



**RACE REPORT | ROAD AMERICA RACE 1**

# A REMARKABLE PERFORMANCE

RACE #1 MAY-29-31, 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 America #1.***

The event, held May 29-31, 2020, was TV-only and did not include 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, May 22 - June 5, 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 VIEWERSHIP

RACE #1 MAY-29-31, 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.

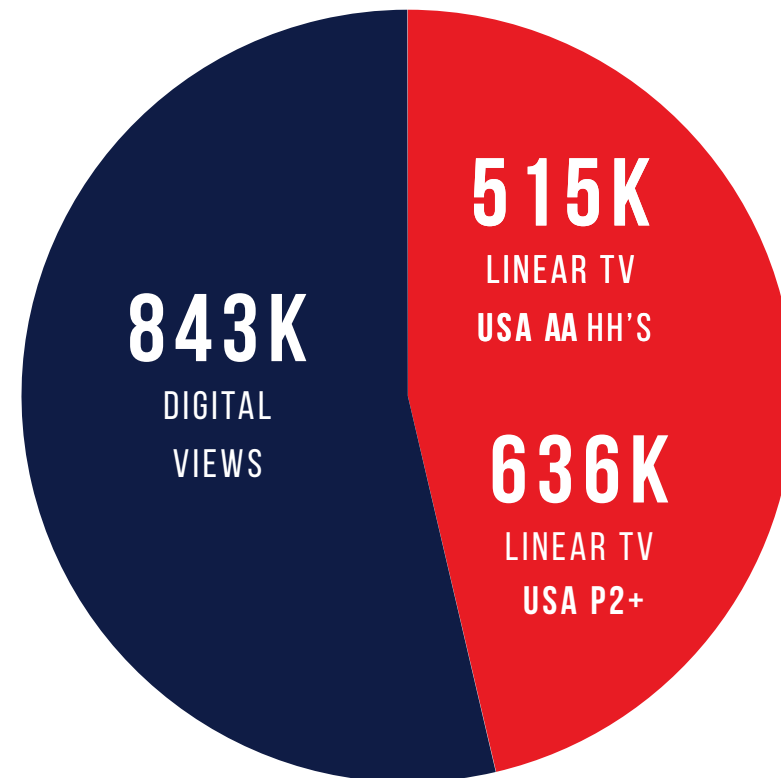
While MotoAmerica Live+ streaming can be viewed on "big screens" via Roku and casting, it is included within Digital due to the nature of its measurement which is similar to YouTube.



		AA HH	AA P2+
FOX SPORTS	SUPERBIKE LIVE & REWIND	328K	432K
MAVTV	SUPERSPORT LIVE & REPEATS	112K	112K
FOX SPORTS	JUNIOR CUP	36K	51K
NBCSN	INSIDE MOTOAMERICA <b>TOTAL</b>	39K	41K
	<b>LINEAR TV</b>	<b>515K</b>	<b>636K</b>
	<b>INT'L TOTAL HH REACH</b>	<b>416K</b>	

FACEBOOK	STOCK 1000 LIVE	133K
FACEBOOK	TWINS CUP LIVE	200K
YOUTUBE	STOCK 1000	173K
YOUTUBE	TWINS CUP	39K
LIVE+	STREAMING	66K
	<b>TOTAL MOTOAMERICA LIVE+ VIEWS</b>	<b>66K</b>
	<b>TOTAL FACEBOOK VIEWS</b>	<b>333K</b>
	<b>TOTAL YOUTUBE VIEWS</b>	<b>444K</b>
	<b>TOTAL DIGITAL VIEWS</b>	<b>843K</b>

## RACES & HIGHLIGHTS



FOX SPORTS & NBCSN VIA RATINGS NIELSEN:

