

RACE REPORT

SUPERBIKES AT VIRGINIA MAY 21-23, 2021



MOTO AMERICA
SUPERBIKES
AT VIRGINIA MAY 21-23, 2021



SERIES OVERVIEW



STRENGTH

MotoAmerica has grown nonstop since assuming 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 six years running.

The series now stands at 9-10 annual events, each spanning a 3-day weekend. More than 130 riders compete in over 5 idyllic classes. MotoAmerica also leads with more TV programs and hours than any motorcycle series broadcast in the USA.



[Click for YouTube sizzle video](#)

REPORT OVERVIEW



RACE COVERAGE

MotoAmerica content distribution delivers both reach and breadth. From live racing to rider personalities, content is propelled across a true multimedia footprint.

METHODOLOGY

This report encompasses the overall media impact of the 2021 event held at Virginia International Raceway. In general, the metrics include the event weekend and week thereafter, May 21–28.

SNAPSHOT EVENT SUMMARY

5	Competition Classes
138	Competitor Entries
16,375	Attendance (21% YOY Increase)
332,121	Linear TV AA Households (North America)
2M	Digital Views (Racing, Highlights)
8.4M	Social Media Reach
279K	Social Media Engagement



International:

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



LINEAR TV VIEWERSHIP

MAY 21 – JUN 11



SUMMARY

Total AA: 332,121 Households and 406,303 P2+ (North America)
 Total Programs: 7 Unique Premiere shows, 19 total airings

Notes

- Outstanding Sunday Superbike ratings, 144K HH on one show
- Notable that STG Junior Cup P2+ rating is over 1.7x its HH's, revealing that the show is engaging a full house of viewers

Sources, Definitions

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

DETAILS

Date	Time	Network	Program	Type	Mins	AA HH	AA P2+
05/22/21	3:00 PM	FS2	MOTOAMERICA SUPERBIKE L	L	60	11,020	15,771
05/23/21	8:00 PM	FS1	MOTOAMERICA SUPERBIKE	R	60	144,225	172,091
05/23/21	3:30 AM	FS1	MOTOAMERICA SUPERBIKE	R	60	20,843	23,901
05/23/21	3:00 PM	FS2	MOTOAMERICA SUPERBIKE L	L	60	11,504	17,433
05/25/21	8:00 PM	FS2	MOTOAMERICA REWIND	P	60	3,788	3,712
05/25/21	2:00 AM	FS2	MOTOAMERICA REWIND	R	60	17,903	27,904
05/26/21	11:00 PM	FS1	MOTOAMERICA REWIND	R	60	9,177	11,505
HONOS Superbike Total						218,460	272,317
05/22/21	2:00 PM	MAVTV	SUPERSPORT SAT	L	60	11,052	11,052
05/23/21	12:00 PM	MAVTV	SUPERSPORT SAT	R	60	19,843	19,843
05/23/21	7:00 PM	MAVTV	SUPERSPORT SAT	R	60	12,625	12,625
05/23/21	1:00 PM	MAVTV	SUPERSPORT SUN	L	60	18,754	18,754
05/23/21	8:00 PM	MAVTV	SUPERSPORT SUN	R	60	12,905	12,905
Supersport Total						75,179	75,179
05/25/21	9:00 PM	FS2	MOTOAMERICA JUNIOR CUP	P	30	4,380	8,470
05/25/21	9:30 PM	FS2	MOTOAMERICA JUNIOR CUP	P	30	5,100	5,679
05/25/21	3:00 AM	FS2	MOTOAMERICA JUNIOR CUP	R	30	3,492	6,577
05/25/21	3:30 AM	FS2	MOTOAMERICA JUNIOR CUP	R	30	10,827	20,461
STG Junior Cup Total						23,799	41,187
06/10/21	8:30 PM	FS2	INSIDE MOTOAMERICA	P	60	6,268	6,747
06/10/21	11:30 PM	FS2	INSIDE MOTOAMERICA	R	60	1,623	3,560
06/11/21	11:30 AM	FS2	INSIDE MOTOAMERICA	R	60	6,792	7,313
Inside MotoAmerica Total						14,683	17,620
		Eurosport TV	HONOS Superbike	P	60	TBA	TBA
		Fox Sports Australia	HONOS Superbike	P	60	TBA	TBA
		Fox Sports Asia	HONOS Superbike	P	60	56,250	75,000
		SuperSport S. Africa	HONOS Superbike	P	60	TBA	TBA
International Total						56,250	75,000
VIRGINIA INTERNATIONAL RACEWAY TOTAL (w/o complete International ratings)						388,371	481,303

SUMMARY

Superbikes at Virginia race & highlight video views only

37,658	Live, MotoAmerica Live+
27,356	SVOD, MotoAmerica Live+
213,700	YouTube
1,190,039	Facebook
313,286	Instagram
25,487	Twitter
183,385	TikTok
1,990,911	Total Views

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.

