



RACE REPORT | ROAD AMERICA RACE 2

A REMARKABLE PERFORMANCE

RACE #2 JUNE 26-28, 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 #2

The event, held June 26-28, 2020, included fans and delivered a strong attendance. 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, June 19, 2020 - July 3, 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

RACE #2 JUNE 26-28, 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.

171%

LINEAR TV
RATINGS INCREASE!
(A 1.7X INCREASE)

158%

DIGITAL
RATINGS INCREASE!
(A 2.6X INCREASE)

LINEAR TV

AA HH

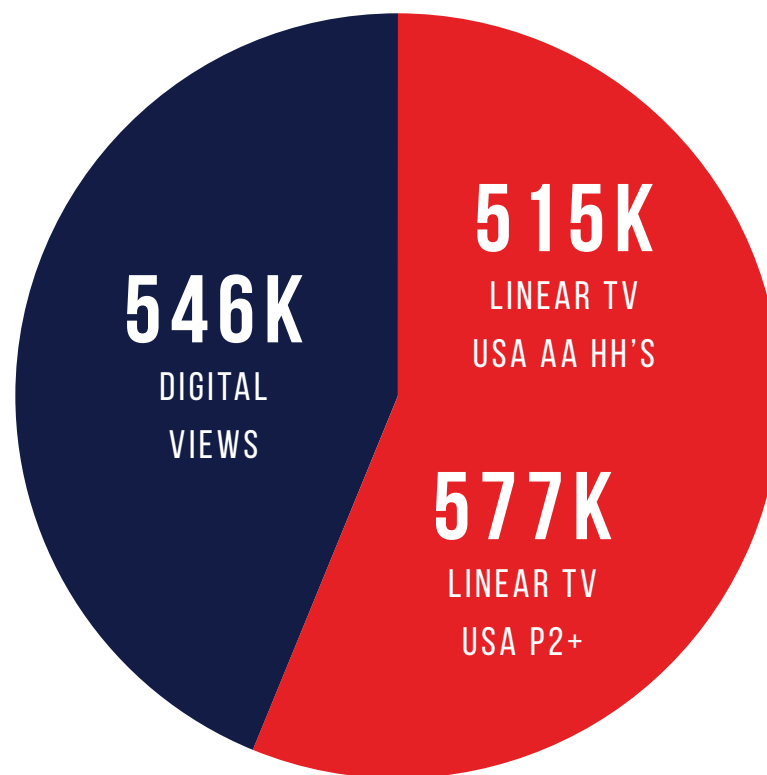
AA P2+

FOX SPORTS	SUPERBIKES	283K	337K
MAVTV	SUPERSPORT	116K	116K
FOX SPORTS	JUNIOR CUP	74K	71K
NBCSN	INSIDE MOTOAMERICA	53K	53K
TOTAL LINEAR TV		515K	577K
INTERNATIONAL HH REACH		350K	

DIGITAL

LIVE+	STREAMING	65K
FACEBOOK	TWINS CUP LIVE	156K
FACEBOOK	JUNIOR CUP LIVE	99K
YOUTUBE	SUPERBIKE HIGHLIGHTS	101K
YOUTUBE	STOCK 1000 RACE & HIGHLIGHTS	19K
YOUTUBE	SUPERSPORT RACE & HIGHLIGHTS	55K
YOUTUBE	TWINS CUP RACE & HIGHLIGHTS	22K
YOUTUBE	JUNIOR CUP RACE & HIGHLIGHTS	29K
TOTAL MOTOAMERICA LIVE+ VIEWS		65K
TOTAL FACEBOOK VIEWS		255K
TOTAL YOUTUBE VIEWS		226K
TOTAL DIGITAL VIEWS		546K

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	19,797	41%		
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%		
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	320,547			

