

MOTOAMERICA RACE VIEWERSHIP

2020 SEASON TOTALS & AVERAGES (000's)

SEASON TOTALS:

LINEAR TV	<u>2020</u>	<u>2019</u>	<u>Increase (x)</u>	<u>Increase (%)</u>
HONOS Superbike	1,736			
Supersport	901			
Liqui-Moly Junior Cup	337			
Inside MotoAmerica	609			
TOTAL Linear TV (AA Households)	3,583	1,484	2.4	141%
TOTAL Linear TV (AA P2+)	4,261	1,800	2.4	137%

DIGITAL	<u>2020</u>	<u>2019</u>	<u>Increase (x)</u>	<u>Increase (%)</u>
MotoAmerica Live+	453	348	1.3	30%
YouTube	3,578	1,019	3.5	251%
Facebook	2,262	905	2.5	150%
Total	6,293	2,272	2.8	177%

AVERAGES PER EVENT:

LINEAR TV	<u>HH's</u>	<u>P2+</u>
HONOS Superbike	193	247
Supersport	100	100
Liqui-Moly Junior Cup	37	46
Inside MotoAmerica	68	80

DIGITAL	
MotoAmerica Live+	50
YouTube	398
Facebook	251

Notes, Definitions:

LINEAR TV RATINGS: Include Fox Sports 1 & 2, NBCSN, MAVTV

DIGITAL VIEWS: Include Live+ Subscription Streaming, SVOD, YouTube, Facebook Live Racing.

RACE HIGHLIGHTS: Race coverage only, does not include other content such as interviews, crashes, etc.

Sources: Nielsen for Fox Sports & NBCSN, 605 Platform for MAVTV.

AA HH: The average audience of households watching a program at any given time.

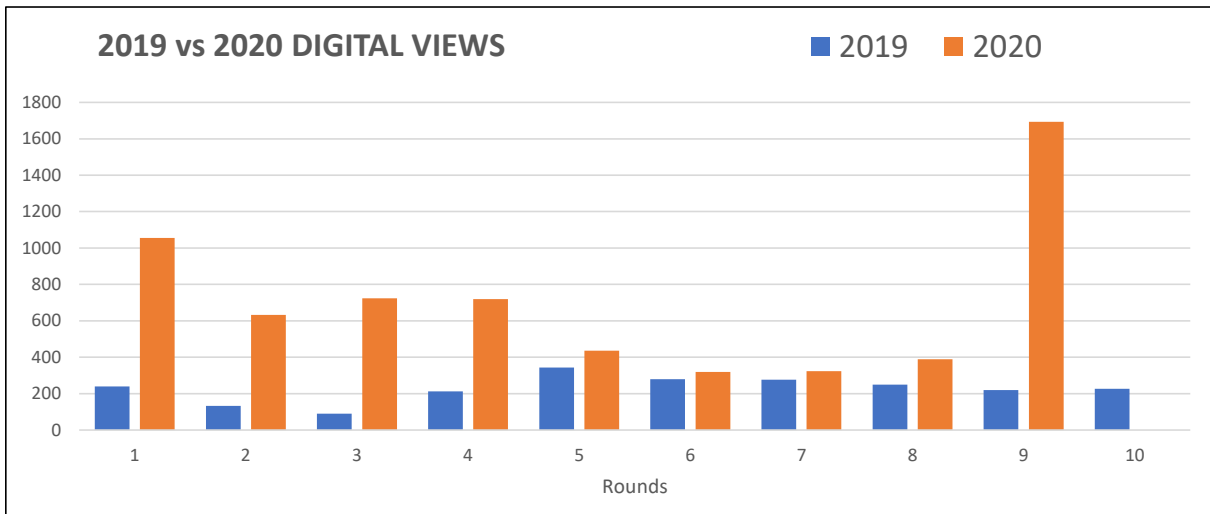
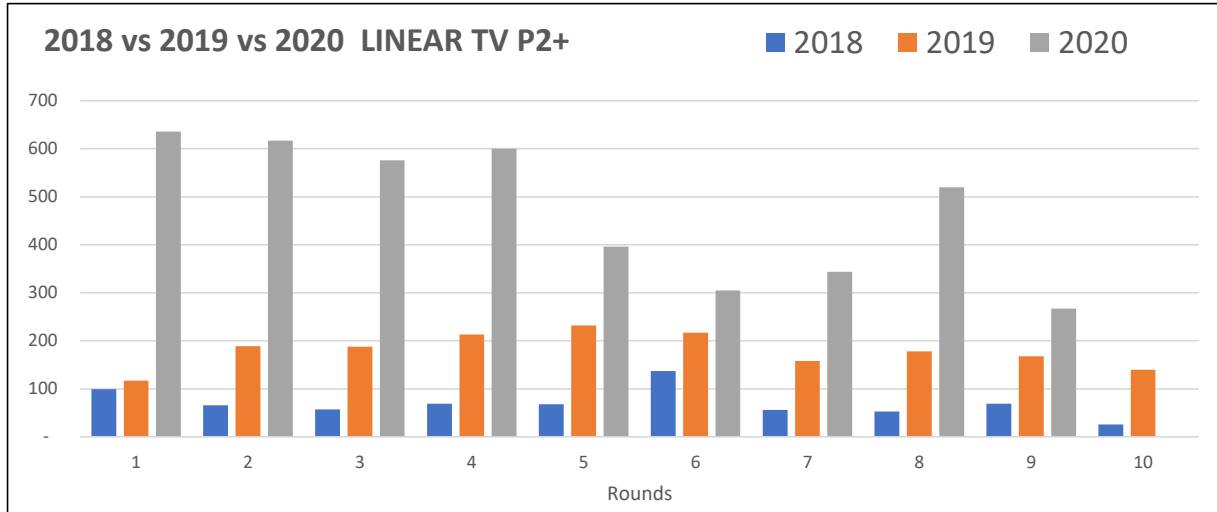
AA P2+: The average audience of all people in the household over 2 years old watching at any given time.

