



**RACE REPORT | ALABAMA**



# A REMARKABLE PERFORMANCE

PERIOD SEPTEMBER 11-25, 2020

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

Major investments in programming, larger TV networks and advanced marketing have paid off. Fan event attendance increases are consistent and greater race contingency payouts pack weekend race grids with over 120 riders per race.



Growth in 2019 was exceptional and 2020 is 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.

**UPDATE:** Recent distribution partnerships expand MotoAmerica content to a total of four international TV networks – Eurosport TV, Fox Sports Asia, Star Sports and Supersport Africa. In addition, MotoAmerica content is now piped to the WAVE.tv social media network and through Atmosphere TV, the latter reaching 1000's of bars & restaurants across the USA.

**Welcome to the fastest growing motorcycle series in the world.**



## This report encompasses the exposure from MotoAmerica Superbikes at Barber Motorsports Park.

The event, held September 18-20, 2020, was covered on TV, digitally and had fans in attendance. 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, September 11, 2020 - September 25, 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/Delayed Superbike  
& Supersport available  
in 205M HH's and 79  
Countries across Europe,  
Africa, Asia



Live Streaming,  
Fri-Sun, all classes



Live full races of select classes,  
extensive additional coverage



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

# RACE PROGRAM VIEWERSHIP

PERIOD SEPTEMBER 11-25, 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.

**115%**

LINEAR TV  
RATINGS INCREASE

**17%**

DIGITAL  
RATINGS INCREASE

## LINEAR TV

## AA HH

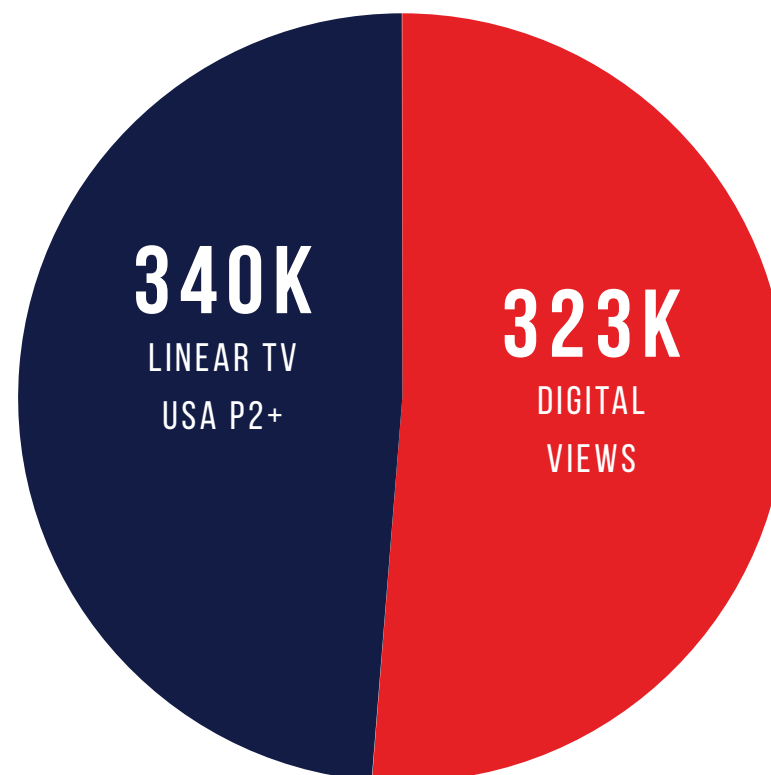
## AA P2+

FOX SPORTS	SUPERBIKES	141K	184K
MAVTV	SUPERSPORT	78K	78K
FOX SPORTS	JUNIOR CUP	18K	24K
NBCSN	INSIDE MOTOAMERICA	45K	54K
<b>TOTAL LINEAR TV</b>		<b>282K</b>	<b>340K</b>

## DIGITAL

LIVE+	STREAMING, SVOD	41K
FACEBOOK	TWINS CUP	42K
FACEBOOK	STOCK 1000	58K
FACEBOOK	SUPERBIKE SUPERPOLE	9K
YOUTUBE	SUPERSPORT HIGHLIGHTS	18K
YOUTUBE	SUPERBIKE HIGHLIGHTS	63K
YOUTUBE	TWINS CUP RACE & HIGHLIGHTS	18K
YOUTUBE	STOCK 1000 RACE & HIGHLIGHTS	69K
YOUTUBE	JUNIOR CUP HIGHLIGHTS	5K
<b>TOTAL MOTOAMERICA LIVE+ VIEWS</b>		<b>41K</b>
<b>TOTAL FACEBOOK VIEWS</b>		<b>109K</b>
<b>TOTAL YOUTUBE VIEWS</b>		<b>173K</b>
<b>TOTAL DIGITAL VIEWS</b>		<b>323K</b>

