



RACE REPORT | PITTSBURGH RACE

A REMARKABLE PERFORMANCE

PERIOD JULY 31-AUGUST 14, 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 Pittsburgh

The event, held August 7-9, 2020, was covered on TV 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 31, 2020 - August 14, 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 31-AUGUST 14, 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.

144%

LINEAR TV
RATINGS INCREASE!

149%

DIGITAL
RATINGS INCREASE!

LINEAR TV

AA HH

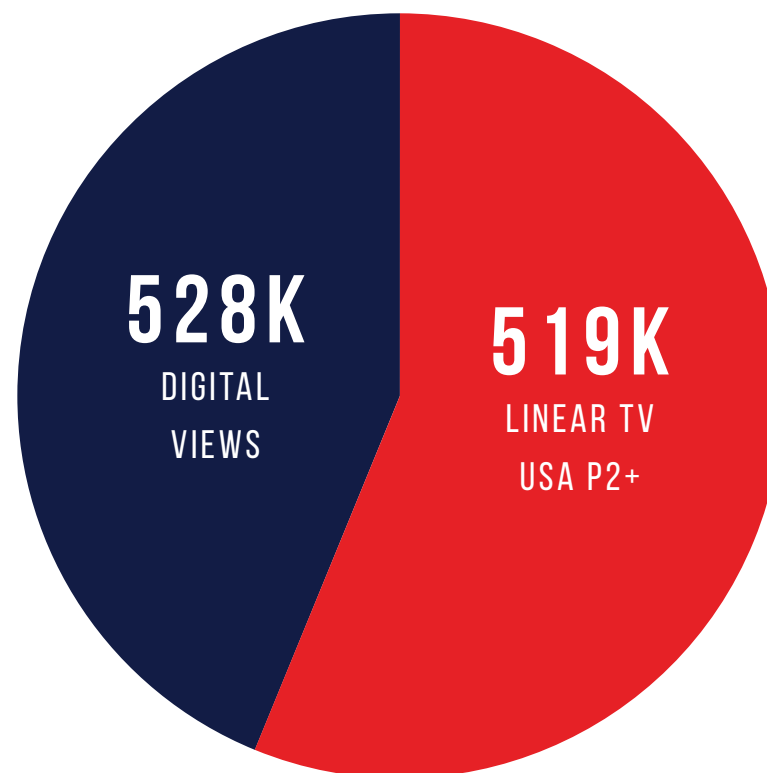
AA P2+

FOX SPORTS	SUPERBIKES	176K	212K
MAVTV	SUPERSPORT	77K	77K
FOX SPORTS	JUNIOR CUP	61K	72K
NBCSN	INSIDE MOTOAMERICA	121K	158K
TOTAL LINEAR TV		435K	519K
INTERNATIONAL HH REACH		37K	

DIGITAL

LIVE+	STREAMING	42K
FACEBOOK	STOCK 1000	112K
FACEBOOK	TWINS CUP	91K
FACEBOOK	SUPERBIKE SUPERPOLE	19K
YOUTUBE	JUNIOR CUP HIGHLIGHTS	5K
YOUTUBE	STOCK 1000 RACE & HIGHLIGHTS	47K
YOUTUBE	SUPERSPORT RACE & HIGHLIGHTS	20K
YOUTUBE	SUPERBIKE RACE & HIGHLIGHTS	151K
YOUTUBE	TWINS CUP RACE	14K
TOTAL MOTOAMERICA LIVE+ VIEWS		42K
TOTAL FACEBOOK VIEWS		246K
TOTAL YOUTUBE VIEWS		240K
TOTAL DIGITAL VIEWS		528K