Pos	Number	Name	Gap
1	23	Alexander	
2	55	Lewis	+0.046
3	55	Gilbert	+0.967
4	55	May	+0.105
5	10	Wyman	
6	54	Lewis	
7	14	Lee	
8	22	Yates	
9	71	Gerardo	
10	15	Dunham	
11	75	Farris	
12	48	Giannotto	
13	71	Ferrer	
14	27	Salazar	
15	42	Coffey	
16	100	Ruehling	
17	16	Dunham	
18	53	Simmons	
19	72	Shakespeare	
20	100	Walker	

REDEEM SCHEDULE SHOWS WATCHLIST

MOTOAMERICA LIVE+

VOD 2021 MotoAmerica Round 2 VIR (Cont)

- STG Junior Cup Race 2 VIR 2021
- STG Junior Cup Race 2 1st Place Interview VIR 2021
- STG Junior Cup Race 2 2nd Place Interview VIR 2021

VOD 2021 MotoAmerica Round 2 VIR

- HONOS Superbike Race 1 VIR 2021
- HONOS Superbike Race 1 1st Place Interview VIR 2021
- HONOS Superbike Race 1 2nd Place Interview VIR 2021

SUMMARY

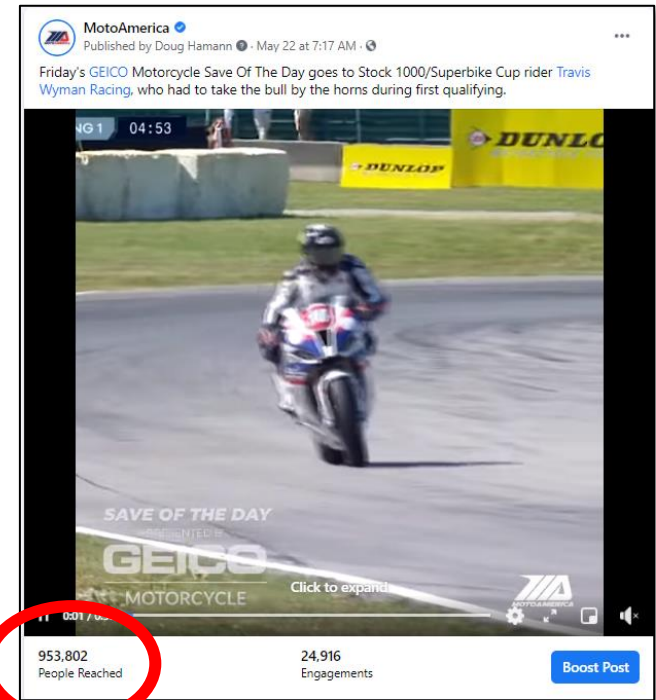
271	Posts
5,561,423	Impressions
8,380,234	Reach (est)
279,384	Engagement
1,712,197	Video Views

DETAILS

	Facebook	Instagram	Twitter	TikTok
Posts	90	60	114	7
Impressions	3,519,165	1,488,036	370,838	183,384
Reach (est)	3,451,846	1,425,800	3,337,542	165,046
Engagement	188,476	63,634	14,339	12,935
Video Views	1,190,039	313,286	25,487	183,385

NOTES

- All metrics shown are organic, non-paid.
- Beyond volume – Four platforms serve content uniquely, providing diversity.
- Beyond impressions - Sharing, commenting and friend-tagging confirms that viewers find such value in MotoAmerica content they broadcast it.



