

# EVENT REPORT

Superbikes at Road Atlanta  
April 17-19, 2026



- Event Overview
- Viewership & Social Media
- Earned Media
- Notable Activities
- Marketing
- Imagery
- Series Overview
- Appendix



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## Two Milestones For MotoAmerica

Another attendance record was set for MotoAmerica at Road Atlanta. Fans packed the famous grounds with motorcycles, autos, trucks, campers, toyhaulers and RV's. In addition, the event marked the kickoff of the season-long celebration of "50 Years Of Superbike Racing." Fans enjoyed three days of action with a variety of upsets.

### Races Classes

2	Quad Lock Superbike
2	Mission King Of The Baggers
2	Supersport
2	Twins Cup
2	Talent Cup
2	Royal Enfield Build. Train. Race.
1	Mission King Of The Baggers Challenge



## IMPACT SNAPSHOT

129	Rider Entries
6	Competition Classes
12	Races total
429,722	Broadcast TV Viewers SAMSUNG TV
161,000	Broadcast TV P2+ Viewers VICE TV
21.6M	Digital Video Views
34.4M	Social Media Impressions
1.3M	Social Media Engagement
30,402	Attendance

### NOTES:

- Metrics: April 17-26, 2026 (10-days)
- SAMSUNG TV: Total Users (Total Reach)
- VICE TV: Nielsen P2+ (Total Reach)



## DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	50,389	27,803
YouTube	1,174,311	29,897
Facebook	6,364,916	36,660
Instagram	10,999,057	N/A
X	115,072	N/A
TikTok	2,876,445	N/A
<b>TOTAL</b>	<b>21,580,190</b>	<b>94,360</b>

Metrics: April 17-26, 2026 (10-days)

## BROADCAST SUMMARY

### OVERALL BROADCAST DISTRIBUTION

- Samsung TV Network/Plus All classes
- Vice TV Superbike Live Sat & Sun
- ESPN Latin America Superbike & Supersport
- MotoAmerica Live+ Streaming All classes, delayed
- YouTube All classes, delayed

### SAMSUNG TV METRICS

- 2 Live Broadcast Days
- 4 Rearr Broadcast Days
- 500,210 Total Viewed Hours
- 429,722 Total User Count (Viewer Reach)

### VICE TV METRICS

- 161,000 Nielsen P2+ Viewer Reach



	TOTAL
Posts	577
Impressions	34,362,910
Engagement	1,279,254
Video Views	21,529,801
Comments, Shares	145,951

	Facebook	Instagram	X	TikTok	YouTube
Posts	110	96	266	48	57
Impressions	13,253,219	12,186,717	1,525,430	2,876,445	4,521,099
Engagement	468,731	612,374	10,859	150,453	36,837
Video Views	6,364,916	10,999,057	115,072	2,876,445	1,174,311
Comments, Shares	13,631	113,261	1,198	14,390	3,471

Top fan  
**John A McNelis**  
5 different manufacturers in the top 10 makes it more fun

Terence Hogben  
Moto America looks like way more fun than MotoGP Daryn sure is enjoying it

Top fan  
**Mark Van Hoff**  
I'll never forget the sound of the races at Road Atlanta!

Top fan  
**Keith Teems**  
They did so great at Road Atlanta!!! Was impressed with the young lady who had the off track adventure on Saturday and kept competing! That's MOXY!!!

Timothy Zachmeyer  
I watched all the superbike racing at Atlanta last weekend on Samsung free TV, even after he made that mistake he still finished in a decent spot

