



**RACE REPORT | THE RIDGE RACE**

# A REMARKABLE PERFORMANCE

PERIOD AUGUST 21-SEPTEMBER 4, 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 The Ridge Motorsports Park

The event, held August 28-30, 2020, was covered on TV and digitally. 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, August 21, 2020 - September 4, 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

PERIOD AUGUST 21-SEPTEMBER 4, 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.

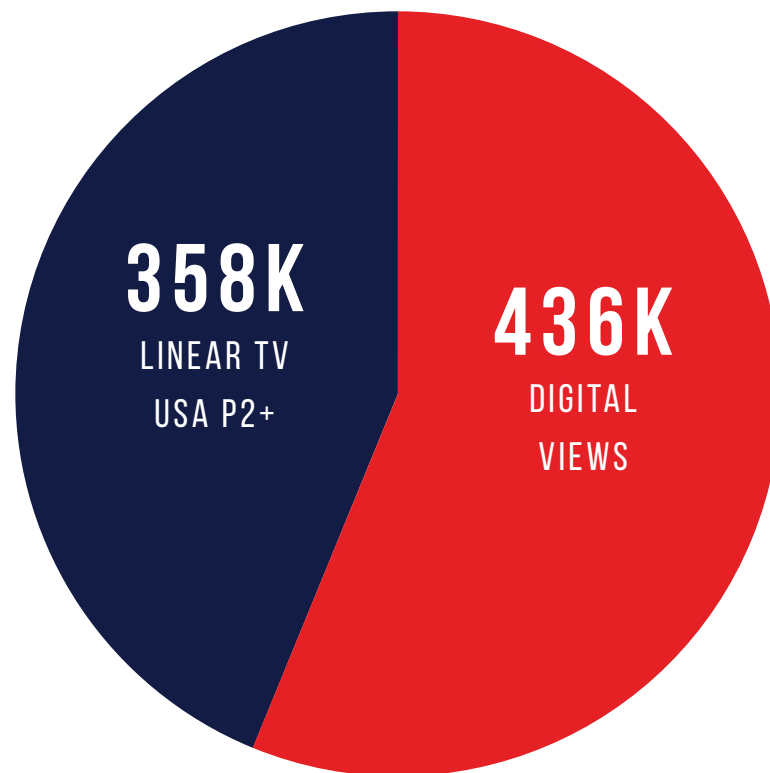
While MotoAmerica Live+ streaming can be viewed on "big screens" via Roku and casting, it is included within Digital due to the nature of its measurement which is similar to YouTube.



LINEAR TV		AA HH	AA P2+
FOX SPORTS	SUPERBIKES	146K	173K
MAVTV	SUPERSPORT	104K	104K
FOX SPORTS	JUNIOR CUP	34K	42K
NBCSN	INSIDE MOTOAMERICA	33K	39K
<b>TOTAL LINEAR TV</b>		<b>317K</b>	<b>358K</b>

DIGITAL		
LIVE+	STREAMING, SVOD	47K
FACEBOOK	TWINS CUP	43K
FACEBOOK	STOCK 1000	77K
FACEBOOK	SUPERBIKE SUPERPOLE	15K
YOUTUBE	SUPERSPORT HIGHLIGHTS	80K
YOUTUBE	SUPERBIKE HIGHLIGHTS	85K
YOUTUBE	TWINS CUP RACE & HIGHLIGHTS	31K
YOUTUBE	STOCK 1000 RACE & HIGHLIGHTS	48K
YOUTUBE	JUNIOR CUP HIGHLIGHTS	10K
<b>TOTAL MOTOAMERICA LIVE+ VIEWS</b>		<b>47K</b>
<b>TOTAL FACEBOOK VIEWS</b>		<b>135K</b>
<b>TOTAL YOUTUBE VIEWS</b>		<b>254K</b>
<b>TOTAL DIGITAL VIEWS</b>		<b>436K</b>