Blue Adverse weather

*Dorna events for 2019 and prior

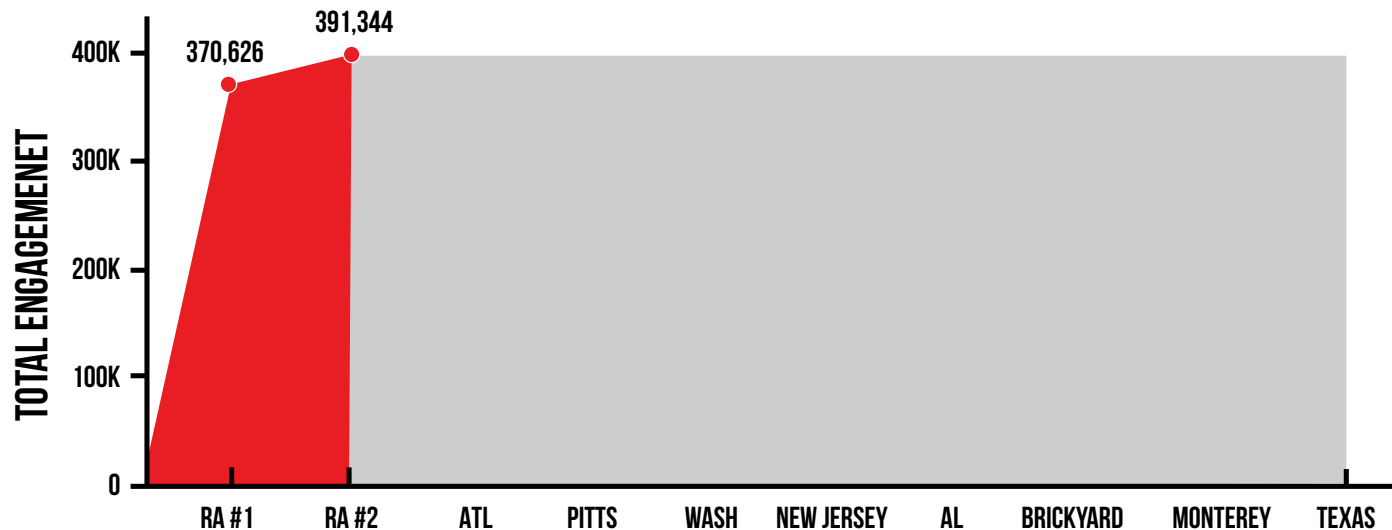
MotoAmerica-only events delivered 16% increase 2019 vs 2018

