

# RACE REPORT

KOMATSU MOTOAMERICA SUPERBIKES AT  
THE RIDGE JUNE 25-27, 2021



KOMATSU





# SERIES OVERVIEW

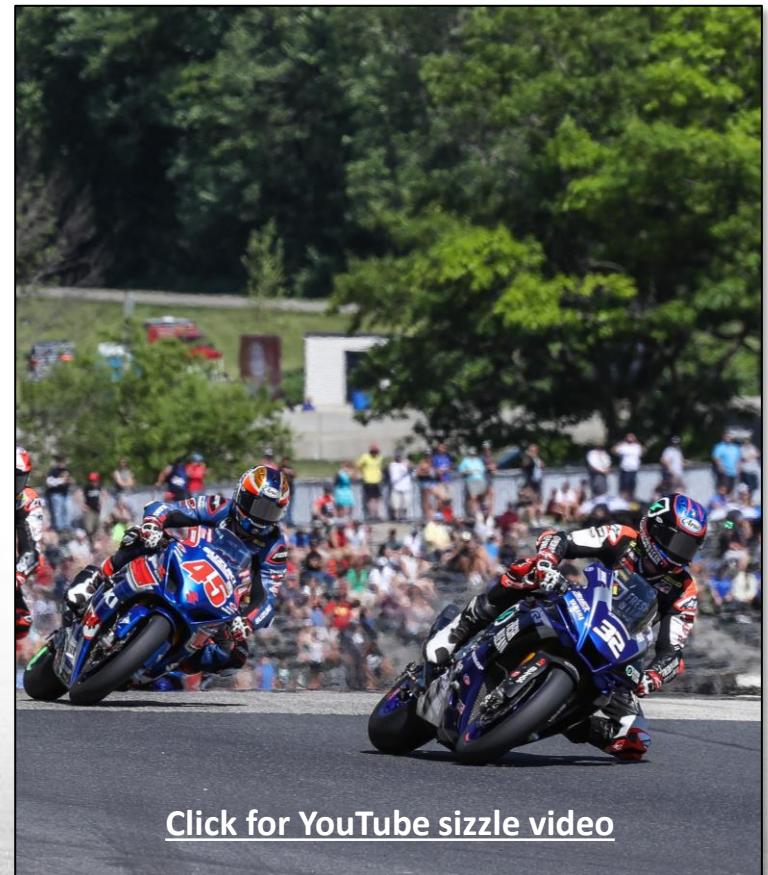


## THE ROLL CONTINUES

MotoAmerica has grown nonstop since acquiring AMA road racing rights in 2015.

Each year breaks records across events, classes, competitors, attendance, viewership, content distribution and exceptional social media – a success story seven years running.

The series now stands at 9-10 annual events, each spanning a 3-day weekend. More than 120 riders compete in over 5 idyllic classes. MotoAmerica also leads with more TV programming hours than any motorcycle series broadcast in the USA.



[Click for YouTube sizzle video](#)

# REPORT OVERVIEW

EVENT DATE: JUNE 25-27, 2021



## RACE COVERAGE

Each MotoAmerica event delivers racing and behind-the-scenes content across nearly 20 different programs & platforms. This delivers broader demographics in addition to greater reach.

## METHODOLOGY

In general, the metrics in this report cover the event weekend and week thereafter, June 25 – July 2.

## SNAPSHOT SUMMARY

Hampered by record-breaking heat, a shortened ticket on-sale period and mandated attendance restrictions – the first “fan permitted” MotoAmerica event at The Ridge was still a success.