Top fan  
**Sandra Moya Carmichael Loftis**  
Hotlanta is on F-I-R-E🔥

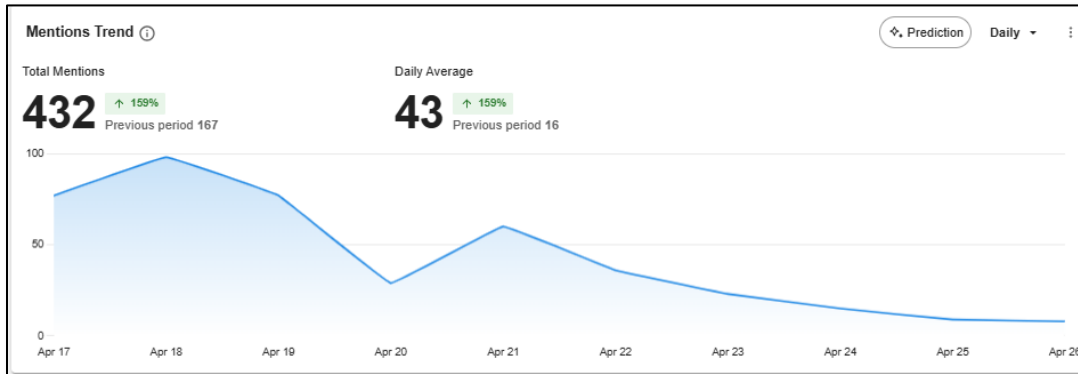
**David Mann**  
Love road Atlanta

Top fan  
**Steve Michniak**  
Great weekend ! & MA live+ was excellent, no glitches and a great way to catch the races on TV ! Looking forward to Barber's battles to come ! Thank God winter is over bring on the motorcycles 🏍️🏍️🏍️🏍️🏍️



## Meltwater AI Metrics Insight:

Total Potential Audience Reach: 710,475,817 (with syndications)



## Local Broadcast

- WUPA-TV (Atlanta, GA): CBS News Atlanta Mornings – [https://the-brand-amp.muckrack.com/broadcast/savedclips/view/PKLB8zaXMW?\\_gl=1%2Apoa1aq%2A\\_gcl\\_au%2AODgwMDUwNTk2LjE3NzYxMDAzNzEuNTExOTY5MDMuMTc3NjM1ODAwNy4xNzc2MzU4MDA2](https://the-brand-amp.muckrack.com/broadcast/savedclips/view/PKLB8zaXMW?_gl=1%2Apoa1aq%2A_gcl_au%2AODgwMDUwNTk2LjE3NzYxMDAzNzEuNTExOTY5MDMuMTc3NjM1ODAwNy4xNzc2MzU4MDA2)
- WUPA-TV (Atlanta, GA): CBS News Atlanta Mornings – [https://the-brand-amp.muckrack.com/broadcast/savedclips/view/ltEgfEcdck?\\_gl=1%2A18pvi9j%2A\\_gcl\\_au%2AODgwMDUwNTk2LjE3NzYxMDAzNzEuNTExOTY5MDMuMTc3NjM1ODAwNy4xNzc2MzU4MDA2](https://the-brand-amp.muckrack.com/broadcast/savedclips/view/ltEgfEcdck?_gl=1%2A18pvi9j%2A_gcl_au%2AODgwMDUwNTk2LjE3NzYxMDAzNzEuNTExOTY5MDMuMTc3NjM1ODAwNy4xNzc2MzU4MDA2)
- WUPA-TV (Atlanta, GA): CBS News Atlanta Mornings – [https://the-brand-amp.muckrack.com/broadcast/savedclips/view/Ubr8RsqIE5?\\_gl=1%2A1ho9zqi%2A\\_gcl\\_au%2AODgwMDUwNTk2LjE3NzYxMDAzNzEuNTExOTY5MDMuMTc3NjM1ODAwNy4xNzc2MzU4MDA2](https://the-brand-amp.muckrack.com/broadcast/savedclips/view/Ubr8RsqIE5?_gl=1%2A1ho9zqi%2A_gcl_au%2AODgwMDUwNTk2LjE3NzYxMDAzNzEuNTExOTY5MDMuMTc3NjM1ODAwNy4xNzc2MzU4MDA2)



Comprehensive marketing execution with digital, social, TV, radio, OOH billboards and ground team coverage.



MotoAmerica promotion at a local concert and Atlanta Cars & Coffee.



Mission Foods standees in local grocery stores promoting the series, class and riders. QR code with ticket discount.



MotoAmerica welcomes Quad Lock as Superbike class sponsor.



Racing simulator in the Harley-Davidson display.



Open race paddock for all fans.