## RACES & HIGHLIGHTS



\*NIELSEN AVERAGE AUDIENCE HOUSEHOLD AND P2+ AVERAGE AUDIENCE

## FACEBOOK

IMPRESSIONS: **89,663,378** | REACH: **45,350,784** | ENGAGEMENT: **16,873,183**

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## INSTAGRAM

IMPRESSIONS: **43,088,609** | REACH: **25,085,863** | ENGAGEMENT: **1,513,266**

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## YOUTUBE

VIEWS: **7,991,993** | WATCH TIME: **935K HOURS** | IMPRESSIONS: **91,079,899**  
TOTAL SUBSCRIBERS: **47,400**

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## TWITTER

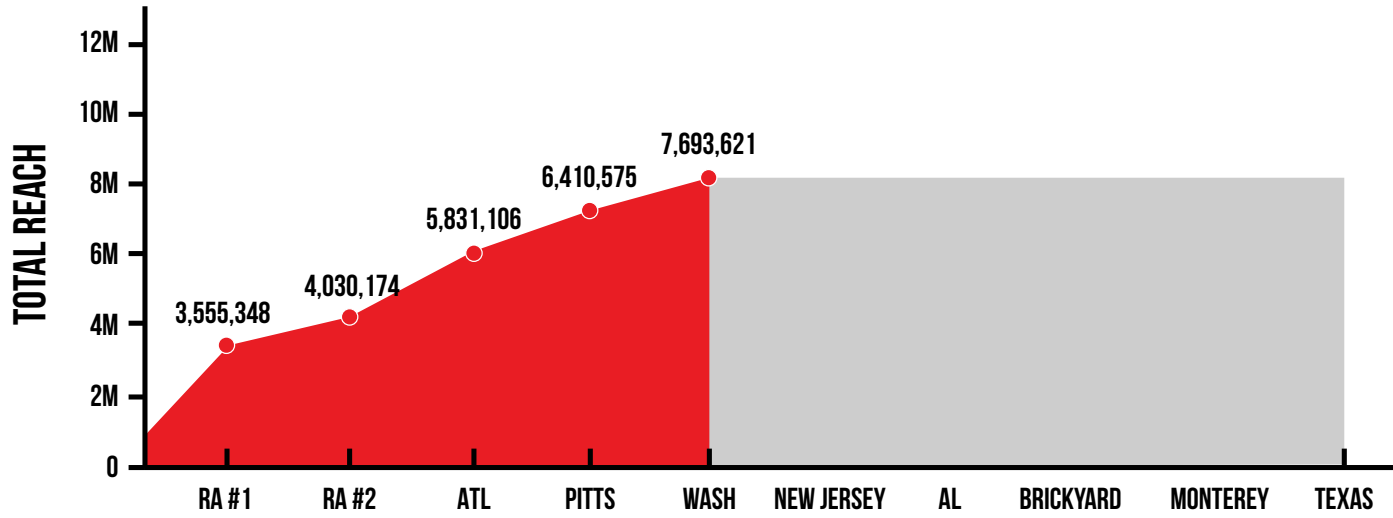
IMPRESSIONS: **5.9M**

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## DIGITAL ADS

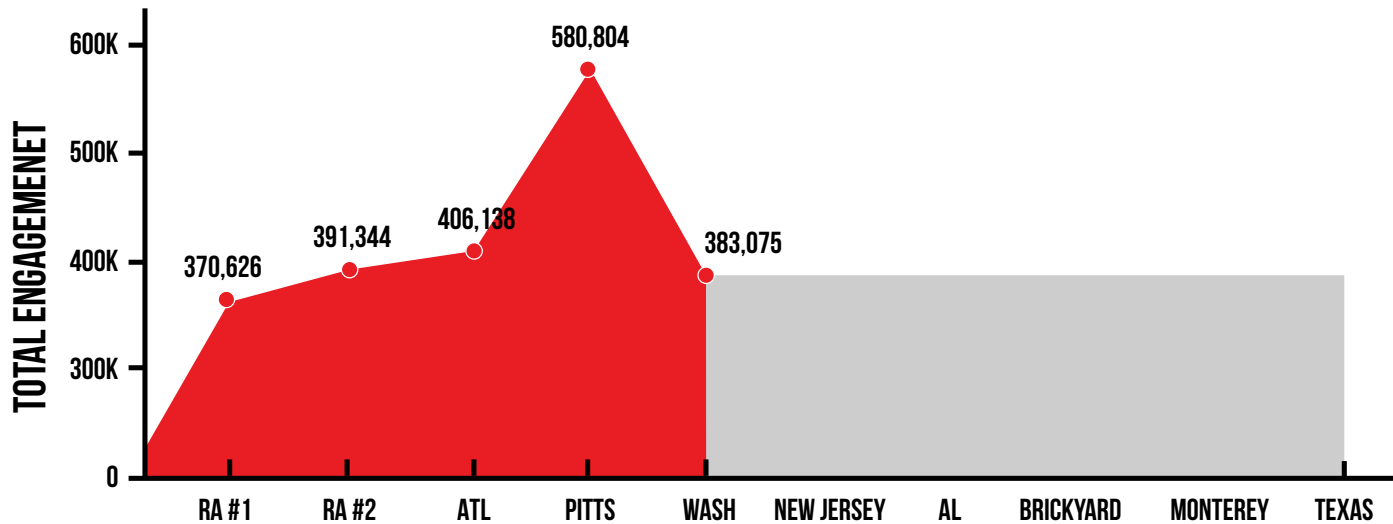
IMPRESSIONS: **2,900,000**

**7%**  
TOTAL REACH  
INCREASE OVER  
2019 ROUND 5



**7,693,621**  
TOTAL REACH

**383,075**  
TOTAL ENGAGEMENT



**176** TOTAL NUMBER  
OF POSTS

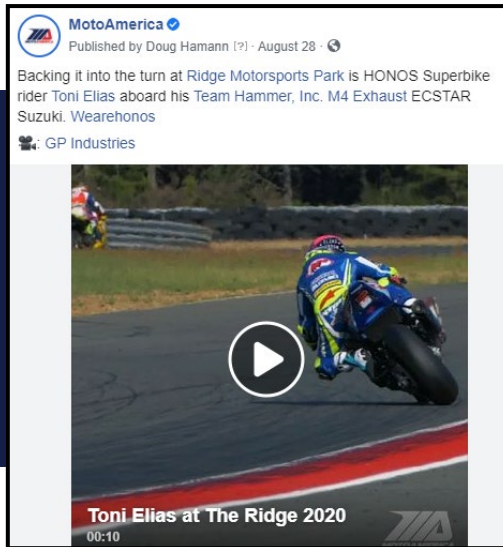
**7,213,318**  
TOTAL IMPRESSIONS

**1,562,837**  
VIDEO VIEWS



SOURCE: FACEBOOK ANALYTICS

TOP VIDEO #1



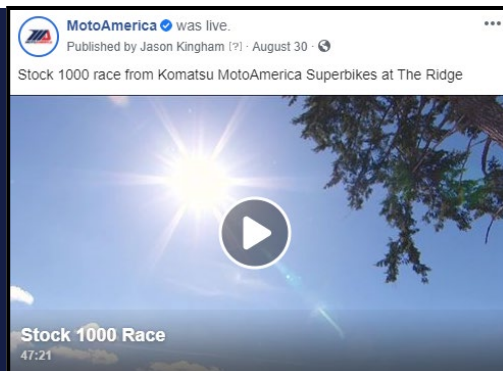
Backing it into the turn at Ridge Motorsports Park is HONOS Superbike rider Toni Elias aboard his Team Hammer, Inc. M4 Exhaust ECSTAR Suzuki. Wearehonos

**17,963**  
POST ENGAGEMENT

**128,560**  
PEOPLE REACHED

**58,874**  
VIDEO VIEWS

TOP VIDEO #2



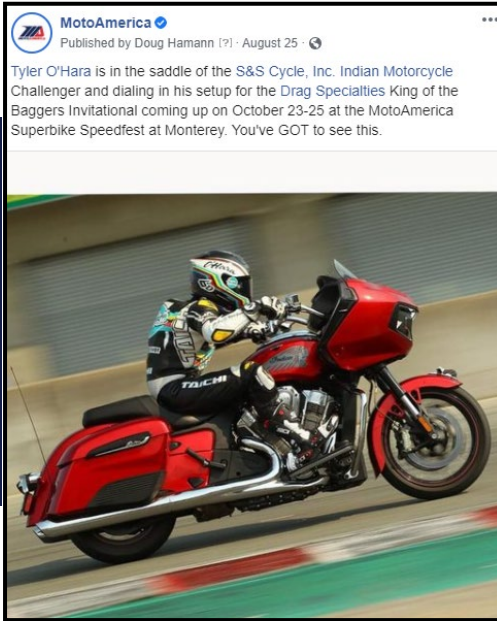
Stock 1000 race from Komatsu MotoAmerica Superbikes at The Ridge

**8,953**  
POST ENGAGEMENT

**79,204**  
PEOPLE REACHED

**37,527**  
VIDEO VIEWS

TOP IMAGE #1



Tyler O'Hara is in the saddle of the S&S Cycle, Inc. Indian Motorcycle Challenger and dialing in his setup for the Drag Specialties King of the Baggers Invitational coming up on October 23-25 at the MotoAmerica Superbike Speedfest at Monterey. You've GOT to see this.

