



RACE REPORT | ROAD ATLANTA RACE

A REMARKABLE PERFORMANCE

PERIOD JULY 24-AUGUST 7, 2020

MotoAmerica has consistently evolved since assuming AMA road racing rights in 2015. The successful series now stands at ten 3-day race events totaling twenty races across five classes.

Major investments in programming, larger TV networks, increased staffing and advanced marketing have paid off. Greater contingency payouts for teams plus five different classes pack weekend race grids with over 120 riders per race.



Growth during 2019 was exceptional and 2020 is already breaking records. MotoAmerica now leads with more programming hours and networks than any North American motorcycle series in addition to class-leading social media engagement.

Welcome to the fastest growing motorcycle series in the world.



This report encompasses the exposure from MotoAmerica Superbikes at Road Atlanta

The event, held July 31 - August 2, 2020, was available on TV, through digital broadcasting and included fans. However, coverage of the event was record-breaking across nearly every form of media including four TV networks and substantial digital media. The metrics primarily cover seven days before and after race weekend, July 24, 2020 - August 7, 2020. Other measurement periods are noted. Successive MotoAmerica event reports will be added creating a running YTD format



Live Superbike Racing
Sat, Sun, Compilation



Junior Cup Racing
Plus repeats



Inside MotoAmerica
Highlights, tech, lifestyle



Live Supersport Racing
Plus repeats



Live Superbike, Supersport
Multiple repeats



Live Streaming Fri, Sat, Sun
All 5 classes, qualifying, SVOD



Live full races of select classes,
extensive additional coverage



Timed release of full races for select
classes, extensive additional coverage

RACE PROGRAM VIEWERSHIP

PERIOD JULY 24-AUGUST 7, 2020

Metrics cover two categories, Linear TV and Digital, reflecting broad distribution and a diverse audience. The Social Media and YouTube metrics shown are only full-races and race-highlights.

While MotoAmerica Live+ streaming can be viewed on "big screens" via Roku and casting, it is included within Digital due to the nature of its measurement which is similar to YouTube.

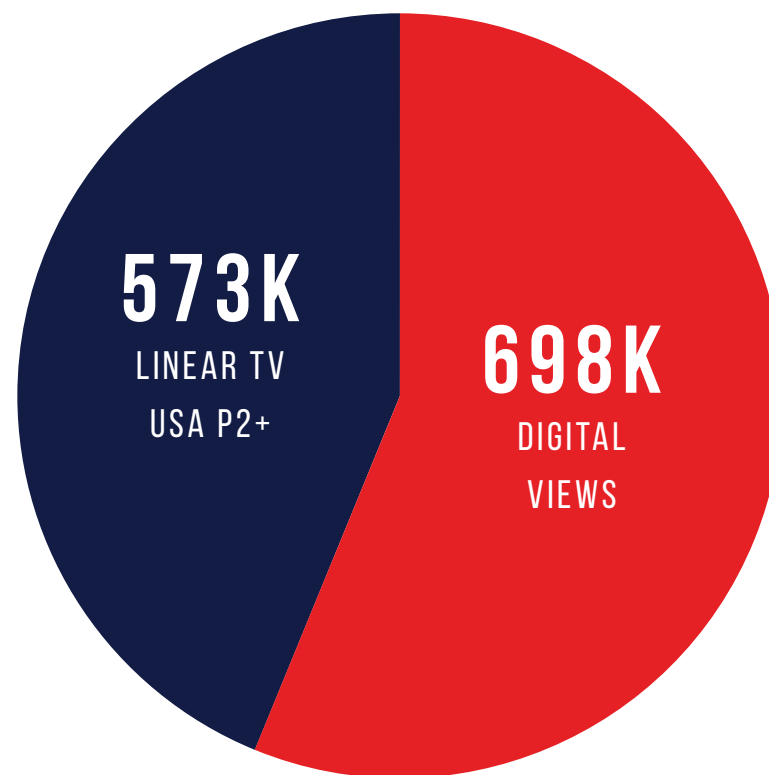
102%
LINEAR TV
RATINGS INCREASE!
(A 2X INCREASE)
2019 ROUND 3

133%
DIGITAL
RATINGS INCREASE!
(A 2.3X INCREASE)
2019 ROUND 3

LINEAR TV		AA HH	AA P2+
FOX SPORTS	SUPERBIKES	282K	332K
MAVTV	SUPERSPORT	121K	121K
FOX SPORTS	JUNIOR CUP	42K	55K
NBCSN	INSIDE MOTOAMERICA	57K	65K
TOTAL LINEAR TV		502K	573K
INTERNATIONAL HH REACH		36K	

DIGITAL		
LIVE+	STREAMING	51K
FACEBOOK	STOCK 1000	257K
FACEBOOK	TWINS CUP	100K
FACEBOOK	SUPERBIKE SUPERPOLE	24K
YOUTUBE	JUNIOR CUP HIGHLIGHTS	5K
YOUTUBE	STOCK 1000 RACE & HIGHLIGHTS	112K
YOUTUBE	SUPERSPORT RACE & HIGHLIGHTS	22K
YOUTUBE	SUPERBIKE RACE & HIGHLIGHTS	97K
YOUTUBE	TWINS CUP RACE	30K
TOTAL MOTOAMERICA LIVE+ VIEWS		51K
TOTAL FACEBOOK VIEWS		381K
TOTAL YOUTUBE VIEWS		266K
TOTAL DIGITAL VIEWS		698K