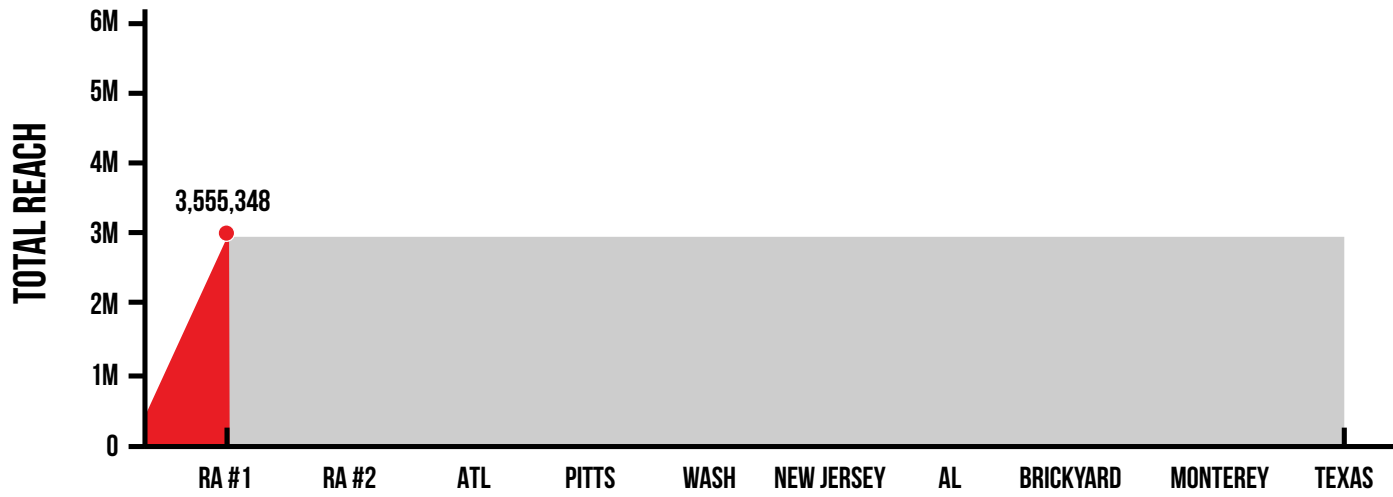
AA HH: AVERAGE AUDIENCE HOUSEHOLD

P2+: AVERAGE AUDIENCE TOTAL PEOPLE IN HOUSEHOLD OVER 2 YEARS OLD



MAVTV RATINGS VIA 605, LIVE+ RATINGS VIA VIEWLIFT

**30%**  
TOTAL REACH INCREASE  
OVER ROAD AMERICA  
2019



**3,555,348**  
TOTAL REACH

**370,626**  
TOTAL ENGAGEMENT



**113** TOTAL NUMBER  
OF POSTS

**5,001,062**  
TOTAL IMPRESSIONS

**1,303,490**  
VIDEO VIEWS



SOURCE: FACEBOOK ANALYTICS



Twins Cup Race 2 from Road America

**12,775**  
POST ENGAGEMENT

**126,752**  
PEOPLE REACHED

**60,011**  
VIDEO VIEWS

**3,452**  
PEAK LIVE VIEWERS



Stock 1000 Race 1 from Road America

**18,085**  
POST ENGAGEMENT

**118,010**  
PEOPLE REACHED

**46,117**  
VIDEO VIEWS

**3,012**  
PEAK LIVE VIEWERS

TOP IMAGE #1



Boom! Day one in the books from Road America with Cameron Beaubier smashing the superbike lap record.