67%
TOTAL REACH INCREASE
OVER ROAD AMERICA
2019



4,030,174
TOTAL REACH

391,344
TOTAL ENGAGEMENT



158 TOTAL NUMBER
OF POSTS

6,143,164
TOTAL IMPRESSIONS

1,608,238
VIDEO VIEWS



FACEBOOK TOP VIDEO POSTS

RACE #2 JUNE 26-28, 2020

TOP VIDEO #1



Twins Cup Race from MotoAmerica Superbikes at Road America 2

9,545
POST ENGAGEMENT

104,308
PEOPLE REACHED

30,435
VIDEO VIEWS

3,623
PEAK LIVE VIEWERS

TOP VIDEO #2



Liqui Moly Junior Cup Race 1 from MotoAmerica Superbikes at Road America 2

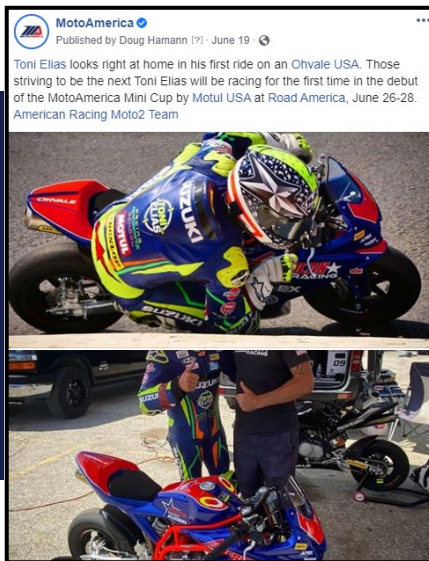
5,729
POST ENGAGEMENT

72,900
PEOPLE REACHED

19,970
VIDEO VIEWS

2,478
PEAK LIVE VIEWERS

TOP IMAGE #1



Toni Elias looks right at home in his first ride on an Ohvale USA. Those striving to be the next Toni Elias will be racing for the first time in the debut of the MotoAmerica Mini Cup by Motul USA at Road America, June 26-28. American Racing Moto2 Team

3,583
POST ENGAGEMENT

27,647
PEOPLE REACHED

TOP IMAGE #2



"Steady Eddie" is bringing his 1986 Yamaha Racing FZ750 to Road America for this weekend's Heritage Cup. Superbike Factory's Eddie Kelley, that is.

2,242
POST ENGAGEMENT

34,744
PEOPLE REACHED

65%
TOTAL REACH INCREASE
OVER ROAD AMERICA
2019



1,885,883
TOTAL REACH

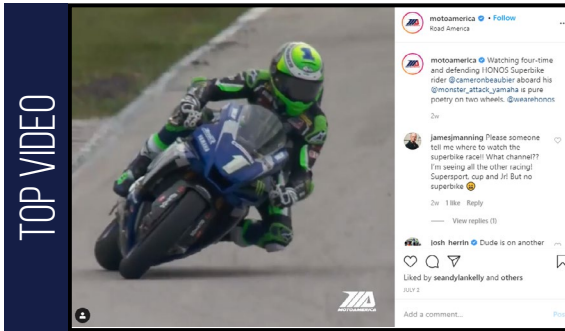
111,934
TOTAL ENGAGEMENT

122 TOTAL NUMBER
OF POSTS

3,509,975
TOTAL IMPRESSIONS

445,198
VIDEO VIEWS





Watching four-time and defending HONOS Superbike rider @cameronbeaubier aboard his @monster_attack_yamaha is pure poetry on two wheels. @wearehonos

