



**MOTOAMERICA**

GEICO | MOTORCYCLE  
**MOTOAMERICA**  
**SUPERBIKE**  
SPEEDFEST AT MONTEREY  
OCT 23-25, 2020

**MOTOAMERICA**

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**RACE REPORT | MONTEREY**

# A REMARKABLE PERFORMANCE

PERIOD OCTOBER 16-30, 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 the GEICO Motorcycle MotoAmerica Superbike Speedfest of Monterey held October 23-25, 2020.**

The metrics primarily cover the seven days preceding and seven days following race weekend, October 16 - October 30, 2020. Other measurement periods are noted.



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

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.

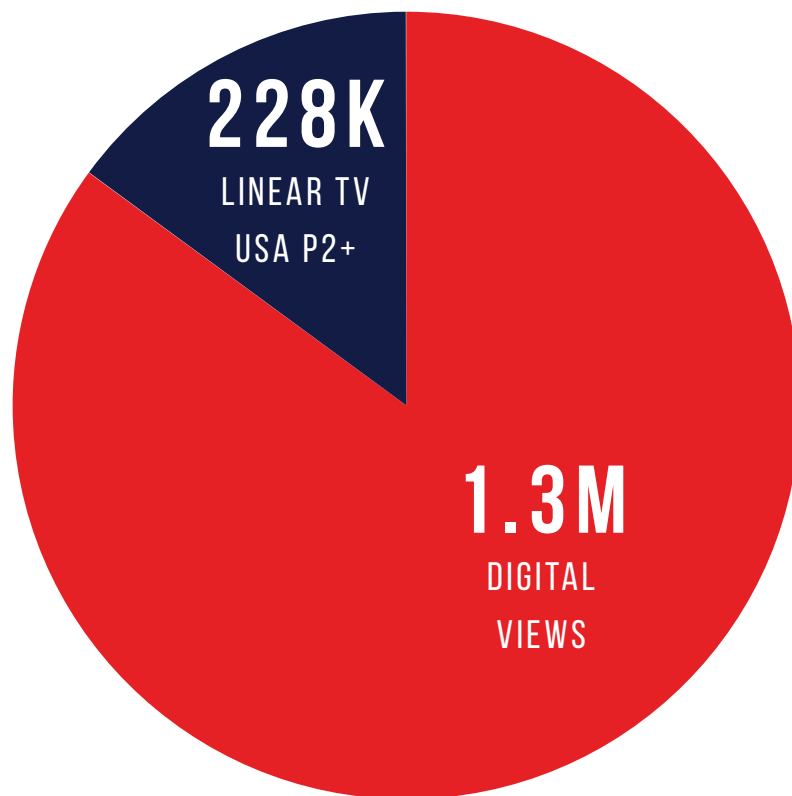
**1.4X**  
LINEAR TV  
RATINGS INCREASE

**6X**  
DIGITAL  
RATINGS INCREASE

LINEAR TV		AA HH	AA P2+
FOX SPORTS	SUPERBIKES	*44K	*58K
MAVTV	SUPERSPORT	87K	87K
FOX SPORTS	JUNIOR CUP	21K	24K
NBCSN	INSIDE MOTOAMERICA	49K	59K
<b>TOTAL LINEAR TV</b>		<b>201K</b>	<b>228K</b>

DIGITAL		
LIVE+	STREAMING, SVOD	62K
FACEBOOK	TWINS CUP RACES	51K
FACEBOOK	STOCK 1000	55K
FACEBOOK	BAGGERS PRACTICE	300K
YOUTUBE	BAGGERS RACES & HIGHLIGHTS	692K
YOUTUBE	SUPERSPORT HIGHLIGHTS	26K
YOUTUBE	SUPERBIKE RACES & HIGHLIGHTS	64K
YOUTUBE	TWINS CUP RACE & HIGHLIGHTS	21K
YOUTUBE	STOCK 1000 RACE & HIGHLIGHTS	44K
YOUTUBE	JUNIOR CUP RACES & HIGHLIGHTS	7K
<b>TOTAL MOTOAMERICA LIVE+ VIEWS</b>		<b>62K</b>
<b>TOTAL FACEBOOK VIEWS</b>		<b>406K</b>
<b>TOTAL YOUTUBE VIEWS</b>		<b>854K</b>
<b>TOTAL DIGITAL VIEWS</b>		<b>1.32M</b>