## RACES & HIGHLIGHTS



\*NIELSEN AVERAGE AUDIENCE HOUSEHOLD  
AND P2+ AVERAGE AUDIENCE

## FACEBOOK

IMPRESSIONS: **104,290,912** | REACH: **51,813,653** | ENGAGEMENT: **6,670,973**

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## INSTAGRAM

IMPRESSIONS: **61,109,423** | REACH: **31,800,531** | ENGAGEMENT: **2,136,941**

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## YOUTUBE

VIEWS: **8.1M** | WATCH TIME: **945.7K HOURS** | IMPRESSIONS: **92.2M**  
NEW SUBSCRIBERS: **28K**

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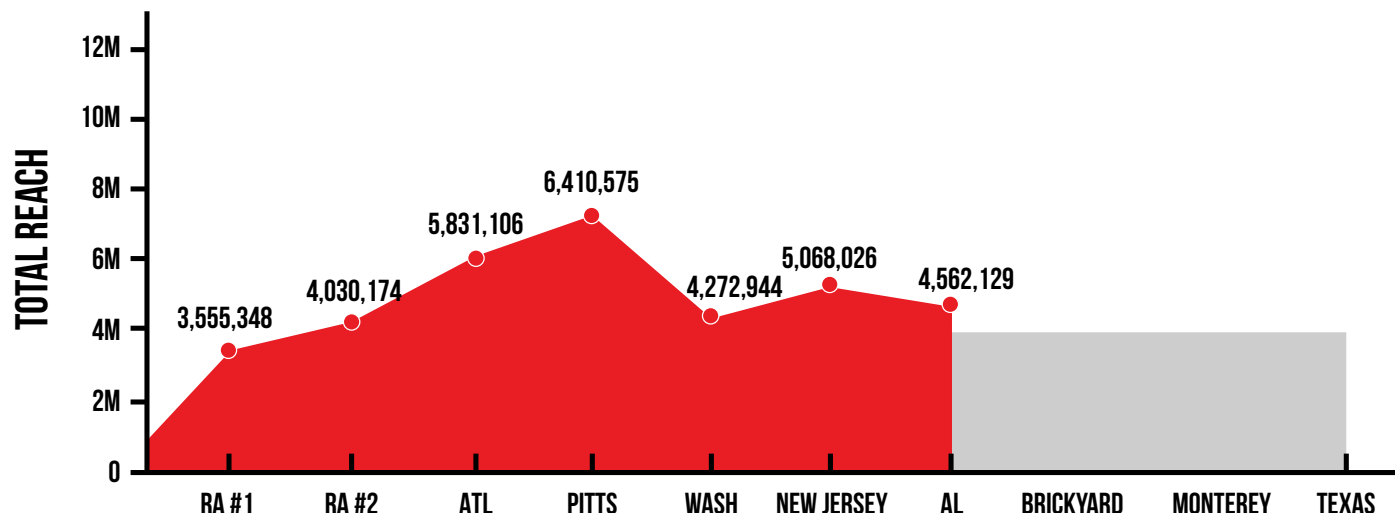
## TWITTER

IMPRESSIONS: **6.7M**

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## DIGITAL ADS

TOTAL: **7.8M**



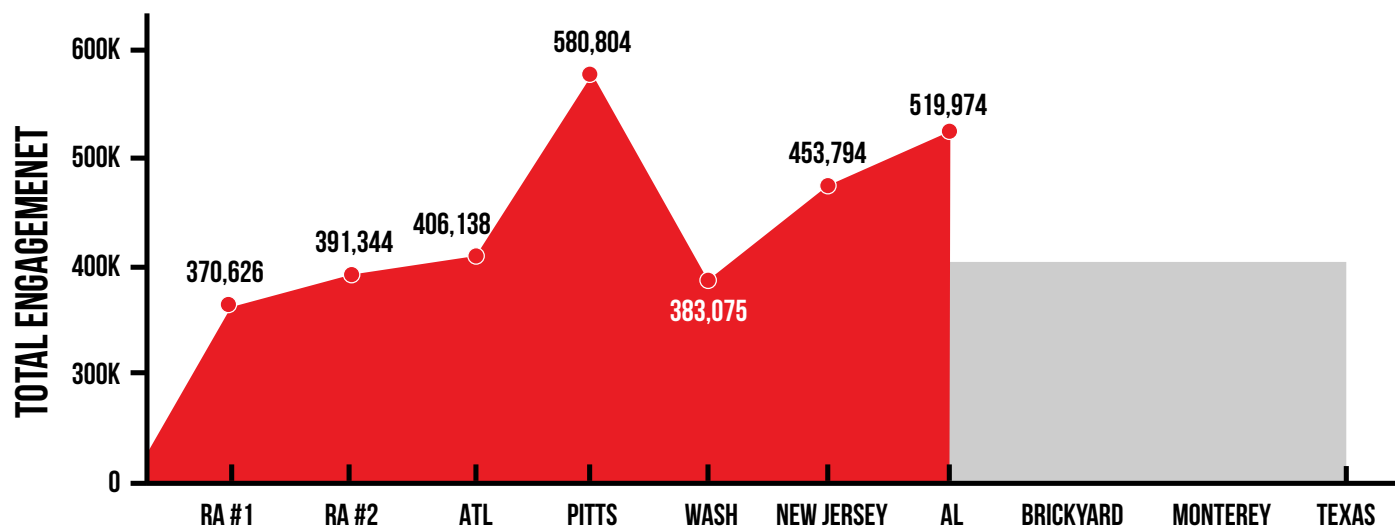
**4,562,129**  
TOTAL REACH

**519,974**  
TOTAL ENGAGEMENT

**195** TOTAL NUMBER  
OF POSTS

**8,245,495**  
TOTAL IMPRESSIONS

**2,149,880**  
VIDEO VIEWS



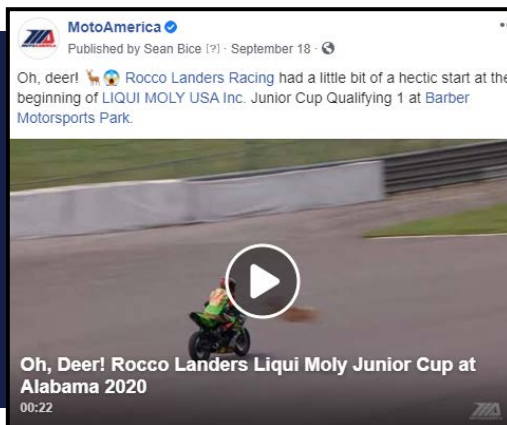




# FACEBOOK TOP VIDEO POSTS

PERIOD SEPTEMBER 11-25, 2020

TOP VIDEO #1



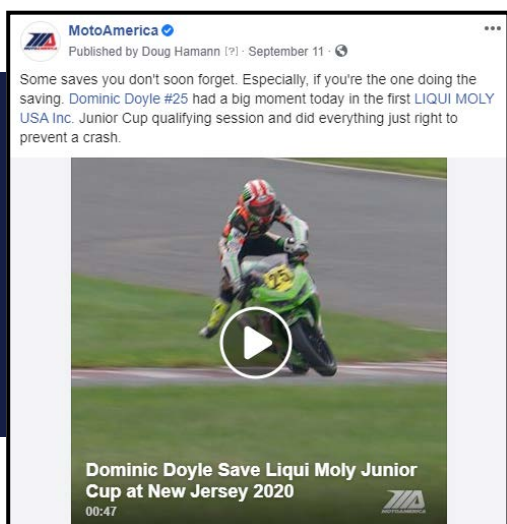
Oh, deer! Rocco Landers Racing had a little bit of a hectic start at the beginning of LIQUI MOLY USA Inc. Junior Cup Qualifying 1 at Barber Motorsports Park.