RACES & HIGHLIGHTS



*NIELSEN AVERAGE AUDIENCE

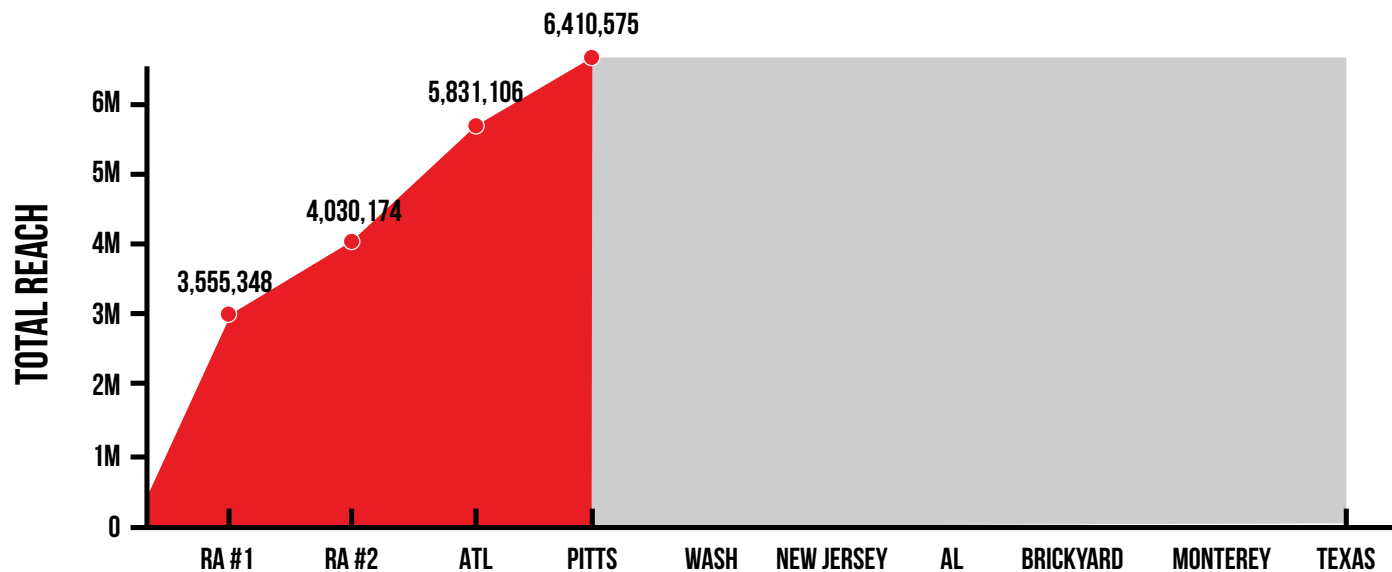
MOTOAMERICA ACQUISITION

	<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			14,544	15,203	15,974	5%	16,081	1%
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



