

# EVENT REPORT

Superbikes at Barber Motorsports  
May 15-17, 2026



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



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

## On the heels of two record events, MotoAmerica rolled into Barber and clicked off a third.

Action from five classes entertained fans for three days. The weekend also provided outstanding weather, immaculate grounds, premier camping, motorcycle demos, swap meet, and a fan zone with ample family entertainment. In addition, the Barber Motorsports Museum served up over 1,000 vehicles for all fans. Overall, an exceptional weekend.

### Races Classes

- 2 Quad Lock Superbike
- 2 Supersport
- 2 Twins Cup
- 2 Talent Cup
- 2 Mission Super Hooligan



## IMPACT SNAPSHOT

147	Rider Entries
5	Competition Classes
10	Races total
792,965	TV Total Viewership (Samsung & VICE)
12.6M	Digital Video Views
25.7M	Social Media Impressions
832K	Social Media Engagement
21,435	Attendance

### NOTES:

- Metrics: May 15-24, 2026 (10-days)
- TV Ratings: Details on next page.



## DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	49,995	25,330
YouTube	472,760	23,434
Facebook	7,379,111	30,062
Instagram	4,000,756	N/A
X	327,635	N/A
TikTok	364,693	N/A
<b>TOTAL</b>	<b>12,594,950</b>	<b>78,826</b>

Metrics: May 15-24, 2026 (10-days)

## BROADCAST SUMMARY

### BROADCAST DISTRIBUTION

- Samsung TV Plus- All classes, Live & Reairs
- Vice TV Superbike Sat & Sun, Live
- ESPN Latin America: Superbike & Supersport, Live & Reairs
- MA Live+ Streaming: All classes, Live & VOD
- YouTube: All classes, Delayed

### SAMSUNG TV METRICS

- 7 Total Broadcast Days (2 Live, 5 Reairs)
- 561,572 Total Device Reach
- 701,965 Total Viewership

### VICE TV METRICS

- 2 Total Broadcast Days (2 Live)
- 75,000 Nielsen Households
- 91,000 Nielsen P2+ Total Reach

### Definitions:

- **Samsung Total Device Reach** is total devices that watched any portion of the broadcast, similar to Nielsen Households.
- **Samsung Total Viewership** is the count of people watching any portion of the broadcast, similar to Nielsen P2+. This is estimated using MotoAmerica's historical average of its Nielsen P2+ being 22% to 30% over Households.
- **Nielsen P2+** is total viewers over 2 years old.





## Meltwater AI Metrics Insight:

### Total Potential Audience Reach: 124M (with syndications)

- Posts highlighted Barber Motorsports Park as a full weekend event, with practice, qualifying, museum activities, and strong fan turnout.
- News coverage focused on multiple classes at Barber, including Superbike, Supersport, Talent Cup, Twins Cup, and support races.
- Kayla Yaakov's record-setting Supersport performance drew major attention.
- Superbike and Supersport results were shaped by changing leaders, including Beaubier, Scholtz, Kelly, Binder, and Rodio.

## Local Broadcast

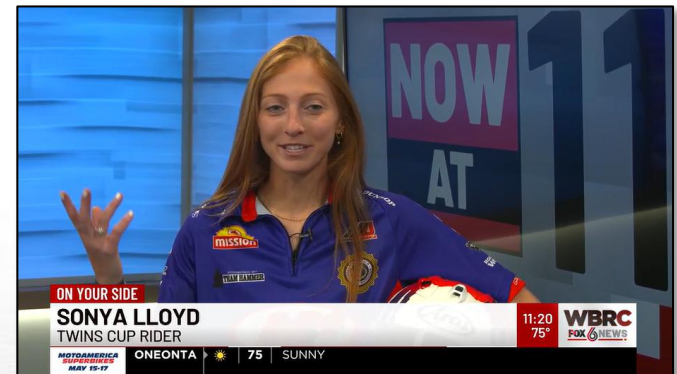
WVTM-TV (Birmingham, AL): WVTM 13 News @ 6am – [https://the-brand-amp.muckrack.com/broadcast/savedclips/view/UWUkiKTFx4?\\_gl=1%2A193xm5j%2A\\_gcl\\_au%2AMzcyNDY2MjQ3LjE3Nzc5MDk3NDMuMjAzOTk2OTE3MC4xNzc5MTM5MzUxLjE3NzcxMzgzNTM](https://the-brand-amp.muckrack.com/broadcast/savedclips/view/UWUkiKTFx4?_gl=1%2A193xm5j%2A_gcl_au%2AMzcyNDY2MjQ3LjE3Nzc5MDk3NDMuMjAzOTk2OTE3MC4xNzc5MTM5MzUxLjE3NzcxMzgzNTM).