204	Entries
6	Competition Classes (including Mini Cup by Motul)
11,133	Attendance (1 <sup>st</sup> year event, weather impact)
371,347	Linear TV AA Households (North America)
3.9M	Digital Video Views (Racing, Highlights)
11.4M	Social Media Reach
918K	Social Media Engagement



### International:

Fox Sports Australia  
Fox Sports Asia  
SuperSport S.A.  
Eurosport TV

# LINEAR TV VIEWERSHIP

JUNE 26-30, 2021



MAVTV

## SUMMARY

Total AA: 371,347 Households and 466,554 P2+ (North America)

Total Programs: 8 Unique Premiere shows, over 22 total airings

### Notes

- Strong HONOS Superbike ratings for relatively new track.
- Sat & Sun Superbike airings were repeated instead of Rewind.
- HONOS Superbike total HH ratings were 2x forecast, 204K.
- STG Junior Cup total HH ratings were 2x forecast, 41K.

### Sources, Definitions

- Fox Sports via Nielsen, MAVTV via 605 Platform.
- MAVTV Does not report P2+, so HH's are shown.
- P2+: All viewers in a household over 2 years old.
- L: Live, P: Premier, R: Reair, Blue text: Forecasted
- AA: Average Audience, the average number of viewers watching at any given moment.

## DETAILS

Date	Time	Network	Program	Type	Mins	AA HH	AA P2+
06/26/21	7:35 PM	FS1	MOTOAMERICA SUPERBIKE L	L	35	97,507	146,862
06/26/21	7:10 PM	FS2	MOTOAMERICA SUPERBIKE L	L	51	12,789	20,661
06/27/21	5:00 PM	FS1	MOTOAMERICA SUPERBIKE L	L	60	42,903	53,501
06/27/21	9:00 PM	FS2	MOTOAMERICA SUPERBIKE	R	60	7,691	9,105
06/27/21	10:00 PM	FS2	MOTOAMERICA SUPERBIKE	R	60	5,519	6,790
06/29/21	1:00 AM	FS1	MOTOAMERICA SUPERBIKE	R	60	21,474	26,037
06/29/21	8:00 PM	FS2	MOTOAMERICA SUPERBIKE	R	60	9,918	8,983
06/30/21	3:00 PM	FS2	MOTOAMERICA SUPERBIKE	R	60	6,725	6,917
HONOS Superbike Total						204,526	278,856
06/26/21		MAVTV	SUPERSPORT SAT	L	60	18,750	18,750
06/26/21		MAVTV	SUPERSPORT SAT	R	60	18,750	18,750
06/27/21		MAVTV	SUPERSPORT SUN	L	60	18,750	18,750
06/27/21		MAVTV	SUPERSPORT SUN	R	60	18,750	18,750
Supersport Total						75,000	75,000
06/29/21	9:00 PM	FS2	MOTOAMERICA JUNIOR CUP	P	30	12,479	12,689
06/29/21	9:30 PM	FS2	MOTOAMERICA JUNIOR CUP	P	30	19,987	19,850
06/30/21	9:00 PM	FS2	MOTOAMERICA JUNIOR CUP	R	30	3,445	4,115
06/30/21	9:30 PM	FS2	MOTOAMERICA JUNIOR CUP	R	30	5,131	3,872
STG Junior Cup Total						41,042	40,526
07/08/21	7:00 PM	FS2	INSIDE MOTOAMERICA 4	P	60	1,908	5,525
07/08/21	12:30 AM	FS2	INSIDE MOTOAMERICA 4	R	60	4,523	4,387
07/10/21	12:00 PM	FS2	INSIDE MOTOAMERICA 4	R	60	35,339	44,168
07/10/21	6:30 PM	FS2	INSIDE MOTOAMERICA 4	R	60	6,670	15,622
07/11/21	9:00 AM	FS2	INSIDE MOTOAMERICA 4	R	60	2,339	2,470
Inside MotoAmerica Total						50,779	72,172
Eurosport TV			HONOS Superbike	P	60	TBA	TBA
Fox Sports Australia			HONOS Superbike	P	60	TBA	TBA
Fox Sports Asia			HONOS Superbike	P	60	56,000	75,000
SuperSport S. Africa			HONOS Superbike	P	60	TBA	TBA
International Total						56,000	75,000
THE RIDGE TOTAL						427,347	541,554