## RACES & HIGHLIGHTS



\*Live program pre-empted, delayed and shortened 34 minutes

Linear TV Nielsen average audience household and P2+ Average audience

MAVTV from 605 platform

## FACEBOOK

IMPRESSIONS: **133,970,985** | REACH: **74,314,363** | ENGAGEMENT: **7,834,340**

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## INSTAGRAM

IMPRESSIONS: **83,515,462** | REACH: **40,590,690** | ENGAGEMENT: **2,619,401**

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## YOUTUBE

VIEWS: **9.1M** | WATCH TIME: **1.1M HOURS** | IMPRESSIONS: **100.4M**  
NEW SUBSCRIBERS: **34.2K**

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## TWITTER

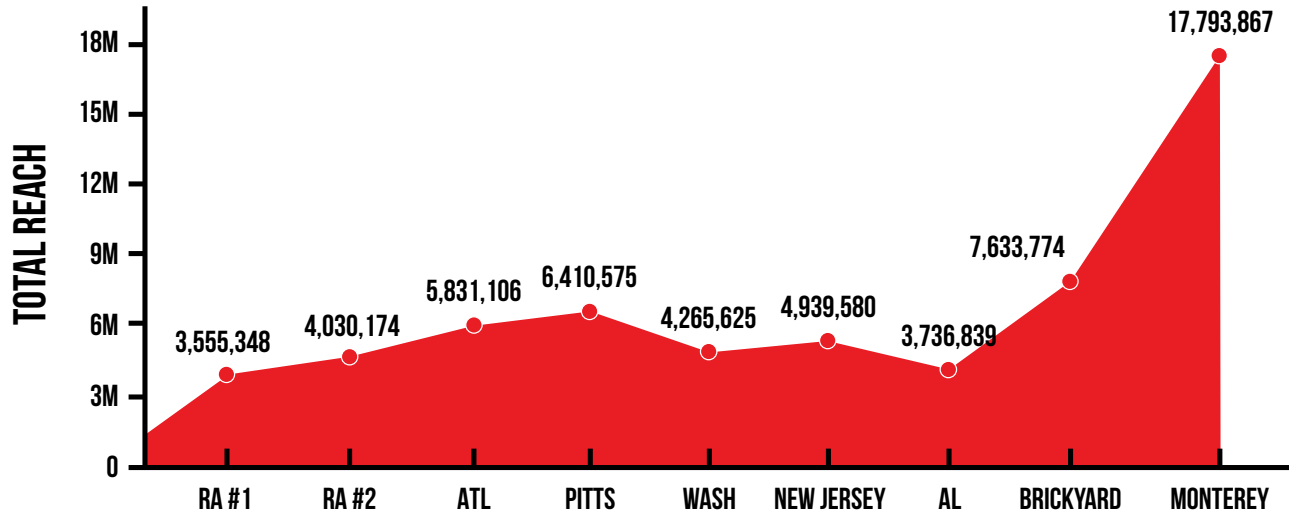
IMPRESSIONS: **8.1M**

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## TOTAL DIGITAL ADS

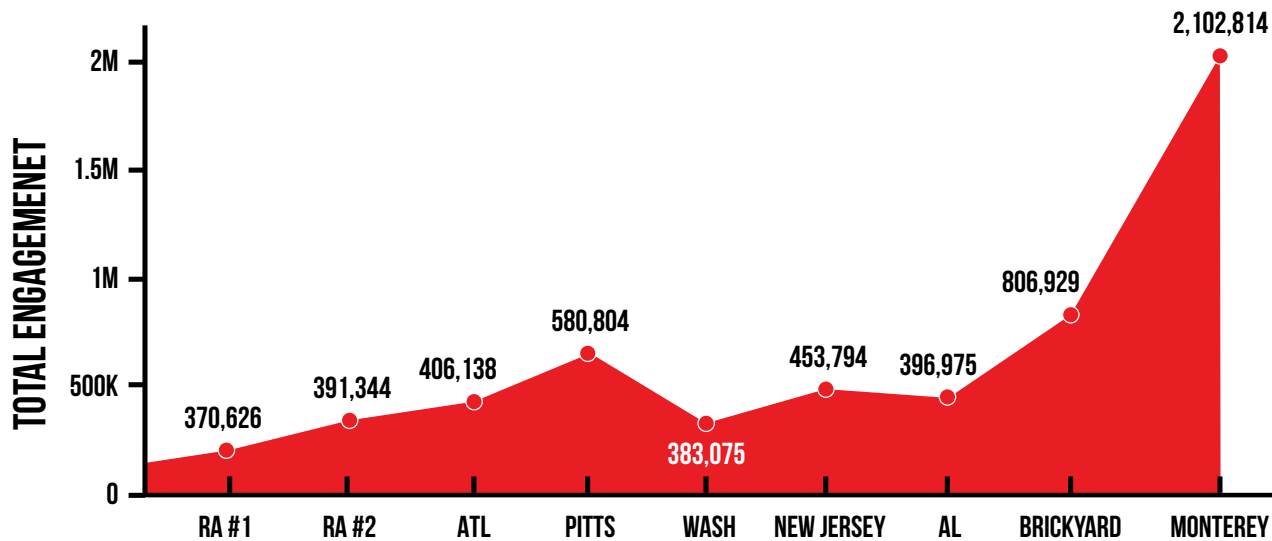
IMPRESSIONS: **8.3M**

**2.4X**  
TOTAL REACH  
INCREASE OVER  
2019 ROUND 9



**17,793,867**  
TOTAL REACH

**2,102,814**  
TOTAL ENGAGEMENT



**157** TOTAL NUMBER  
OF POSTS

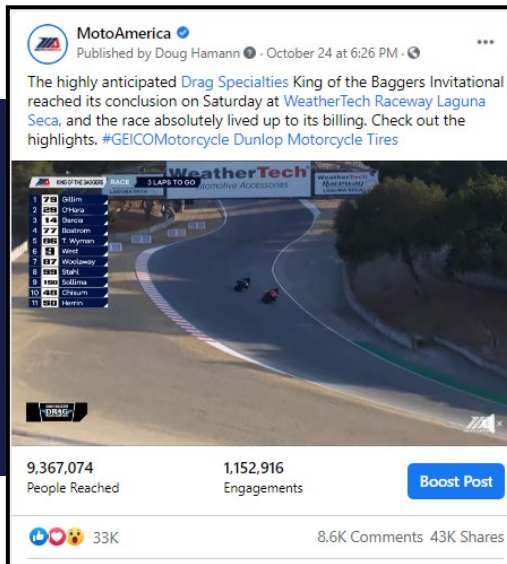
**21,889,784**  
TOTAL IMPRESSIONS

**7,663,536**  
VIDEO VIEWS



SOURCE: FACEBOOK ANALYTICS

TOP VIDEO #1

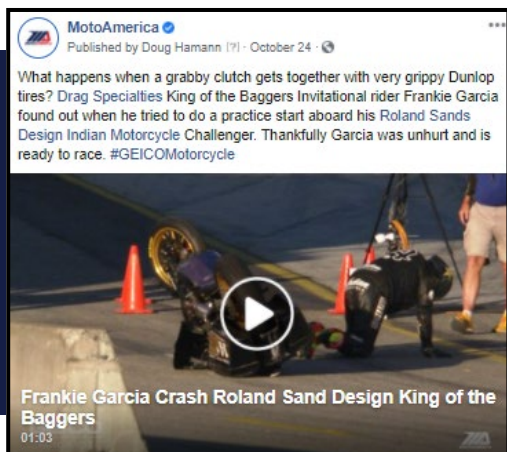


The highly anticipated Drag Specialties King of the Baggers Invitational reached its conclusion on Saturday at WeatherTech Raceway Laguna Seca, and the race absolutely lived up to its billing. Check out the highlights. #GEICOMotorcycle Dunlop Motorcycle Tires

**1,123,628** POST ENGAGEMENT  
**8,982,247** PEOPLE REACHED  
**3,454,468** VIDEO VIEWS

UPDATE, this post continues to grow, now standing at 9.36 million Reach and 1.15 million engagements.

