

RACE REPORT

New Jersey Motorsports Park
September 27-29, 2024



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



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



REWARDING 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.



WET BUT SUCCESSFUL

Once again, MotoAmerica fans braved the elements and rode/drove/flew from great distances into NJMP for the final races of the season.

They were met with not only exciting racing, but down-to-the-wire championship points chases, plus three days of VIP Suites, an open race paddock, jumbotrons, three OEM motorcycle demos, numerous vendors and the fan zone.

Race results [located here](#).

SNAPSHOT

135	Rider Entries
5	Competition Classes
10	Races total
164,316	Linear TV AA Households
212,398	Linear TV AA P2+
2.4M	Digital Video Views
14M	Social Media Impressions
393K	Social Media Engagement
21,177	Attendance

NOTES: See next page.



DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	54,420	17,265
YouTube	246,067	38,047
Facebook	942,438	5,728
Instagram	5,247,848	N/A
X	10,122	N/A
TikTok	2,913,207	N/A
TOTAL	9,414,102	61,041

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



LINEAR TV SUMMARY

RATINGS

164,316	Linear TV AA Households
212,398	Linear TV AA P2+

LINEAR TV NETWORKS USA:

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

INTERNATIONAL BROADCAST PARTNERS:

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

NOTES:

- Forecasted Ratings: Multiple Premieres for other classes and Rears 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

New Jersey Motorsports Park
September 27-29, 2024



	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	224	67	43	79	8	27
Impressions	13,948,499	2,111,249	5,852,113	153,579	2,913,207	2,918,351
Engagement	392,578	77,687	260,348	3,307	41,090	10,146
Video Views	9,359,682	942,438	5,247,848	10,122	2,913,207	246,067
Comments, Shares	16,858	3,665	10,127	367	1,157	1,542

Catherine Hagan Cooper
Gonna be an exciting weekend for sure with Superbike and Supersport so close!

John Berger
Best American superbike season, I've followed

Michele Wrenn Rosendale
Mission Foods thank you for sponsoring a sport I love! Had Mission tortillas tonight for dinner!

Rafer Riller Sr.
Got a chance to see the living legend Mr Ferracci yesterday.....oh and the bikes too! Great season. 🍌

Carmela Lombardo
I cannot wait to see this out of all the races this one has me the most excited !! Lets roll !!!!

Jeff Denny
Congratulations to Wayne Rainey and all the people who have been working the trenches at Moto America for the last 10 years. Some of the best racing I've seen in years last weekend. Great job guys!

Tim Reynolds
Incredible. Not over til it's over, phenomenal

1y Like Reply Edited 108 🍌

Nicolas Bosc
This IS game PS4 or ps5 ?

1y Like Reply 86 🍌🍌

[View all 17 replies](#)

John Yruegaz
The future of the sport lives on

2w Like Reply 4 🍌🍌

James Plaughter
Congratulations Troy on the championship nice work my friend 🍌 even though I ride harley I like all the riders on both teams nice work guys. I was there Saturday and Sunday, be back next year love these races.

REGIONAL AFFILIATE NEWS

FOX PHILADELPHIA shared four on-air reads leading up to race weekend.

[DIRECT LINK TO 9/24 10:10PM SEGMENT](#)

1,299,603 national

48,280 local

[DIRECT LINK TO 9/24 10:15 PM SEGMENT](#)

1,299,603 national

36,212 local

[DIRECT LINK TO 9/25 10:35 PM SEGMENT](#)

26,092 national

26,092 local

[DIRECT LINK TO 9/26 10:10 PM SEGMENT](#)

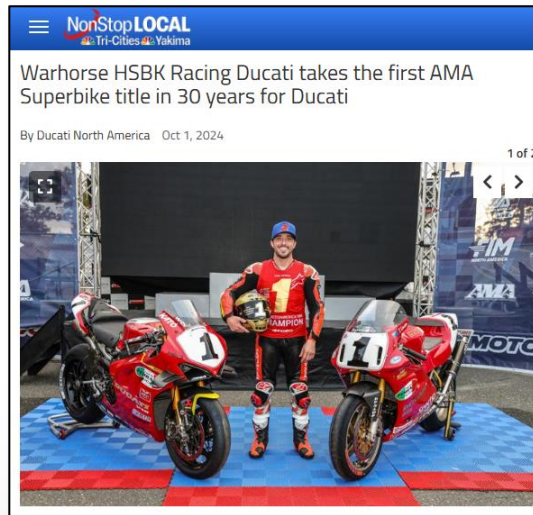
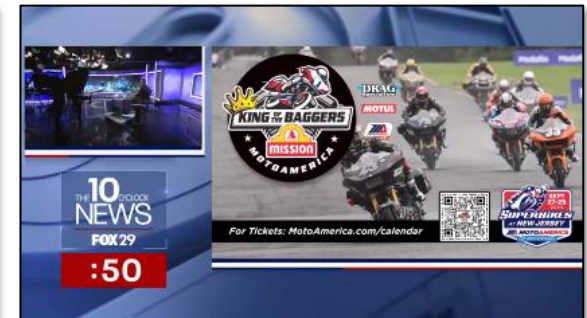
854,987 national