Total Reach Households: The total amount of unique households that watched. (Used less frequently.)

MAVTV does not report P2+, using AA HH as estimate.

YOY PERFORMANCE - RACE PROGRAM VIEWERSHIP

Due to 2019-2020 schedule changes, the charts reflect rounds vs rounds, not events vs events.



2020 MotoAmerica Race Event Calendar

<u>Date</u>	<u>Location</u>
MAY 29-31	Road America, WI
JUN 26-28	Road America, WI
JUL 31-AUG 2	Michelin Raceway Road Atlanta, GA
AUG 7-9	Pittsburgh Int'l Race Complex, PA
AUG 28-30	The Ridge Motorsports Park, WA
SEP 11-13	New Jersey Motorsports Park, NJ
SEP 18-20	Barber Motorsports Park, AL
OCT 9-11	Indianapolis Motor Speedway
OCT 23-25	WeatherTech Laguna Seca Raceway, CA
Extra Superbike races replacing COTA event added to Indy & Laguna Seca	

VIEWERSHIP - ROAD AMERICA #1, May 29-31, 2020

ROUND 1

LINEAR TV (FULL RACES)						HH	P2+
Date	Network	Program	Length	ET	MC US AA Proj (000)	MC US AA Proj (000)	
05/30/20	FS2	MOTOAMERICA SUPERBIKE L	60	4:00 PM	27	38	
05/30/20	MAVTV	MOTOAMERICA SUPERSPORT L	60	3:00 PM	29	29	
05/30/20	MAVTV	MOTOAMERICA SUPERSPORT R	60	6:00 PM	30	30	
05/31/20	FS1	MOTOAMERICA SUPERBIKE L	60	2:00 PM	276	362	
05/31/20	MAVTV	MOTOAMERICA SUPERSPORT L	60	3:00 PM	35	35	
05/31/20	MAVTV	MOTOAMERICA SUPERSPORT R	60	6:00 PM	18	18	
06/02/20	FS2	MOTOAMERICA REWIND	60	8:00 PM	8	9	
06/02/20	FS2	MOTOAMERICA JUNIOR CUP	30	9:00 PM	5	6	
06/02/20	FS2	MOTOAMERICA JUNIOR CUP	30	9:30 PM	2	3	
06/06/20	FS2	MOTOAMERICA REWIND R	60	4:30 PM	17	23	
06/06/20	FS2	MOTOAMERICA JUNIOR CUP R	30	5:30 PM	15	20	
06/06/20	FS2	MOTOAMERICA JUNIOR CUP R	30	6:00 PM	14	22	
06/07/20	NBCSN	INSIDE MOTOAMERICA	60	1:00 PM	27	27	
06/09/20	NBCSN	INSIDE MOTOAMERICA R	60	3:00 PM	12	14	
Superbikes total					328	432	
Supersport total					112	112	
Junior Cup total					36	51	
InsideMA total					39	41	
Linear TV USA total					515	636	
(Eurosport & SuperSport Networks) International Total HH Reach total					430		

DIGITAL (FULL RACES & RACE HIGHLIGHTS)			Digital Views/Plays (000)
Platform	Program		
MotoAmerica Live+	Streaming, SVOD		66
Facebook	STOCK 1000 LIVE		133
Facebook	TWINS CUP LIVE		202
Facebook	SUPERBIKE SUPERPOLE		42
YouTube	INSIDE MOTOAMERICA EPISODE		25
YouTube	SUPERBIKE HIGHLIGHTS		200
YouTube	SUPERSPORT HIGHLIGHTS		28
YouTube	STOCK 1000 RACE & HIGHLIGHTS		273
YouTube	TWINS CUP RACE & HIGHLIGHTS		76
YouTube	JUNIOR CUP HIGHLIGHTS		11
MotoAmerica Live+ total			66
Facebook total			377
YouTube total			613
Digital total			1056