TOP VIDEO #2



What happens when a grabby clutch gets together with very grippy Dunlop tires? Drag Specialties King of the Baggers Invitational rider Frankie Garcia found out when he tried to do a practice start aboard his Roland Sands Design Indian Motorcycle Challenger. Thankfully Garcia was unhurt and is ready to race. #GEICOMotorcycle

**83,495** POST ENGAGEMENT  
**503,275** PEOPLE REACHED  
**231,353** VIDEO VIEWS

TOP IMAGE #1

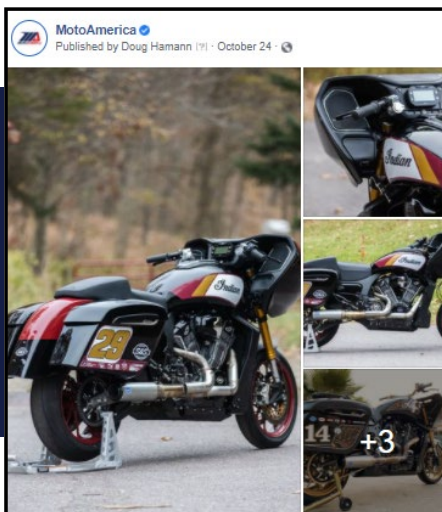


Go Inside MotoAmerica and catch Bagger/V-Twin racing Sunday 11/01 at 2:30 p.m. EST on NBC Sports Network for a special look at the Drag Specialties King of the Baggers Invitational, feature stories and profiles about the stars of MotoAmerica, and more. #GEICOMotorcycle.

**14,833**  
POST ENGAGEMENT

**1,331,795**  
PEOPLE REACHED

TOP IMAGE #2



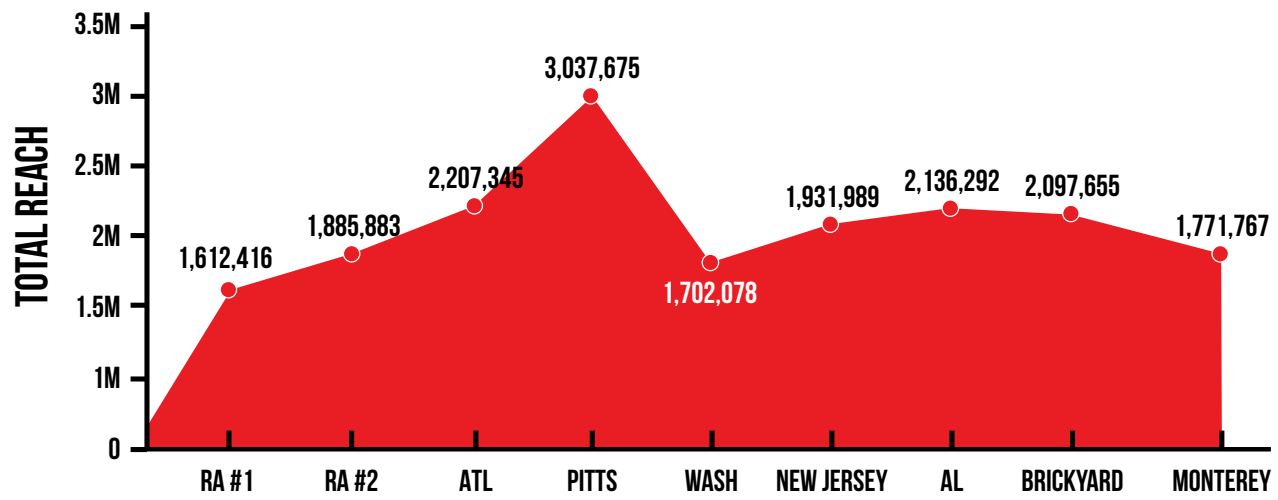
Tomorrow, watch the two #IndianChallenger entries by S&S Cycle, Inc. and Roland Sands Design take on a sea of HD's at the Drag Specialties King of the Baggers race from Laguna Seca.