**43,897**  
POST ENGAGEMENT

**470,387**  
PEOPLE REACHED

**266,652**  
VIDEO VIEWS

TOP VIDEO #2



Some saves you don't soon forget. Especially, if you're the one doing the saving. Dominic Doyle #25 had a big moment today in the first LIQUI MOLY USA Inc. Junior Cup qualifying session and did everything just right to prevent a crash.

**27,417**  
POST ENGAGEMENT

**538,397**  
PEOPLE REACHED

**187,803**  
VIDEO VIEWS



# FACEBOOK TOP IMAGE POSTS

PERIOD SEPTEMBER 11-25, 2020

TOP IMAGE #1



Podium for Gerloff: Garrett Gerloff earned his first World Superbike podium finish in Catalunya. Boom!

**2,806**  
POST ENGAGEMENT

**29,119**  
PEOPLE REACHED

TOP IMAGE #2

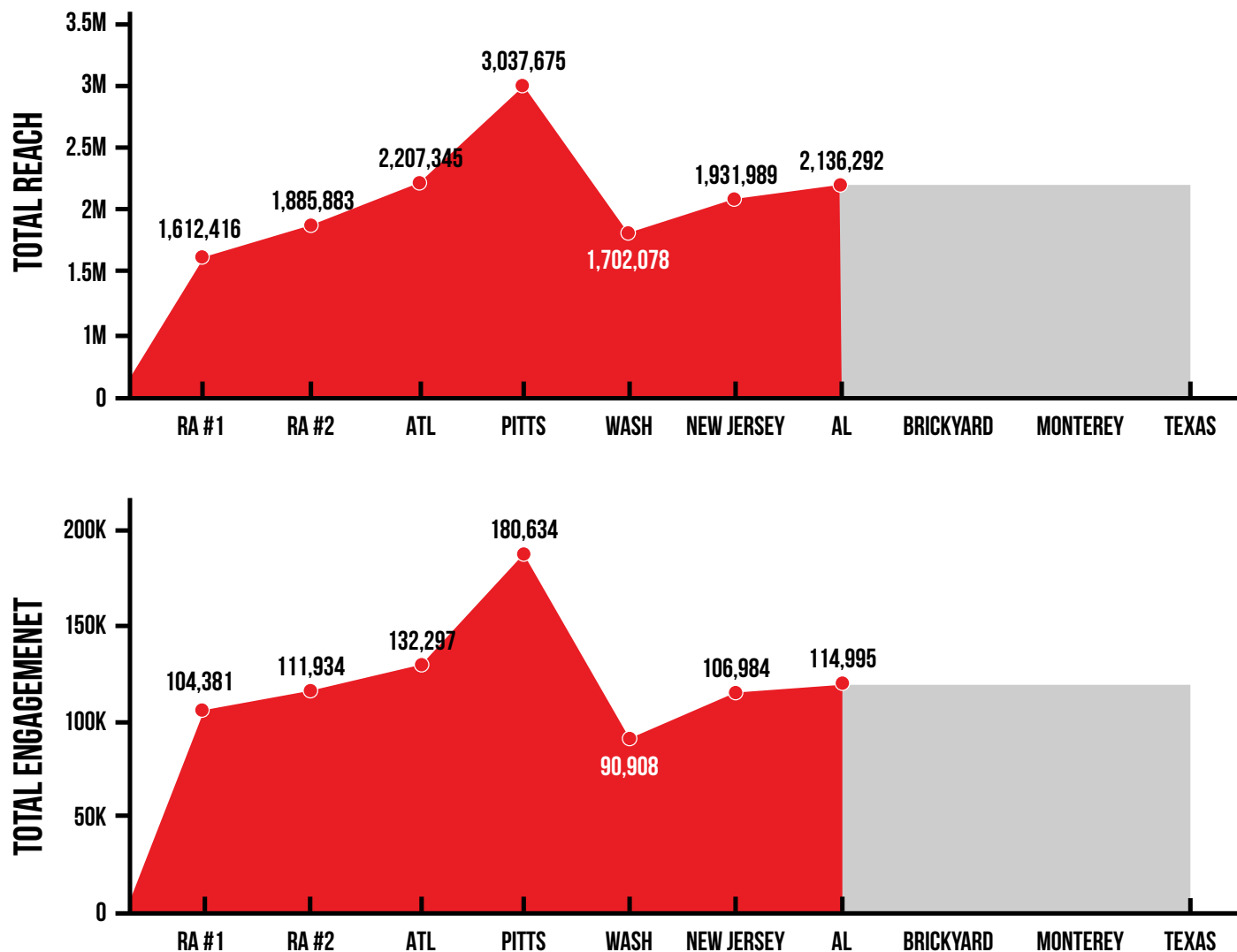


105 starts. 50 victories for Cameron Beaubier.