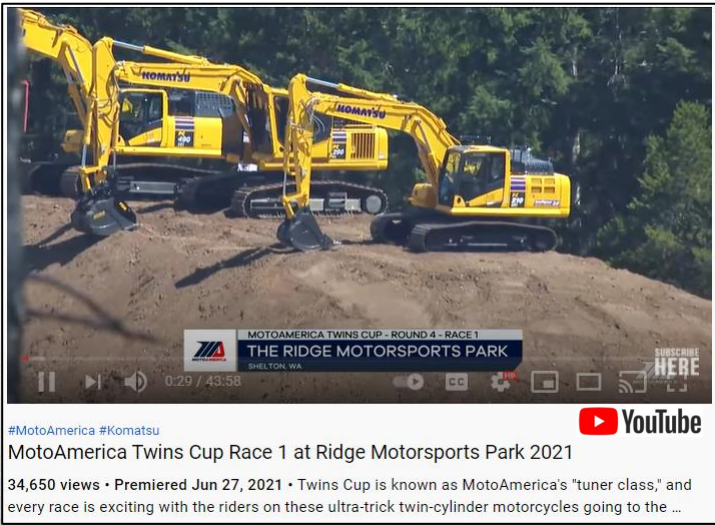
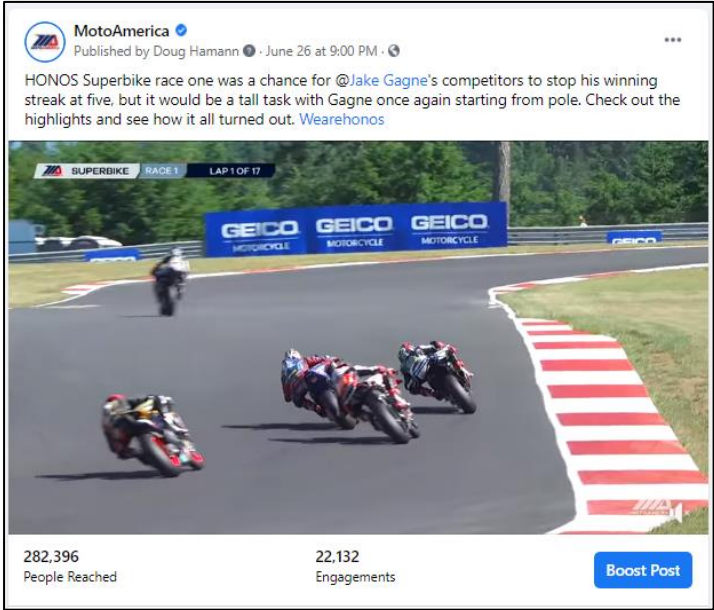
## SUMMARY

### Race & highlight videos

39,522	Live, MotoAmerica Live+
21,104	SVOD, MotoAmerica Live+
121,000	YouTube
3,333,902	Facebook
184,549	Instagram
36,569	Twitter
391,873	TikTok
<b>4,128,873</b>	<b>Total Views</b>

### Notes

Watching MotoAmerica Live+ on the app, PC or Connected TV is similar to Linear TV. However, since Live+ metrics are delivered Views, not Households, it is categorized with other platforms measured in Views.



## SUMMARY

11,133 Three-Day Total

While still a success, the first “fan attended” MotoAmerica event at The Ridge was hampered by record-breaking heat, a shortened ticket on-sale period and mandated attendance restrictions.