**6,991**  
POST ENGAGEMENT

**76,041**  
PEOPLE REACHED

TOP IMAGE #2



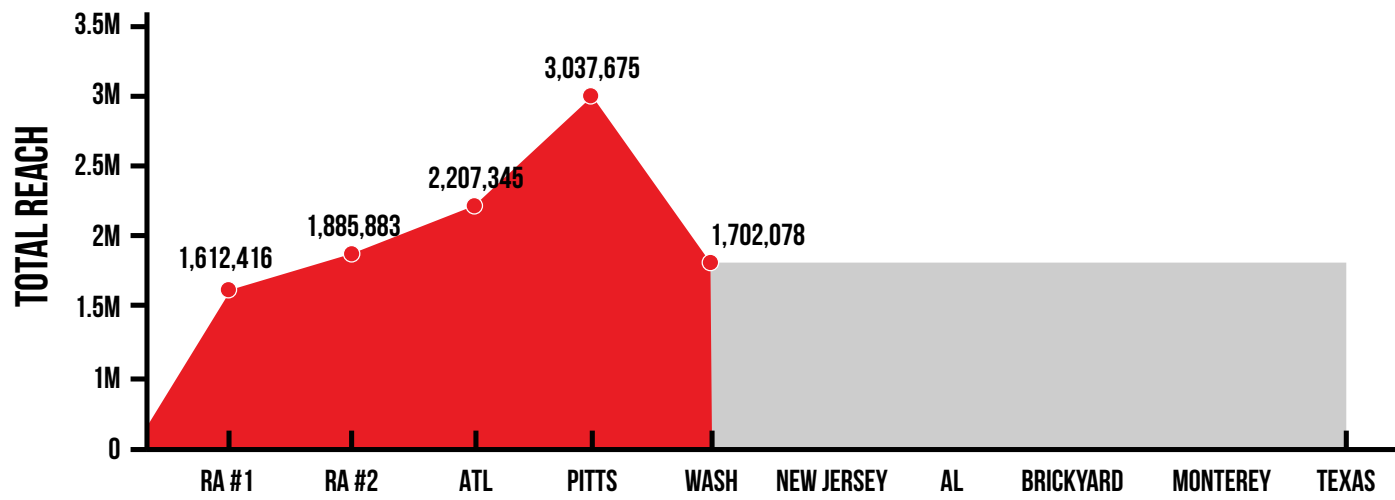
The riders stand by the choice of using the chicane at the Ridge Motorsports Park on the opening lap, despite multi-rider crash. <https://bit.ly/3ly8xcD>

**5,694**  
POST ENGAGEMENT

**39,680**  
PEOPLE REACHED



**70%**  
TOTAL REACH  
INCREASE OVER  
2019 ROUND 5



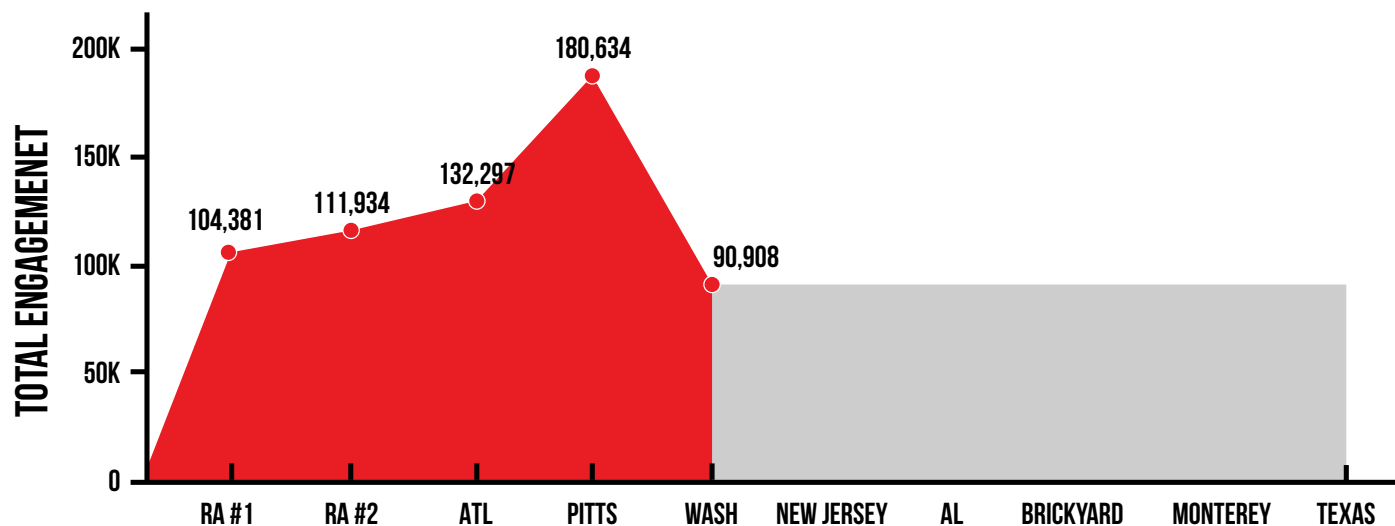
**1,702,078**  
TOTAL REACH

**90,908**  
TOTAL ENGAGEMENT

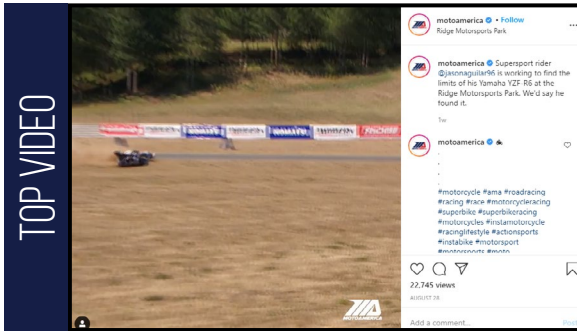
**116** TOTAL NUMBER  
OF POSTS

**5,409,785**  
TOTAL IMPRESSIONS

**380,346**  
VIDEO VIEWS



SOURCE: INSTAGRAM/GOOGLE ANALYTICS

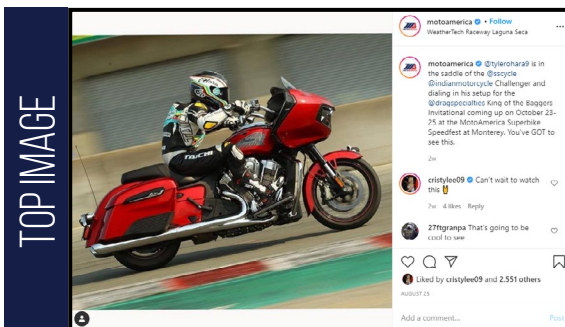


Supersport rider @jasonaguilar96 is working to find the limits of his Yamaha YZF-R6 at the Ridge Motorsports Park. We'd say he found it.