LINEAR TV = Fox Sports 1 & 2, NBCSN, MAVTV

DIGITAL = Live Subscription Streaming, SVOD, Facebook Live, YouTube

VIEWERSHIP - ROAD AMERICA #2, June 26-28, 2020

ROUND 2

LINEAR TV (FULL RACES)						HH	P2+
Date	Network	Program	Length	ET	MC US AA Proj (000)	MC US AA Proj (000)	
06/27/20	FS1	MOTOAMERICA SUPERBIKE L	60	2:00 PM	115	134	
06/27/20	MAVTV	MOTOAMERICA SUPERSPORT L	60	4:00 PM	34	34	
06/27/20	MAVTV	MOTOAMERICA SUPERSPORT R	60	7:00 PM	22	22	
06/28/20	FS1	MOTOAMERICA SUPERBIKE R	56	6:34 AM	25	27	
06/28/20	FS2	MOTOAMERICA SUPERBIKE L	62	2:30 PM	21	26	
06/28/20	MAVTV	MOTOAMERICA SUPERSPORT L	60	1:30 PM	35	35	
06/28/20	MAVTV	MOTOAMERICA SUPERSPORT R	60	4:30 PM	29	29	
06/29/20	FS1	MOTOAMERICA SUPERBIKE R	60	8:00 AM	19	25	
06/30/20	FS2	MOTOAMERICA REWIND	60	7:00 PM	14	14	
06/30/20	FS2	MOTOAMERICA REWIND R	60	8:00 PM	14	17	
06/30/20	FS2	MOTOAMERICA JUNIOR CUP	30	9:00 PM	15	13	
06/30/20	FS2	MOTOAMERICA JUNIOR CUP	30	9:30 PM	17	14	
07/02/20	FS1	MOTOAMERICA REWIND R	60	10:00 PM	56	74	
07/02/20	FS1	MOTOAMERICA REWIND R	60	2:00 AM	6	6	
07/05/20	FS2	MOTOAMERICA REWIND R	60	11:00 AM	13	14	
07/05/20	FS2	MOTOAMERICA JUNIOR CUP R	30	12:00 PM	21	22	
07/05/20	FS2	MOTOAMERICA JUNIOR CUP R	30	12:30 PM	21	22	
07/05/20	NBCSN	INSIDE MOTOAMERICA	60	5:00 PM	28	32	
07/14/20	NBCSN	INSIDE MOTOAMERICA R	60	4:00 PM	10	6	
07/21/20	NBCSN	INSIDE MOTOAMERICA R	60	6:00 PM	34	41	
07/21/20	NBCSN	INSIDE MOTOAMERICA R	60	2:00 AM	8	10	
					Superbikes total	283	337
					Supersport total	120	120
					Junior Cup total	74	71
					InsideMA total	80	89
					Linear TV USA total	557	617
(Eurosport & SuperSport Networks) International Total HH Reach total					360		

DIGITAL (FULL RACES & RACE HIGHLIGHTS)			Digital Views/Plays (000)
Platform	Program		
MotoAmerica Live+	Streaming, SVOD		65
Facebook	TWINS CUP LIVE		157
Facebook	JUNIOR CUP LIVE		99
Facebook	SUPERBIKE SUPERPOLE		26
YouTube	SUPERBIKE HIGHLIGHTS		152
YouTube	STOCK 1000 RACE & HIGHLIGHTS		20
YouTube	SUPERSPORT HIGHLIGHTS		59
YouTube	TWINS CUP RACE & HIGHLIGHTS		24
YouTube	JUNIOR CUP RACE & HIGHLIGHTS		31
MotoAmerica Live+ total			65
Facebook total			282
YouTube total			286
Digital total			633

LINEAR TV = Fox Sports 1 & 2, NBCSN, MAVTV

DIGITAL = Live Subscription Streaming, SVOD, Facebook Live, YouTube

VIEWERSHIP - ROAD ATLANTA, Jul 31 - Aug 2, 2020

ROUND 3

LINEAR TV (FULL RACES)						HH	P2+
Date	Network	Program	Length	ET	MC US AA	MC US AA	
					Proj (000)	Proj (000)	
08/01/20	FS1	MOTOAMERICA SUPERBIKE SAT L	60	3:00 PM	81	97	
08/01/20	MAVTV	MOTOAMERICA SUPERSPORT SAT L	60	2:00 PM	35	35	
08/01/20	FS1	MOTOAMERICA SUPERBIKE SAT R	60	7:41 PM	44	64	
08/01/20	MAVTV	MOTOAMERICA SUPERSPORT SAT R	60	5:00 PM	34	34	
08/02/20	FS1	MOTOAMERICA SUPERBIKE SAT R	60	2:00 PM	79	83	
08/02/20	FS1	MOTOAMERICA SUPERBIKE SUN L	62	3:00 PM	64	70	
08/02/20	MAVTV	MOTOAMERICA SUPERSPORT SUN L	60	1:00 PM	27	27	
08/02/20	MAVTV	MOTOAMERICA SUPERSPORT SUN R	60	4:00 PM	15	15	
08/04/20	FS2	MOTOAMERICA REWIND	60	7:00 PM	7	9	
08/04/20	FS2	MOTOAMERICA JUNIOR CUP	30	8:00 PM	8	18	
08/04/20	FS2	MOTOAMERICA JUNIOR CUP	30	8:30 PM	10	13	
08/08/20	FS2	MOTOAMERICA REWIND R	60	1:00 PM	7	9	
08/08/20	FS2	MOTOAMERICA JUNIOR CUP R	30	2:00 PM	10	10	
08/08/20	FS2	MOTOAMERICA JUNIOR CUP R	30	2:30 PM	14	14	
08/09/20	NBCSN	INSIDE MOTOAMERICA	60	10:30 AM	42	45	
08/25/20	NBCSN	INSIDE MOTOAMERICA R	60	3:00 PM	29	33	
					Superbikes total	282	332
					Supersport total	111	111
					Junior Cup total	42	55
					InsideMA total	71	78
					Linear TV USA total	506	576
(Eurosport & SuperSport Networks) International Total HH Reach total					49		