**11,813**  
POST ENGAGEMENT

**55,309**  
PEOPLE REACHED



**35%**  
TOTAL REACH  
INCREASE OVER  
2019 ROUND 9



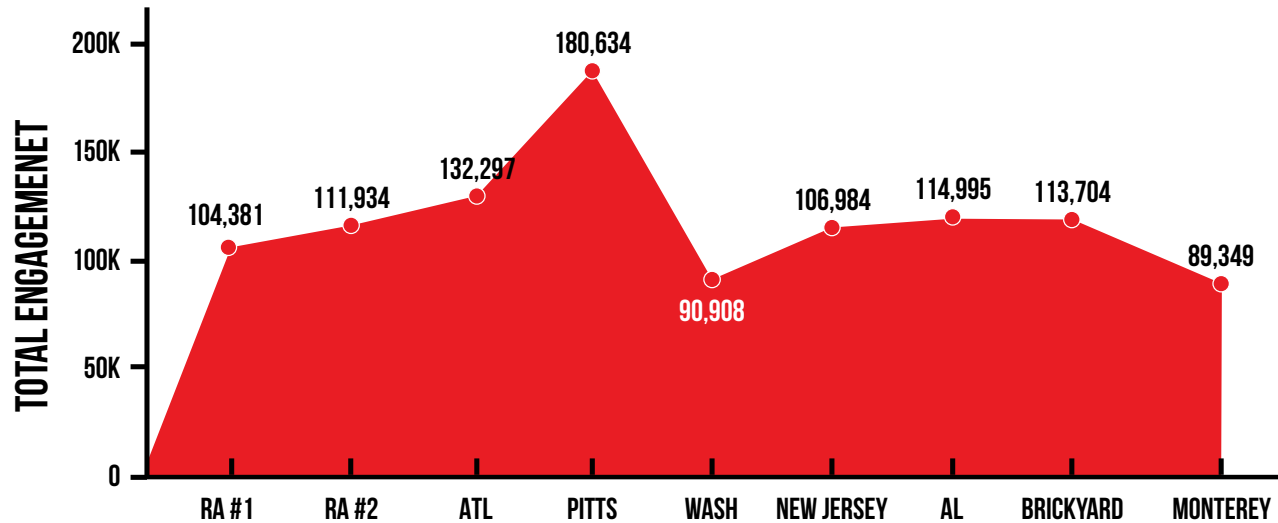
**1,771,767**  
TOTAL REACH

**89,349**  
TOTAL ENGAGEMENT

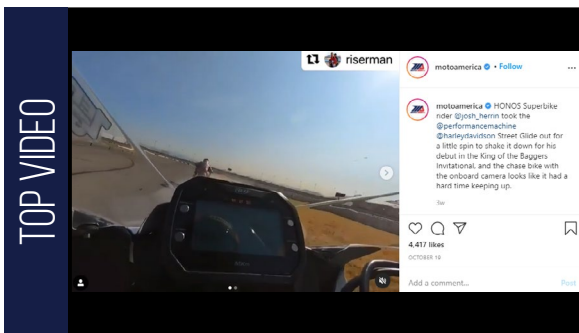
**117** TOTAL NUMBER  
OF POSTS

**6,619,125**  
TOTAL IMPRESSIONS

**336,002**  
VIDEO VIEWS



SOURCE: INSTAGRAM/GOOGLE ANALYTICS



HONOS Superbike rider @josh\_herrin took the @performancemachine @harleydavidson Street Glide out for a little spin to shake it down for his debut in the King of the Baggers Invitational, and the chase bike with the onboard camera looks like it had a hard time keeping up.

**5,411**  
ENGAGEMENT

**62,428**  
REACH

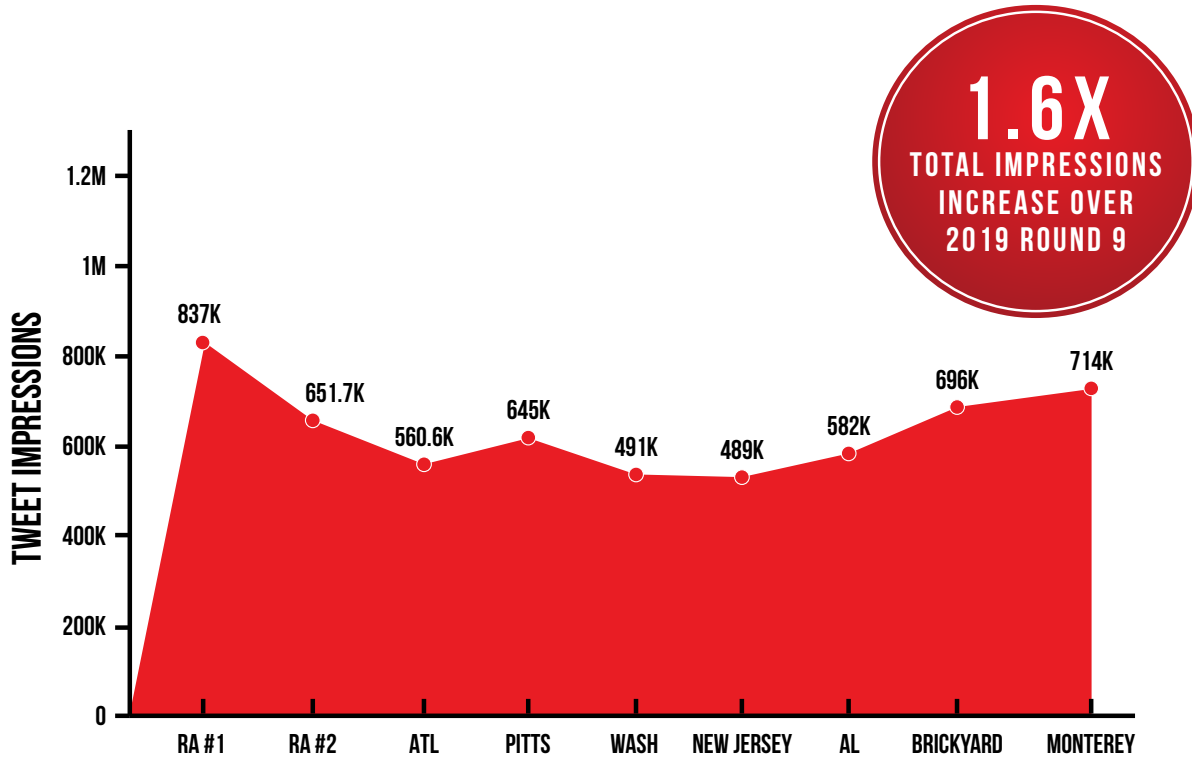
**30,901**  
VIEWS



The Baggers are coming, the Baggers are coming. Who is racing in the @dragspecialties King of the Baggers at @weathertechraceway? @ben\_bostrom @josh\_herrin @hayden69gillim @tylerohararacing and more. See the story at MotoAmerica.com.

