

RACE REPORT

Barber Motorsports Park
May 17-19, 2024



**MAY
17-19
2024**

**SUPERBIKES
AT BARBER**

MOTOAMERICA

10th ANNIVERSARY

- Series Overview
- Event Overview
- Viewership
- Social Media
- Earned Media
- Imagery
- Marketing



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

A DECADE OF GROWTH & SUCCESS

Since acquiring AMA rights in 2015, MotoAmerica has consistently delivered incredible growth across entries, classes, attendance, viewership, social media and content distribution

A SPORTS SUCCESS STORY

MotoAmerica delivers ten 3-day annual events with over 100 total races. Each event features up to 200 riders competing in 5-7 classes. All-day entertainment reaches affluent crowds with camping, family-friendly activities, bike shows, and stunts.



Sun, Rain, Great Racing

MotoAmerica conquered Barber Motorsports Park with 13 individual races over the 3-day weekend.

This round featured rain, shine, and outstanding competition. The premiere class, Steel Commander Corp. Superbike, delivered changes at the top of the podium with former champion, Cameron Beaubier, winning 2 of 3 races and the 2023 champion, Jake Gagne, winning 1 of 3. Other classes brought home an exciting mix of winners as well.

Find all the results on [MotoAmerica.com/standings](https://www.motoamerica.com/standings).

SNAPSHOT

201	Rider Entries
6	Competition Classes
13	Races total
162,560	Linear TV AA P2+ (Actuals)
259,220	Linear TV AA P2+ (Forecasted)
2.2M	Digital Video Views
6.9M	Social Media Impressions
171K	Social Media Engagement
18,913	Attendance

NOTES:

- Metrics: 10 Days (Event weekend and seven days after.)
- Forecasted: Multiple Premieres for other classes and Reairs for primary classes will air after report date. Forecast is built off trending averages.
- P2+: Average Audience of entire household over 2-years old watching at any moment.



DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	80,193	30,072
YouTube	314,841	36,443
Facebook	893,600	5,203
Instagram	610,136	N/A
X	16,706	N/A
TikTok	280,992	N/A
TOTAL	2,196,468	71,718

LINEAR TV SUMMARY

ACTUALS

129,428	Total AA Households USA
162.560	Total AA P2+ USA

FORECASTED

200,428	Total AA Households USA
259,220	Total AA P2+ USA

LINEAR TV NETWORKS USA:

- MAVTV: Superbikes Sat & Sun (Live)
- FOX FS1: Superbikes Rewind (Delay)

INTERNATIONAL BROADCAST PARTNERS:

- ESPN LATAM: Brazil, Chile, Columbia, Mexico, Peru, Argentina, Guatemala
- Fox Sports FSR: Canada, Caribbean
- MotoAmericaTV (FAST channel)
- MTRSPT1 (FAST channel) Australia, New Zealand, Denmark, Spain, France, Great Britain, Italy, Mexico, South Africa

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SOCIAL MEDIA

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	TOTAL
Posts	234
Impressions	6,939,880
Engagement	171,253
Video Views	2,116,275
Comments, Shares	6,191

	Facebook	Instagram	X	TikTok	YouTube
Posts	70	42	90	5	27
Impressions	2,111,340	1,076,701	53,790	280,992	3,417,057
Engagement	82,179	59,025	2,221	16,141	11,687
Video Views	893,600	610,136	16,706	280,992	314,841
Comments, Shares	2,245	1,693	243	801	1,209

Top fan
Scott Bunn
Looks like a great season ahead. As I see it there are about 9-10 riders that are capable of winning any weekend.

Terry Carter
We were there all weekend. My 5 year old grandson came on Sunday, as we were leaving he exclaimed "that was awesome ". I felt the same way!!
1w Like Reply

Lance Reynolds
NASACAR is for 🐕's. This is a real race

Top fan
Paul McKee #29 · Follow
Great weekend MotoAmerica 🇺🇸🇺🇸🇺🇸
1w Like Reply 2 🍎

Greg Bilhimer
I always buy Mission now exclusively.
Carb balance tortillas are great.
I wish I had that display to put in my garage wall !
Go Kayla !