6,649
ENGAGEMENT

102,138
REACH

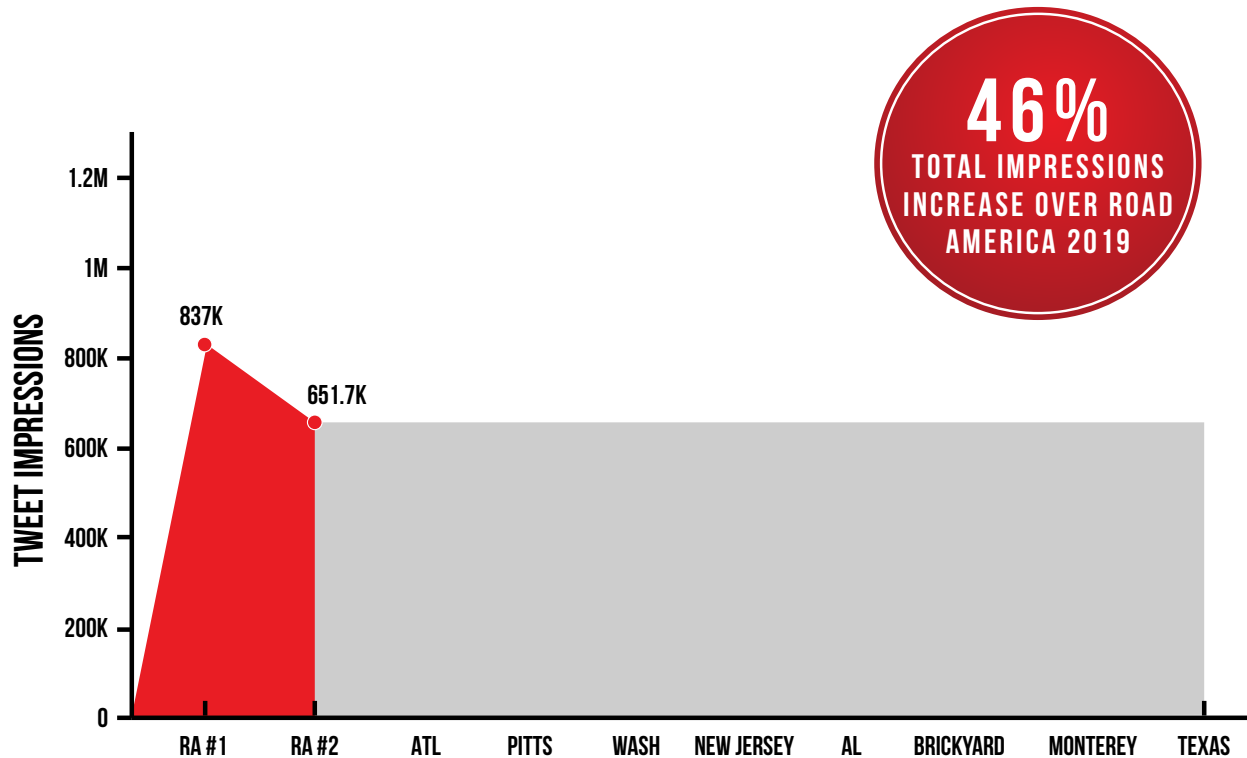
57,047
VIEWS



Fast Times At Road America High: @wearehonos Superbikes keep getting faster as the lap times dropped in race one. On to #MotoAmerica round two this coming weekend at @roadamerica.