DIGITAL (FULL RACES & RACE HIGHLIGHTS)			Digital
Platform	Program		Views/Plays
			(000)
MotoAmerica Live+	Streaming, SVOD		51
Facebook	STOCK 1000		257
Facebook	TWINS CUP		100
Facebook	SUPERBIKE SUPERPOLE		24
Facebook	SUPERBIKE RACE INTERNATIONAL		69
YouTube	JUNIOR CUP HIGHLIGHTS		6
YouTube	STOCK 1000 RACE & HIGHLIGHTS		120
YouTube	SUPERSPORT HIGHLIGHTS		26
YouTube	SUPERBIKE RACE & HIGHLIGHTS		98
YouTube	TWINS CUP RACE		42
MotoAmerica Live+ total			51
Facebook total			381
YouTube total			292
Digital total			724

LINEAR TV = Fox Sports 1 & 2, NBCSN, MAVTV

DIGITAL = Live Subscription Streaming, SVOD, Facebook Live, YouTube

VIEWERSHIP - PITTSBURGH, Aug 7-9, 2020

ROUND 4

LINEAR TV (FULL RACES)						HH	P2+
Date	Network	Program	Length	ET	MC US AA Proj (000)	MC US AA Proj (000)	
08/08/20	FS1	MOTOAMERICA SUPERBIKE SAT L	60	3:00 PM	50	74	
08/08/20	MAVTV	MOTOAMERICA SUPERSPORT SAT L	60	2:00 PM	21	21	
08/08/20	MAVTV	MOTOAMERICA SUPERSPORT SAT R	60	5:00 PM	16	16	
08/09/20	FS1	MOTOAMERICA SUPERBIKE SUN L	60	3:00 PM	98	108	
08/09/20	MAVTV	MOTOAMERICA SUPERSPORT SUN L	60	4:00 PM	22	22	
08/09/20	MAVTV	MOTOAMERICA SUPERSPORT SUN R	60	7:00 PM	13	13	
08/10/20	FS1	MOTOAMERICA SUPERBIKE SAT R	57	6:33 AM	8	8	
08/10/20	FS1	MOTOAMERICA SUPERBIKE SUN R	60	7:30 AM	20	22	
08/11/20	FS2	MOTOAMERICA REWIND	60	8:00 PM	7	9	
08/11/20	FS2	MOTOAMERICA JUNIOR CUP	30	9:00 PM	21	24	
08/11/20	FS2	MOTOAMERICA JUNIOR CUP	30	9:30 PM	31	36	
08/13/20	FS1	MOTOAMERICA REWIND R	60	8:00 PM	14	16	
08/15/20	FS2	MOTOAMERICA REWIND R	60	4:00 PM	4	4	
08/15/20	FS2	MOTOAMERICA JUNIOR CUP R	30	5:00 PM	5	6	
08/15/20	FS2	MOTOAMERICA JUNIOR CUP R	30	5:30 PM	4	6	
08/15/20	NBCSN	INSIDE MOTOAMERICA	60	1:30 PM	106	138	
09/22/20	NBCSN	INSIDE MOTOAMERICA R	60	3:00 PM	11	11	
09/14/20	MAVTV	MOTOAMERICA SUPERSPORT SAT R	60	7:00 PM	10	10	
09/15/20	MAVTV	MOTOAMERICA SUPERSPORT SAT R	60	2:00 AM	7	7	
09/21/20	MAVTV	MOTOAMERICA SUPERSPORT SUN R	60	6:00 PM	11	11	
09/22/20	MAVTV	MOTOAMERICA SUPERSPORT SUN R	60	2:00 AM	7	7	
09/25/20	NBCSN	INSIDE MOTOAMERICA R	60	5:00 PM	15	21	
10/05/20	MAVTV	MOTOAMERICA SUPERSPORT SUN R	60	6:00 PM	10	10	
					Superbikes total	201	241
					Supersport total	117	117
					Junior Cup total	61	72
					InsideMA total	132	170
					Linear TV USA total	511	600
(Eurosport & SuperSport Networks) International Total HH Reach total					48		