74%
TOTAL REACH
INCREASE OVER
2019 ROUND 4

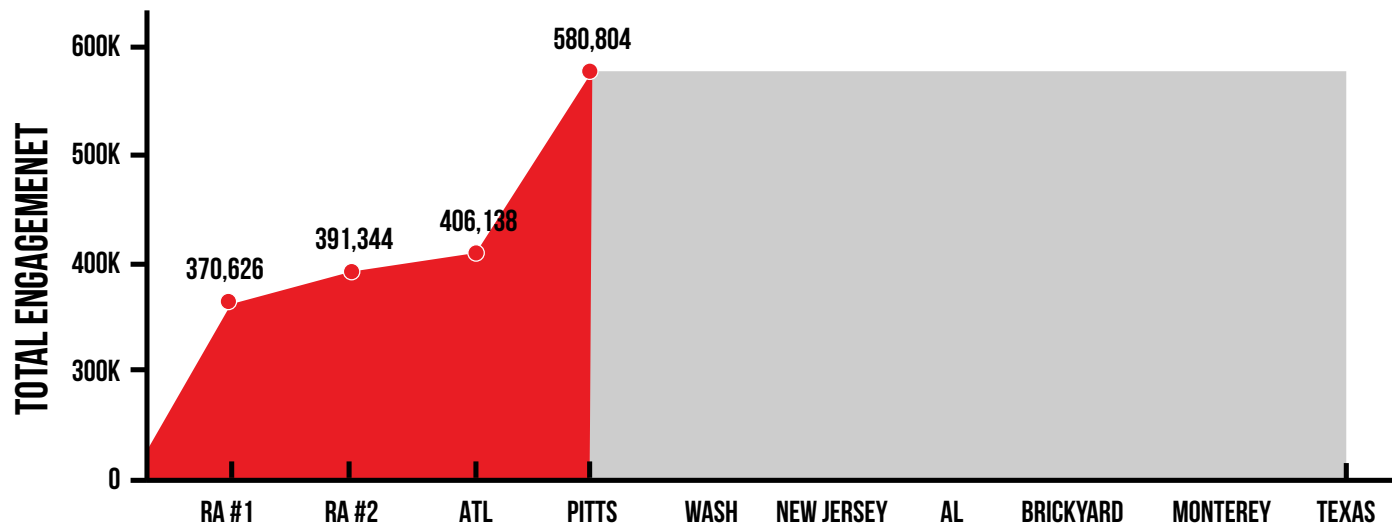
6,410,575
TOTAL REACH

580,804
TOTAL ENGAGEMENT

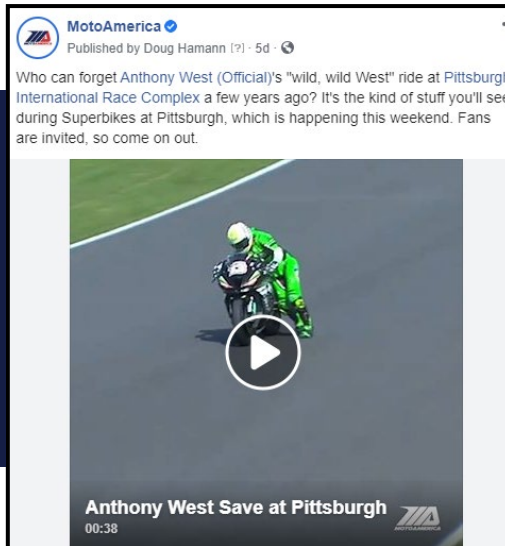
246 TOTAL NUMBER
OF POSTS

10,373,382
TOTAL IMPRESSIONS

2,398,938
VIDEO VIEWS



TOP VIDEO #1



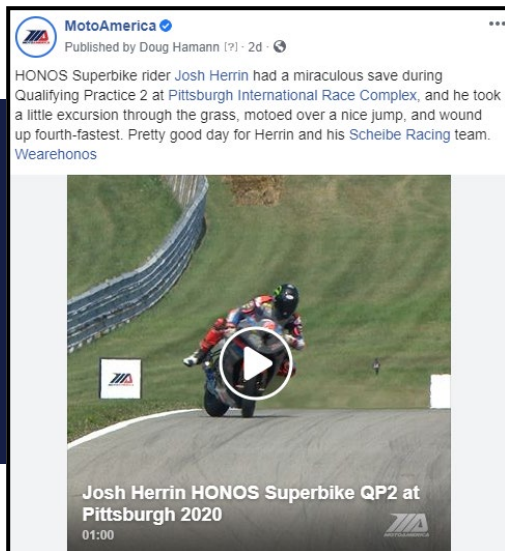
Who can forget Anthony West (Official)'s "wild, wild West" ride at Pittsburgh International Race Complex a few years ago? It's the kind of stuff you'll see during Superbikes at Pittsburgh, which is happening this weekend. Fans are invited, so come on out.

31,939
POST ENGAGEMENT

557,566
PEOPLE REACHED

219,091
VIDEO VIEWS

TOP VIDEO #2



HONOS Superbike rider Josh Herrin had a miraculous save during Qualifying Practice 2 at Pittsburgh International Race Complex, 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 Scheibe Racing team. Wearehonos

31,932
POST ENGAGEMENT

307,038
PEOPLE REACHED

142,923
VIDEO VIEWS



FACEBOOK TOP IMAGE POSTS

PERIOD JULY 31-AUGUST 14, 2020

TOP IMAGE #1



#TBT So who can name the young fan getting his photo taken with Roger hayden (fan page) at Daytona International Speedway a few moons ago?

6,382
POST ENGAGEMENT

38,777
PEOPLE REACHED

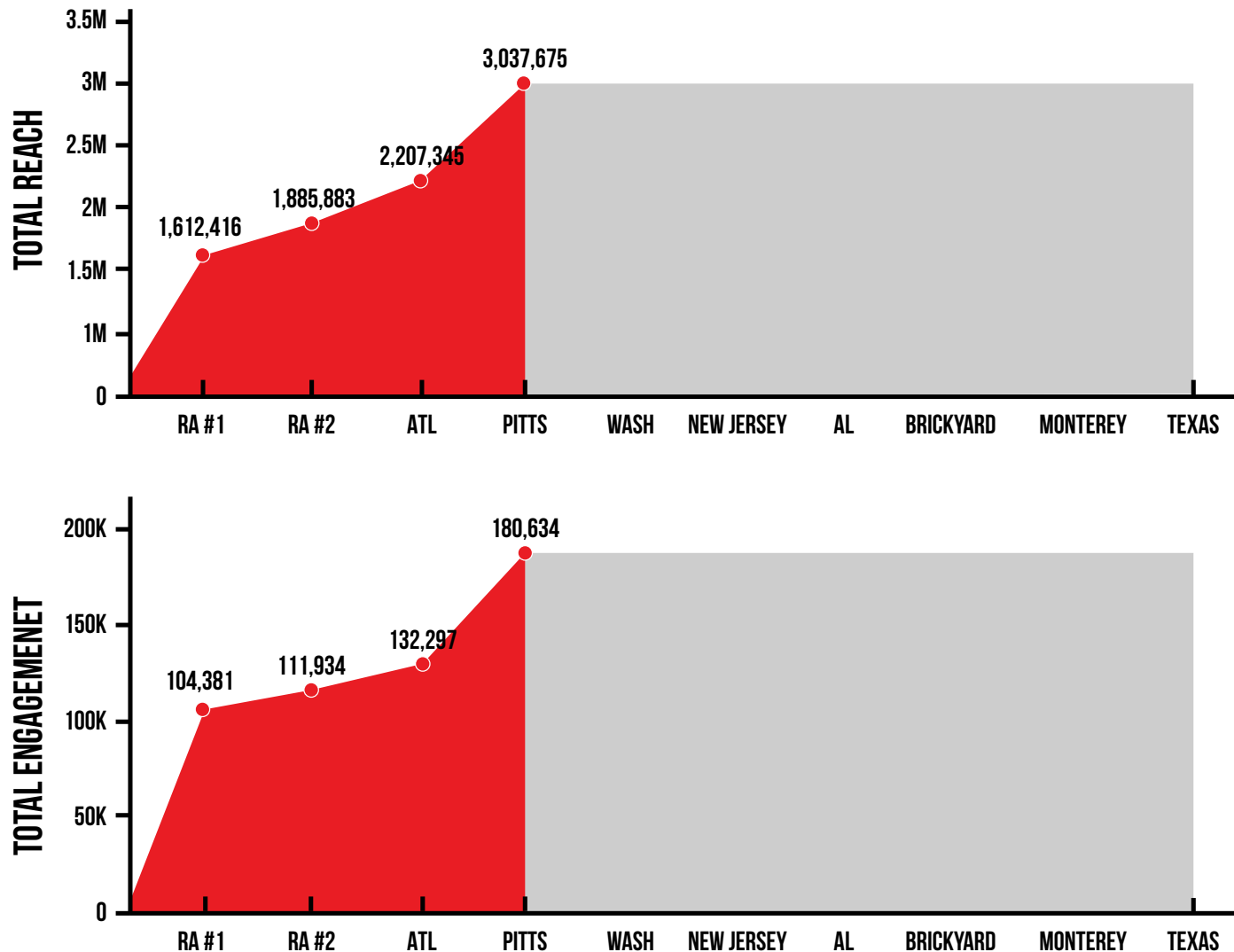
TOP IMAGE #2



R&D continues for MJK Performance as they refine their bike for the King of the Baggers Invitational, which takes place during the MotoAmerica Superbike Speedfest at Monterey, October 23-25, at WeatherTech Raceway Laguna Seca. #TwoWheelTuesday Drag Specialties