3,711
ENGAGEMENT

38,991
REACH



169
TWEETS

651.7K
TWEET IMPRESSIONS

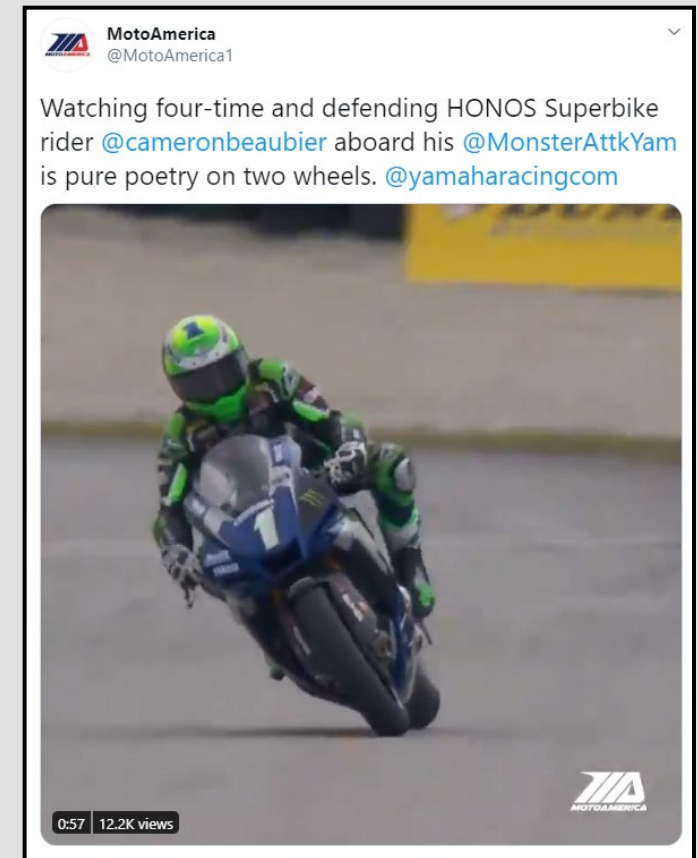
3,731
PROFILE VISITS

562
MENTIONS

16.4K
FOLLOWERS

TOP TWEET

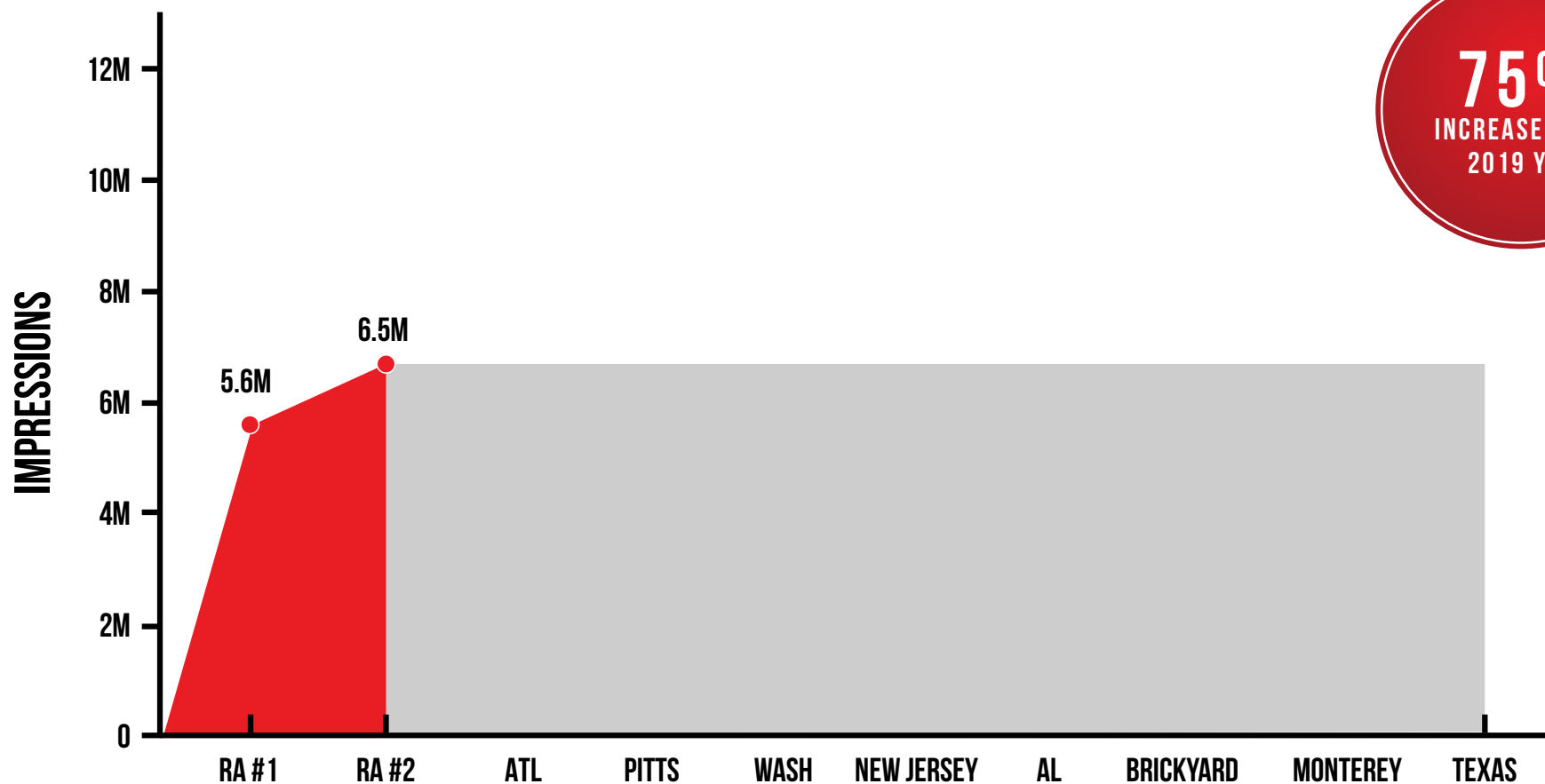
Watching four-time and defending HONOS Superbike rider @cameronbeaubier aboard his @MonsterAttYam is pure poetry on two wheels. @yamaharacingcom