**3,847**  
POST ENGAGEMENT

**41,065**  
PEOPLE REACHED

TOP IMAGE #2

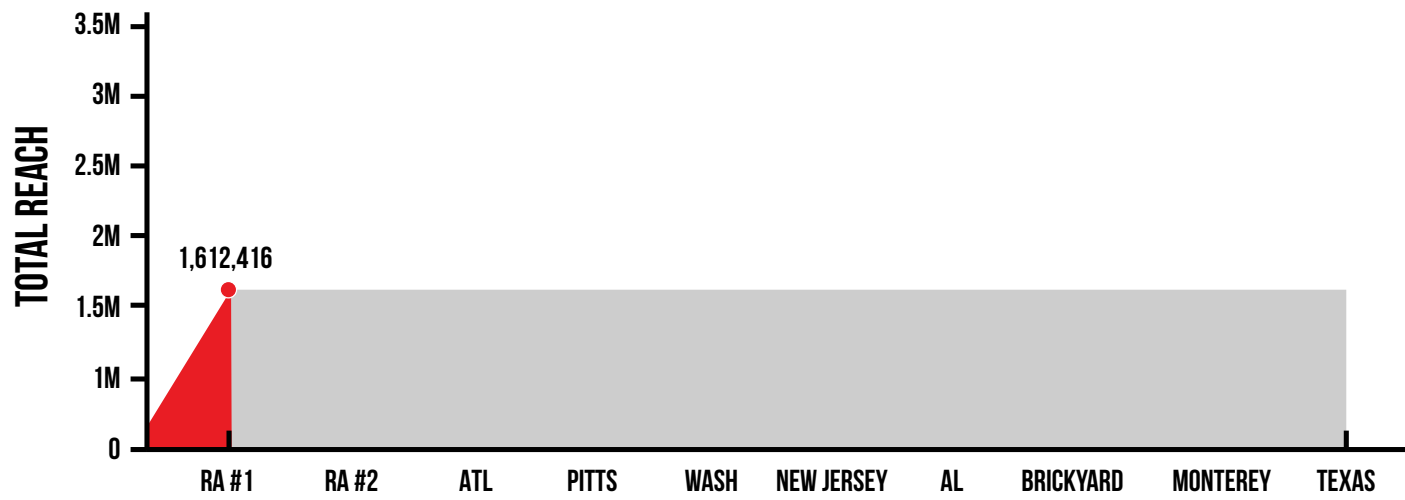


It's all live and it's all streaming. Here's the MotoAmerica Live+ schedule for this weekend's round one at Road America, so get yourself ready for racing at 11:15 a.m. CDT today.

**3,251**  
POST ENGAGEMENT

**43,000**  
PEOPLE REACHED

**33%**  
TOTAL REACH INCREASE  
OVER ROAD AMERICA  
2019



**1,612,416**  
TOTAL REACH

**104,381**  
TOTAL ENGAGEMENT

**76** TOTAL NUMBER  
OF POSTS

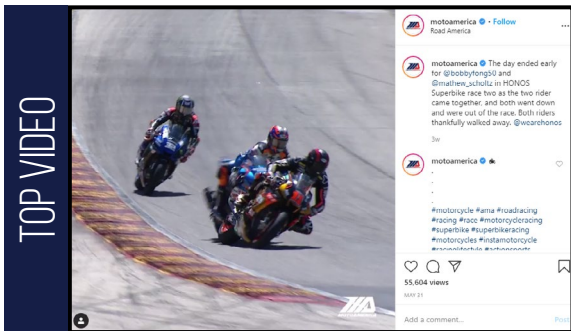
**3,187,519**  
TOTAL IMPRESSIONS

**458,666**  
VIDEO VIEWS



SOURCE: INSTAGRAM/GOOGLE ANALYTICS





The day ended early for @bobbyfong50 amd @matthew\_scholtz in HONOS Superbike race two as the two rider came together, and both went down and were out of the race. Both riders thankfully walked away. @wearehonos