**2,418**  
ENGAGEMENT

**32,534**  
REACH

**22,744**  
VIEWS

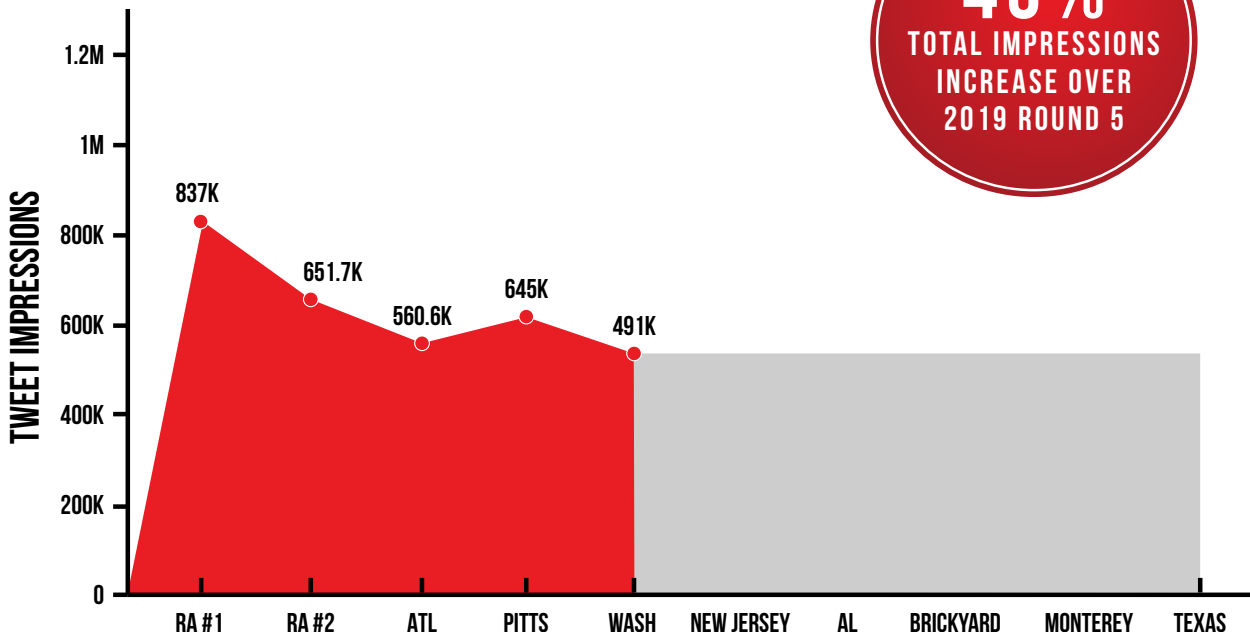


@tylerohara9 is in the saddle of the @sscycycle @indianmotorcycle Challenger and dialing in his setup for the @dragspecialties King of the Baggers Invitational coming up on October 23-25 at the MotoAmerica Superbike Speedfest at Monterey. You've GOT to see this.

