

RACE REPORT

Mid-Ohio Sports Car Course
August 16-18, 2024



- Series Overview
- Event Overview
- Viewership
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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

IMMERSIVE EVENTS, AFFLUENT AUDIENCE

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.



EVENT OVERVIEW

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KA-BOOM!

MotoAmerica moved its August race from Pittsburgh to Mid-Ohio. Whether it was the track's name equity or Ohio's high motorcycle ownership, one thing is sure, the event was an enormous success.

The strong attendance was even more impressive considering it was MotoAmerica's first race at Mid-Ohio, not to mention, rain. For the first time since 2014, prior MotoAmerica, six professional AMA classes graced the track. The results - 12 individual races, exciting fan zone, outstanding camping and five motorcycle OEM demos.

Race results [located here](#).

SNAPSHOT

147	Rider Entries
6	Competition Classes
12	Races total
267,394	Linear TV AA P2+ USA
2.4M	Digital Video Views
7M	Social Media Impressions
208K	Social Media Engagement
27,182	Attendance

NOTES: See next page.



DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	56,533	25,065
YouTube	259,363	34,653
Facebook	229,854	1,755
Instagram	1,770,734	N/A
X	8,515	N/A
TikTok	96,780	N/A
TOTAL	2,421,779	61,473

PERIOD: 10 Day metrics (Event weekend and seven days after.)



LINEAR TV SUMMARY

RATINGS

- 206,821 Total AA Households USA
- 267,394 Linear TV AA P2+

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

NOTES:

- Forecasted: Multiple Premieres for other classes and Reairs will air after report date. Forecast is based on trending averages.
- P2+: Average Audience of entire household over 2-years old watching at any moment. For MAVTV, P2+ is estimated.

SOCIAL MEDIA

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	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	258	82	55	82	6	33
Impressions	7,033,395	1,219,798	2,516,593	135,925	96,780	3,064,299
Engagement	207,645	65,464	122,142	2,899	5,495	11,645
Video Views	2,365,246	229,854	1,770,734	8,515	96,780	259,363
Comments, Shares	11,346	2,301	6,367	293	667	1,718

Top fan
Mike Dupre
Man, I hope they schedule here next year. Love this track. MotoAmerica shout out to job well done. Looking forward to next year already 😊👍

Jeff Carter
Had fun yesterday . Flew in from Alabama for the day . Got wet but who cares . Thx yall

Alexander Niculae
Great racing. Weather hasn't been the best but when it was we've got alot of fun raving going on here. Still got alot to get through today.

Brandon Turner
See you guys tomorrow afternoon! Leaving from Chicago early in the am ...
1w Like Reply

Top fan
Laz Mandjik
We did 13 trips to Mid-O from Ontario Canada, we'll be back for Moto A next year.

Dave Black
We are here! Great having you guys back for sure. 🇺🇸🏍️
1w Like Reply

Joe C Schoch
Great weekend! Glad you guys came back after 10 years

Dave Williams
Love Mid Ohio. Super cool pits for the fans

Cody James Crowe
Hello MotoAmerica from the esses

Jack Johnson
Just got home, great races.



**Regional Affiliate News Summary:
4,769,701 Total Potential Audience**

**National Total Summary:
382 News & Blog Mentions
419 All Mentions**

WTTE-TV (Columbus, OH) –

https://thebrandamp.muckrack.com/broadcast/savedclips/view/qEs5zTgvcE?_gl=1%2A1tm9szz%2A_gcl_au%2AMTY4NT11MTE2OS4xNzlyODc3MjEz



WKYC-TV (Cleveland, OH) –

https://thebrandamp.muckrack.com/broadcast/savedclips/view/ew2xhfvEih?_gl=1%2Az550n7%2A_gcl_au%2AMTQzNjl3ODM4Mi4xNzIxNjc3MjEzODIwNDI0Mi4xNzI0MTY5NDcxLjE3MjQxNjk3MDQ

WSYX ABC 6 (Facebook) – <https://www.facebook.com/watch/?v=1022285202903238>

WOIO-TV (Cleveland, OH) – <https://www.cleveland19.com/2024/08/14/larry-pegram-returns-mid-ohio-this-weekend/>

WOIO-TV (Cleveland, OH) – Coverage link unavailable

Sources: The Brand Amp Agency, Meltwater.



