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SERIES OVERVIEW



STRENGTH

MotoAmerica has grown nonstop since assuming AMA road racing rights in 2015.

Each year breaks records across events, classes, competitors, attendance, viewership, content distribution and exceptional social media – a success story six years running.

The series now stands at 9-10 annual events, each spanning a 3-day weekend. More than 120 riders compete in over 5 idyllic classes. MotoAmerica also leads with more TV programs and hours than any motorcycle series broadcast in the USA.



REPORT OVERVIEW



RACE COVERAGE

MotoAmerica content distribution delivers both reach and breadth. From live racing to rider personalities, content is propelled across a true multimedia footprint.

METHODOLOGY

This report encompasses the overall media impact of the 2021 Superbikes at Atlanta event held at Road Atlanta. In general, the metrics include the event weekend and week thereafter, 4/30–5/7.



SNAPSHOT SUMMARY

145	Riders
6	Competition Classes
20,919	Attendance (29% YOY Increase)
393,000	Linear TV AA Households
9.3M	Digital Views (Racing, Highlights)
15,795,548	Social Media Reach
921,456	Social Media Engagement



International:

Fox Sports Australia
Fox Sports Asia
SuperSport S.A.
Eurosport TV



LINEAR TV VIEWERSHIP

APR 30 – MAY 7



SUMMARY

Total AA: 393,000 Households and 500,000 P2+
 Total Programs: 8 Unique Premiere shows, 23 total airings

Notes

- Superbike was strong on Sat but ran against NASCAR on Sun
- King of the Baggers shined on FS1 between NHRA & NASCAR
- Supersport was strong on both Live and Reairs
- STG Junior doubled its forecast
- International TV ratings TBD

Sources, Definitions

- Fox Sports via Nielsen, MAVTV via 605 Platform
- P2+: All viewers in a household over 2 years old
- AA: Average Audience, the average number of viewers watching at any given moment
- L: Live, P: Premier, R: Reair

DETAILS

Date	Time	Network	Program	Type	AA HH	AA P2+
05/01/21	3:00 PM	FS2	MOTOAMERICA SUPERBIKE L	L	25,368	41,252
05/02/21	3:00 PM	FS2	MOTOAMERICA SUPERBIKE L	L	16,093	19,472
05/04/21	8:00 PM	FS2	MOTOAMERICA REWIND	R	16,121	27,511
05/04/21	4:00 AM	FS2	MOTOAMERICA REWIND	R	3,554	3,496
05/05/21	3:00 AM	FS1	MOTOAMERICA REWIND	R	4,939	4,811
05/06/21	8:00 AM	FS2	MOTOAMERICA REWIND	R	664	586
HONOS Superbike Total					66,739	97,128
05/01/21	2:00 PM	MAVTV	SUPERSPORT SAT	L	17,960	17,960
05/02/21	12:00 PM	MAVTV	SUPERSPORT SAT	R	22,379	22,379
05/02/21	1:00 PM	MAVTV	SUPERSPORT SUN	L	27,215	27,215
05/02/21	7:00 PM	MAVTV	SUPERSPORT SAT	R	17,152	17,152
05/02/21	8:00 PM	MAVTV	SUPERSPORT SUN	R	14,733	14,733
Supersport Total					99,439	99,439
05/02/21	12:30 PM	FS1	MOTOAMERICA KING-BAGGER L	L	166,960	224,679
05/03/21	5:00 PM	FS2	MOTOAMERICA KING-BAGGERS	R	7,093	12,670
05/06/21	9:02 PM	FS2	MOTOAMERICA KING-BAGGERS	R	4,418	4,351
Mission King of the Baggers Total					178,471	241,700
05/04/21	9:00 PM	FS2	MOTOAMERICA JUNIOR CUP	P	20,351	29,154
05/04/21	9:30 PM	FS2	MOTOAMERICA JUNIOR CUP	P	18,787	22,182
05/04/21	5:00 AM	FS2	MOTOAMERICA JUNIOR CUP	R	2,416	2,526
05/04/21	5:30 AM	FS2	MOTOAMERICA JUNIOR CUP	R	2,957	3,067
05/06/21	9:30 AM	FS2	MOTOAMERICA JUNIOR CUP	R	4,009	4,442
STG Junior Cup Total					48,520	61,371
TBA	Eurosport TV		HONOS Superbike	P	TBA	TBA
TBA	Fox Sports Australia		HONOS Superbike	P	TBA	TBA
TBA	Fox Sports Asia		HONOS Superbike	P	TBA	TBA
TBA	SuperSport S. Africa		HONOS Superbike	P	TBA	TBA
International Total					0	0
TOTAL					393,169	499,638

SUMMARY

Superbikes at Atlanta race & highlight video views only

50,114	Live, MotoAmerica Live+
33,312	SVOD, MotoAmerica Live+
1,279,760	YouTube
3,999,310	Facebook
934,980	Instagram
47,435	Twitter
2,958,079	TikTok
9,302,990	Total Views

Notes

Watching MotoAmerica Live+ on the app, PC or Connected TV is similar to Linear TV. However, Live+ metrics are delivered as Views, not Households. Therefore, it is categorized with other platforms measured in Views.