**6,267**  
ENGAGEMENT

**82,275**  
REACH



**176**  
TWEETS

**714K**  
TWEET IMPRESSSIONS

**6,440**  
PROFILE VISITS

**699**  
MENTIONS

**181**  
FOLLOWERS

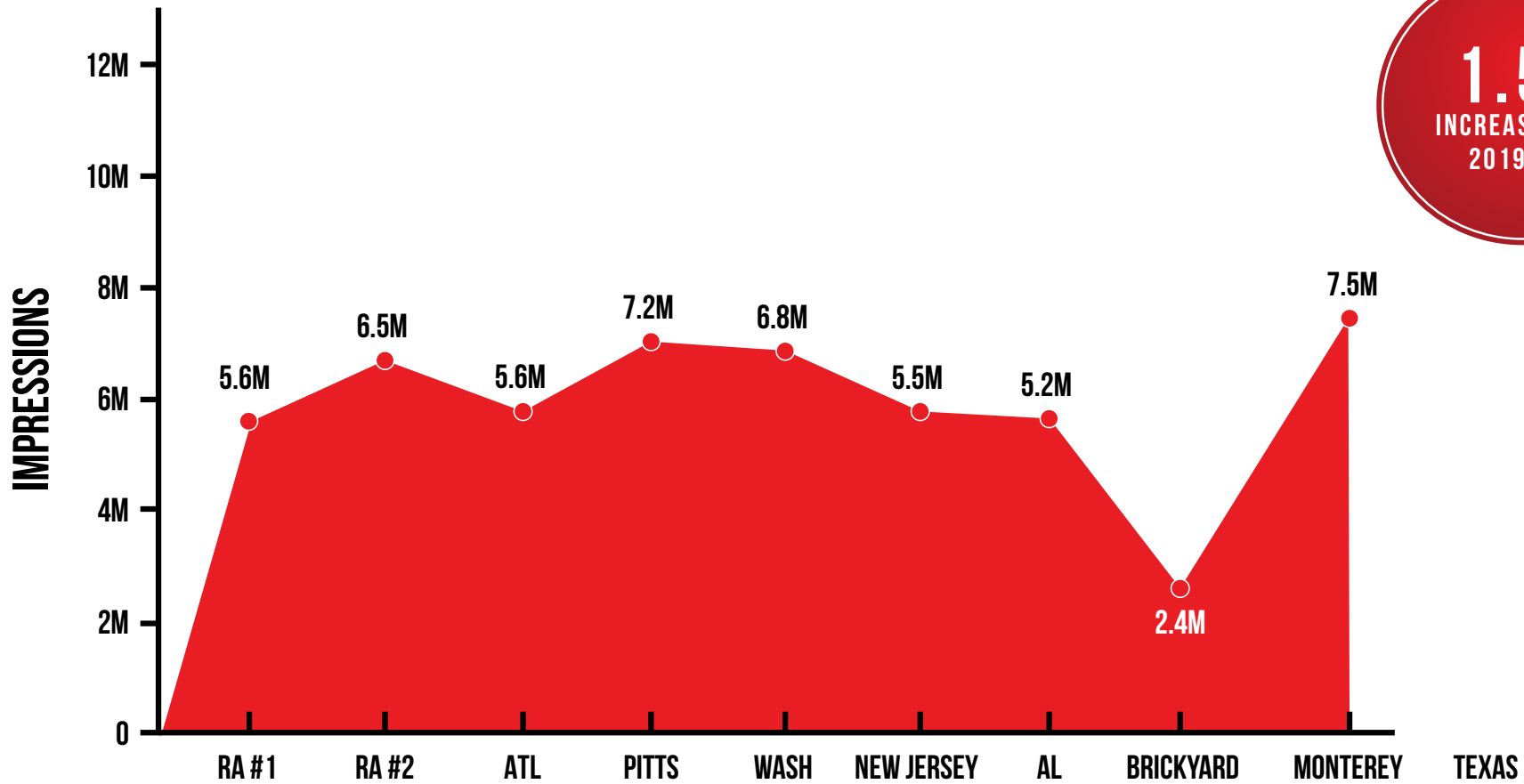
### TOP TWEET

What happens when a grabby clutch gets together with very grippy Dunlop tires? @DragSpecialties King of the Baggers rider Frankie Garcia found out when he tried to do a practice start aboard his @RolandSands @indianmotorcycle. Thankfully Garcia was unhurt and is ready to race.



- IMPRESSIONS: **30,658**
- ENGAGEMENT: **4,854**

**1.5X**  
INCREASE OVER  
2019 YTD



**887.5K**  
VIEWS

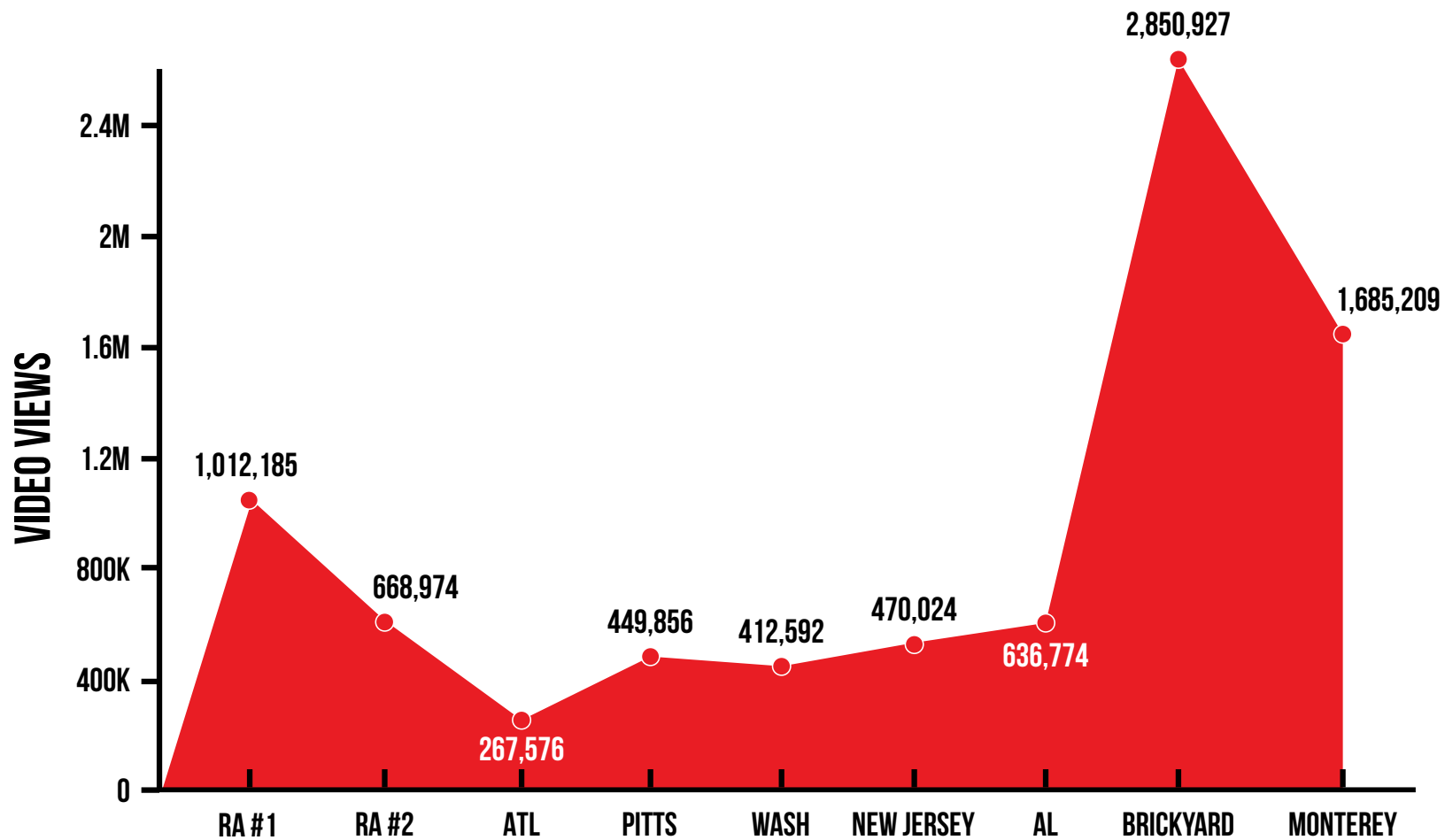
**88K**  
WATCH TIME(HOURS)