RACES & HIGHLIGHTS



*NIELSEN AVERAGE AUDIENCE

MOTOAMERICA ACQUISITION

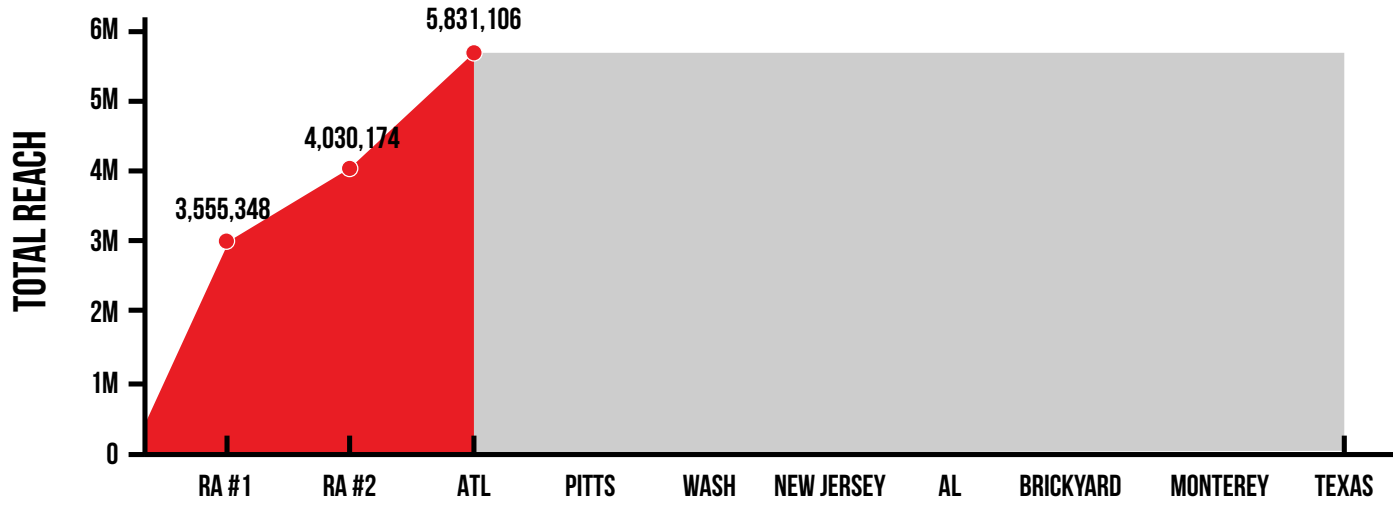
	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>YOY</u>	<u>2020</u>	<u>YOY</u>
Michelin Raceway Road Atlanta	13,750	16,329	15,750	14,000	15,861	13%	16,177	2%
Circuit of the Americas*	119,650	131,881	142,000	165,000	120,545	-27%		
Virginia Int'l Raceway	11,000	10,257	10,200	10,200	13,524	33%		
Road America	18,500	23,781	23,525	24,009	25,800	7%	27,401	6%
Utah Motorsports Campus	9,500	9,165	9,300	9,500	9,623	1%		
WeatherTech Laguna Seca*	52,700	61,052	64,298	64,425	67,685	5%		
Sonoma Raceway			14,197	15,461	16,209	5%		
Pittsburgh Int'l Race Complex								
New Jersey Motorsports Park	14,000	14,499	14,100	11,500	15,069	31%		
Barber Motorsports Park	10,250	8,634	10,033	14,256	16,321	14%		
Year Totals	249,350	275,598	317,947	343,554	316,611			

Blue Adverse weather

*Dorna events for 2019 and prior

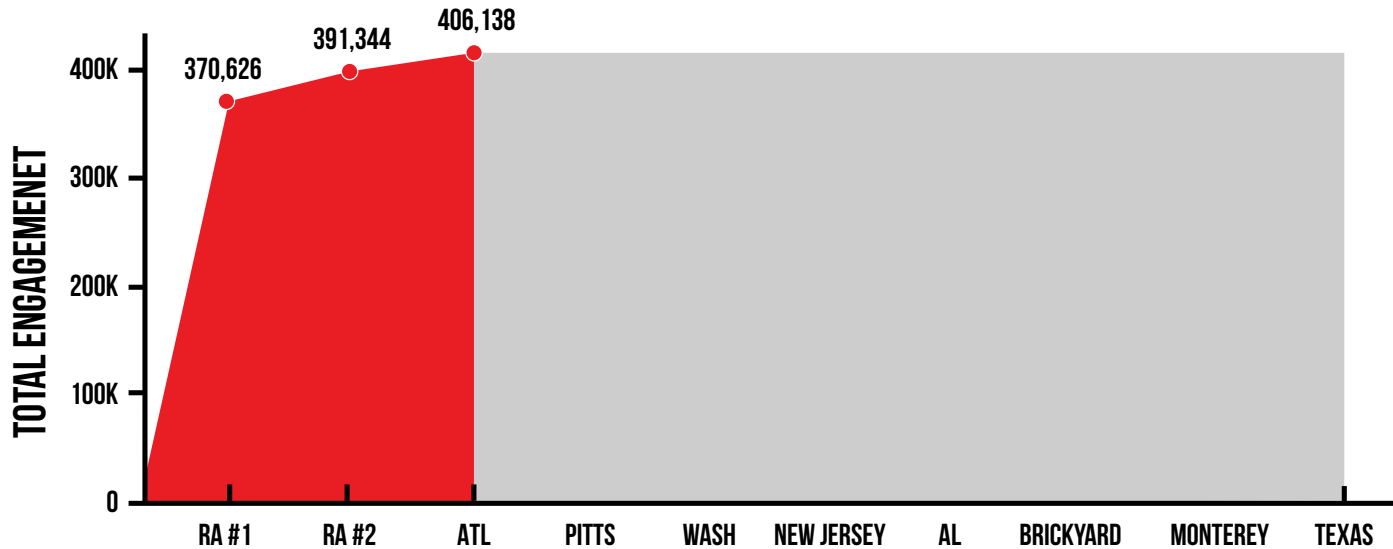
MotoAmerica-only events delivered 16% increase 2019 vs 2018