Cardo, Harley-Davidson, and Indian Motorcycle Fan Laps.

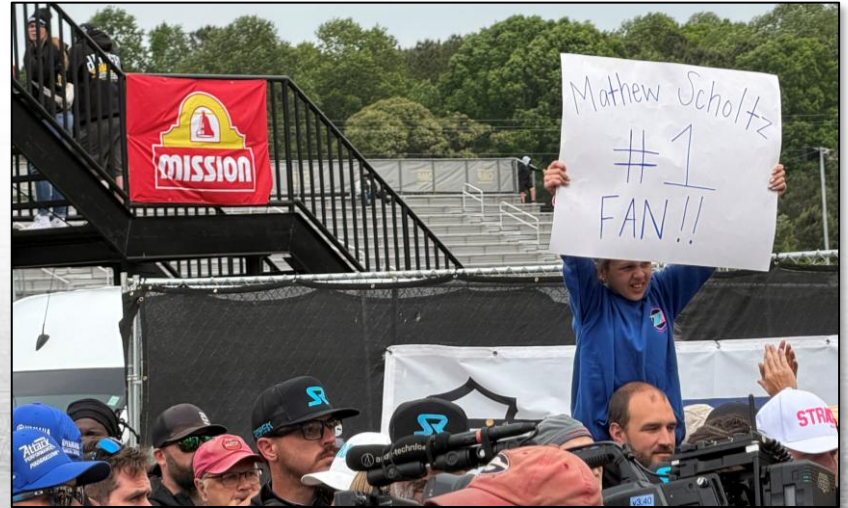


# YOUTH & FAMILIES

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Fans of all ages enjoyed autograph sessions and rider meet & greets.



Honda, Yamaha, Harley-Davidson, Aprilia and CFMOTO demos.