Top fan
Jeffrey Jones
Beautiful facility. Really enjoyed the whole experience
1w Like Reply 🍎

Chris Wolfe
We had a wonderful time. ...

Julio Boysenberry
I have been eating Mission ever since they began sponsoring Kayla.

3d Like Reply 3 🍎

Top fan
Mike McElduff
Awesome!! Mission is all I buy now because of their support for the MotoAmerica series!



REGIONAL AFFILIATE NEWS EXAMPLES

WBMA-TV (Talk of Alabama)
<https://abc3340.com/station/talk-of-alabama/talk-of-alabama-5162024-05-16-2024#>

WBRC-TV (On Your Side)
<https://www.wbrc.com/video/2024/05/16/motoamerica-coming-barber-motorsports-park-may-17-19/>

WBRC-TV (Good Day Alabama)
<https://www.wbrc.com/video/2024/05/17/motoamerica-barber-motorsports-park-friday-through-sunday/>



WVTM-TV (13 News @ 11am)
<https://the-brand-amp.muckrack.com/broadcast/savedclips/view/cbP3x8HbML>

WIAT-TV (CBS 42 News at Noon)
<https://the-brand-amp.muckrack.com/broadcast/savedclips/view/fOJgTQRQCw>

WIAT-TV (CBS 42 Morning News with Art Franklin 6A)
<https://the-brand-amp.muckrack.com/broadcast/savedclips/view/1iYUD7js8J>

Total Audience: 8,050,306

SOCIAL NEWS EXAMPLE

X: Michael Casagrande – <https://x.com/MotoAmerica/status/1790761067351871948>

MELTWATER TOTAL SUMMARY

112 News & Blog Mentions, 342 Total All Sources

SOURCES

The Brand Amp Agency, Meltwater.



MARKETING

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Digital
Social Media
TV-Network
TV-Local
Retail/Businesses
Organizations
Email
OOH/Billboards

Display and YouTube ads.
Static and video ads.
Spots on motorcycle/motorsports shows.
Spots on local news affiliates.
Posters/postcards in businesses, dealers.
Outreach to clubs & organizations.
Blasts to MotoAmerica, AMA, Track's.
Static and electronic billboards.



IN-BROADCAST

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SUPERBIKE RACE 1 LAP 15 OF 20

1	44	C. Petersen	
2	1	J. Gagne	+0.568
3	78	L. Baz	+5.336
4	40	S. Kelly	+0.499
5	3	J. Herrin	+0.256
6	86	J. Beach	+6.487
7	34	X. Fores	+0.366
8	88	H. Gillim	+2.649
9	57	B. Fong	+6.045
10	88	B. Paasch	+7.331
11	78	B. Smith	
12	17	B. Prince	
13	88	M. Flinders	
14	27	A. Yates	
15	21	N. Lamkin	
16	78	R. Kerr	
17	101	W. Farris	
18	89	E. Beaubier	
19	154	D. Campbell	
20	34	D. Lewis	

YAMAHA

Insta360

TRACK LAP

SCC
STEEL COMMANDER
CORP

DEMOS & DISPLAYS

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ORGANIZATIONS

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MotoAmerica was honored to host members from the U.S. Military Vets Motorcycle Club organization for exciting weekend of racing and hospitality. The vets were an ideal backdrop for the National Anthem ceremonies.



MotoAmerica hosted the Birmingham chapter of DGR. Local organizers, Chris Hartman and Mike Padgett, were interviewed on MotoAmerica Live+ and nearly 50 of their members were treated to a parade lap of the track to drive global awareness for men's health.



IMAGERY

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IMAGERY

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SERIES SPONSORS

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