MICHELIN RACEWAY ROAD ATLANTA
MotoAmerica Stock 1000 Race 2 at Road Atlanta 2021
155,299 views • Premiered May 3, 2021

KING OF THE BAGGERS RACE LAP 1 OF 8
#MotoAmerica
Mission King Of The Baggers Race Highlights at Road Atlanta 2021
899,050 views • May 2, 2021

SUMMARY

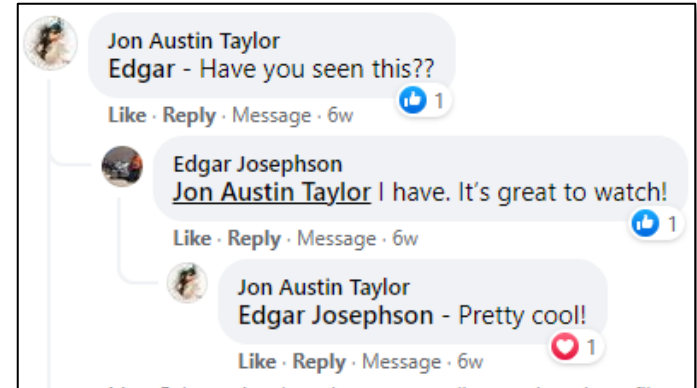
272	Posts
16,347,821	Impressions
15,795,548	Reach (est)
7,939,804	Video Views
921,456	Engagement

DETAILS

	TOTAL	Facebook	Instagram	Twitter	TikTok
Posts	272	92	63	110	7
Impressions	16,347,821	10,018,338	2,915,039	456,365	2,958,079
Reach (est)	15,795,548	9,841,840	2,744,131	428,983	2,780,594
Engagement	921,456	602,578	136,996	22,671	159,211
Video Views	7,939,804	3,999,310	934,980	47,435	2,958,079

NOTES

- All metrics shown are organic, non-paid.
- Beyond volume - each platform serves content uniquely, providing diversity.
- Beyond impressions - Sharing, commenting and friends-tagging confirms that fans find such value in MotoAmerica content they broadcast it.



SOCIAL HIGHLIGHTS

FACEBOOK

79,278	Reactions
5,962	Comments
9,308	Shares

INSTAGRAM

136,996	Engagement
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TWITTER

47,435	Video Views
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TIK TOK

139,079	Likes
51,852	Profile Views
20,132	Comments & Shares

WEBSITES, MEDIA SPEND

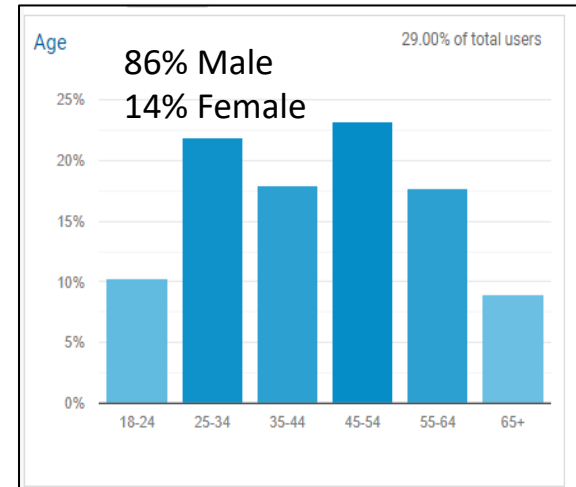
APR 30 – MAY 7



MotoAmerica.com

161,642 Page Views
81,230 Sessions
53,091 Users

1.	United States	42,235 (79.98%)
2.	France	1,959 (3.71%)
3.	Canada	1,181 (2.24%)
4.	United Kingdom	944 (1.79%)
5.	Italy	872 (1.65%)
6.	Germany	747 (1.41%)
7.	Spain	423 (0.80%)
8.	Australia	288 (0.55%)
9.	Brazil	264 (0.50%)
10.	Japan	256 (0.48%)



DIGITAL & SOCIAL MEDIA PAID CAMPAIGNS ATL REGIONAL & NATIONAL TUNE-INS

14 Different creatives delivered 45 days prior event
Display/Banner Ads, YouTube Video, Social Media Static Images & Videos
6.2M Impressions Total

MotoAmerica
Sponsored · 🌐

Get your tickets for MotoAmerica Superbikes at Atlanta! All-weekend racing across 6 classes including Superbikes, King of the Baggers and more. Kids Zone with free carnival games, camping and VIP Suite package available. April 30 – May 2 at Michelin Raceway. See More

MOTOAMERICA
SUPERBIKES
AT ATLANTA | APR 30-MAY 2

APR 30-MAY 2
ALL DAY RACING!