186%
TOTAL REACH
INCREASE OVER
2019 ROUND 3



5,831,106
TOTAL REACH

406,138
TOTAL ENGAGEMENT



180 TOTAL NUMBER
OF POSTS

9,027,861
TOTAL IMPRESSIONS

1,664,220
VIDEO VIEWS



SOURCE: FACEBOOK ANALYTICS



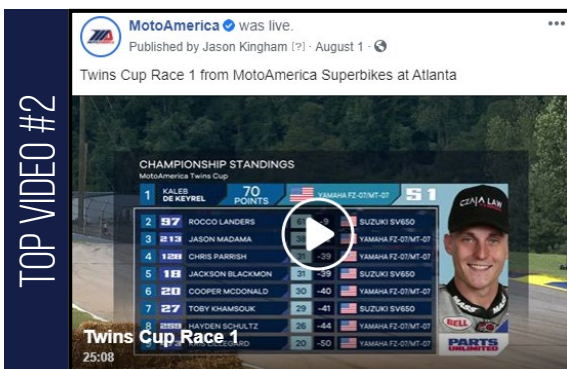
Stock 1000 Race 2 from MotoAmerica Superbikes at Atlanta

17,500
POST ENGAGEMENT

153,585
PEOPLE REACHED

256,392
VIDEO VIEWS

7,944
PEAK LIVE VIEWERS



Twins Cup Race 1 from MotoAmerica Superbikes at Atlanta

3,648
POST ENGAGEMENT

47,121
PEOPLE REACHED

99,771
VIDEO VIEWS

2,070
PEAK LIVE VIEWERS

TOP IMAGE #1



The KW Army - Kyle Wyman Racing explains what happened at Michelin Raceway Road Atlanta and his plans for Pittsburgh International Race Complex this weekend.

4,024
POST ENGAGEMENT

23,798
PEOPLE REACHED

TOP IMAGE #2

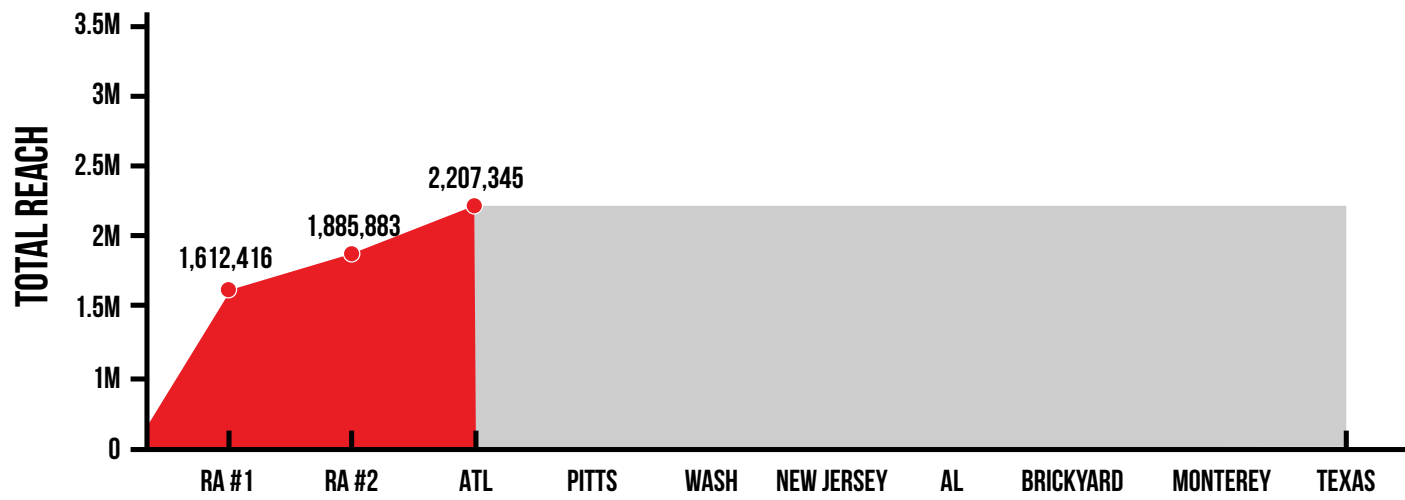


#HappyBirthday to Celtic Racing HSBKRacing.com Stock 1000/Superbike Cup rider PJ Jacobsen from your friends and fans at MotoAmerica.