**4,894**  
ENGAGEMENT

**86,668**  
REACH

**55,603**  
VIEWS

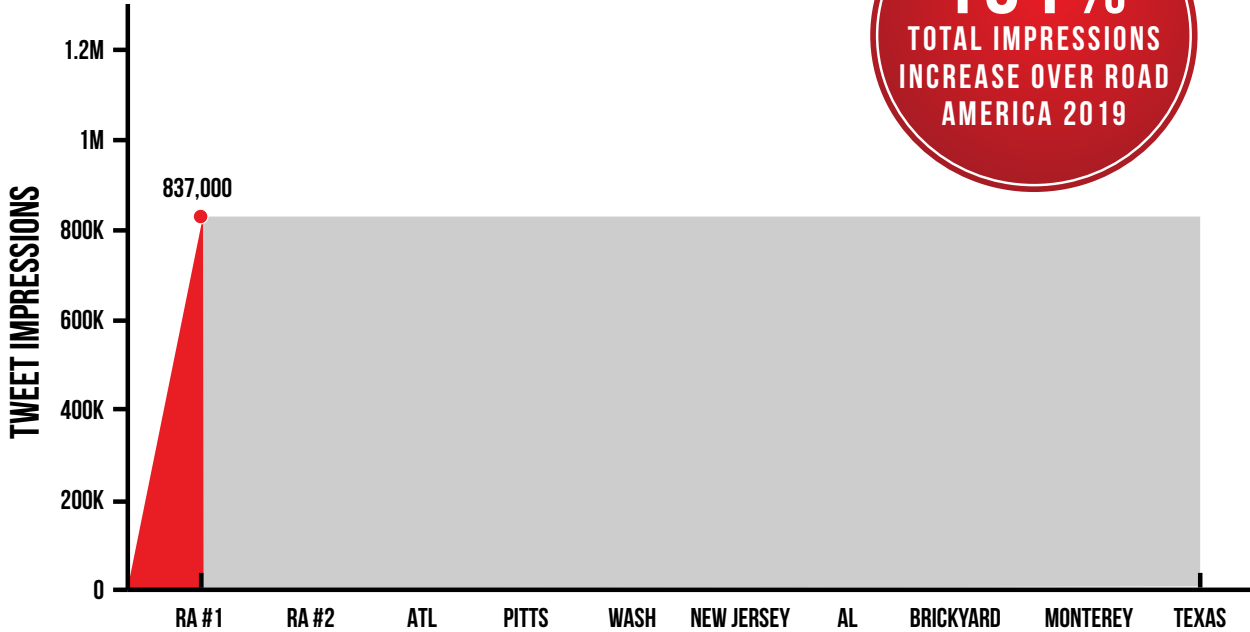


Mean Green, Ride @hvmotorcycles Racing's @corey23alexander is going classic @kawasakiusa green for the livery on the Ninja ZX-10R that he will race in the Stock 1000 class as well as in HONOS Superbike this season. @wearehonos