GEICO | MOTORCYCLE | **DUNLOP**
MOTORCYCLE TIRES

TICKETS ON-SALE NOW

ATTENDANCE



SUMMARY

20,919 Three-Day Total
 29% increase over 2020 ATL event
 Largest motorcycle and camping crowd at this MotoAmerica event to date



DETAILS

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>+/-</u>
Michelin Raceway Road Atlanta	13,750	16,329	15,750	14,000	15,861	16,177	20,919	29%
Virginia Int'l Raceway	11,000	10,257	10,200	10,200	13,524	no race		
Road America	18,500	23,781	23,525	24,009	25,800	27,401		
The Ridge Motorsports Park						no fans		
WeatherTech Laguna Seca	52,700	61,052	64,298	64,425	67,685	no fans		
Brainerd International Raceway						no race		
Pittsburgh Int'l Race Complex			14,544	15,203	15,974	16,081		
New Jersey Motorsports Park	14,000	14,499	14,100	11,500	15,069	15,381		
Barber Motorsports Park	10,250	8,634	10,033	14,256	16,321	16,379		
Circuit of the Americas	119,650	131,881	142,000	165,000	120,545			
The Brickyard / Indianapolis						9,979		
Utah Motorsports Campus	9,500	9,165	9,300	9,500	9,623			
Sonoma Raceway			14,197	15,461	16,209			
Blue = Adverse weather	249,350	275,598	317,947	343,554	316,611	101,398		

SUMMARY

6 Regional Posts
84 National online posts or articles

Racer.com
US | May 2 • 4:30 PM
First-time winners highlight Sunday at Michelin Raceway Road Atlanta
Junior Cup race at Road Atlanta today. Hobbs, the top step of a MotoAmerica race until taking

Speed Sport • SPEED SPORT
US | May 2 • 5:53 PM
First-Time Winners On MotoAmerica Undercard
Sunday at Road Atlanta (Brian J. Nelson photo) BR day of first-time winners at Michelin Raceway Road A

Ride Apart • Dustin Wheelen
US | May 3 • 7:31 AM
Harley Vs. Indian Rivalry Dominates King Of The Baggers Opener
the holeshot into turn one. Wyman's MotoAmerica Superbike background and experience with the Road Atlanta course kept the challengers at bay

Atlanta, MotoAmerica
409k Reach Social Echo

Atlanta, MotoAmerica
149k Reach Social Echo

MotoAmerica, Atlanta
913k Reach Social Echo Neutral

Patch
Dacula, GA
News Feed Neighbor Posts Classifieds
Sports
MotoAmerica Champ Series Starts 2021 Season At Road A
Three motorcycle riders with Georgia will be racing this weekend at Road At MotoAmerica Championship Series.

Jim Messera, Patch Staff
Posted Tue, Apr 27, 2021 at 5:23 pm ET

FOX 11
5:48
Josh Herrin on Fox11 LA

Outlet

- The Atlanta 100 [Link](#)
- Patch Dacula [Link](#)
- WATL-TV (MyNetworkTV) 10 PM broadcast
- WSB-TV (ABC) [Link](#)
- WXIA-TV (NBC) 6 and 8:30 am broadcasts
- WGCL-TV (CBS) 5, 6, 9 and 11 pm broadcasts
- KTTV-LA Evening Broadcast

CLASS SPOTLIGHT



MISSION KING OF THE BAGGERS
SUPERBIKES AT ATLANTA 4/30-5/2

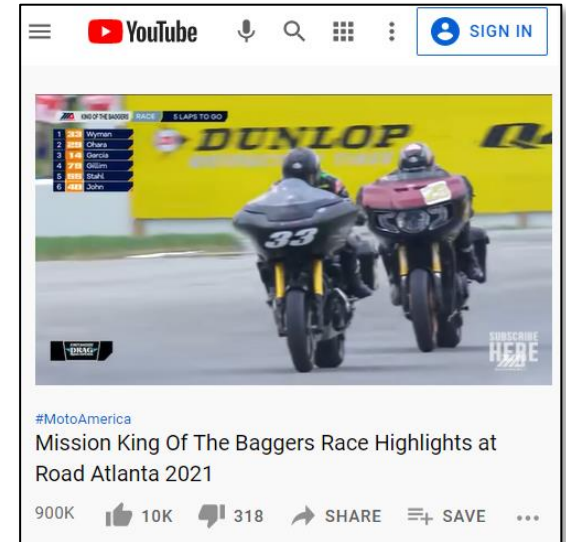


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					178,471	241,700

DIGITAL VIEWS

900,000	YouTube, Mission King of the Baggers Highlights, to date
598,502	Social Media, Video Views Only
1,498,502	Total (Not shown, Live+ Streaming & SVOD)



SOCIAL MEDIA

	TOTAL	Facebook	Instagram	Twitter	TikTok
Posts	35	12	8	14	1
Impressions	3,546,174	1,003,959	631,192	102,857	1,808,166
Reach (est)	3,348,442	962,550	589,530	96,686	1,699,676
Engagement	224,494	87,987	26,119	5,177	105,211
Video Views	2,406,668	347,573	238,970	11,959	1,808,166

CONTACT, QUESTIONS



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