3,480
POST ENGAGEMENT

28,805
PEOPLE REACHED

94%
TOTAL REACH
INCREASE OVER
2019 ROUND 3



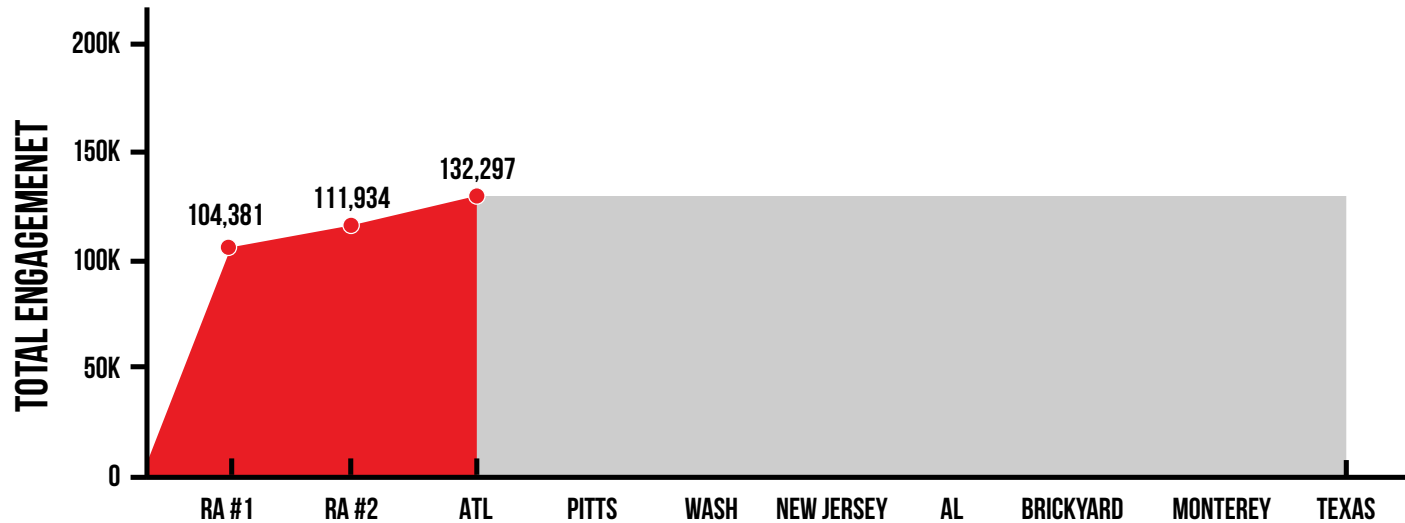
2,207,345
TOTAL REACH

132,297
TOTAL ENGAGEMENT

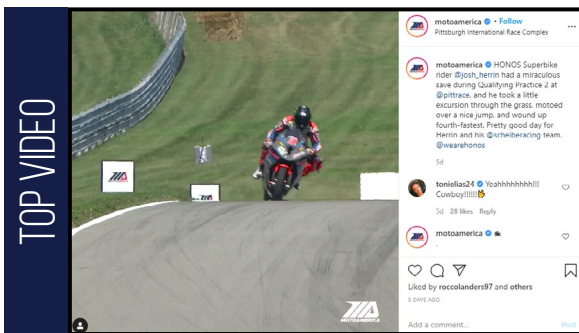
135 TOTAL NUMBER
OF POSTS

5,061,297
TOTAL IMPRESSIONS

657,188
VIDEO VIEWS



SOURCE: INSTAGRAM/GOOGLE ANALYTICS



HONOS Superbike rider @josh_herrin had a miraculous save during Qualifying Practice 2 at @pittrace, and he took a little excursion through the grass, motoed over a nice jump, and wound up fourth-fastest. Pretty good day for Herrin and his @scheiberacing team.

5,493
ENGAGEMENT

61,842
REACH

42,944
VIEWS

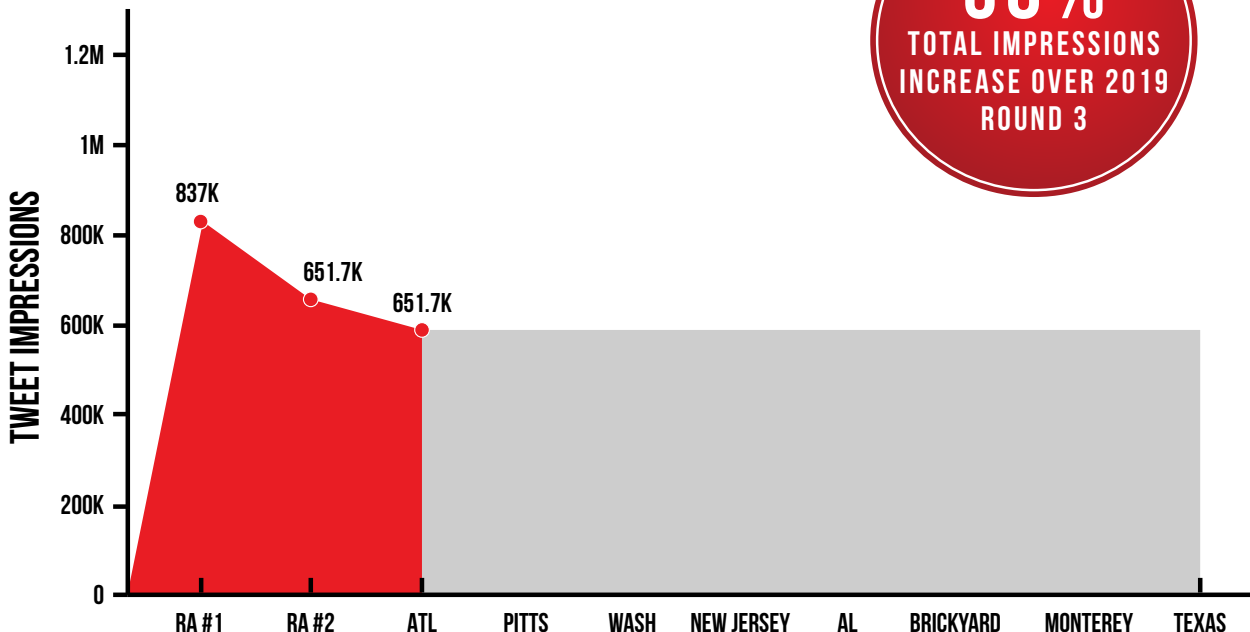


#HappyBirthday to @garrettgerloff from your friends and fans at MotoAmerica. Vamos GG31!

