

Comparison North American Championship vs World								
Difference	Facebook Live Analytics							
Facebook Live	North America	Live	Weekend	Week	World Championship	Live	Weekend	Week (Combined)
25 % Decrease NA	Impressions	1,064,444	7,534,384	7,696,482	Impressions	323,167	5,903,926	10,273,528
76% Decrease NA	Views	139,483	1,512,909	1,555,087	Views	79,060	694,829	6,646,583
59 % Increase NA	Impressions	5,313	28,372	30,376	Impressions	4,793	11,761	12,277
33 % Decrease NA	Views	1,216	5,136	5,704	Views	1,531	3,961	8,625
45 % Decrease NA			Total	9,287,649			Total	16,941,013.00
Difference	ESPN Ratings							
ESPN Ratings	North American			World Championships				
71% Decrease for NA	122,742			426,509				
68% Decrease for NA	.05 US HH Rating			.16 US HH Rating				
Difference	Marketing Comparison							
Marketing	Marketing Comparison							
5% Decrease for NA	North America- Pre Race Mkt	395,856		World Championship -Pre Race Mkt	420,000			
62% Decrease for NA	Unique Event Page Views	403,501		Unique Event Page Views	1,060,681			
93 % Decrease for NA	Digital Advertising Impressions	1,243,701		Digital Advertising Impressions	19,900,000			
90% Decrease for NA	Total	2,043,058		Total	21,380,681			
Difference	Event Weekend Reach							
Event Weekend Reach	Event Weekend Reach			Event Weekend Reach				
87% Decrease for NA	Social Media Reach	8,400,000		Social Media Reach	66,000,000			
76% Decrease for NA	Interactions	171,000		Interactions	733,000			
82 % Decrease for NA	Impressions	889,789		Impressions	4,900,000			
88 % Decrease for NA	Total Impressions	11,503,847		Total Impressions	93,013,681			
Difference	Registration							
Registration	Registration	North American		World Championship				
17 % Increase for NA	Total Racers	11,301.00		9,348.00				
52 % Increase for NA	> 100 Miles	7,601.00	67.26%	3,590.00		38.40%		
6 % Decrease for NA	> 300 miles	3,768.00	33.34%	4,021.00		43.01%		
.3 % Increase for NA	< 500	1,743.00	15.42%	1,737.00		18.58%		