**3,050**  
ENGAGEMENT

**47,110**  
REACH

**45%**  
TOTAL IMPRESSIONS  
INCREASE OVER  
2019 ROUND 5



**214**  
TWEETS

**491K**  
TWEET IMPRESSIONS

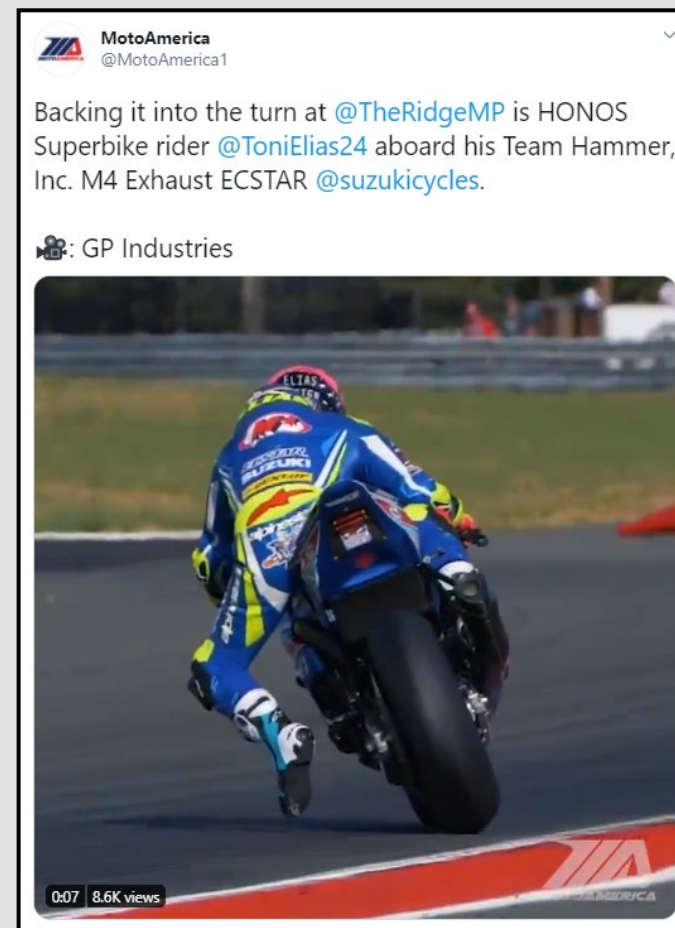
**4,710**  
PROFILE VISITS

**504**  
MENTIONS

**16,848**  
FOLLOWERS

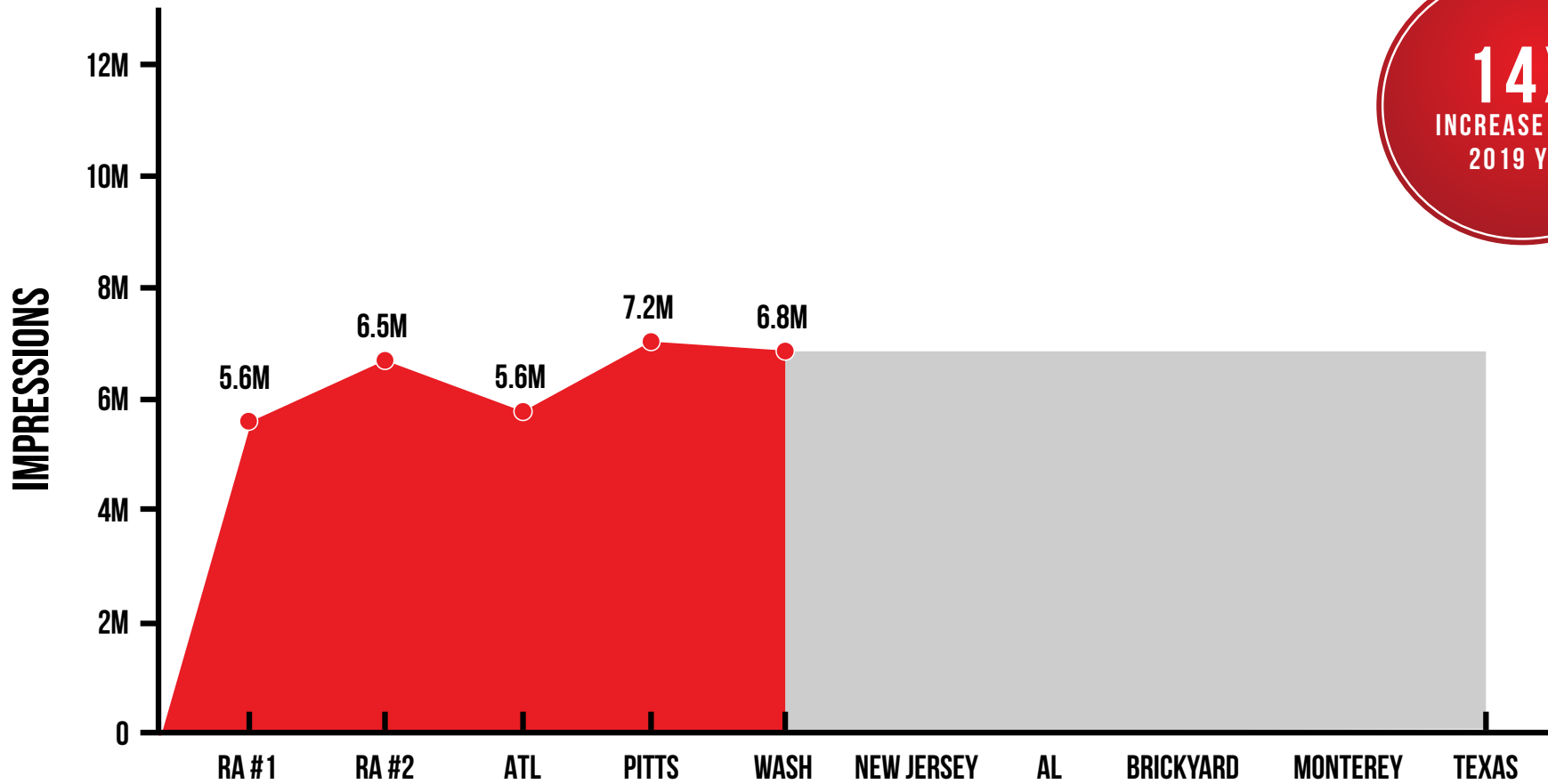
## TOP TWEET

Backing it into the turn at @TheRidgeMP is HONOS Superbike rider @ToniElias24 aboard his Team Hammer, Inc. M4 Exhaust ECSTAR @suzukicycles.