5,066
POST ENGAGEMENT

53,252
PEOPLE REACHED



152%
TOTAL REACH
INCREASE OVER
2019 ROUND 4

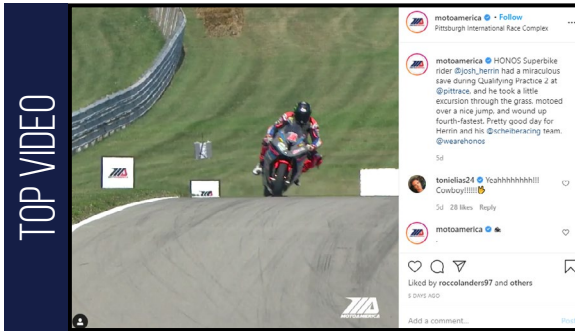
3,037,675
TOTAL REACH

180,634
TOTAL ENGAGEMENT

170 TOTAL NUMBER
OF POSTS

5,344,212
TOTAL IMPRESSIONS

1,018,863
VIDEO VIEWS

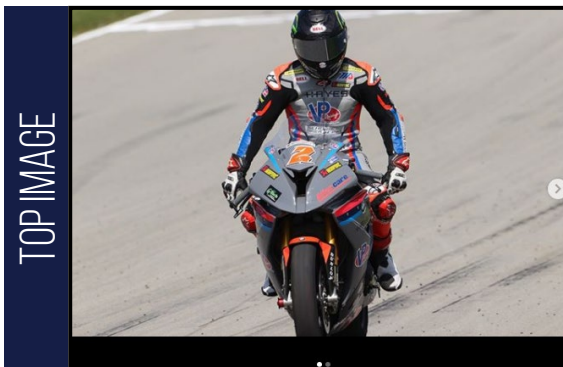


HONOS Superbike rider @josh_herrin had a miraculous save during Qualifying Practice 2 at @pittracetrace, and he took a little excursion through the grass, motoed over a nice jump, and wound up fourth-fastest. Pretty good day for Herrin and his @scheiberacing team. @wearehonos