2,395
ENGAGEMENT

20,555
REACH

38%
TOTAL IMPRESSIONS
INCREASE OVER 2019
ROUND 3



204
TWEETS

560.6K
TWEET IMPRESSSIONS

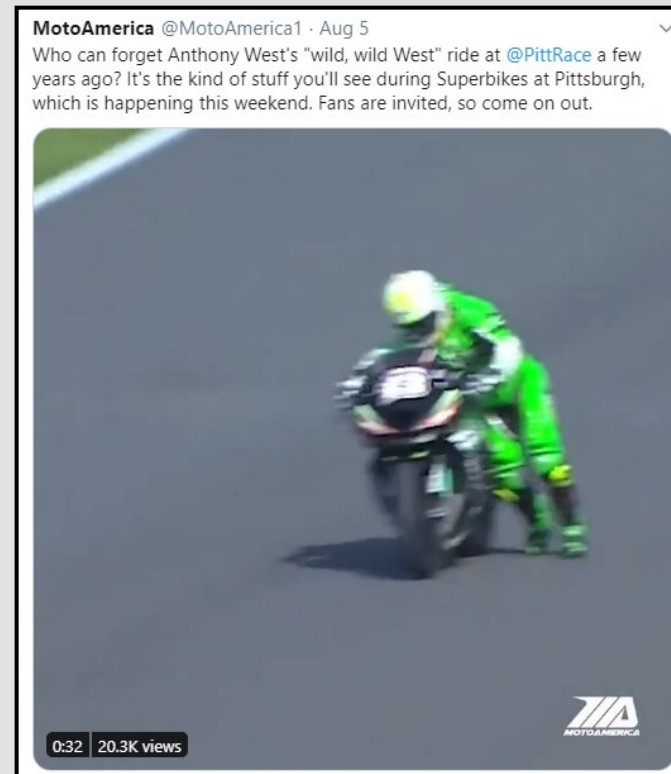
5,485
PROFILE VISITS

572
MENTIONS

16.6K
FOLLOWERS

TOP TWEET

Who can forget Anthony West's "wild, wild West" ride at @PittRace a few years ago? It's the kind of stuff you'll see during Superbikes at Pittsburgh, which is happening this weekend. Fans are invited, so come on out.



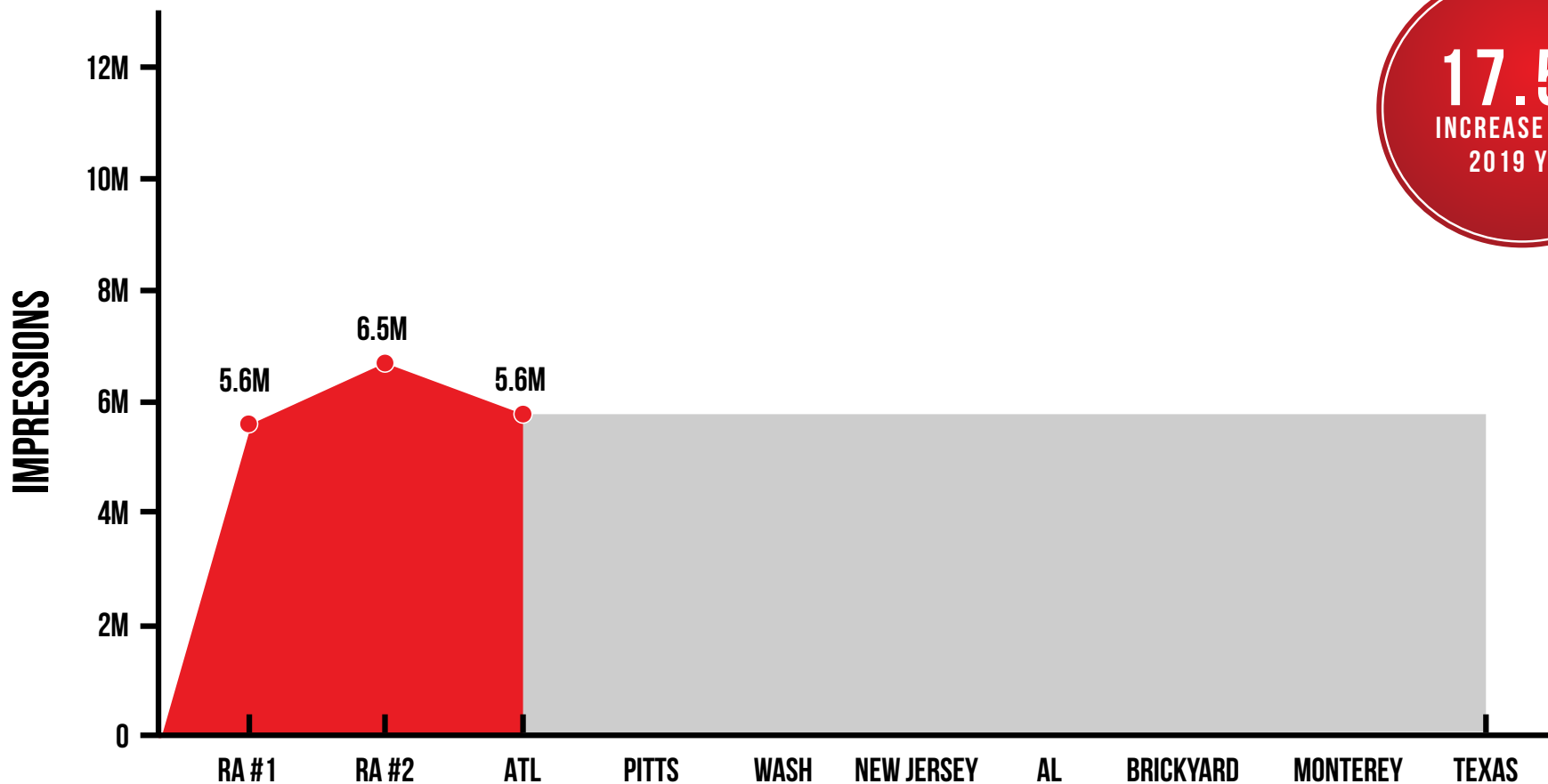
- IMPRESSIONS: **60,626**
- ENGAGEMENT: **3,876**