- IMPRESSIONS: **30,370**
- ENGAGEMENT: **1,734**

**14X**  
INCREASE OVER  
2019 YTD



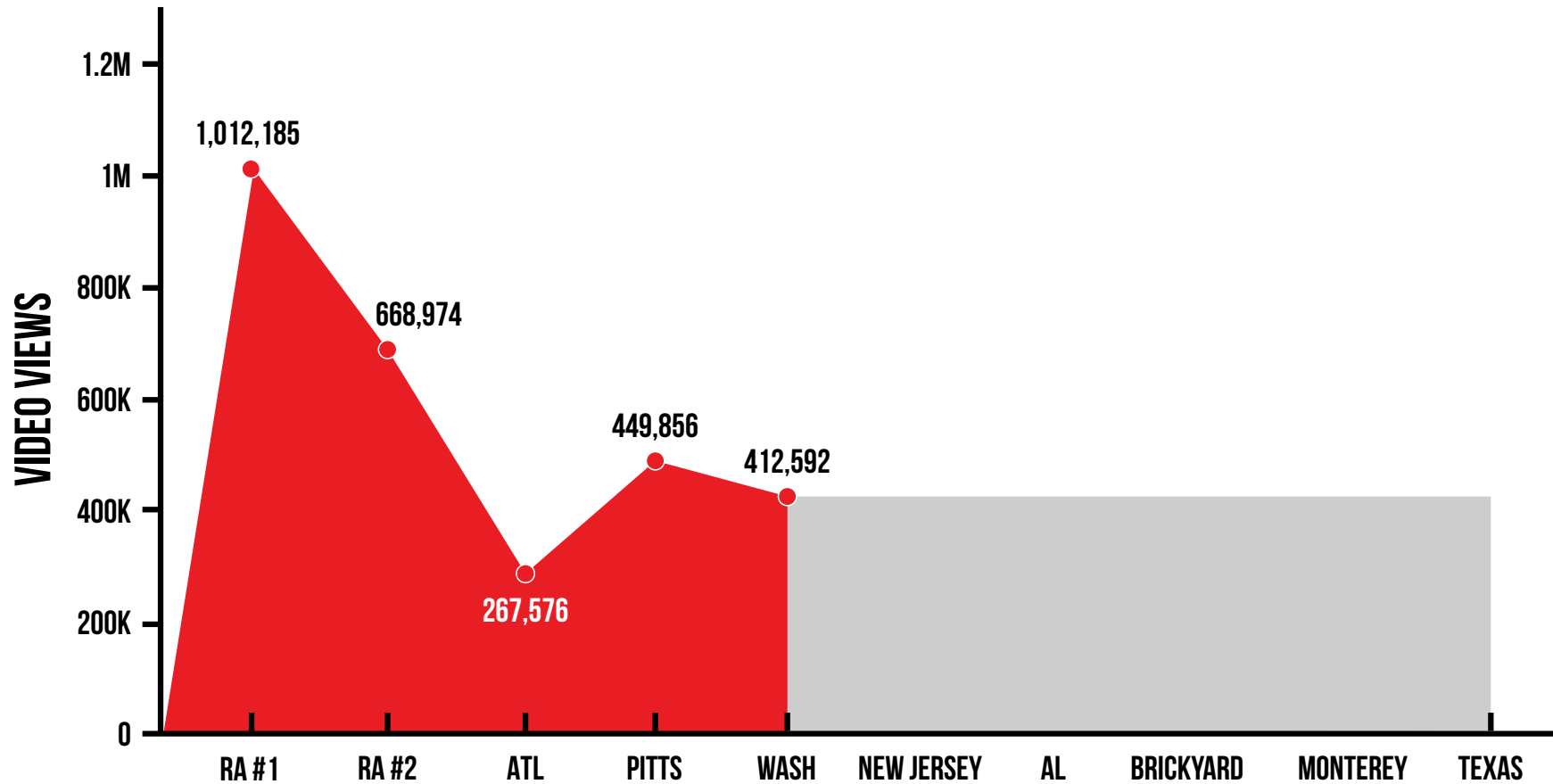
**578K**  
VIEWS

**46K**  
WATCH TIME(HOURS)

**6.8M**  
IMPRESSIONS

**4:46**  
AVERAGE VIEW DURATION

**21**  
NUMBER OF POSTS



**412,592**  
VIDEO VIEWS

**4,919**  
PROFILE VIEWS

**10**  
NUMBER OF POSTS



# TIKTOK TOP POST

PERIOD AUGUST 21-SEPTEMBER 4, 2020

**LIKES: 3,357**

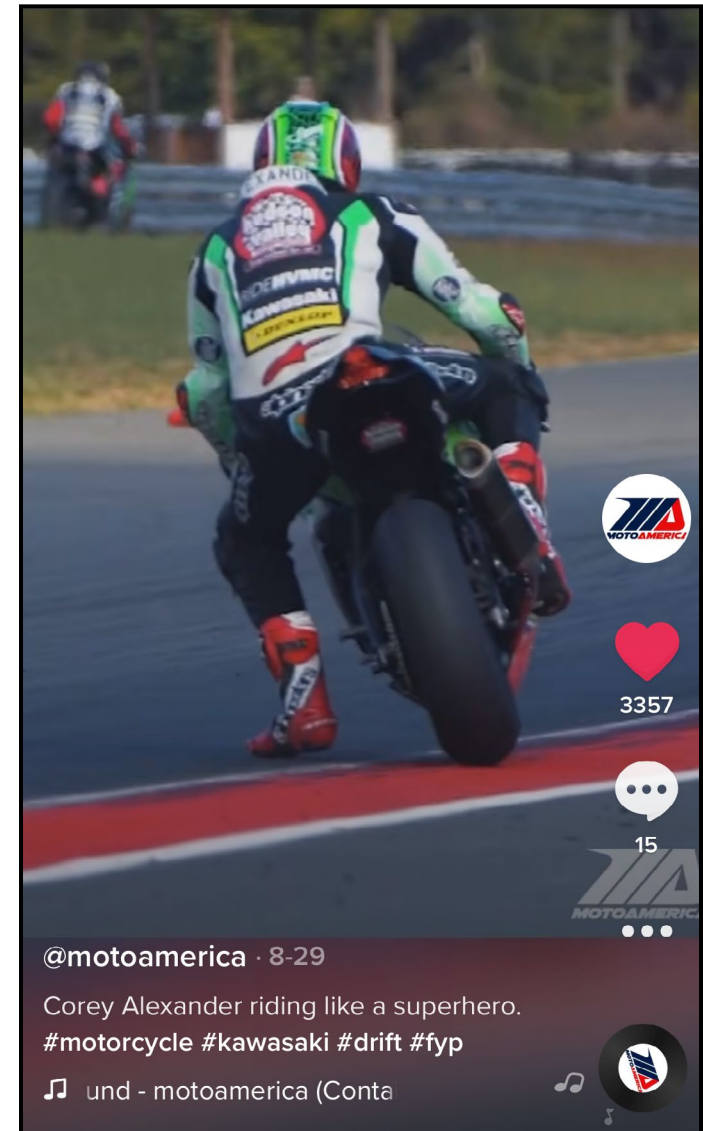