7,353
ENGAGEMENT

117,098
REACH

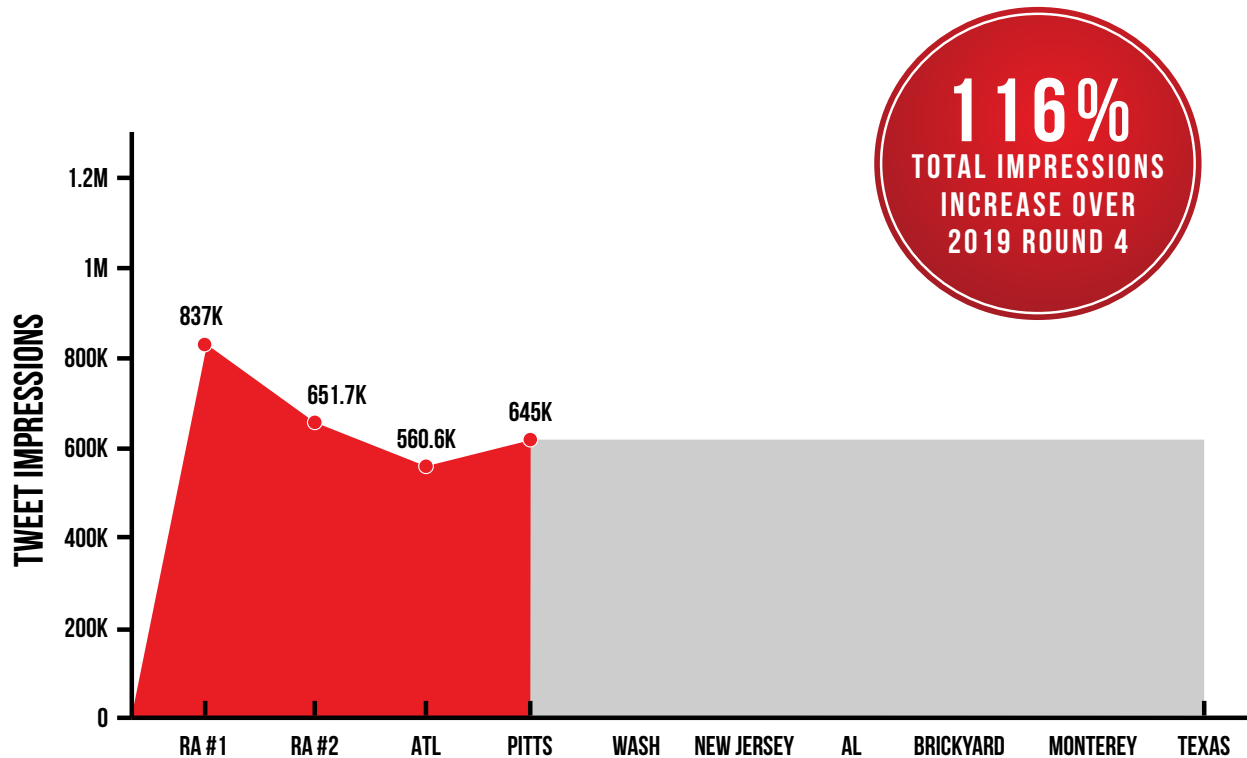
81,256
VIEWS



@josh_herrin's right clip-on came loose during the final lap of this past Saturday's HONOS Superbike race one at @pittracetrace, and some fans thought it was an unusual occurrence. As it turns out, it's not that unusual at all. @brianjnelsonphoto. Check out the MotoAmerica Website story for some historical perspective at www.MotoAmerica.com/News

3,310
ENGAGEMENT

30,487
REACH



266
TWEETS

645K
TWEET IMPRESSIONS

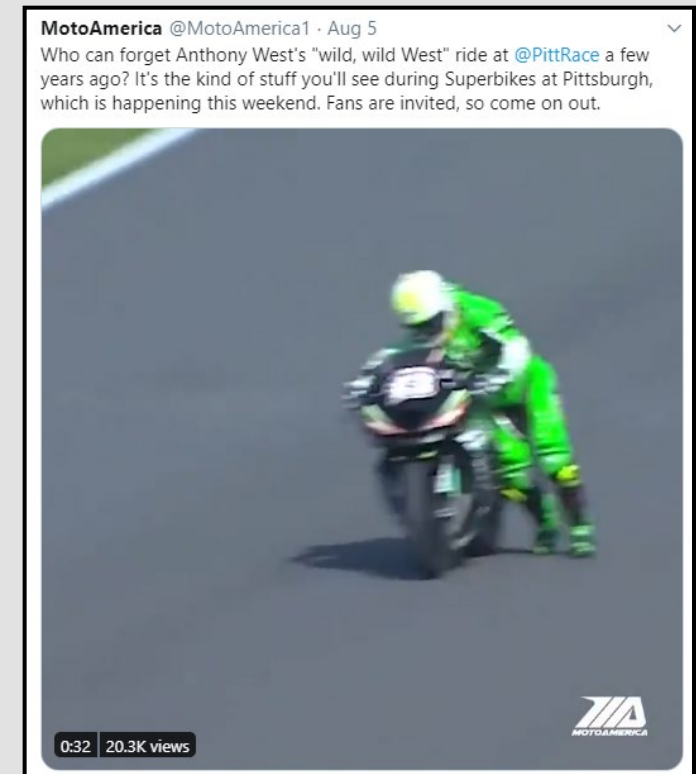
5,840
PROFILE VISITS

710
MENTIONS

16.7K
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.



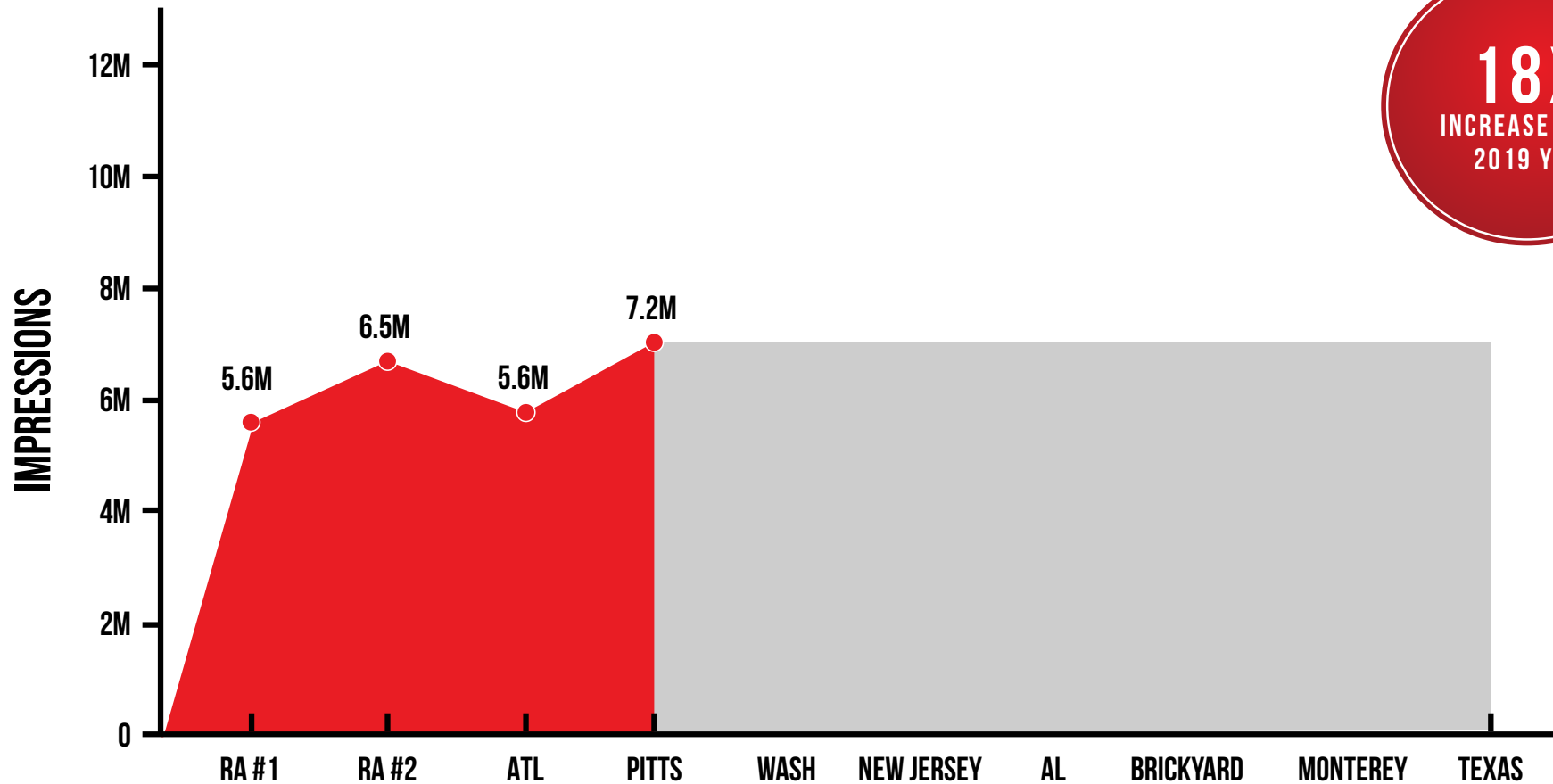
- IMPRESSIONS: **61,097**
- ENGAGEMENT: **3,897**