**2,141**  
POST ENGAGEMENT

**28,324**  
PEOPLE REACHED





**103%**  
TOTAL REACH  
INCREASE OVER  
2019 ROUND 7

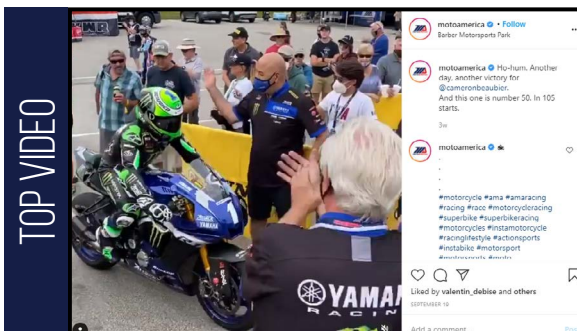
**2,136,292**  
TOTAL REACH

**114,995**  
TOTAL ENGAGEMENT

**144** TOTAL NUMBER  
OF POSTS

**6,463,865**  
TOTAL IMPRESSIONS

**419,418**  
VIDEO VIEWS

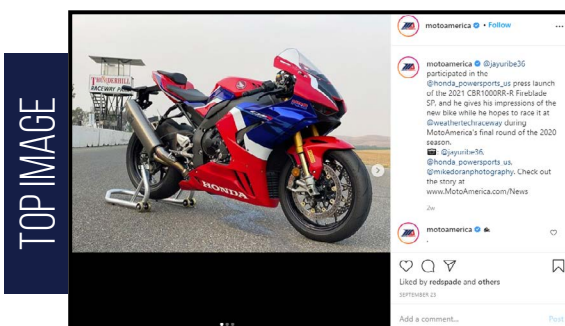


Ho-hum. Another day, another victory for @cameronbeaubier. And this one is number 50. In 105 starts.

**4,282**  
ENGAGEMENT

**68,117**  
REACH

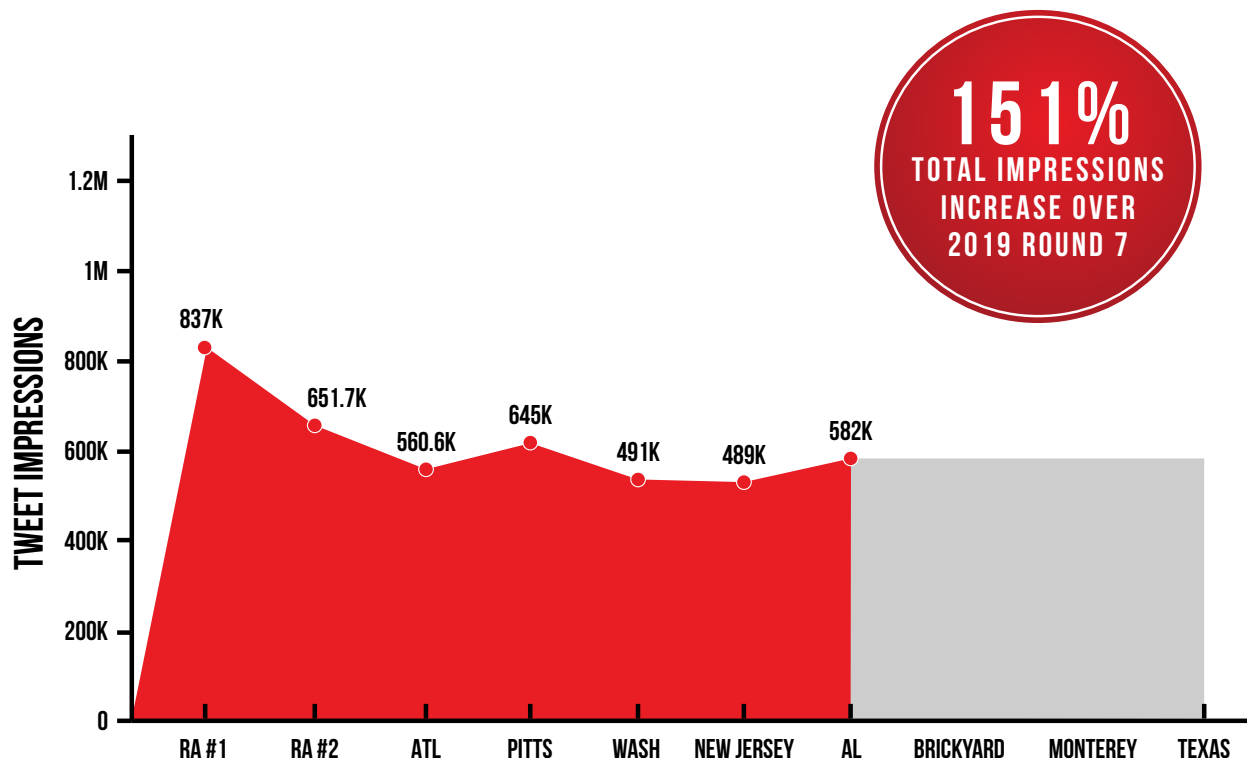
**42,999**  
VIEWS



@jayuribe36 participated in the @honda\_powersports\_us press launch of the 2021 CBR1000RR-R Fireblade SP, and he gives his impressions of the new bike while he hopes to race it at @weathertechraceway during MotoAmerica's final round of the 2020 season.

**3,833**  
ENGAGEMENT

**46,961**  
REACH



**288**  
TWEETS

**582K**  
TWEET IMPRESSSIONS

**3,288**  
PROFILE VISITS

**298**  
MENTIONS

**90**  
FOLLOWERS

## TOP TWEET

Oh, deer! Rocco Landers had a little bit of a hectic start at the start of @LiquiMolyUSA Junior Cup Qualifying 1 at @BarberMotorPark.