**7.5M**  
IMPRESSIONS

**5:57**  
AVERAGE VIEW DURATION

**21**  
NUMBER OF POSTS





**1,685,209**  
VIDEO VIEWS

**26,448**  
PROFILE VIEWS

**11**  
NUMBER OF POSTS



**LIKES: 62,374**

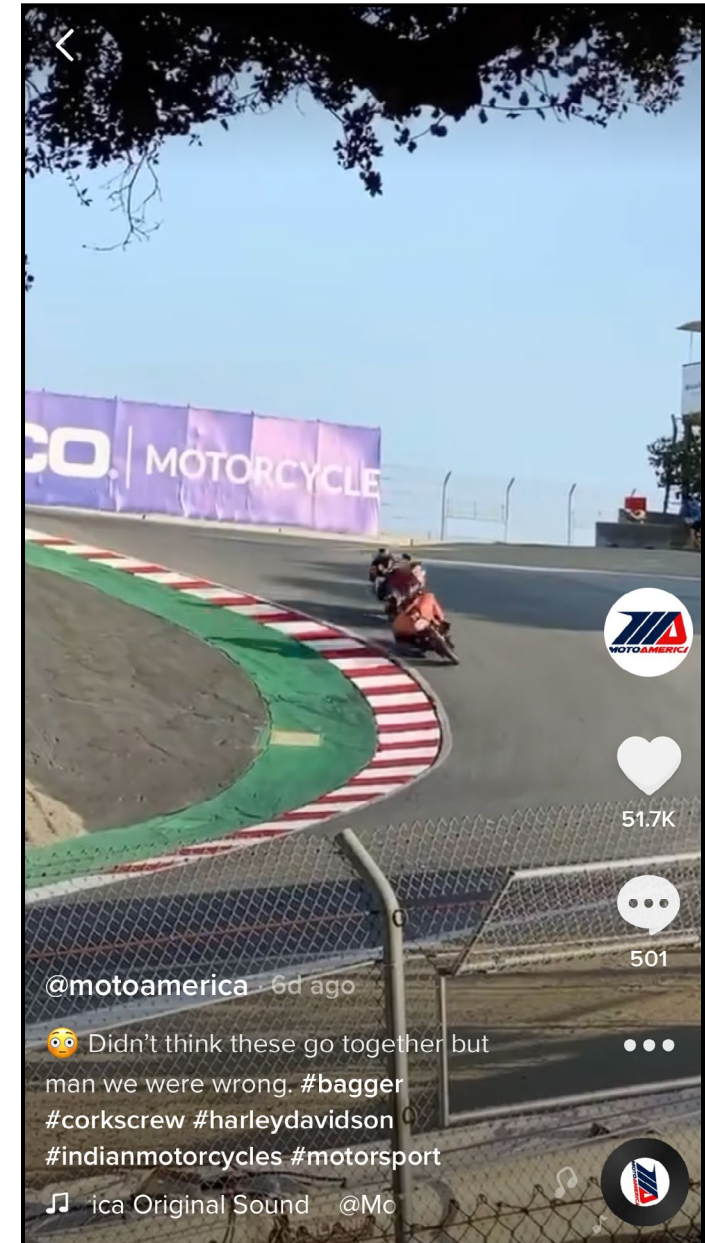
**TOTAL PLAY TIME: 2,831H**

**TOTAL VIEWS: 1,037,811**

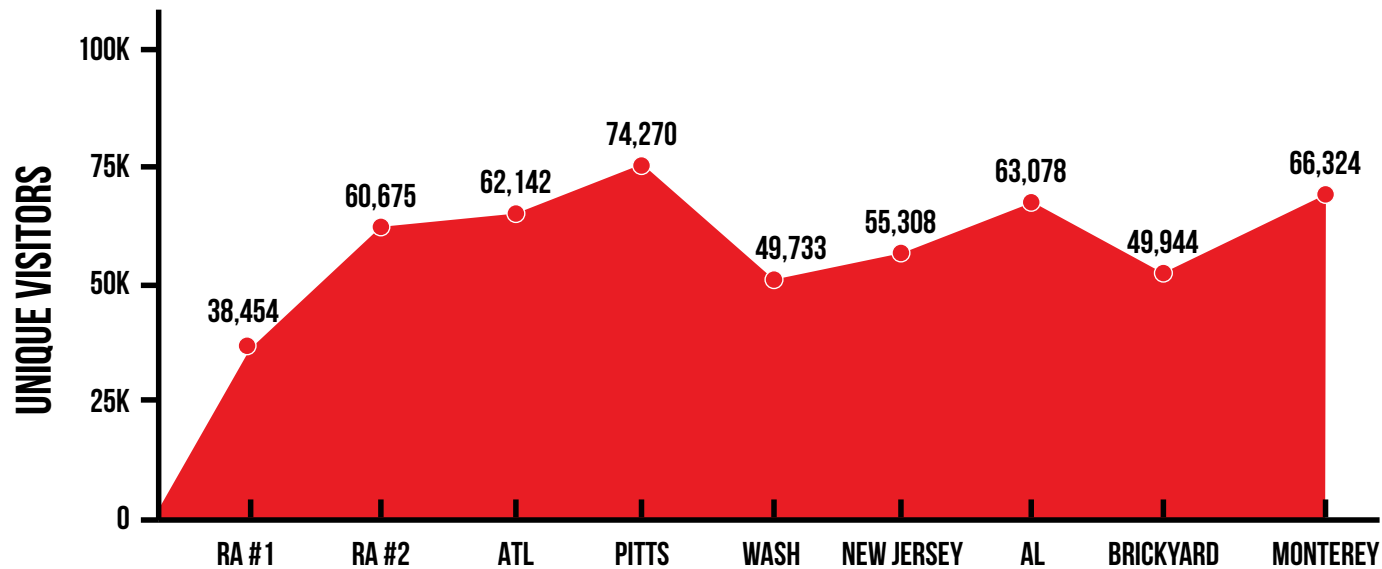
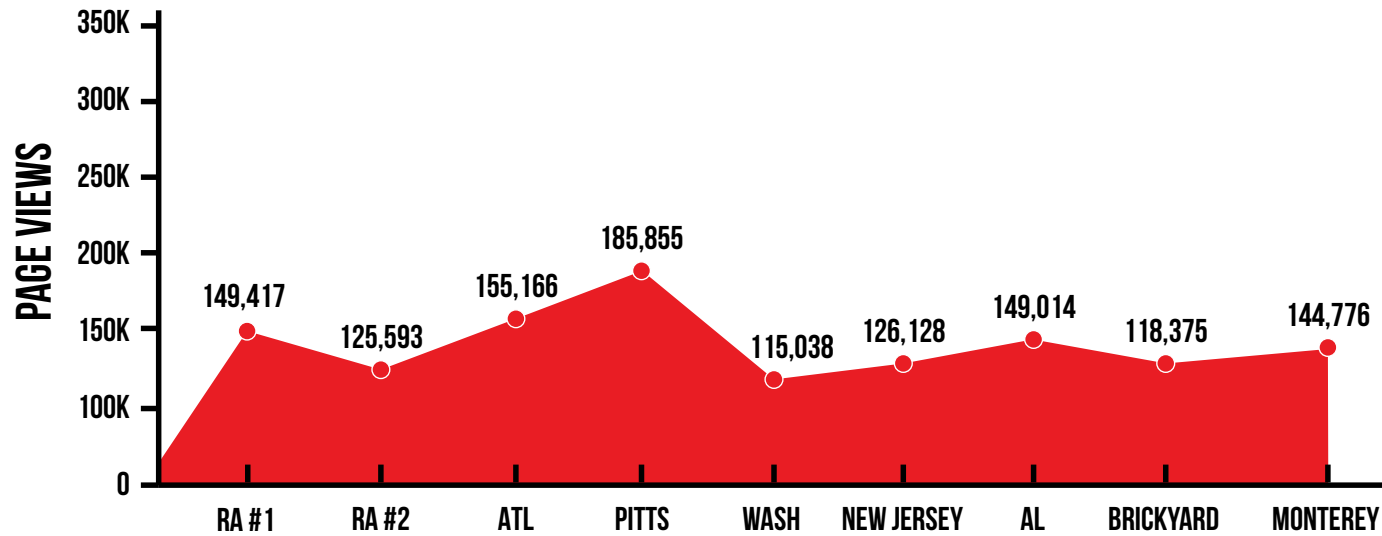
**AVERAGE WATCH TIME: 10S**

**COMMENTS: 565**

**SHARES: 5,328**



**45%**  
INCREASE OVER  
2019 YTD



# ATTENDANCE

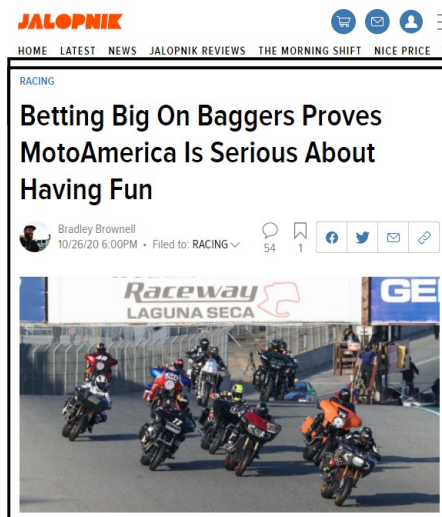
	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>YOY</u>	<u>2020</u>	<u>YOY</u>
Road America	18,500	23,781	23,525	24,009	25,800	7%	27,401	6%
Michelin Raceway Road Atlanta	13,750	16,329	15,750	14,000	15,861	13%	16,177	2%
Pittsburgh Int'l Race Complex			14,544	15,203	15,974	5%	16,081	1%
The 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							9,979	
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:** Twenty planned Superbike rounds were preserved during the pandemic season. VIR replaced with 2nd round at Road America, COTA replaced with rounds at Indy & Laguna Seca, Utah replaced with Ridge Motorsports Park and Sonoma replaced with Indianapolis.