DIGITAL (FULL RACES & RACE HIGHLIGHTS)			Digital Views/Plays (000)
Platform	Program		
MotoAmerica Live+	Streaming, SVOD		42
Facebook	TWINS CUP RACE		91
Facebook	STOCK 1000		112
Facebook	SUPERPOLE		19
Facebook	SUPERBIKE RACE INTERNATIONAL		24
YouTube	SUPERSPORT HIGHLIGHTS		28
YouTube	SUPERBIKE HIGHLIGHTS		312
YouTube	TWINS CUP RACE & HIGHLIGHTS		19
YouTube	STOCK 1000 RACE & HIGHLIGHTS		66
YouTube	JUNIOR CUP HIGHLIGHTS		6
MotoAmerica Live+ total			42
Facebook total			246
YouTube total			431
Digital total			719

LINEAR TV = Fox Sports 1 & 2, NBCSN, MAVTV

DIGITAL = Live Subscription Streaming, SVOD, Facebook Live, YouTube

VIEWERSHIP - THE RIDGE, WASHINGTON, Aug 28-30, 2020

ROUND 5

LINEAR TV (FULL RACES)						HH	P2+
Date	Network	Program	Length	ET	MC US AA Proj (000)	MC US AA Proj (000)	MC US AA Proj (000)
08/29/20	FS2	MOTOAMERICA SUPERBIKE SAT L	60	6:00 PM	34	33	
08/29/20	MAVTV	MOTOAMERICA SUPERSPORT SAT L	60	4:00 PM	32	32	
08/29/20	MAVTV	MOTOAMERICA SUPERSPORT SAT R	60	9:00 PM	16	16	
08/30/20	FS1	MOTOAMERICA SUPERBIKE SAT R	60	10:00 AM	19	22	
08/30/20	FS1	MOTOAMERICA SUPERBIKE SUN L	60	6:00 PM	72	85	
08/30/20	MAVTV	MOTOAMERICA SUPERSPORT SUN L	60	4:00 PM	22	22	
08/30/20	MAVTV	MOTOAMERICA SUPERSPORT SUN R	60	9:00 PM	17	17	
08/31/20	FS1	MOTOAMERICA SUPERBIKE SUN R	60	6:30 AM	4	5	
09/01/20	FS2	MOTOAMERICA REWIND	59	10:01 PM	3	4	
09/01/20	FS2	MOTOAMERICA JUNIOR CUP	30	11:00 PM	8	8	
09/01/20	FS2	MOTOAMERICA JUNIOR CUP	30	11:30 PM	2	2	
09/03/20	FS2	MOTOAMERICA REWIND R	60	7:30 PM	8	10	
09/30/20	FS2	MOTOAMERICA JUNIOR CUP R	30	8:30 PM	9	13	
09/03/20	FS2	MOTOAMERICA JUNIOR CUP R	30	9:00 PM	6	8	
09/06/20	NBCSN	INSIDE MOTOAMERICA	60	2:00 PM	33	39	
09/12/20	FS2	MOTOAMERICA JUNIOR CUP R	29	2:01 PM	6	7	
09/12/20	FS2	MOTOAMERICA JUNIOR CUP R	30	2:30 PM	3	4	
09/12/20	FS2	MOTOAMERICA REWIND R	60	3:00 PM	6	14	
09/22/20	NBCSN	INSIDE MOTOAMERICA R	60	4:00 PM	12	13	
09/21/20	MAVTV	MOTOAMERICA SUPERSPORT SUN R	60	6:00 PM	11	11	
09/22/20	MAVTV	MOTOAMERICA SUPERSPORT SUN R	60	2:00 AM	8	8	
10/06/20	MAVTV	MOTOAMERICA SUPERSPORT SAT R	60	2:00 AM	6	6	
10/08/20	FS2	MOTOAMERICA REWIND R	60	9:00 AM	1	2	
10/08/20	MAVTV	MOTOAMERICA SUPERSPORT SUN R	60	6:00 PM	9	9	
04/18/00	MAVTV	MOTOAMERICA SUPERSPORT SUN R	60	2:00 AM	6	6	
					Superbikes total	147	175
					Supersport total	127	127
					Junior Cup total	34	42
					InsideMA total	45	52
					Linear TV USA total	353	396
(Eurosport, SuperSport, Fox Sports Asia Networks) International Total HH Reach total					42		

DIGITAL (FULL RACES & RACE HIGHLIGHTS)			Digital Views/Plays (000)
Platform	Program		
MotoAmerica Live+	Streaming, SVOD		47
Facebook	TWINS CUP RACE		43
Facebook	STOCK 1000		77
Facebook	SUPERPOLE		15
YouTube	SUPERSPORT HIGHLIGHTS		80
YouTube	SUPERBIKE HIGHLIGHTS		85
YouTube	TWINS CUP RACE & HIGHLIGHTS		31
YouTube	STOCK 1000 RACE & HIGHLIGHTS		48
YouTube	JUNIOR CUP HIGHLIGHTS		10
MotoAmerica Live+ total			47
Facebook total			135
YouTube total			254
Digital total			436

