daily News](#) (UVPM 194.1K)
- [Bakersfield Californian](#) (UVPM 577K)
- [Billings Gazette](#) (UVPM 1.1M)
- [Cadillac News](#) (UVPM 128.8K)
- [Columbia Missourian](#) (UVPM 275.4K)
- [Hastings Tribune](#) (UVPM 80.9K)
- [Herald Bulletin](#) (UVPM 221.8K)
- [KSTP – Minneapolis \(ABC\)](#) (UVPM 4.3M)
- [Observer-Reporter](#) (UVPM 202.2K)
- [Okaloosa Herald](#) (UVPM 28.3K)
- [Porterville Recorder](#) (UVPM 63K)
- [Roanoke Times](#) (855.2K)
- [The Daily Times](#) (UVPM 74.7K)
- [Titusville Herald](#) (120K)
- [WNYT](#) (UVPM 1.1M)
- [WTOP News](#) (4.82M)
- [WV News](#) (489.1K)



# EVENT MARKETING

Event Date: September 23-25, 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.

Digital and Social Media campaigns, alone, totaled 8.9M digital impressions.

**SEPT 23-25**  
**SUPERBIKES AT ALABAMA**  
MOTOAMERICA

**VIP** ★★ ★  
**SUITE PACKAGE** ★★★★★★

Get the Ultimate Experience!\*

- VIP Hospitality for Ages 16 & Over
- Climate Controlled Area with MA Live+ TV
- MotoAmerica Racer Meet & Greet
- Catering (cont breakfast, coffee & iced tea, lunch, snacks, Sat & Sun)
- 3-Day Gen Adm & Paddock Access
- 3-Day Premier/VIP Parking Pass
- Superbike Race Grid Access and Preferred Podium Viewing
- 20% Off Merchandise Voucher

MotoAmerica.com/Alabama  
Barber Motorsports Park • Birmingham, AL

**YAMAHA RACING** VS **DUCATI**

**AT BARBER**  
MOTORSPORTS PARK

Watch Jake Gagne & Danilo Petrucci fight for the Championship in the final round!

Medallia **SUPERBIKE CLASS** MOTOAMERICA **SEPT 23-25** 7 CLASSES OF RACING  
GET TICKETS TODAY AT MOTOAMERICA.COM



**7 CLASSES OF RACING!**

**SEPT 23-25**  
**SUPERBIKES AT ALABAMA**  
MOTOAMERICA

**GET TICKETS TODAY!**



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

**SEPT 23-25**  
**SUPERBIKES AT ALABAMA**  
MOTOAMERICA

**SUPERBIKES AT ALABAMA**



**SEPT  
23-25**  
**SUPERBIKES**  
AT ALABAMA  
**MOTOAMERICA**



**7 CLASSES OF RACING, FAMILY FUN & MORE!**  
BARBER MOTORSPORTS PARK • BIRMINGHAM, ALABAMA

TICKETS: [MotoAmerica.com/calendar](https://motoamerica.com/calendar) 12 & younger are FREE with paying adult



Barber Motorsports Park  
Birmingham, Alabama

**7 CLASSES OF ROAD RACING!**

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

VIP & Camping packages available. Meet riders in the open paddock. Family fun in the Kids Zone: free carnival games!

All day live streaming at [MotoAmerica.com/live](https://motoamerica.com/live)




TICKETS: [MotoAmerica.com/calendar](https://motoamerica.com/calendar) 12 & younger are FREE with paying adult




**3-Day  
Camping**

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

Birmingham, AL • Barber Motorsports Park



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





Sept 23-25 • Barber Motorsports Park



**3-Day Camping**

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

# IMAGERY

Event Date: September 23-25, 2022



# IMAGERY

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# SERIES PARTNERS



Medallia



MANANALU

WILBUR



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