43,622 local

MELTWATER TOTAL SUMMARY

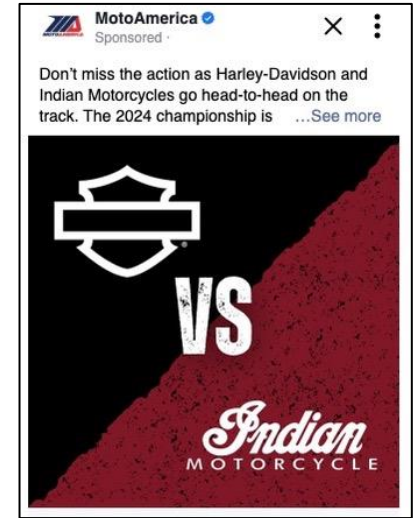
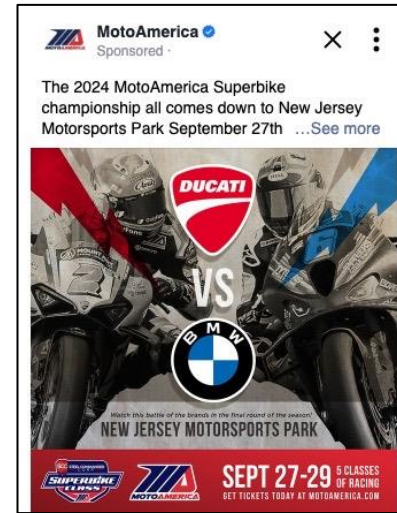
339 News & Blog Mentions

740 Total All Sources



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. |



VIP/HOSPITALITY

New Jersey Motorsports Park
September 27-29, 2024



The VIP Superfan Experience is more than great food, excellent seats and A/C. It's a memorable lifetime event!

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



SUPERBIKE RACE 2 LAP 11 OF 20

YAMAHA RACING

TOM HALVERSON
YAMAHA MOTOR CORPORATION, U.S.A (YMUS)

SUBSCRIBE HERE

SUPERBIKE RACE 2 LAP 8 OF 20

1	76	L. Baz	
2	2	J. Herrin	+0.203
3	40	S. Kelly	+2.538
4	6	C. Beaubier	+0.177
5	50	B. Fong	+1.578
6	54	R. Escalante	+0.051
7	96	B. Paasch	+0.658
8	78	B. Smith	+2.581
9	75	R. Kerr	+0.230
10	34	X. Fores	
11	27	A. Yates	
12	95	J. Beach	
13	94	D. Lewis	
14	17	B. Prince	
15	194	D. Campbell	
16	88	M. Flinders	
17	92	J. Waters	
18	99	E. Beaubier	
19	222	M. Segura	
20	77	B. Davies	

		LAST LAP	
1	LORIS BAZ	1:21.485	
2	JOSH HERRIN	1:21.695	+0.010
3	SEAN DYLAN KELLY	1:21.728	+0.233
4	CAMERON BEAUBIER	1:21.517	-0.211

MOTUL

SUBSCRIBE HERE

Insta360

INSTA360 TRACK LAP
CAMERON BEAUBIER
TYTLERS CYCLE RACING

SUBSCRIBE HERE

SUPERBIKE RACE 1 2 LAPS TO GO

REVZILLA

SUBSCRIBE HERE

Class championships decided at NJMP:

Steel Commander Superbike
Mission King of the Baggers
Supersport
Stock 1000



Honoring our veterans with behind-the-scenes tours and guest appearance during National Anthem.









SERIES SPONSORS

New Jersey Motorsports Park
September 27-29, 2024



CONTACT



MotoAmerica

18004 Sky Park Cir. STE 110
Irvine, CA 92614
www.motoamerica.com

Jeff Nasi

SVP
310.993.9190 M
jnasi@motoamerica.com