LINEAR TV = Fox Sports 1 & 2, NBCSN, MAVTV

DIGITAL = Live Subscription Streaming, SVOD, Facebook Live, YouTube

VIEWERSHIP - NEW JERSEY, Sept 11-13, 2020

ROUND 6

LINEAR TV (FULL RACES)						HH	P2+
Date	Network	Program	Length	ET	MC US AA Proj (000)	MC US AA Proj (000)	
09/12/20	FS1	MOTOAMERICA SUPERBIKE SAT L	60	4:00 PM	54	82	
09/12/20	MAVTV	MOTOAMERICA SUPERSPORT SAT L	60	2:00 PM	21	21	
09/13/20	MAVTV	MOTOAMERICA SUPERSPORT SAT R	60	12:30 AM	11	11	
09/13/20	FS1	MOTOAMERICA SUPERBIKE SAT R	60	2:00 PM	16	20	
09/13/20	FS1	MOTOAMERICA SUPERBIKE SUN L	65	3:00 PM	28	39	
09/14/20	FS1	MOTOAMERICA SUPERBIKE SUN R	60	6:00 AM	6	7	
09/13/20	MAVTV	MOTOAMERICA SUPERSPORT SUN L	60	1:00 PM	22	22	
09/13/20	MAVTV	MOTOAMERICA SUPERSPORT SUN R	60	4:00 PM	14	14	
09/15/20	FS2	MOTOAMERICA REWIND	59	10:01 PM	4	6	
09/15/20	FS2	MOTOAMERICA JUNIOR CUP	30	11:00 PM	2	2	
09/15/20	FS2	MOTOAMERICA JUNIOR CUP	30	11:30 PM	1	2	
09/18/20	FS2	MOTOAMERICA REWIND R	60	6:00 PM	4	4	
09/18/20	FS2	MOTOAMERICA JUNIOR CUP R	30	7:00 PM	4	6	
09/18/20	FS2	MOTOAMERICA JUNIOR CUP R	30	7:30 PM	3	4	
09/26/20	NBCSN	INSIDE MOTOAMERICA	60	4:00 PM	26	32	
09/28/20	NBCSN	INSIDE MOTOAMERICA R	60	3:00 PM	22	28	
10/08/20	FS2	MOTOAMERICA REWIND R	60	10:00 AM	5	5	
Superbikes total					117	163	
Supersport total					68	68	
Junior Cup total					10	14	
InsideMA total					48	60	
Linear TV USA total					243	305	
(Eurosport, SuperSport, Fox Sports Asia Networks) International Total HH Reach total					44		

DIGITAL (FULL RACES & RACE HIGHLIGHTS)			Digital Views/Plays (000)
Platform	Program		
MotoAmerica Live+	Streaming, SVOD		36
Facebook	TWINS CUP RACE		48
Facebook	STOCK 1000		40
Facebook	SUPERPOLE		13
YouTube	SUPERSPORT HIGHLIGHTS		21
YouTube	SUPERBIKE HIGHLIGHTS		105
YouTube	TWINS CUP RACE & HIGHLIGHTS		15
YouTube	STOCK 1000 RACE & HIGHLIGHTS		35
YouTube	JUNIOR CUP HIGHLIGHTS		6
MotoAmerica Live+ total			36
Facebook total			101
YouTube total			182
Digital total			319

LINEAR TV = Fox Sports 1 & 2, NBCSN, MAVTV

DIGITAL = Live Subscription Streaming, SVOD, Facebook Live, YouTube

VIEWERSHIP - BARBER, ALABAMA, Sept 18-20, 2020

ROUND 7

LINEAR TV (FULL RACES)					HH	P2+
Date	Network	Program	Length	ET	MC US AA Proj (000)	MC US AA Proj (000)
09/19/20	FS1	MOTOAMERICA SUPERBIKE SAT L	60	4:00 PM	55	81
09/19/20	MAVTV	MOTOAMERICA SUPERSPORT SAT L	60	5:00 PM	27	27
09/20/20	MAVTV	MOTOAMERICA SUPERSPORT SAT R	60	12:30 AM	12	12
09/20/20	FS1	MOTOAMERICA SUPERBIKE SUN L	60	4:00 PM	49	61
09/21/20	FS1	MOTOAMERICA SUPERBIKE SUN R	60	6:00 AM	4	5
09/20/20	MAVTV	MOTOAMERICA SUPERSPORT SUN L	60	1:00 PM	19	19
09/20/20	MAVTV	MOTOAMERICA SUPERSPORT SUN R	60	5:00 PM	16	16
09/22/20	FS2	MOTOAMERICA REWIND	60	8:00 PM	10	9
09/22/20	FS2	MOTOAMERICA JUNIOR CUP	30	9:00 PM	8	9
09/22/20	FS2	MOTOAMERICA JUNIOR CUP	30	9:30 PM	5	8
09/24/20	FS2	MOTOAMERICA REWIND R	60	11:00 PM	3	8
09/24/20	FS2	MOTOAMERICA JUNIOR CUP R	30	12:00 AM	2	4
09/24/20	FS2	MOTOAMERICA JUNIOR CUP R	30	12:30 AM	3	3
10/03/20	NBCSN	INSIDE MOTOAMERICA	60	1:30 PM	35	42
10/06/20	NBCSN	INSIDE MOTOAMERICA R	60	2:00 PM	10	12
10/08/20	FS2	MOTOAMERICA REWIND	60	11:00 AM	9	9
10/08/20	FS2	MOTOAMERICA REWIND	60	2:00 PM	17	19
10/10/20	FS2	MOTOAMERICA REWIND	51	5:09 PM	10	12
Superbikes total					147	192
Supersport total					74	74
Junior Cup total					18	24
InsideMA total					45	54
Linear TV USA total					284	344
(Eurosport, SuperSport, Fox Sports Asia Networks) International Total HH Reach total					54	