**TOTAL PLAY TIME: 203H**

**TOTAL VIEWS: 70,032**

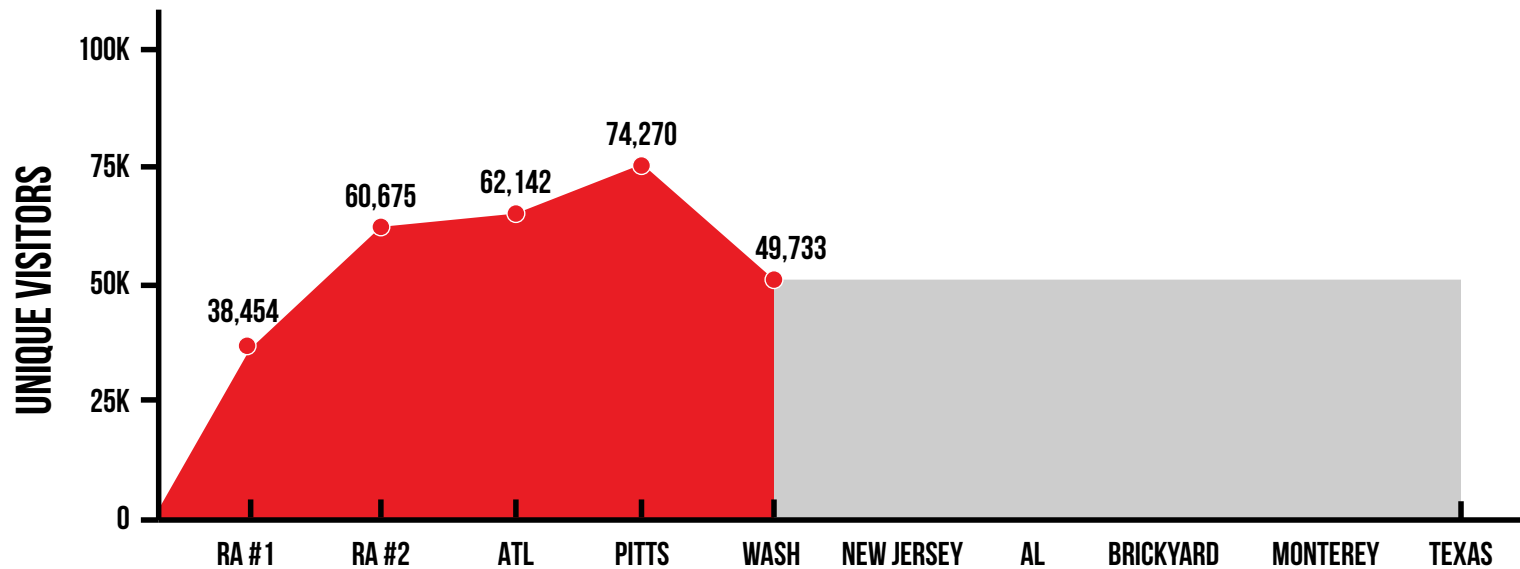
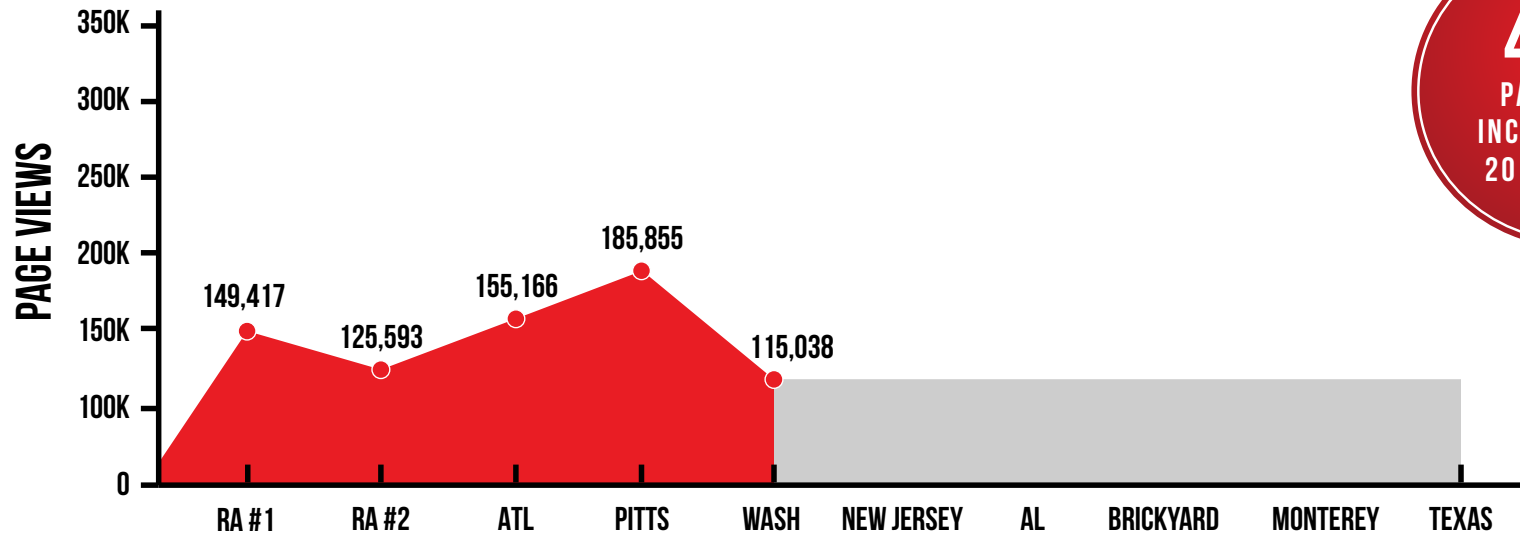
**AVERAGE WATCH TIME: 10S**

**COMMENTS: 15**

**SHARES: 88**



**47%**  
PAGE VIEWS  
INCREASE OVER  
2019 ROUND 5



# 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>
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%	15,381	2%
Barber Motorsports Park	10,250	8,634	10,033	14,256	16,321	14%	16,379	0%
Year Totals	<b>249,350</b>	<b>275,598</b>	<b>317,947</b>	<b>343,554</b>	<b>316,611</b>			