**3,443**  
ENGAGEMENT

**28,246**  
REACH

**181%**  
TOTAL IMPRESSIONS  
INCREASE OVER ROAD  
AMERICA 2019



**133**  
TWEETS

**837K**  
TWEET IMPRESSSIONS

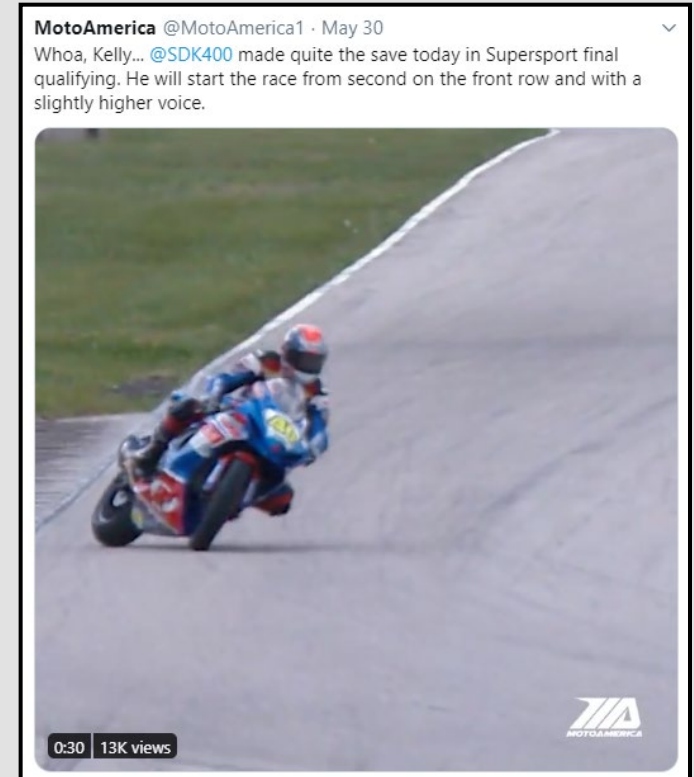
**2,638**  
PROFILE VISITS

**1,339**  
MENTIONS

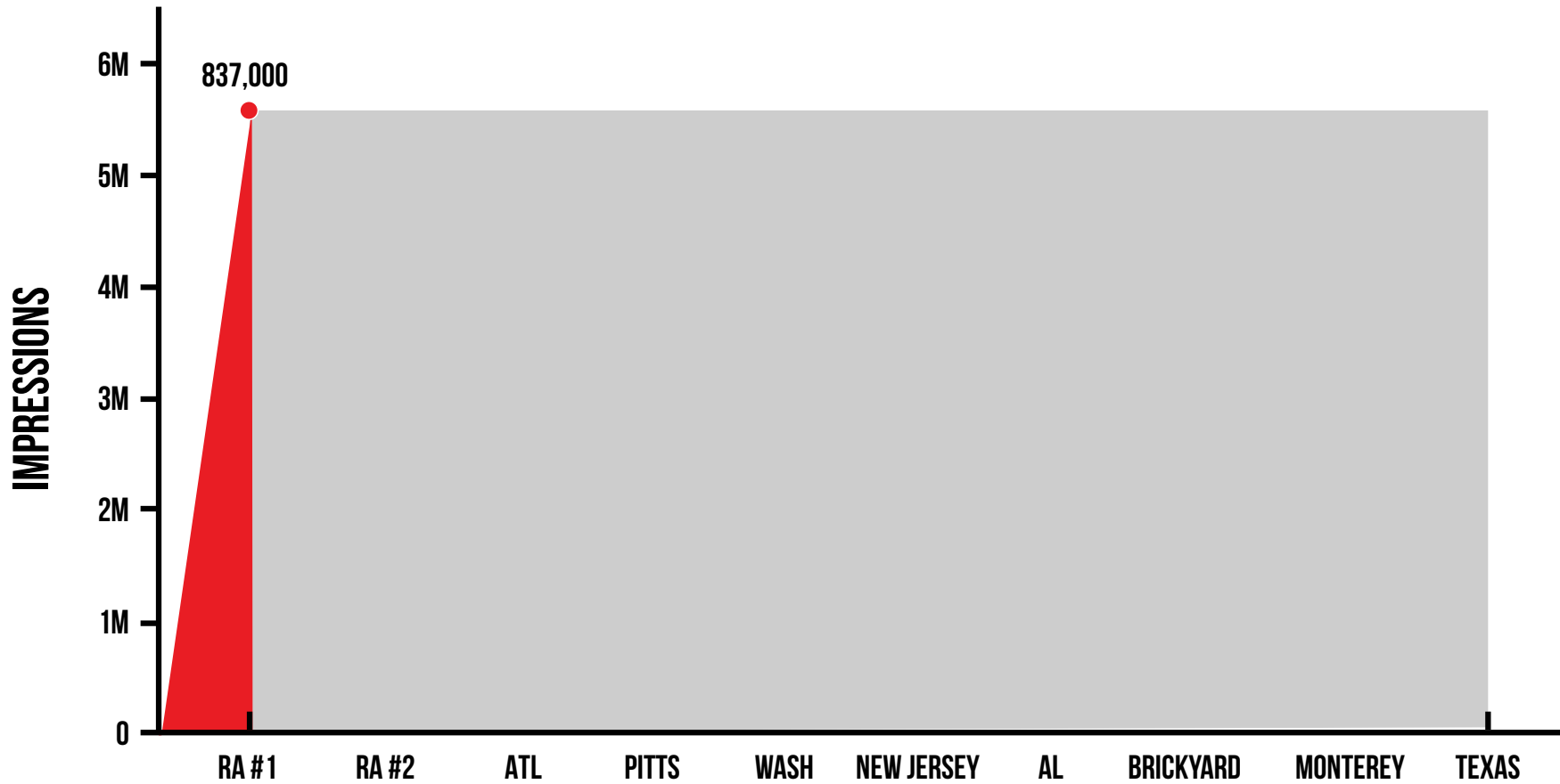
**16.1K**  
FOLLOWERS

**TOP TWEET**

Whoa, Kelly... @SDK400 made quite the save today in Supersport final qualifying. He will start the race from second on the front row and with a slightly higher voice.