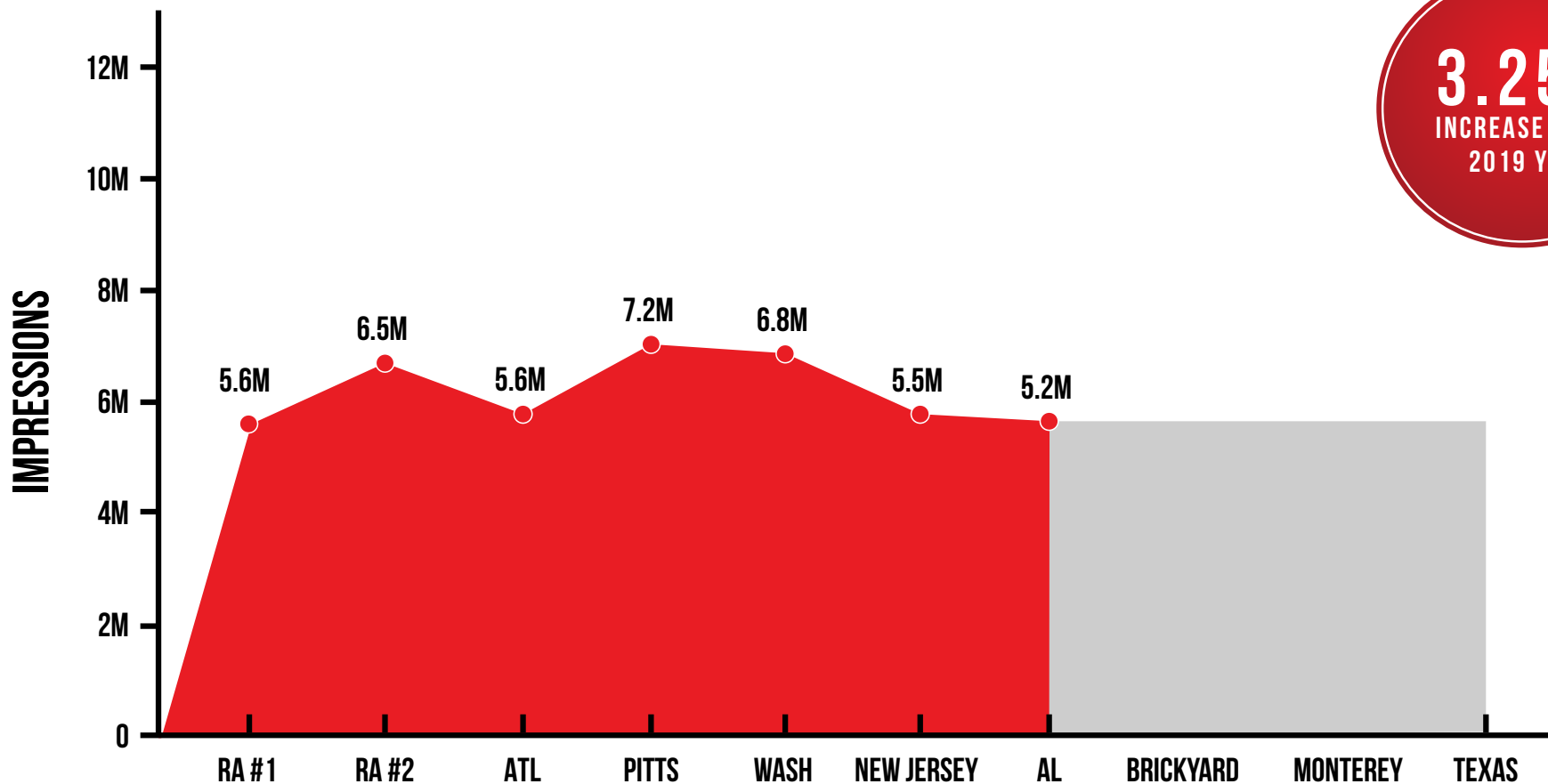


- IMPRESSIONS: **22,626**
- ENGAGEMENT: **2,236**





**3.25X**  
INCREASE OVER  
2019 YTD



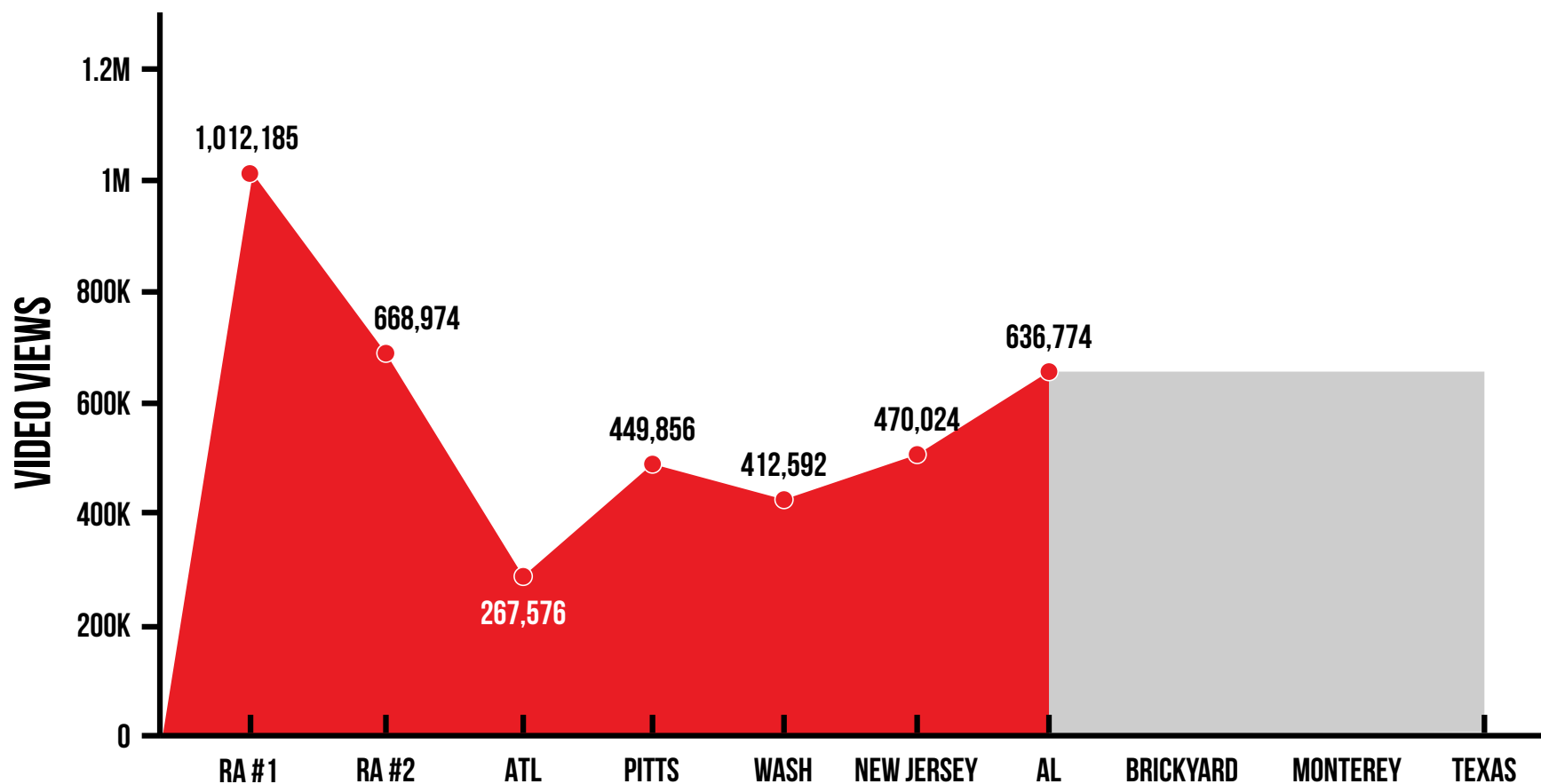
**523K**  
VIEWS

**47.5K**  
WATCH TIME(HOURS)

**5.2M**  
IMPRESSIONS

**5:26**  
AVERAGE VIEW DURATION

**36**  
NUMBER OF POSTS



**636,774**  
VIDEO VIEWS

**4,623**  
PROFILE VIEWS

**16**  
NUMBER OF POSTS

**LIKES: 23,722**

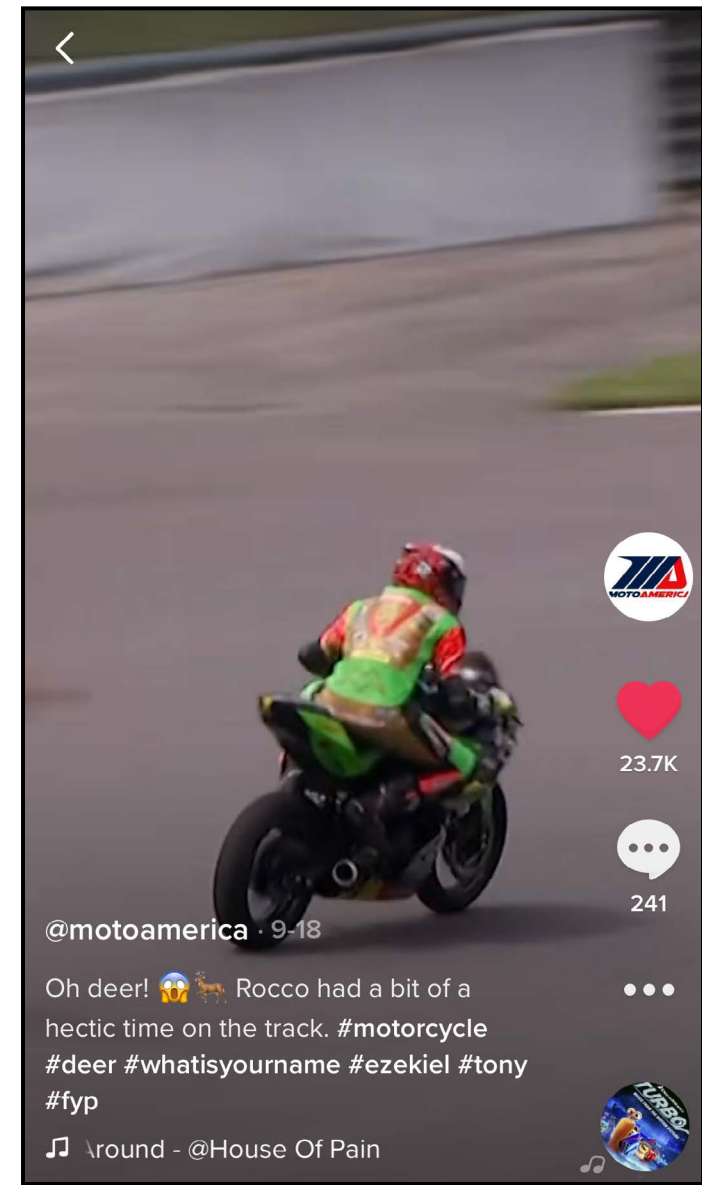
**TOTAL PLAY TIME: 1,670H**

**TOTAL VIEWS: 472,069**

**AVERAGE WATCH TIME: 13S**

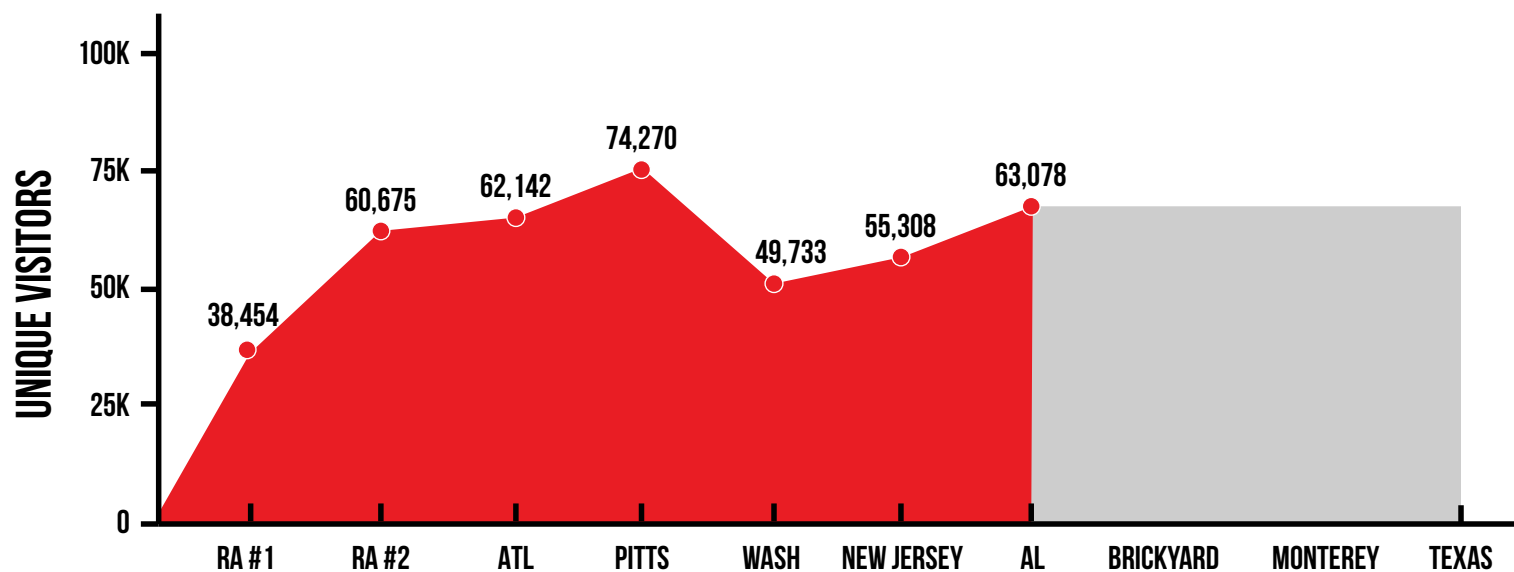