## 558 GLOBAL NEWS ARTICLES

Source	Headline
Associated Press	Ducati Claims Historic Race Win in Mot
Automobil News	SPORT NEWS – MotoAmerica help course
Automobilsport.com	Beaubier Seals MotoAmerica Dream Sea:
Autoweek	Monterey Motorsports Reunion Canceled
Bikeland	MotoAmerica Superbike Preview: It's Tim
Cycle News	Cycle News Magazine 2020 Issue 43
Cycle World	Top Winter Motorcycle Riding Destinati
Dealernews	RACE-SPEC BIG TWINS?
El Mañana	Se corona Richie en pista legendaria
es.sports.yahoo	El excompañero de Márquez que vuelve
Eurosport DE	Eurosport gibt Vollgas: MotoAmerica Su
Eurosport UK	Live sport gets green light to return to Eu
FOX 40 WICZ TV	Ducati Claims Historic Race Win in Mot
Jalopnik	Betting Big On Baggers Proves MotoAmer
Motociclismo	MotoAmerica 2020: pilotos, motos, equi
Motor Sports Newswire	Fong Wins A Drama-Filled Superbike Rac
MotorBiscuit.com	For Frankie Garcia, King of the Baggers V
Motorsport.com	MotoAmerica set to get bike racing back
Motorsport.com [CH-DE]	MotoAmerica fährt wieder: Cameron Bea
Motorsport.com [DE]	MotoAmerica fährt wieder: Cameron Bea
Motorsport.com España	El excompañero de Márquez que vuelve
Motorsport.com Latinoamérica	Quién es Garrett Gerloff, el sustituto de i
MSN - Germany	Eine Indian gegen 13 Harleys in Laguna S
MSN Deutschland	Wayne Rainey: Warum er bei Cameron B
MSN.com	NASCAR TV schedule: Week of Nov. 2-8, 2
NBC Sports	Off-track unknowns looming as Superbik
Ride Apart	King Of The Baggers Is Fielding Some Ser
Road & Track	Bagger Racing: America's Greatest (and t
RoadracingWorld.com	MotoAmerica: Elias Says Beaubier Is Goc
Total Motorcycle.com	Inspiration Friday: MotoGP Extreme Bag
Yahoo! Sports	NASCAR TV schedule: Week of Nov. 2-8, 2
哔哩哔哩	【M&C】螺旋弯磨侧箱！MotoAmerica

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 October 16 - October 30, 2020, the week leading into and the week there after the GEICO Motorcycle MotoAmerica Superbikes at Monterey, October 23-25, 2020.

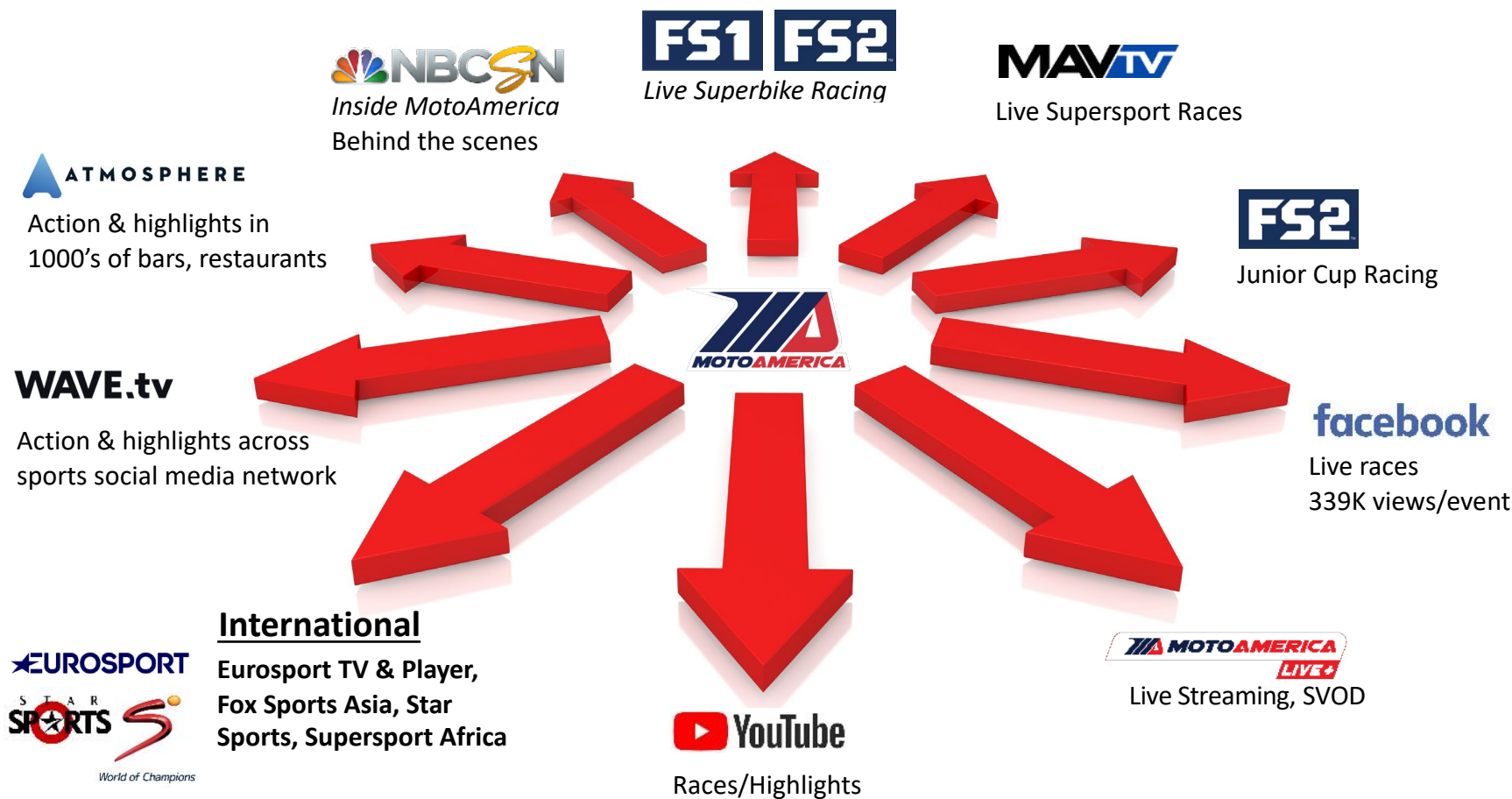
COMPANY	TOTAL LIKES*	ENGAGEMENT TOTAL*	ENGAGEMENT RATE*	CONVERSATIONS**	POSTS**
	184,576	283,907	154%	17,196	444
	711,818	73,760	10%	463	20
	931,072	61,495	7%	1,679	99
	3,358,093	186,630	6%	3,599	61
	939,405	134,736	14%	5,393	155



FACEBOOK\* | ALL SOCIAL MEDIA\*\*

# RACE CONTENT DISTRIBUTION

PERIOD OCTOBER 16-30, 2020



HH's are Nielsen Average Audience Households 2020.  
Not shown: News media, dealership TV networks.

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