## DETAILS

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>+/-</u>
Michelin Raceway Road Atlanta	13,750	16,329	15,750	14,000	15,861	16,177	20,919	29%
Virginia International Raceway	11,000	10,257	10,200	10,200	13,524	no race	16,375	21%
Road America	18,500	23,781	23,525	24,009	25,800	27,401	35,111	28%
The Ridge Motorsports Park						no fans	11,133	
WeatherTech Laguna Seca	52,700	61,052	64,298	64,425	67,685	no fans		
Brainerd International Raceway						no race		
Pittsburgh Int'l Race Complex			14,544	15,203	15,974	16,081		
New Jersey Motorsports Park	14,000	14,499	14,100	11,500	15,069	15,381		
Barber Motorsports Park	10,250	8,634	10,033	14,256	16,321	16,379		
Circuit of the Americas	119,650	131,881	142,000	165,000	120,545			
The Brickyard / Indianapolis						9,979		
Utah Motorsports Campus	9,500	9,165	9,300	9,500	9,623			
Sonoma Raceway			14,197	15,461	16,209			
Blue = Adverse weather	249,350	275,598	317,947	343,554	316,611	101,398		

## SUMMARY

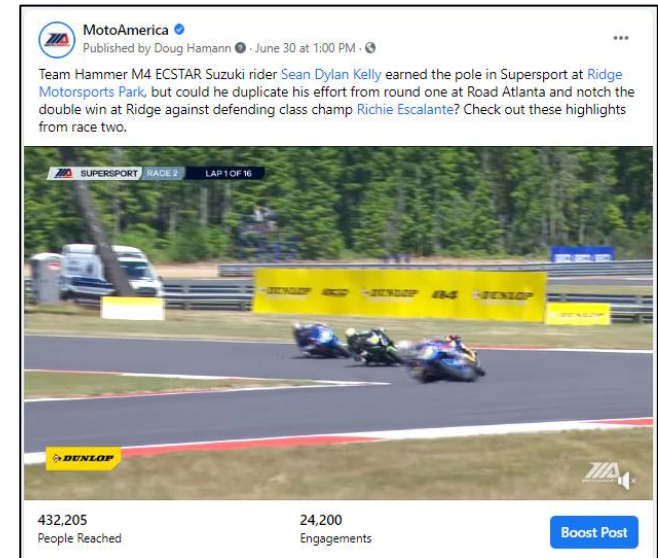
192	Posts
11,928,557	Impressions
11,419,508	Reach (est)
918,070	Engagement
3,946,893	Video Views
11,519	Shares/Comments

## DETAILS

	Facebook	Instagram	Twitter	TikTok
Posts	66	35	83	8
Impressions	10,100,115	1,056,854	379,715	391,873
Reach (est)	9,766,184	958,895	341,744	352,686
Engagement	834,240	45,499	13,445	24,886
Video Views	3,333,902	184,549	36,569	391,873
Comments/Share:	9,773	391	427	928

## NOTES

- All metrics shown are organic, non-paid.
- Diversity: Four different platforms serve content uniquely, delivering greater content Reach and Diversity.
- Engagement: Sharing, commenting and friend-tagging confirms that viewers find such value in MotoAmerica content they broadcast it themselves.





# WEBSITES, MEDIA CAMPAIGNS

JUNE 26-30, 2021



## MotoAmerica.com

99,129 Page Views  
50,230 Sessions

## REGIONAL - ADVERTISING & MKTG NATIONAL - AWARENESS & TUNE-INS

Regional multimedia campaign including Digital, Social Media and PR.  
Multiple creatives delivered weeks prior event; a shortened pre-marketing period due to event attendance authorization from the state.

Nationwide digital campaign for awareness and Tune-In details  
Digital Display Ads, Social Media and YouTube delivered days prior event.