YOUTUBE TO DATE

PERIOD JULY 24-AUGUST 7, 2020

17.5X
INCREASE OVER
2019 YTD



439K
VIEWS

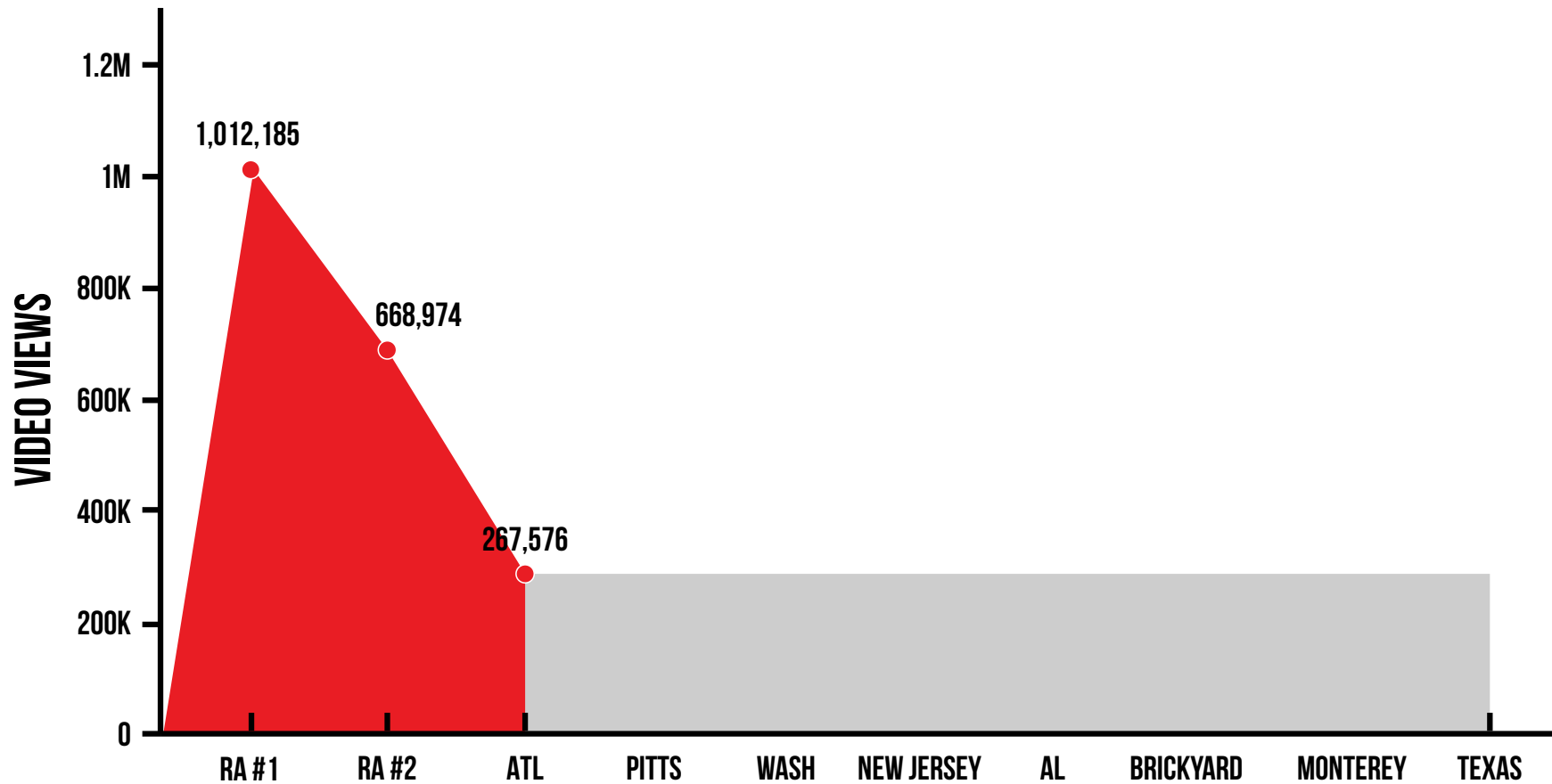
41.2K
WATCH TIME(HOURS)