YOUTUBE TO DATE

PERIOD JULY 31-AUGUST 14, 2020

18X
INCREASE OVER
2019 YTD



586K
VIEWS

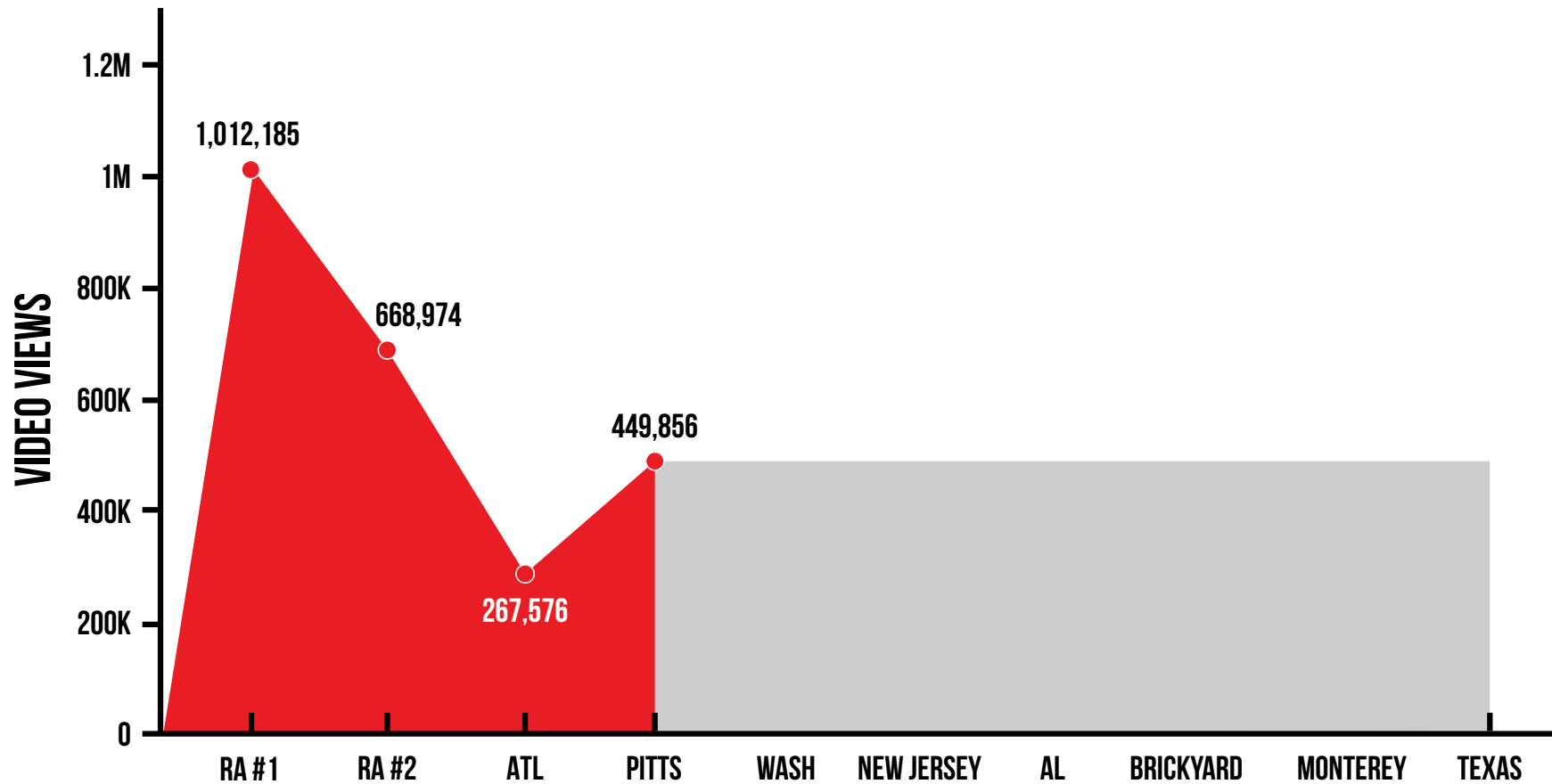
59K
WATCH TIME(HOURS)