TBA Impressions Total

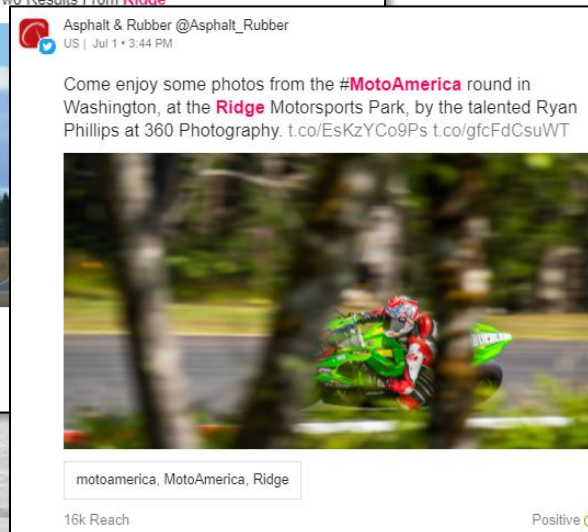
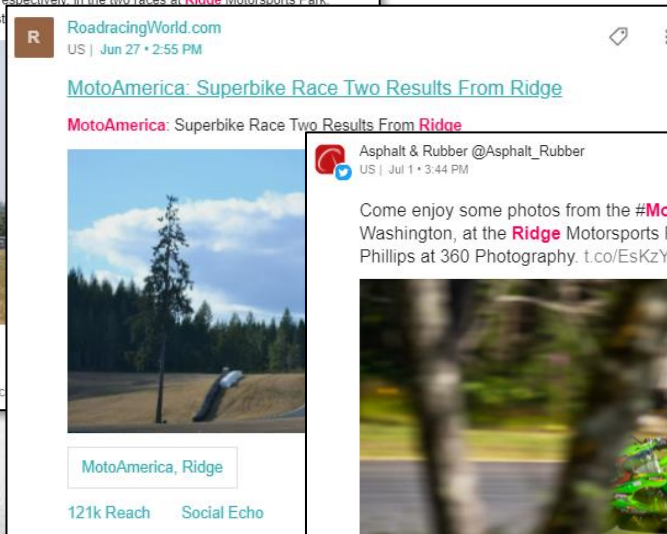
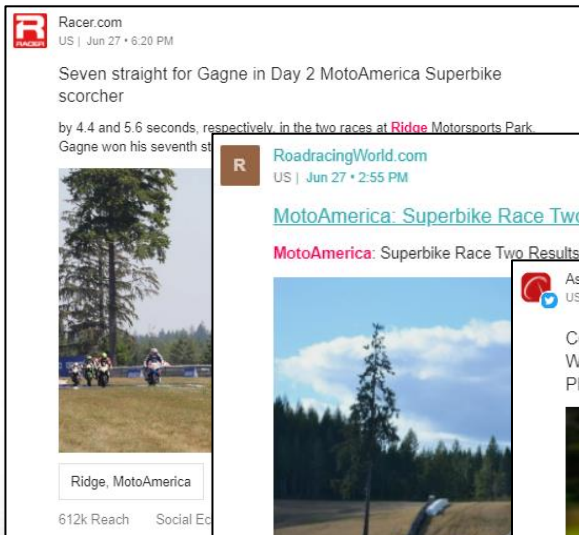
	Users ? ↓	New Users ?
	32,816 % of Total: 100.00% (32,816)	25,196 % of Total: 100.06% (25,180)
1. 🇺🇸 United States	26,696 (81.63%)	20,430 (81.08%)
2. 🇫🇷 France	754 (2.31%)	519 (2.06%)
3. 🇨🇦 Canada	724 (2.21%)	539 (2.14%)
4. 🇩🇪 Germany	493 (1.51%)	458 (1.82%)
5. 🇬🇧 United Kingdom	478 (1.46%)	374 (1.48%)
6. 🇮🇹 Italy	283 (0.87%)	196 (0.78%)
7. 🇪🇸 Spain	260 (0.80%)	197 (0.78%)
8. (not set)	249 (0.76%)	247 (0.98%)
9. 🇦🇺 Australia	224 (0.68%)	185 (0.73%)
10. 🇱🇦 Laos	188 (0.57%)	187 (0.74%)





## SUMMARY

TBA Regional Articles/Posts  
50 National online posts or articles



# CONTACT



**Jeff Nasi**

SVP

(310) 993-9190 M

[jnasi@motoamerica.com](mailto:jnasi@motoamerica.com)

**MotoAmerica**

18004 Sky Park Cir. STE 110

Irvine, CA 92614

[www.motoamerica.com](http://www.motoamerica.com)