SOCIAL HIGHLIGHTS

FACEBOOK

953,802 Top Post (Reach)
6,485 Comments & Shares

INSTAGRAM

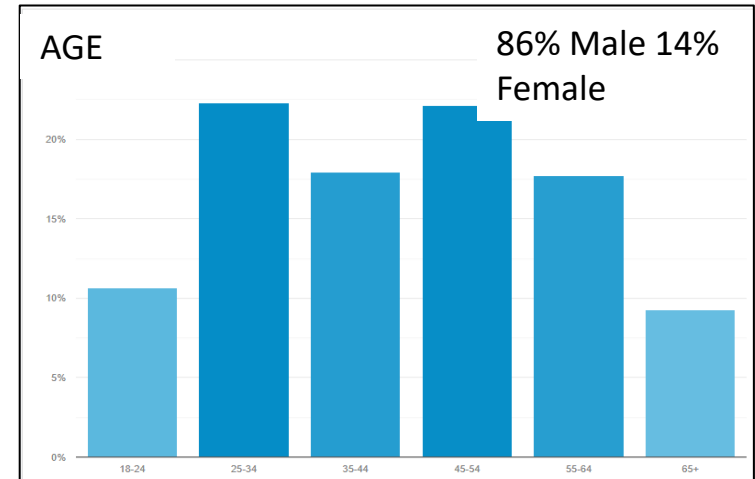
136,996 63,159 Likes

TWITTER

47,435 14,339 Engagement

MotoAmerica.com

107,935	Page Views
52,906	Sessions
33,169	Users



DIGITAL & SOCIAL MEDIA PAID CAMPAIGNS VIR REGIONAL & NATIONAL TUNE-INS (APR-MAY)

10 Different creatives delivered 45 days prior event
Display/Banner Ads, YouTube Video, Social Media Static Images & Videos
7M Impressions Total



SUMMARY

16,375 Three-Day Total
 21% increase over last VIR event in 2019
 Largest motorcycle and camping crowd at this MotoAmerica event to date

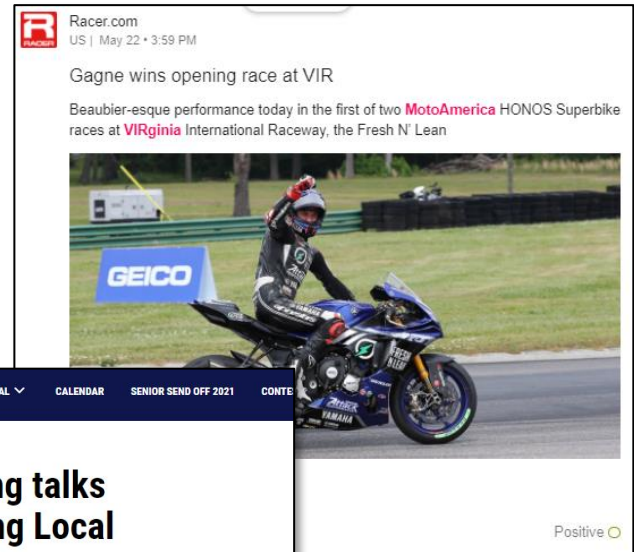


DETAILS

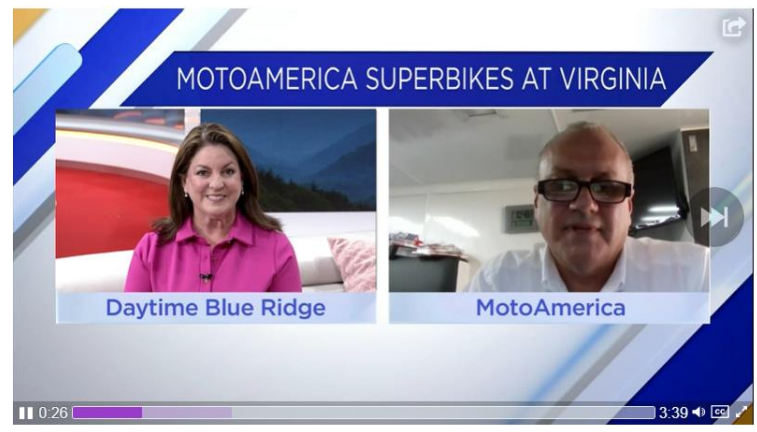
	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>+/-</u>
Michelin Raceway Road Atlanta	13,750	16,329	15,750	14,000	15,861	16,177	20,919	29%
Virginia Int'l Raceway	11,000	10,257	10,200	10,200	13,524	no race	16,375	21%
Road America	18,500	23,781	23,525	24,009	25,800	27,401		
The Ridge Motorsports Park						no fans		
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

- 13 Regional Articles/Posts
- 64 National online posts or articles



You won't want to miss this weekend's MotoAmerica Superbikes event



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