- IMPRESSIONS: **62,665**
- ENGAGEMENT: **2,574**



75%
INCREASE OVER
2019 YTD



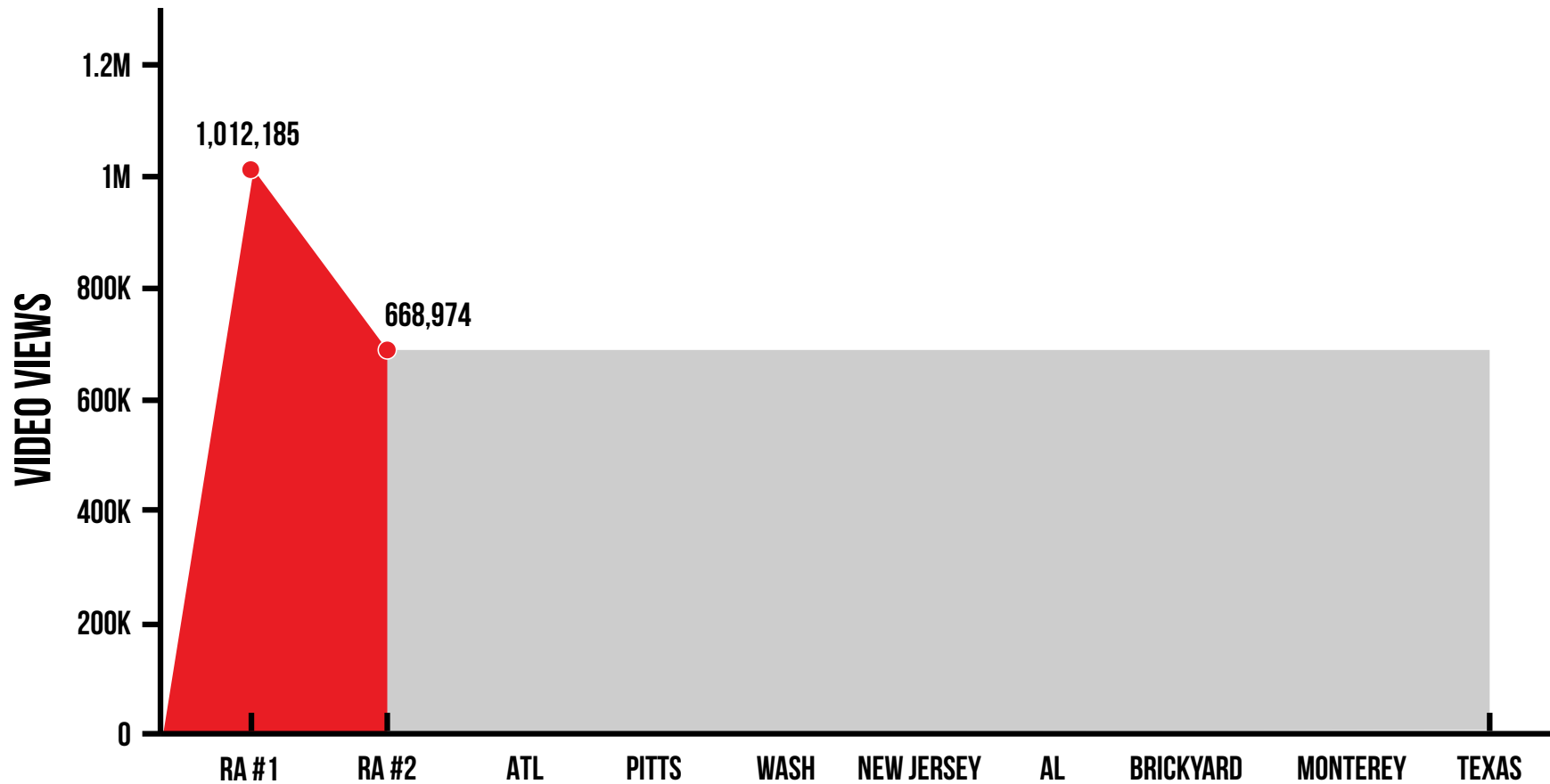
565K
VIEWS

62K
WATCH TIME(HOURS)