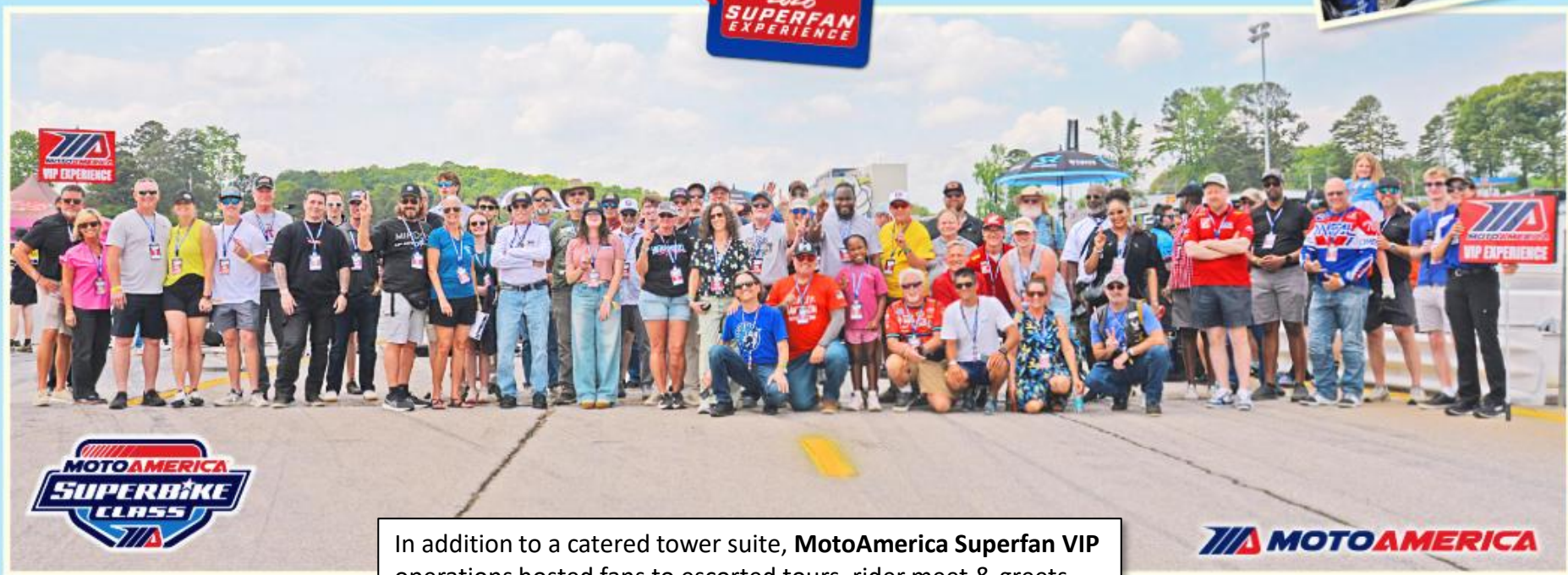


Multiple veteran groups in attendance.



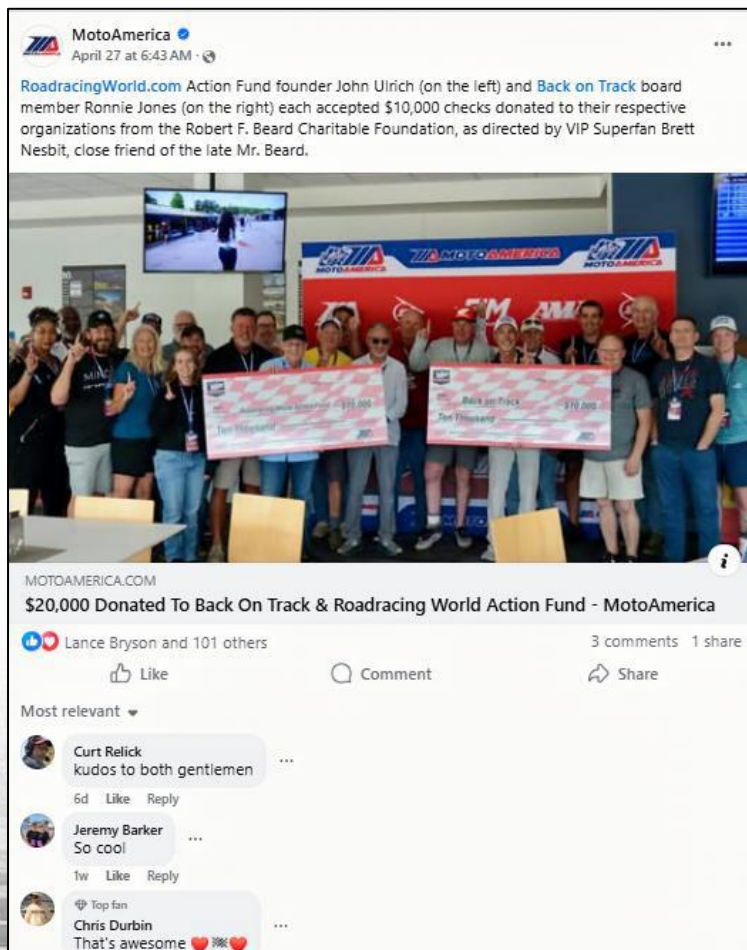
# VIP SUPERFAN

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In addition to a catered tower suite, **MotoAmerica Superfan VIP** operations hosted fans to escorted tours, rider meet & greets, and guest speakers from industry notables.

**Roadracing World Action Fund** and **Back On Track** accepted **Brett Nesbit's** generous donation from the **Robert F. Beard Charitable Foundation**. MotoAmerica Superfans shared in celebration.



Dominic Doyle was the 12th-ranked Supersport rider going into Road Atlanta and was selected as the latest benefactor of the **MotoAmerica VIP Superfan Privateer Support Program**.



"50 Years Of Superbike Racing" kicked off the 2026 MotoAmerica Superbike Championship at Road Atlanta. Scott Russell was welcomed as our first Superbike Grand Marshal, where it all began.



## GROWTH & SUCCESS

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

## REACH & ENGAGEMENT

Ten spectacular annual 3-day events deliver 103 annual races. Events feature up to 200 riders across 5-7 classes. The entertainment and community draw affluent crowds with camping, family-friendly activities, bike shows, and more.



# SERIES PARTNERS

Superbikes at Road Atlanta  
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# CONTACT



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