- IMPRESSIONS: **52,731**
- ENGAGEMENT: **2,343**



**432K**  
VIEWS

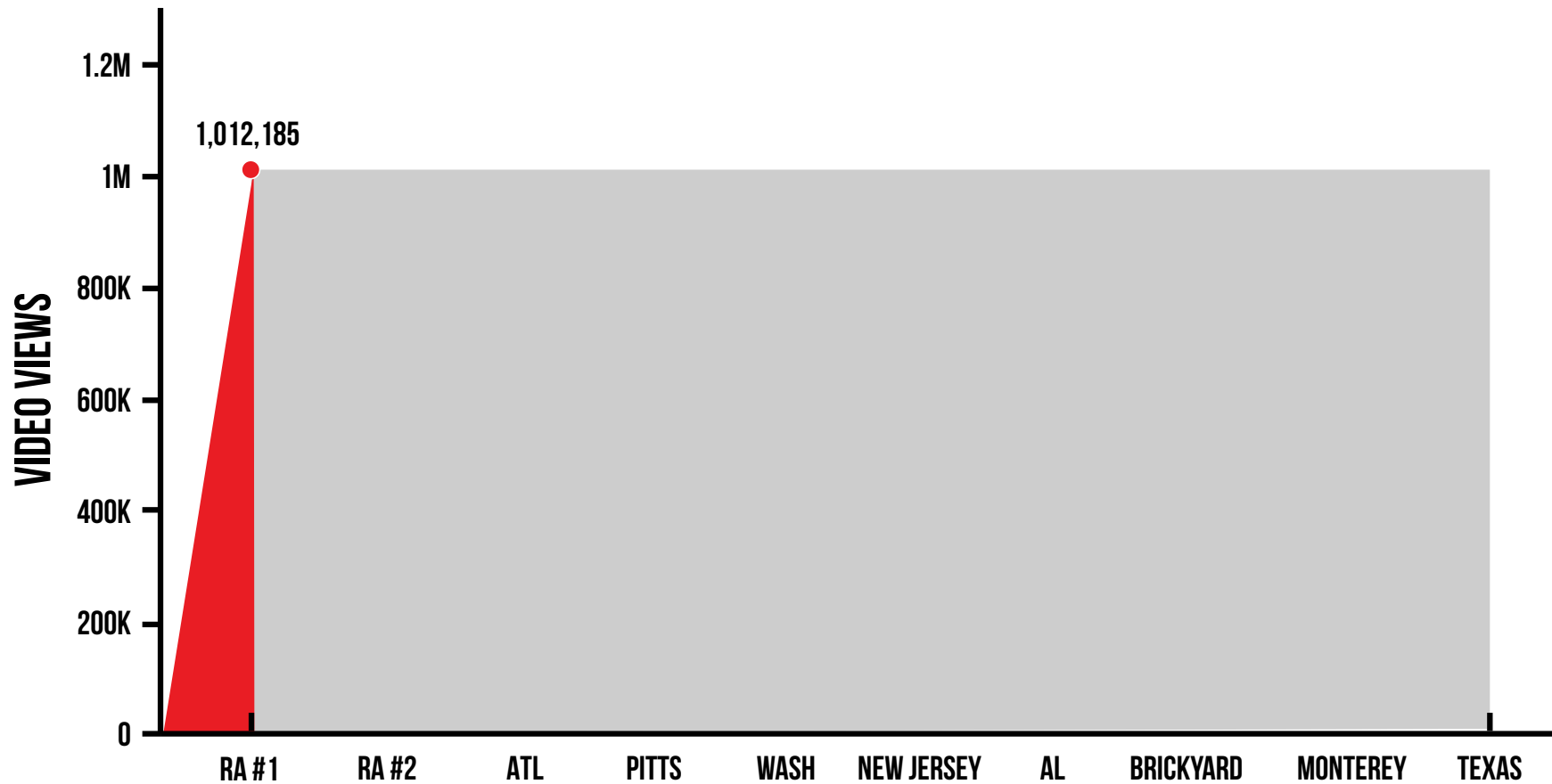
**67K**  
WATCH TIME(HOURS)