Comprehensive multi-media campaigns

Digital	Display and YouTube ads.
Social Media	Static and video ads.
TV-Network	Spots on motorcycle/motorsports shows.
TV-Local	Spots on local news affiliates.
Retail/Businesses	Posters/postcards in businesses, dealers.
Organizations	Outreach to clubs & organizations.
Email	Blasts to MotoAmerica, AMA, Track's.
OOH/Billboards	Static and electronic billboards.

MotoAmerica Sponsored

Get your VIP Experience tickets for the MotoAmerica Superbikes at Mid-Ohio!

...See more

Get the Ultimate Experience!

- 2-Day* VIP Superfan Experience (Sat & Sun) with Friday general admission & 3-day VIP parking
- Climate-controlled VIP suite with live TV feed on Saturday & Sunday
- Racers & Raps Meet and Greet
- Catered (cont. breakfast, coffee & iced tea, lunch, snacks, Sat & Sun)
- MotoAmerica Merchandise Voucher
- Cardo Fan Lap included and more!

MotoAmerica.com/calendar

[motoamerica.com/mid-ohio Superbikes at Mid-Ohio VIP Packages](https://motoamerica.com/mid-ohio/Superbikes-at-Mid-Ohio-VIP-Packages)

[Learn more](#)

MotoAmerica Sponsored

Get your tickets for the MotoAmerica Superbikes at Mid-Ohio!

...See more

GET TICKETS TODAY!

Mid-Ohio Sports Car Course

6 CLASSES OF RACING! Steel Commander Superbike • Supersport • Junior Cup Mission King of the Baggers • Mission Super Hooligan Royal Enfield Women's BUILD, TRAIN, RACE.

[motoamerica.com/mid-ohio Superbikes at Mid-Ohio Don't Miss It!](https://motoamerica.com/mid-ohio/Superbikes-at-Mid-Ohio-Don't-Miss-It!)

[Learn more](#)

MotoAmerica Sponsored

Are you a MotoAmerica? Get your tickets for the MotoAmerica Superbikes at Mid-Ohio!

...See more

ARE YOU A MOTOAMERICAN?

Unite with race fans at Mid-Ohio Sports Car Course

GET TICKETS. JOIN THE FUN!

[motoamerica.com/mid-ohio Superbikes at Mid-Ohio Don't Miss It!](https://motoamerica.com/mid-ohio/Superbikes-at-Mid-Ohio-Don't-Miss-It!)

[Learn more](#)

AUG 16-18 2024

SUPERBIKES AT MID-OHIO

MOTOAMERICA 10th ANNIVERSARY

KING OF THE BAGGERS MISSION

MID-OHIO SPORTS CAR COURSE • LEXINGTON, OHIO

6 DIFFERENT CLASSES! STEEL COMMANDER SUPERBIKE • SUPERSPORT • JUNIOR CUP MISSION KING OF THE BAGGERS • MISSION SUPER HOOLIGAN • ROYAL ENFIELD BUILD, TRAIN, RACE. FAMILY FUN ZONE • OPEN PADDOCK • VIP PACKAGES • 3-DAY CAMPING • AND MORE!

Scan for TICKETS or visit MotoAmerica.com/calendar

12 & younger are FREE with paying adult

AMA FIM

SUPERBIKES & BAGGERS ARE COMING!

MID-OHIO AUGUST 16-18

IN-BROADCAST

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From MotoAmerica, Mid-Ohio and all their fans – *thank you* to Robby Shell and Permco for supporting the successful weekend.

Permco is a leading manufacturer of high-pressure hydraulic gear/vane pumps and motors, flow dividers, intensifiers, and accessories.



IN-BROADCAST

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VIP/HOSPITALITY

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MotoAmerica and Mid-Ohio hosted Superfan VIP Suite guests and Permco VIP customers & employees.

Attendees were treated to variety of experiences including the suites, team/rider/industry interviews, industry guests, garage/pit tours, pre-race grid ceremonies and winner podium photo shoots.



[Link to VIP experience album here.](#)





IMAGERY

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OE Demos and Fan Zone



SERIES SPONSORS

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