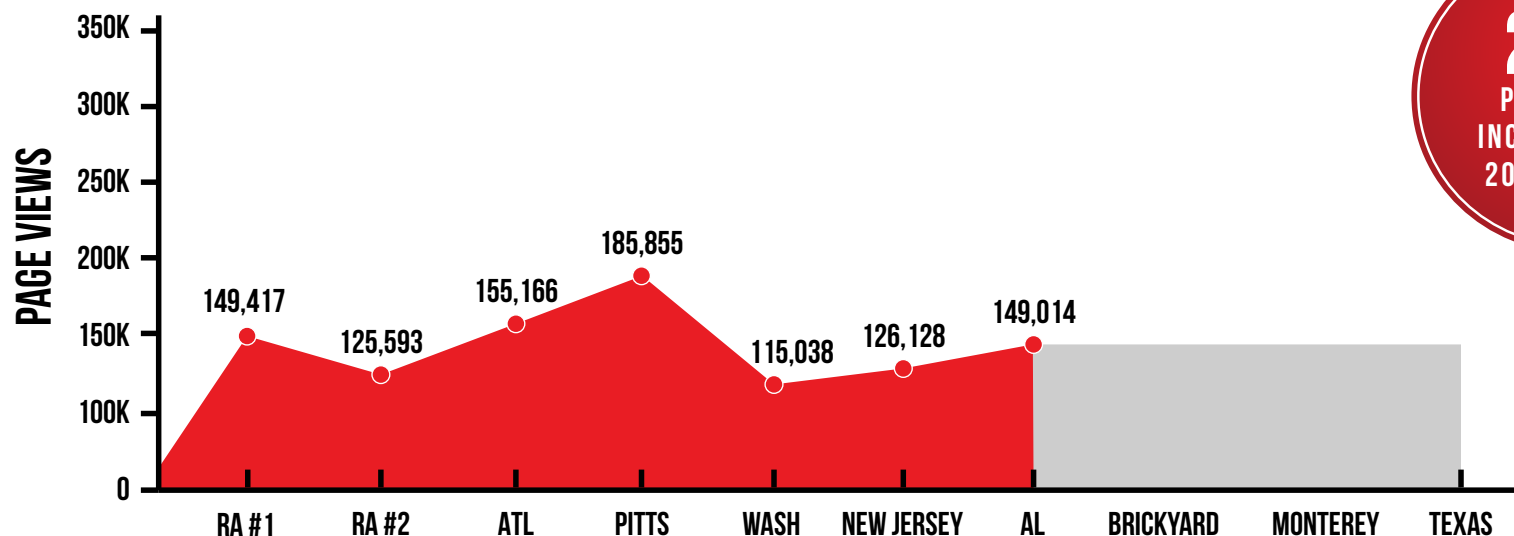
**COMMENTS: 241**

**SHARES: 2,154**





**24%**  
PAGE VIEWS  
INCREASE OVER  
2019 ROUND 7



# ATTENDANCE

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>YOY</u>	<u>2020</u>	<u>YOY</u>
Road America	18,500	23,781	23,525	24,009	25,800	7%	27,401	6%
Michelin Raceway Road Atlanta	13,750	16,329	15,750	14,000	15,861	13%	16,177	2%
Pittsburgh Int'l Race Complex			14,544	15,203	15,974	5%	16,081	1%
The Ridge Motorsports Park							no fans	
New Jersey Motorsports Park	14,000	14,499	14,100	11,500	15,069	31%	15,381	2%
Barber Motorsports Park	10,250	8,634	10,033	14,256	16,321	14%	16,379	0%
The Brickyard / Indianapolis							TBD	
WeatherTech Laguna Seca*	52,700	61,052	64,298	64,425	67,685	5%	no fans	
Circuit of the Americas*	119,650	131,881	142,000	165,000	120,545	-27%	replaced	
Virginia Int'l Raceway	11,000	10,257	10,200	10,200	13,524	33%	replaced	
Utah Motorsports Campus	9,500	9,165	9,300	9,500	9,623	1%	replaced	
Sonoma Raceway			14,197	15,461	16,209	5%	replaced	
<b>Year Totals</b>	<b>249,350</b>	<b>275,598</b>	<b>317,947</b>	<b>343,554</b>	<b>316,611</b>			

Blue Adverse weather

\*Dorna events for 2019 and prior years.