6.5M
IMPRESSIONS

6:36
AVERAGE VIEW DURATION

20
NUMBER OF POSTS



668,974
VIDEO VIEWS

3,280
PROFILE VIEWS

6
NUMBER OF POSTS

LIKES: 542,872 (+6.8K)

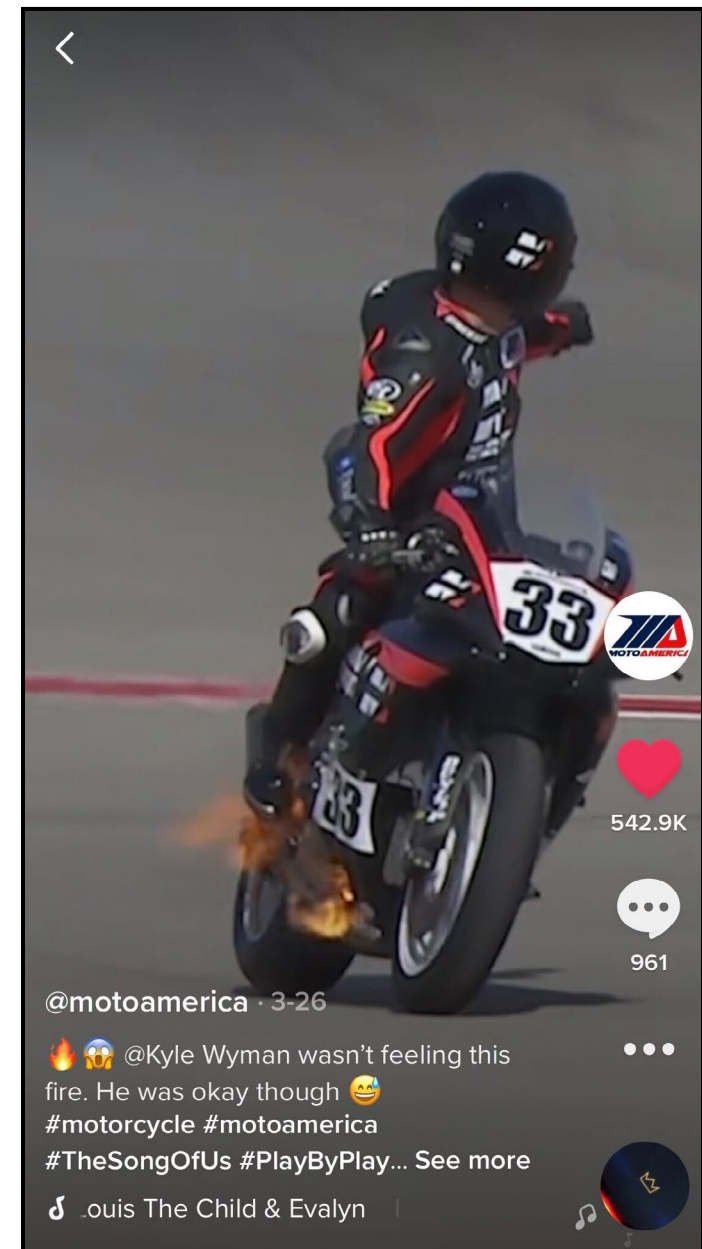
TOTAL PLAY TIME: 43,366 HRS (+589)

TOTAL VIEWS: 11,488,872 (+185K)