DIGITAL (FULL RACES & RACE HIGHLIGHTS)			Digital Views/Plays (000)
Platform	Program		
MotoAmerica Live+	Streaming, SVOD		41
Facebook	TWINS CUP RACE		42
Facebook	STOCK 1000		58
Facebook	SUPERPOLE		9
YouTube	SUPERSPORT HIGHLIGHTS		18
YouTube	SUPERBIKE RACES & HIGHLIGHTS		63
YouTube	TWINS CUP RACE & HIGHLIGHTS		18
YouTube	STOCK 1000 RACE & HIGHLIGHTS		69
YouTube	JUNIOR CUP HIGHLIGHTS		5
MotoAmerica Live+ total			41
Facebook total			109
YouTube total			173
Digital total			323

LINEAR TV = Fox Sports 1 & 2, NBCSN, MAVTV

DIGITAL = Live Subscription Streaming, SVOD, Facebook Live, YouTube

VIEWERSHIP - INDIANAPOLIS, IN, Oct 9-11, 2020

ROUND 8

LINEAR TV (FULL RACES)					HH	P2+
Date	Network	Program	Length	ET	MC US AA Proj (000)	MC US AA Proj (000)
10/10/20	FS2	MOTOAMERICA SUPERBIKE SAT L	77	3:00 PM	31	42
10/10/20	MAVTV	MOTOAMERICA SUPERSPORT SAT L	60	2:00 PM	21	27
10/10/20	MAVTV	MOTOAMERICA SUPERSPORT SAT R	60	6:00 PM	18	12
10/11/20	MAVTV	MOTOAMERICA SUPERSPORT SAT R	60	12:30 AM	10	10
10/11/20	MAVTV	MOTOAMERICA SUPERSPORT SAT R	60	1:30 AM	9	9
10/10/20	FS2	MOTOAMERICA SUPERBIKE SAT R	60	11:00 PM	11	30
10/11/20	FS2	MOTOAMERICA SUPERBIKE SAT R	60	10:00 AM	38	51
10/11/20	FS1	MOTOAMERICA SUPERBIKE SUN L 1	60	11:00 AM	38	58
10/11/20	FS1	MOTOAMERICA SUPERBIKE SUN L 2	60	3:00 PM	19	30
10/11/20	MAVTV	MOTOAMERICA SUPERSPORT SUN L	60	1:00 PM	17	17
10/11/20	MAVTV	MOTOAMERICA SUPERSPORT SUN R	60	4:00 PM	10	10
10/11/20	FS2	MOTOAMERICA SUPERBIKE SAT R	60	11:00 PM	20	47
10/11/20	FS2	MOTOAMERICA SUPERBIKE SUN R 1	60	12:00 AM	10	11
10/11/20	FS2	MOTOAMERICA SUPERBIKE SUN R 2	60	1:00 AM	1	2
10/13/20	FS2	MOTOAMERICA REWIND	60	6:00 PM	3	4
10/13/20	FS2	MOTOAMERICA JUNIOR CUP	30	7:00 PM	1	2
10/13/20	FS2	MOTOAMERICA JUNIOR CUP	30	7:30 PM	2	2
10/14/20	FS2	MOTOAMERICA REWIND R	60	12:00 AM	6	7
10/14/20	FS2	MOTOAMERICA JUNIOR CUP R	30	1:00 AM	2	3
10/14/20	FS2	MOTOAMERICA JUNIOR CUP R	30	1:30 AM	1	1
10/15/20	FS2	MOTOAMERICA REWIND R	60	7:00 PM	5	10
10/15/20	FS2	MOTOAMERICA JUNIOR CUP R	30	8:00 PM	16	26
10/15/20	FS2	MOTOAMERICA JUNIOR CUP R	30	8:30 PM	19	28
10/16/20	FS2	MOTOAMERICA REWIND R	60	12:00 AM	5	5
10/23/20	NBCSN	INSIDE MOTOAMERICA	60	1:00 PM	17	25
10/28/20	NBCSN	INSIDE MOTOAMERICA R	60	1:00 PM	49	51

Superbikes total 187 297

Supersport total 85 85

Junior Cup total 41 62

InsideMA total 66 76

Linear TV USA total	379	520
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(Eurosport, SuperSport, Fox Sports Asia Networks) International Total HH Reach total 25

Blue text is forecasted avg's, ratings are TBA.