**2020 Replacements:** VIR replaced with 2nd event at Road America, COTA replaced with extra rounds at Indy & Laguna Seca, Utah replaced with Ridge Motorsports Park and Sonoma replaced with Indianapolis. Twenty planned Superbike rounds were preserved during the pandemic season.



## NEWS CLIP #1

### Bikes at Barber this weekend, fans welcome

by Jeff Speegle | Thursday, September 17th 2020



IMPRESSIONS: 358,267



## NEWS CLIP #2

### Superbike rider Herrin ready to race for fans at Barber Motorsports Park



IMPRESSIONS: 178,711



## NEWS CLIP #3

### MotoAmerica getting ready for weekend at Barber Motorsports Park

Share



WVTH13

Updated: 7:57 AM CDT Sep 14, 2020

Infinite Scroll Enabled



Sarah Killian f t w e  
Reporter








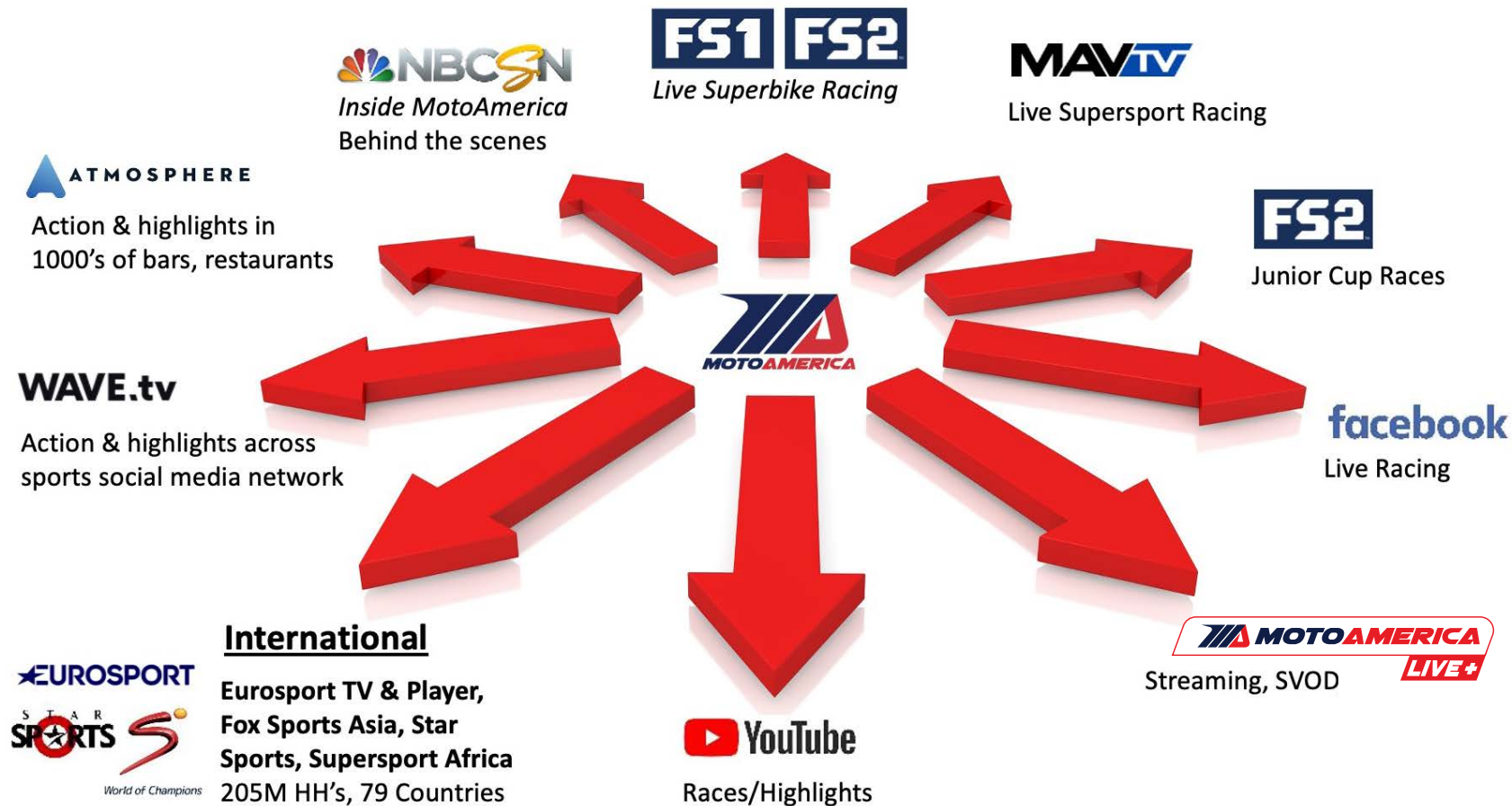
IMPRESSIONS: 105,800



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 September 11, 2020 - September 25, 2020, the week leading into and the week thereafter the MotoAmerica Superbikes at Alabama, September 18-20, 2020.

COMPANY	TOTAL LIKES*	ENGAGEMENT TOTAL*	ENGAGEMENT RATE*	CONVERSATIONS**	POSTS**
	162,229	189,379	117%	4,669	683
	712,414	313,933	44%	2,737	114
	932,360	60,802	7%	1,619	127
	3,361,841	78,720	2%	418	41
	938,832	104,492	11%	3,788	193



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