7.2M
IMPRESSIONS

6:04
AVERAGE VIEW DURATION

33
NUMBER OF POSTS





449,856
VIDEO VIEWS

4,739
PROFILE VIEWS

17
NUMBER OF POSTS

TIKTOK TOP POST

PERIOD JULY 31-AUGUST 14, 2020

LIKES: 12,887

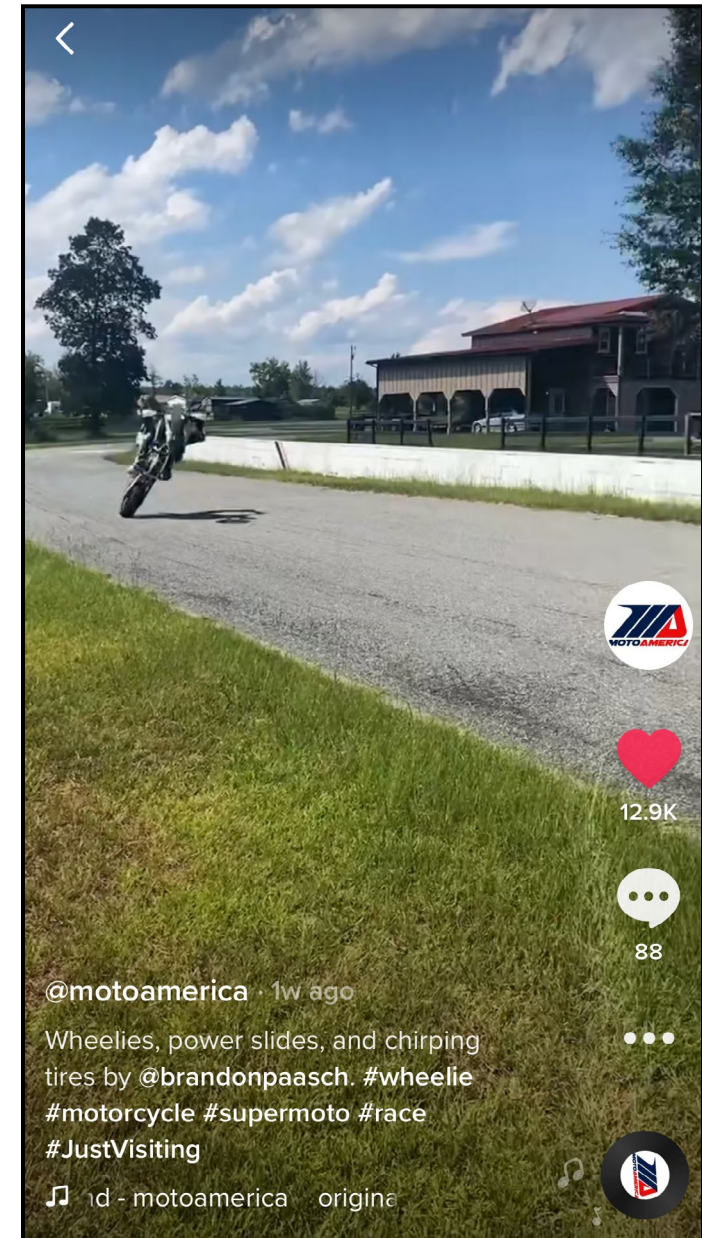
TOTAL PLAY TIME: 538H

TOTAL VIEWS: 186,040

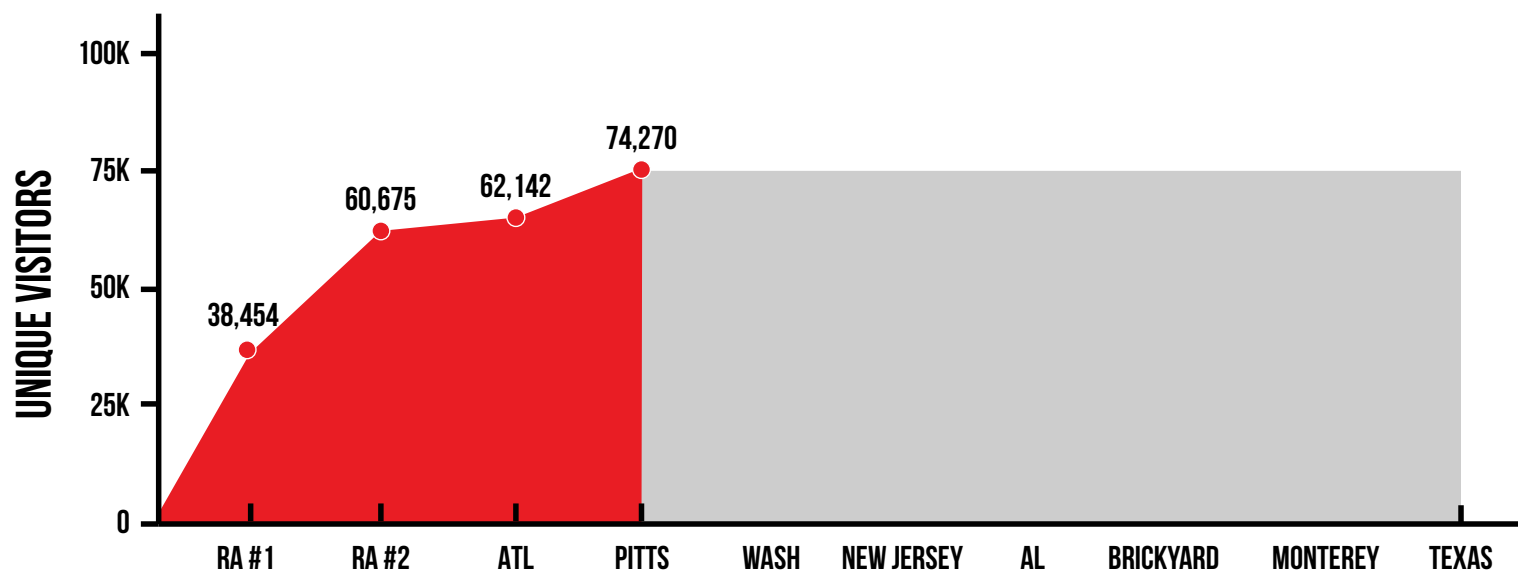
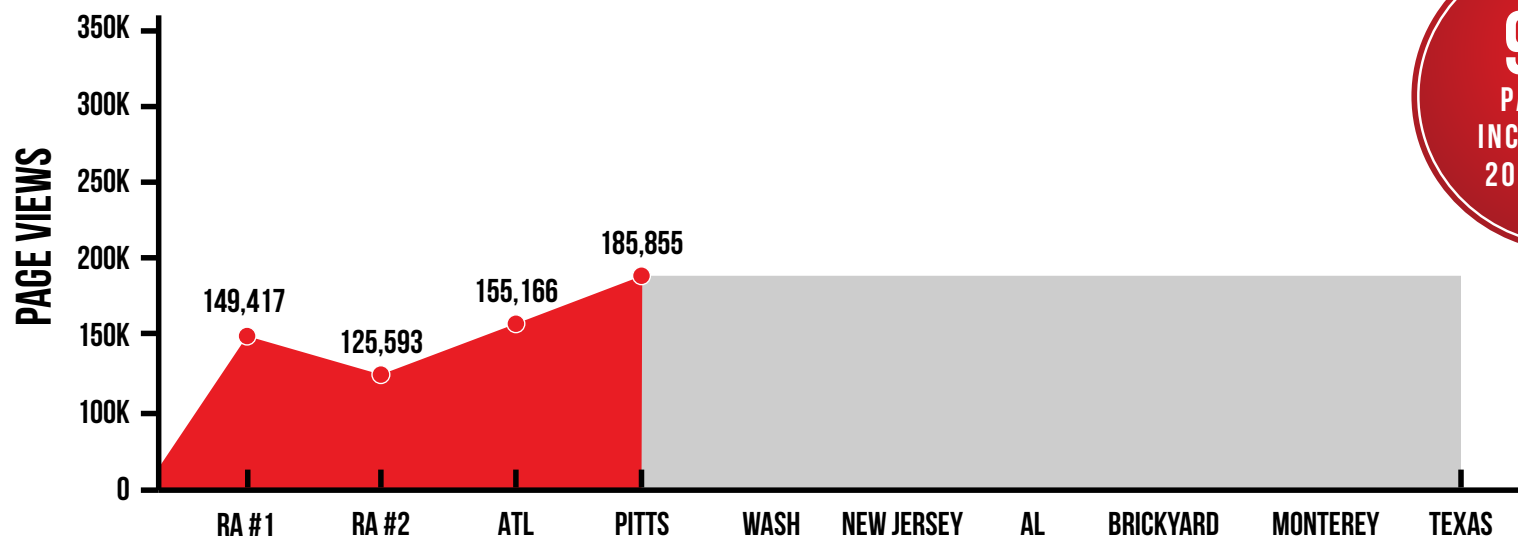
AVERAGE WATCH TIME: 10S

COMMENTS: 88

SHARES: 873



90%
PAGE VIEWS
INCREASE OVER
2019 ROUND 4





PITTSBURGH GAZETTE
IMPRESSIONS: 769,818








CITY BIZ LIST PITTSBURGH
IMPRESSIONS: 93,000



ELLWOOD CITY LEDGER
IMPRESSIONS: 56,278

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 31, 2020 - August 14, 2020. the week leading into and the week thereafter the MotoAmerica Superbikes at Pittsburgh, August 7-9, 2020.

COMPANY	TOTAL LIKES*	ENGAGEMENT TOTAL*	ENGAGEMENT RATE*	CONVERSATIONS**	POSTS**
	152,777	273,584	179%	5,809	707
	704,449	256,648	36%	3,124	109
	932,663	17,991	2%	566	39
	3,369,187	136,505	4%	2,490	42
	941,196	65,027	7%	4,114	127

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