DIGITAL (FULL RACES & RACE HIGHLIGHTS)			Digital
Platform	Program		Views/Plays (000)
MotoAmerica Live+	Streaming, SVOD		43
Facebook	JUNIOR CUP RACES		85
Facebook	STOCK 1000		59
Facebook	HERITAGE CUP		79
YouTube	HERITAGE CUP		4
YouTube	SUPERSPORT HIGHLIGHTS		19
YouTube	SUPERBIKE RACES & HIGHLIGHTS		49
YouTube	TWINS CUP RACE & HIGHLIGHTS		3
YouTube	STOCK 1000 RACE & HIGHLIGHTS		33
YouTube	JUNIOR CUP RACES & HIGHLIGHTS		15
MotoAmerica Live+ total			43
Facebook total			223
YouTube total			123
Digital total			389

LINEAR TV = Fox Sports 1 & 2, NBCSN, MAVTV

DIGITAL = Live Subscription Streaming, SVOD, Facebook Live, YouTube

VIEWERSHIP - MONTEREY, CA, Oct 23-25, 2020

ROUND 9

LINEAR TV (FULL RACES)						HH	P2+
Date	Network	Program	Length	ET	MC US AA Proj (000)	MC US AA Proj (000)	
10/24/20	FS2	MOTOAMERICA SUPERBIKE SAT L	60	6:00 PM	18	27	
10/24/20	MAVTV	MOTOAMERICA SUPERSPORT SAT L	60	5:00 PM	46	46	
10/25/20	MAVTV	MOTOAMERICA SUPERSPORT SAT R	60	1:30 AM	9	9	
10/25/20	FS2	MOTOAMERICA SUPERBIKE SUN L 1	24	2:36 PM	6	7	
10/25/20	FS2	MOTOAMERICA SUPERBIKE SUN L 2	60	6:00 PM	6	7	
10/25/20	MAVTV	MOTOAMERICA SUPERSPORT SUN L	60		19	19	
10/25/20	MAVTV	MOTOAMERICA SUPERSPORT SUN R	60		13	13	
10/27/20	FS2	MOTOAMERICA REWIND	60	8:00 PM	6	9	
10/27/20	FS2	MOTOAMERICA JUNIOR CUP	30	9:00 PM	13	14	
10/27/20	FS2	MOTOAMERICA JUNIOR CUP	30	9:30 PM	4	6	
10/29/20	FS2	MOTOAMERICA REWIND	60	8:00 AM	5	5	
10/29/20	FS2	MOTOAMERICA REWIND	60	12:00 AM	3	3	
10/29/20	FS2	MOTOAMERICA JUNIOR CUP	30	1:00 AM	2	2	
10/29/20	FS2	MOTOAMERICA JUNIOR CUP	30	1:30 AM	2	2	
11/01/20	NBCSN	INSIDE MOTOAMERICA	60	2:30 PM	34	41	
11/03/20	NBCSN	INSIDE MOTOAMERICA R	60	4:00 PM	15	18	
11/28/20	NBCSN	INSIDE MOTOAMERICA (SEASON REVIEW)	60	1:30 PM	27	32	
12/10/20	NBCSN	INSIDE MOTOAMERICA (SEASON REVIEW)	60	3:00 PM	7	7	

Blue text is forecasted avg's, ratings are TBA.

Program pre-empted, started 36 minutes late.

Superbikes total	44	58
Supersport total	87	87
Junior Cup total	21	24
InsideMA total	83	98

Linear TV USA total	235	267
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(Eurosport, SuperSport, Fox Sports Asia Networks) International Total HH Reach total TBA

DIGITAL (FULL RACES & RACE HIGHLIGHTS)			Digital Views/Plays (000)
Platform	Program		
MotoAmerica Live+	Streaming, SVOD		62
Facebook	TWINS CUP RACES		51
Facebook	STOCK 1000		55
Facebook	BAGGERS PRACTICE		302
YouTube	BAGGERS RACES & HIGHLIGHTS		1026
YouTube	SUPERSPORT HIGHLIGHTS		34
YouTube	SUPERBIKE RACES & HIGHLIGHTS		71
YouTube	TWINS CUP RACE & HIGHLIGHTS		25
YouTube	STOCK 1000 RACE & HIGHLIGHTS		60
YouTube	JUNIOR CUP RACES & HIGHLIGHTS		8
MotoAmerica Live+ total			62
Facebook total			408
YouTube total			1224
Digital total			1694

LINEAR TV = Fox Sports 1 & 2, NBCSN, MAVTV

DIGITAL = Live Subscription Streaming, SVOD, Facebook Live, YouTube