AVERAGE WATCH TIME: 14S

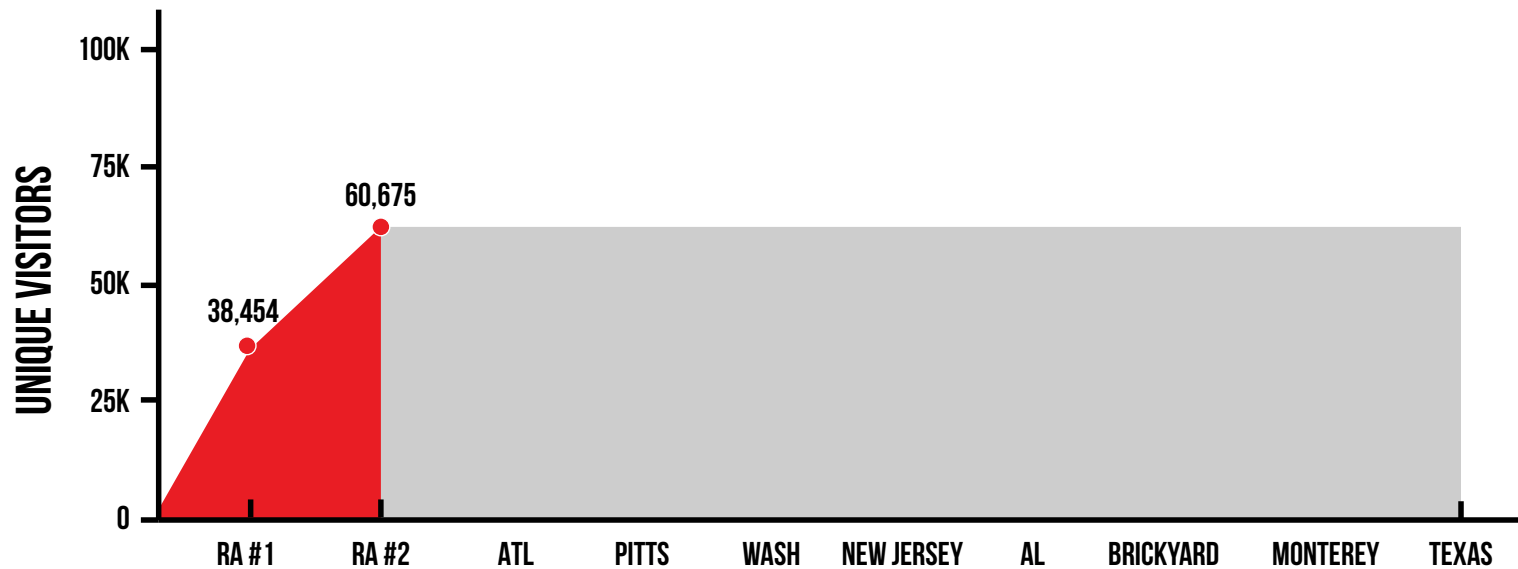
COMMENTS: 961 (+5)

SHARES: 1,927 (+120)





128%
PAGE VIEWS INCREASE
OVER ROAD AMERICA
2019





TV CLIP #1 06/27/2020

LOCAL MARKET VIEWERSHIP: **62,837**



TV CLIP #2 06/27/2020

UNIQUE VISITORS: **69,734**








TV CLIP #3 06/28/2020

UNIQUE VISITORS: **47,081**



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 June 19, 2020 - July 3, 2020, the week leading into and the week thereafter the MotoAmerica Superbikes at RoadAmerica 2, June 26-28, 2020.

COMPANY	TOTAL LIKES*	ENGAGEMENT TOTAL*	ENGAGEMENT RATE*	CONVERSATIONS**	POST**
	149,691	184,252	123%	3,849	460
	703,677	281,037	40%	3,995	65
	933,763	27,328	34%	731	57
	3,373,040	1,341,097	40%	19,942	329
	942,532	37,719	4%	1,288	98

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