**5.6M**  
IMPRESSIONS

**9:14**  
AVERAGE VIEW DURATION

**26**  
NUMBER OF POSTS





**1,012,185**  
VIDEO VIEWS

**8,076**  
PROFILE VIEWS

**4**  
NUMBER OF POSTS



LIKES: **536,066 (+23.3K)**

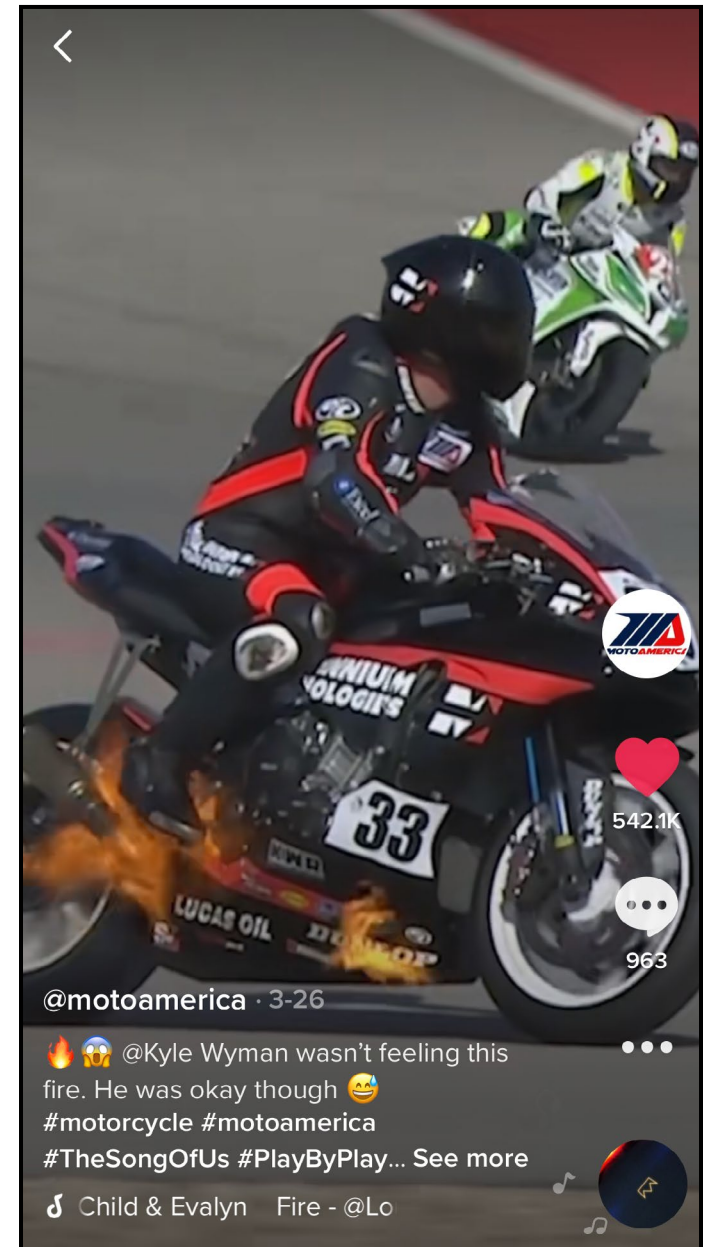
TOTAL PLAY TIME: **42,777 HRS (+2.5K)**

TOTAL VIEWS: **11,303,567 (+701K)**

AVERAGE WATCH TIME: **14S**

COMMENTS: **956 (+32)**

SHARES: **1,807 (+293)**



**52%**  
PAGE VIEWS INCREASE  
OVER ROAD AMERICA  
2019





TV CLIP #1 05/30/2020

UNIQUE VISITORS: **80,829**








TV CLIP #2 05/30/2020

UNIQUE VISITORS: **73,703**



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 May 22, 2020 - June 5, 2020, the week leading into and the week thereafter the MotoAmerica Superbikes at RoadAmerica 1, May 29-31, 2020.

COMPANY	TOTAL LIKES*	ENGAGEMENT TOTAL	ENGAGEMENT RATE	CONVERSATIONS**	POST**
	147,316	164,161	111%	4,154	337
	703,234	93,657	13%	1,258	29
	934,925	11,535	1%	443	30
	3,377,249	1,658,905	49%	21,505	531
	943,611	35,340	4%	1,470	127



FACEBOOK\* | ALL SOCIAL MEDIA\*\*



## JEFF NASI

SVP

(714) 242-5954

(310) 993-9190

JNASI@MOTOAMERICA.COM

## LANCE BRYSON

SENIOR SPONSORSHIP MGR.

(817) 565-8087

LBRYSON@MOTOAMERICA.COM

## MOTOAMERICA

A KRAVE GROUP COMPANY

18004 SKY PARK CIRCLE, STE 110

IRVINE, CA 92614

WWW.MOTOAMERICA.COM