WIAT-TV (Birmingham, AL): CBS 42 Morning News 6A – [https://the-brand-amp.muckrack.com/broadcast/savedclips/view/mmJYgNFgyf?\\_gl=1%2A1fqdax%2A\\_gcl\\_au%2AMzcyNDY2MjQ3LjE3Nzc5MDk3NDMuMjAzOTk2OTE3MC4xNzc5MTM5MzUxLjE3NzcxMzgzNTM](https://the-brand-amp.muckrack.com/broadcast/savedclips/view/mmJYgNFgyf?_gl=1%2A1fqdax%2A_gcl_au%2AMzcyNDY2MjQ3LjE3Nzc5MDk3NDMuMjAzOTk2OTE3MC4xNzc5MTM5MzUxLjE3NzcxMzgzNTM).

## Local Online

WBRC-TV (Birmingham, AL): MotoAmerica at Barber Motorsports Park – <https://www.wbrc.com/video/2026/05/10/motoamerica-barber-motorsports-park/>

WIAT-TV (Birmingham, AL): MotoAmerica bikes race at Barber Motorsports Park – <https://www.cbs42.com/video/motoamerica-bikes-race-at-barber-motorsports-park/11806414/>











# VIP SUPERFAN

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

Rider Ben Gloddy holds the donation check he received from the proceeds of commemorative hats purchased by MotoAmerica VIP Superfans. (corner image)



Barber Motorsports Park and the Barber Vintage Motorsports Museum paid tribute to the late George Barber with two of John Surtees' legendary world-championship-winning machines from the museum's permanent collection.

Surtees, a friend of **George Barber** and seven-time Grand Prix Motorcycle World Champion, won his first of his seven 500cc GP World Championships in 1956. He went on to also win the 1964 Formula One World Championship.

The tribute laps featured Surtees' first title-winning 1956 MV Agusta and 1964 Ferrari 158.



Race legend **Kenny Roberts** was present at the Barber Museum and race event for various duties including interviews and oversight of the Team Roberts MotoAmerica Talent Cup team.



Barber Vintage Motorsports Museum · Follow  
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Kenny Roberts was in high demand during the "MotoAmerica Superbikes at Barber" race weekend at Barber Motorsports Park. Before anyone turned a wheel on track, the three... See more

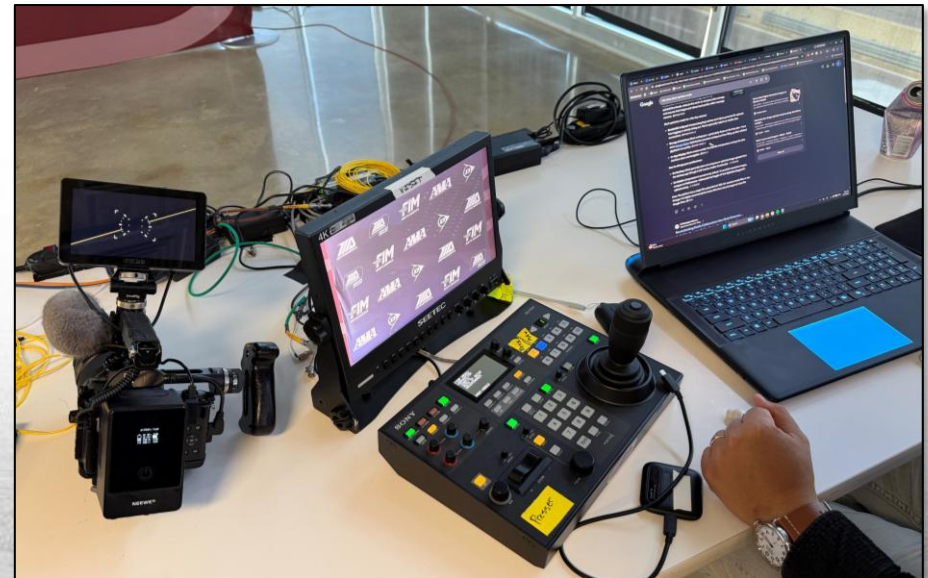
# VEHICLES

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# TV & MEDIA OPS

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## 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

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# CONTACT



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