5.6M
IMPRESSIONS

5:37
AVERAGE VIEW DURATION

18
NUMBER OF POSTS





267,576
VIDEO VIEWS

101,337
PROFILE VIEWS

15
NUMBER OF POSTS



LIKES: 6,351

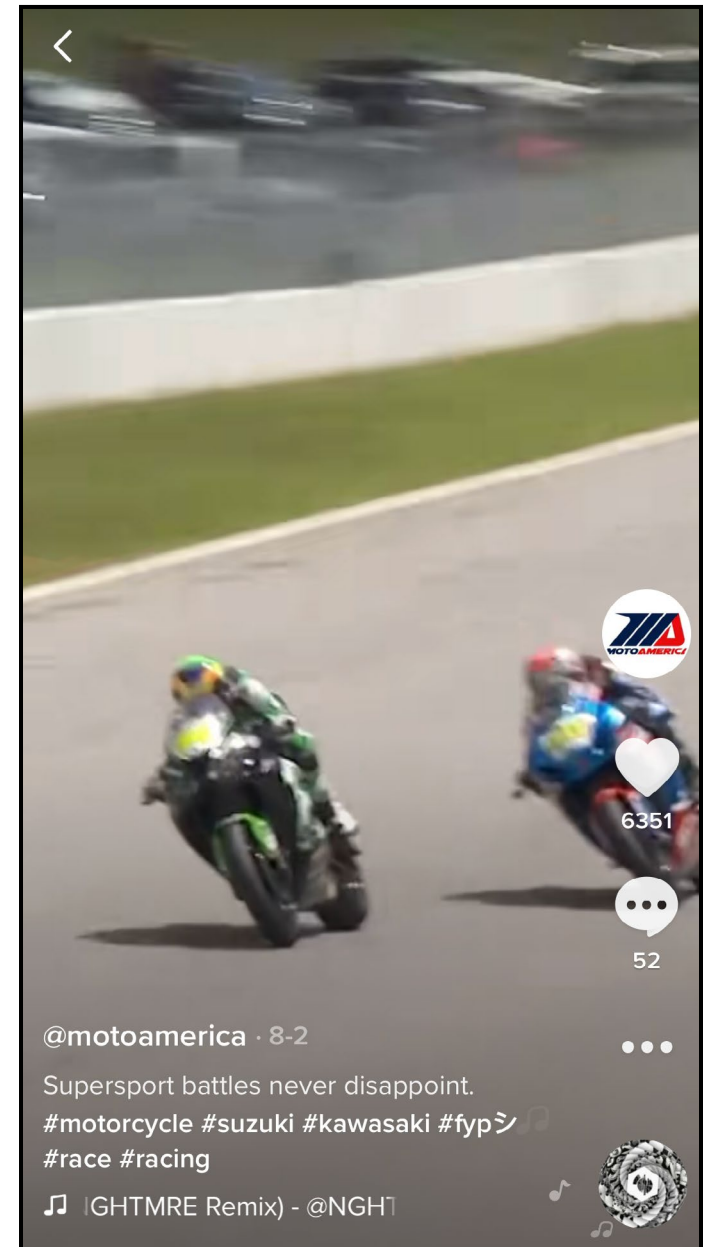
TOTAL PLAY TIME: 297H

TOTAL VIEWS: 51,683

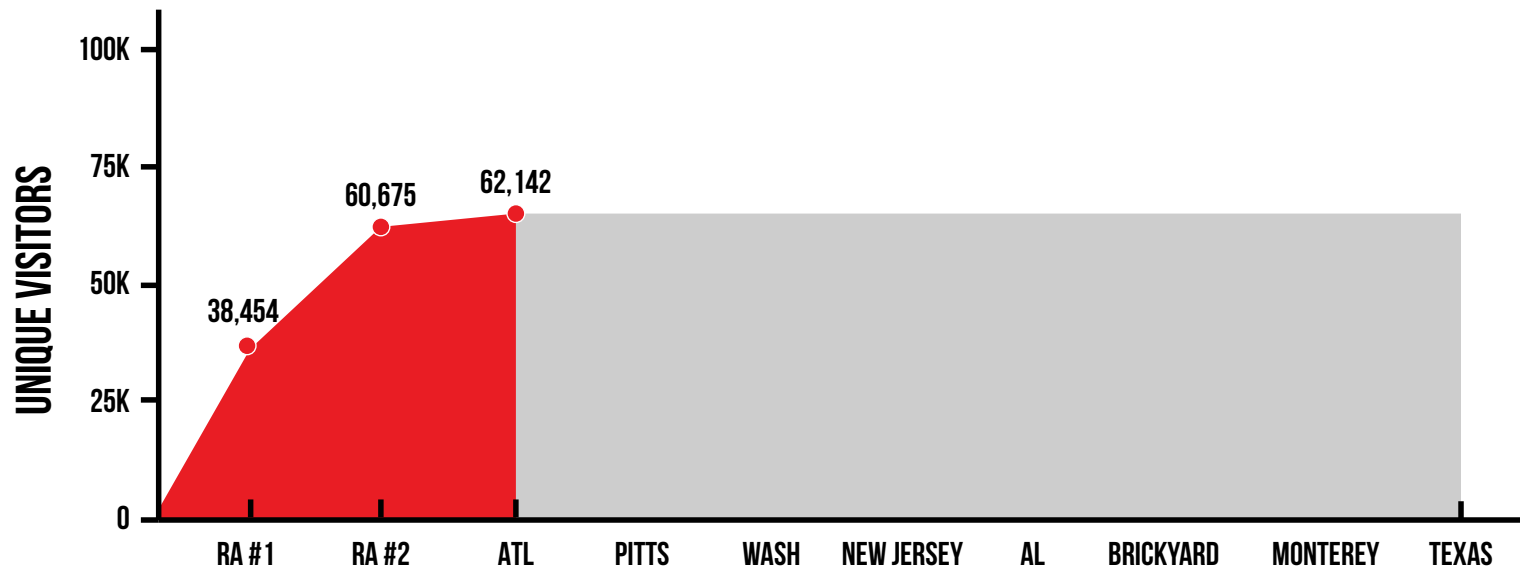
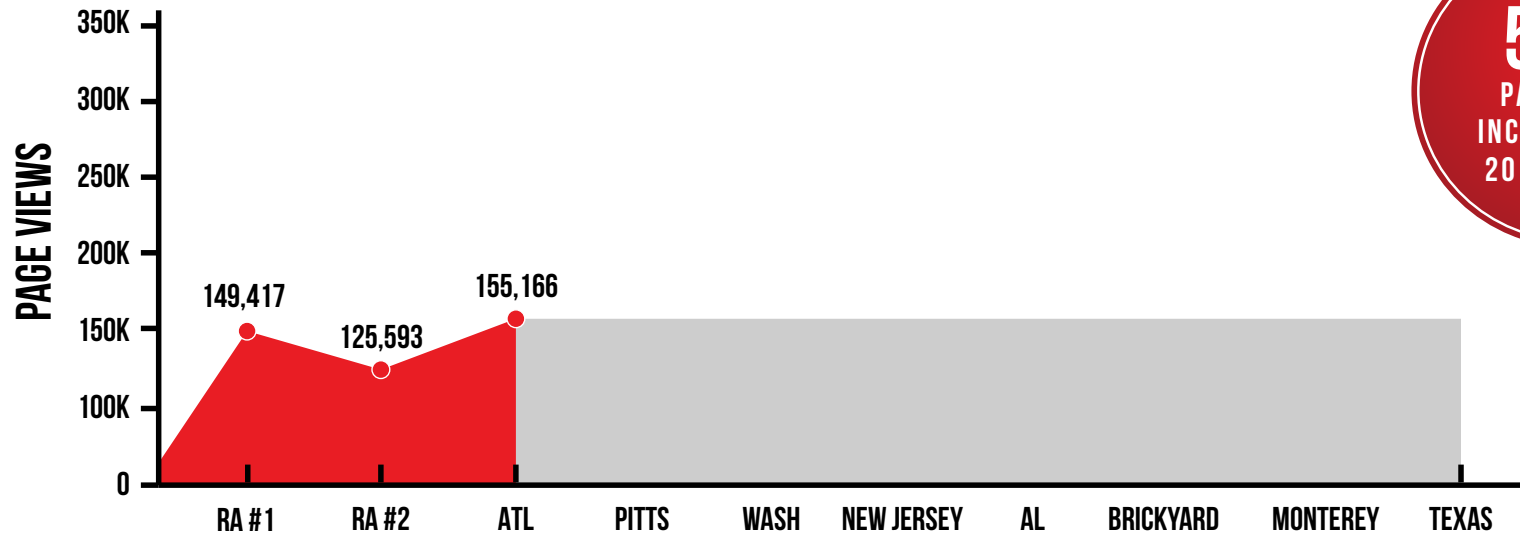
AVERAGE WATCH TIME: 21S

COMMENTS: 52

SHARES: 112



54%
PAGE VIEWS
INCREASE OVER
2019 ROUND 3





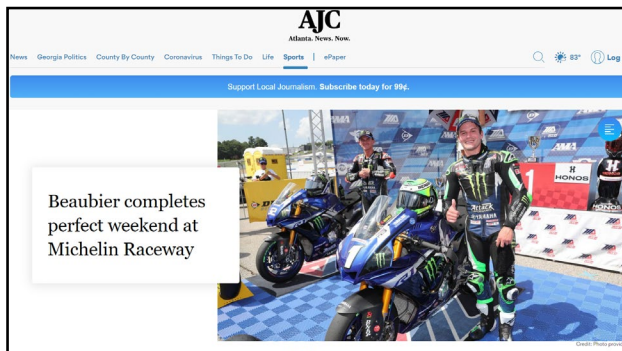
TV CLIP #1

IMPRESSIONS: 1,162,210



TV CLIP #2

IMPRESSIONS: 809,710








NEWS CLIP

IMPRESSIONS: 142,640

AJC

MotoAmerica boasts one of the highest social media engagement ratios of any motorsports due to its authentic, organically-built follower base.

Proper comparative analysis is ideal when each series hosts an event. The Following metrics highlight the period July 24, 2020 - August 7, 2020, the week leading into and the week thereafter the MotoAmerica Superbikes at Road Atlanta, July 31- August 2, 2020.

COMPANY	TOTAL LIKES*	ENGAGEMENT TOTAL*	ENGAGEMENT RATE*	CONVERSATIONS**	POST**
	151,600	200,594	132%	3,718	525
	703,460	206,600	29%	1,810	79
	932,825	25,638	3%	598	50
	3,370,214	95,372	3%	2,175	33
	941,432	33,834	4%	2,304	64



FACEBOOK* | ALL SOCIAL MEDIA**

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