

# 2023 YTD METRICS

SOCIAL MEDIA	TOTAL	Facebook	Instagram	Twitter	TikTok	YouTube
Posts	5,533	1,270	1,139	2,011	451	662
Impressions	611,799,854	98,726,524	142,356,835	8,041,866	44,795,996	317,878,633
Engagement	18,825,986	3,133,472	9,697,818	342,508	2,062,545	3,589,643
Video Views	387,247,584	67,434,786	130,178,755	1,546,289	44,795,996	143,291,758
Comments, Shares, Retweets	1,076,689	132,998	709,657	12,962	70,820	150,252
News Articles	29,698					

VIEWERSHIP - DIGITAL VIDEO	Video Views	Total Hours
Live+ SVOD	1,016,946	263,993
YouTube	143,291,758	4,300,517
Facebook	67,434,786	347,673
Instagram	130,178,755	n/a
Twitter	1,546,289	n/a
TikTok	44,795,996	n/a
MotoAmerica TV	19,375,591	528,510
<b>TOTAL</b>	<b>407,640,121</b>	<b>5,440,693</b>

VIEWERSHIP - LINEAR TV (USA)	AA HH's	AA P2+
MA/Daytona Weekend	220,275	293,727
Road Atlanta	303,545	382,588
Barber	125,558	158,883
Road America	352,460	410,540
The Ridge	137,512	188,846
Laguna Seca	302,347	389,137
Brainerd	400,097	561,782
Pittsburgh	223,769	256,896
COTA	252,604	323,301
New Jersey	211,258	293,825
<b>TOTAL</b>	<b>2,529,425</b>	<b>3,259,524</b>
International	TBA	

SOCIAL MEDIA FOLLOWERS (10.30.23)	
Facebook	969,000
Instagram	840,000
Twitter	30,000
TikTok	504,400
YouTube	646,214
Threads	65,000
LinkedIn	4,650
<b>TOTAL</b>	<b>3,059,264</b>

ATTENDANCE	
MA/Daytona Weekend	track does not release
Road Atlanta	24,692
Barber	18,197
Road America	41,081
The Ridge	15,207
Laguna Seca	37,009
Brainerd	15,956
Pittsburgh	20,114
COTA	track does not release
New Jersey	16,211

## Notes:

As of 10.18.23,  
10 of 10 races.

Social Media is organic and primarily 2023 posts only. Paid campaigns add approx 130M impressions and 400K engagement.

## Sources, Definitions:

Digital/Social: Platform direct or RIVAL IQ.

Nielsen for Fox Sports.  
iSpot for MAVTV.

AA Household: Average number of households viewing at any moment.

AA P2+: Average number of people over 2 years old viewing at any moment. (MAVTV P2+ is estimated.)

International Linear TV ratings include ESPN Latin America, Star+ China and SuperSport South Africa.