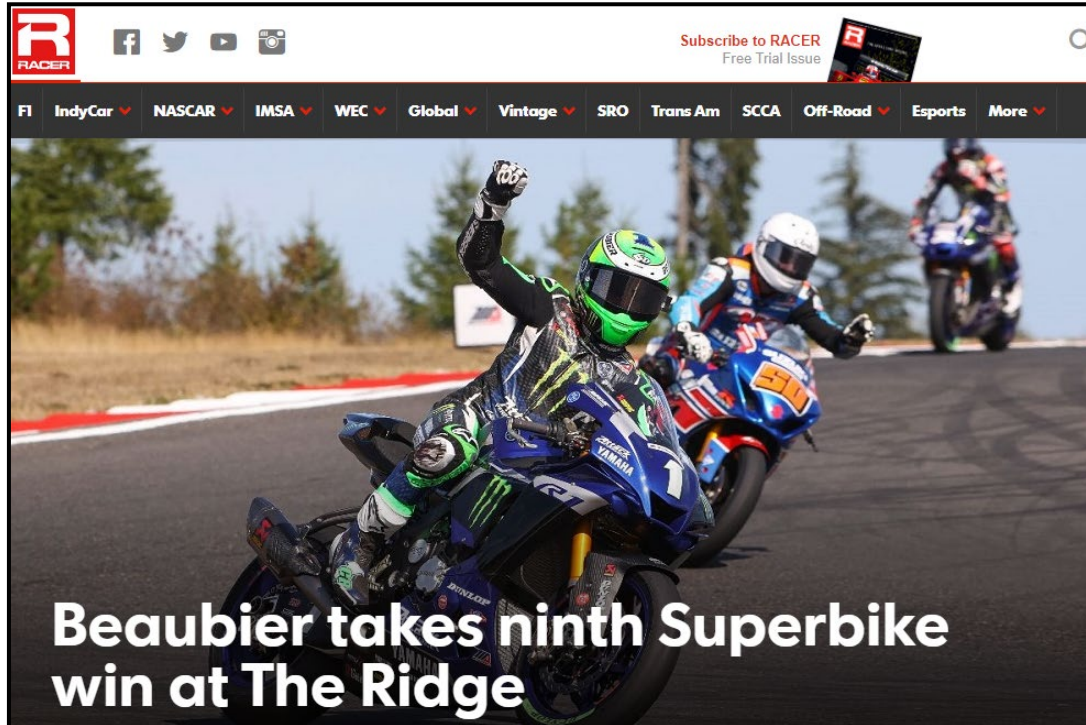
Blue Adverse weather

\*Dorna events for 2019 and prior





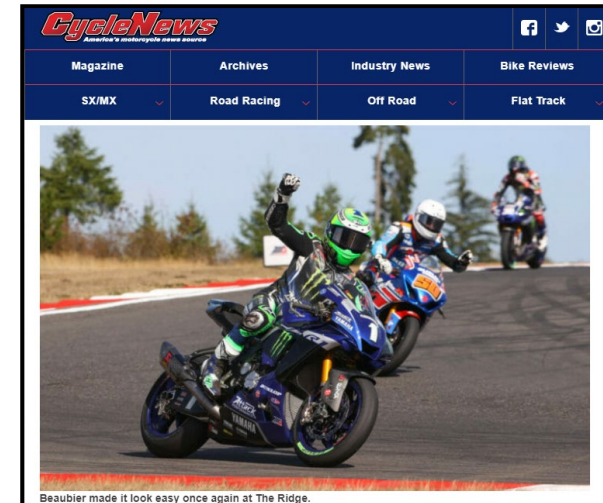
## NEWS CLIP #1



1.25M UVM



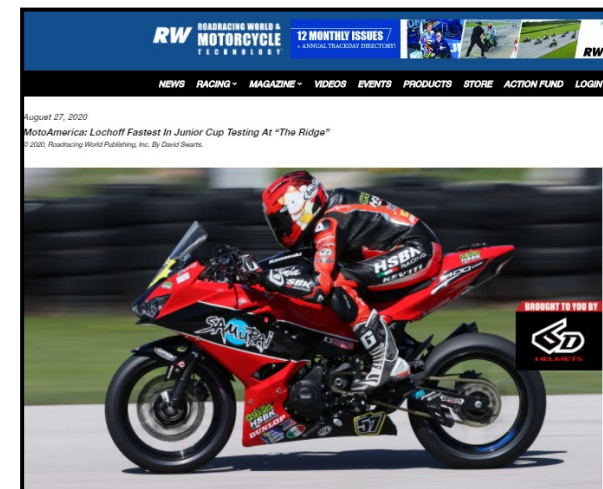
## NEWS CLIP #2



112K UVM



## NEWS CLIP #3








117K UVM



MotoAmerica boasts one of the highest social media engagement ratios of any motorsports due to its authentic, organically-built follower base.

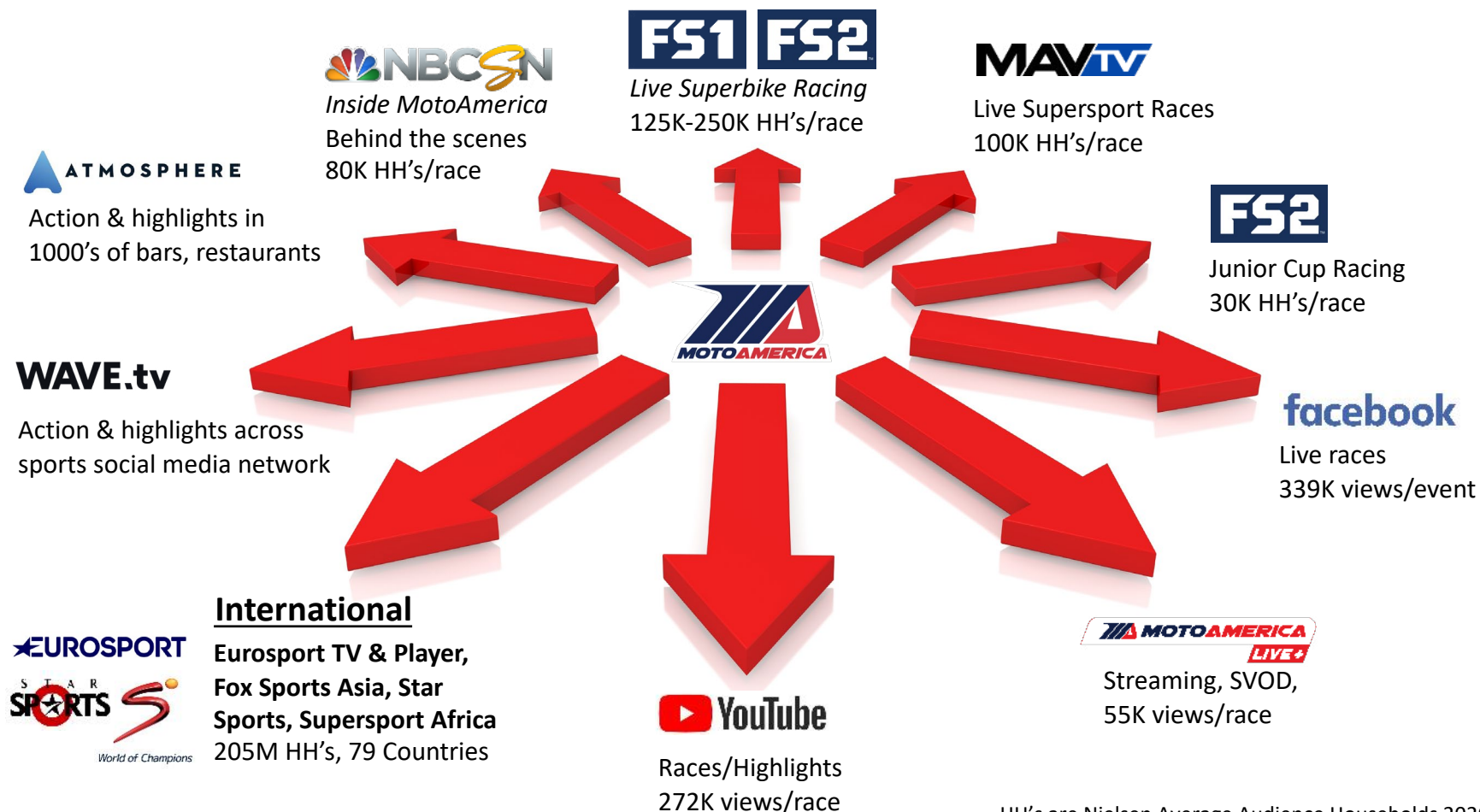
Proper comparative analysis is ideal when each series hosts an event. The Following metrics highlight the period August 21, 2020 - September 4, 2020, the week leading into and the week thereafter the MotoAmerica Superbikes at Pittsburgh, August 28-30, 2020.

COMPANY	TOTAL LIKES*	ENGAGEMENT TOTAL*	ENGAGEMENT RATE*	CONVERSATIONS**	POSTS**
	154,349	153,270	99%	4,042	505
	932,894	51,785	6%	1,855	92
	3,366,419	122,125	4%	1,138	36
	940,629	254,979	27%	12,994	243
	710,127	831,823	117%	10,080	287



FACEBOOK\* | ALL SOCIAL MEDIA\*\*

## 478,000 USA TV HOUSEHOLDS, 714,000 DIGITAL VIEWS



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

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