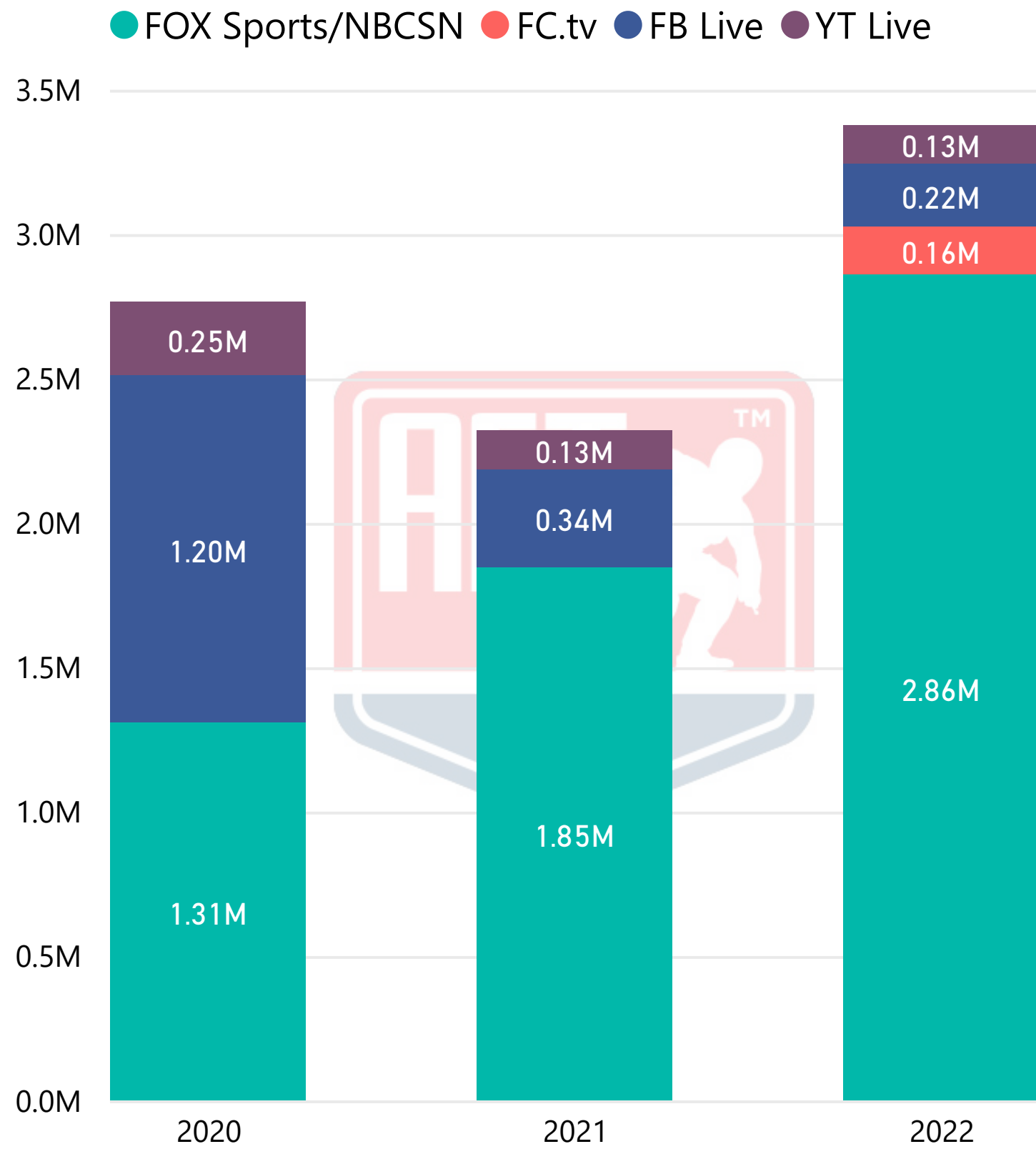


2022 Viewership (YTD)

Late Update (UTC): 11/7/22 4:42 PM

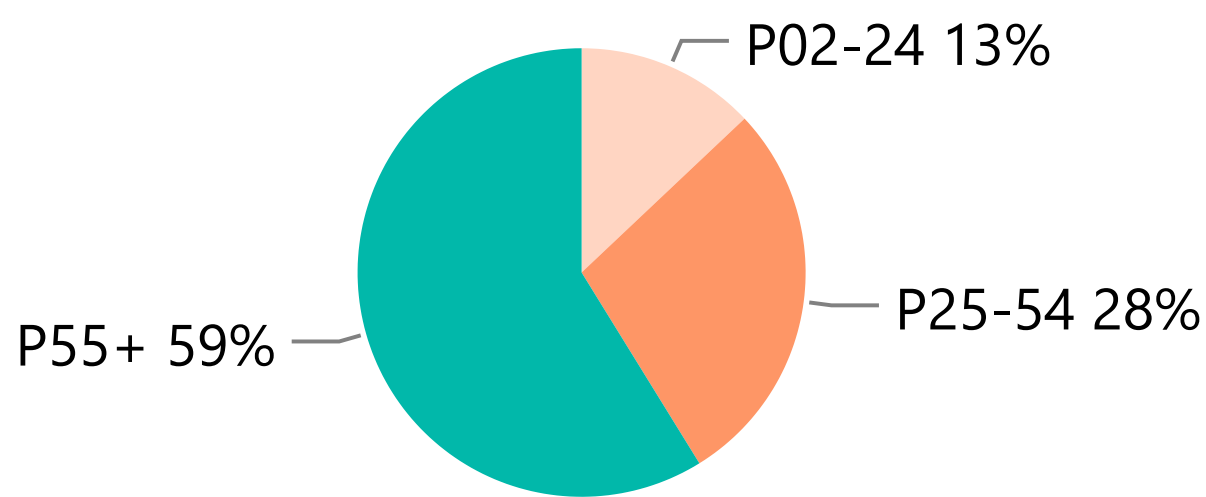


Total AFT Viewership (2020-2022)

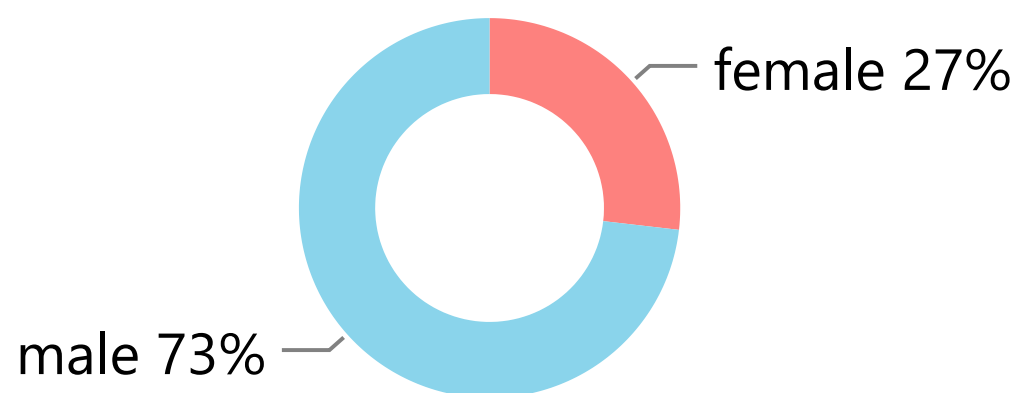


Demographics

Age - FOX Sports Audience for AFT Shows



Gender - FOX Sports Audience for AFT Shows



P02+ Viewers Households

2,861,000

Total P02+ YTD

2,209,000

Total HH YTD

2022 AFT Viewership

3,377,919

Total YTD Viewership

201,247

Average per Event



2,861,000

FOX Sports P02+

164,695

FansChoice.tv Views

219,845

FB Live Views

132,379

YouTube Live Views

Telecasts/livestreams included in this report:

17

FS1 Premieres

133

FS1/FS2 Re-Airs

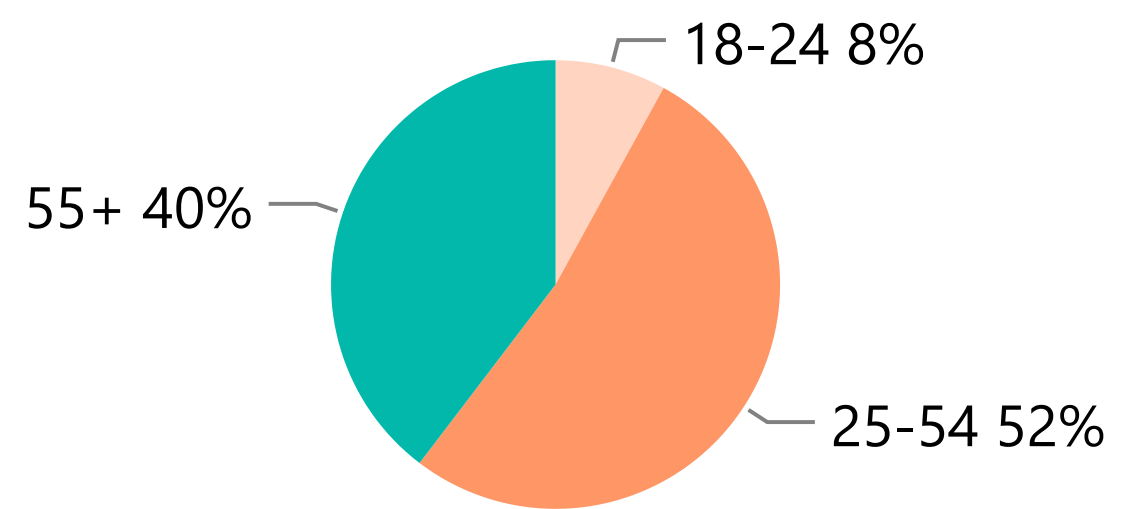
17

Livestreamed Events

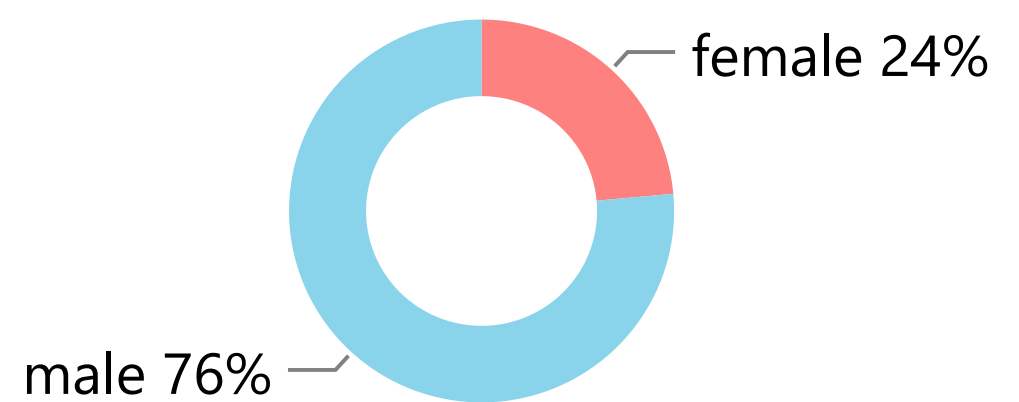


Demographics

Age - FansChoice.tv Audience



Gender - FansChoice.tv Audience



Hours Viewed Time on Stream

156,566

Hours Viewed YTD

113

Avg Time on Stream (min.)

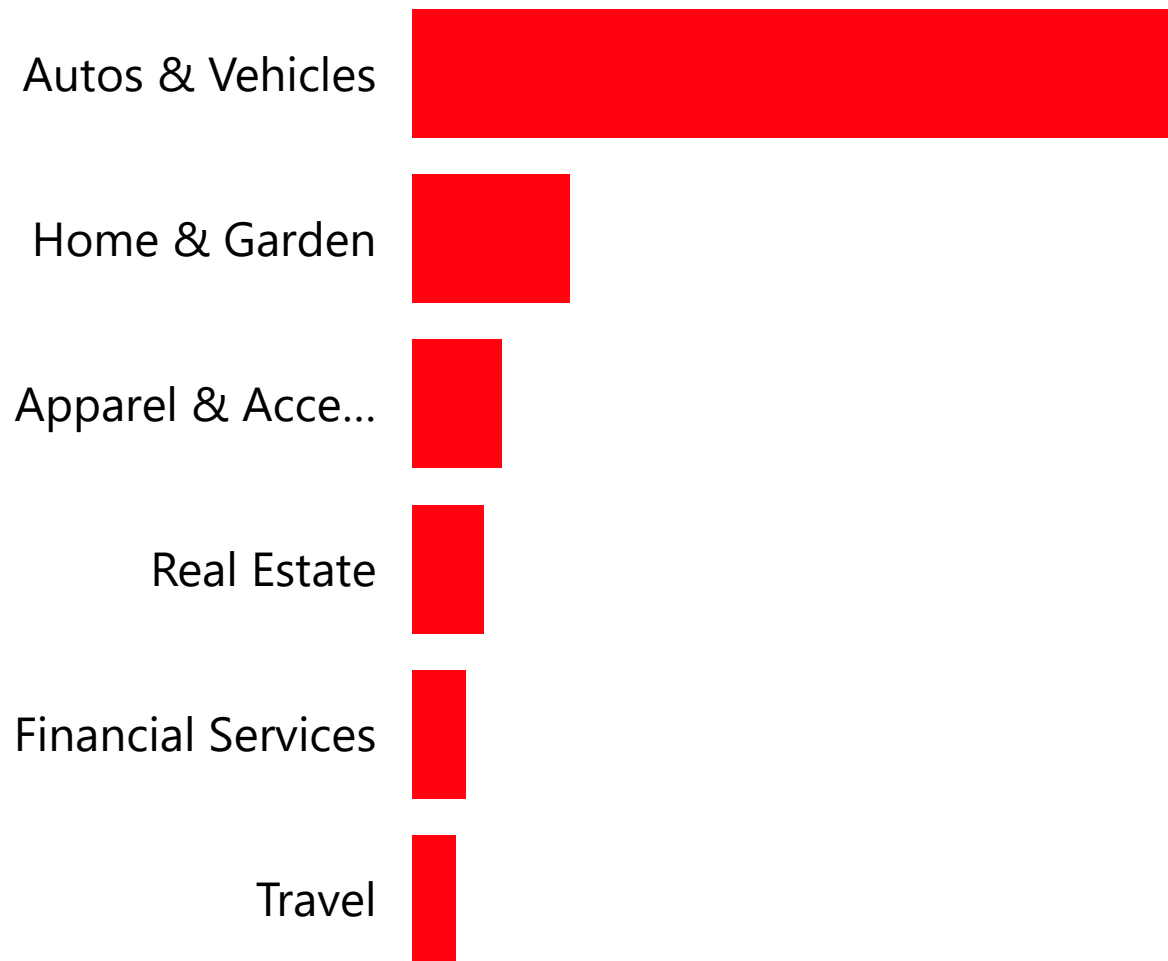
2022 Website Metrics

Late Update (UTC): 11/7/22 4:42 PM



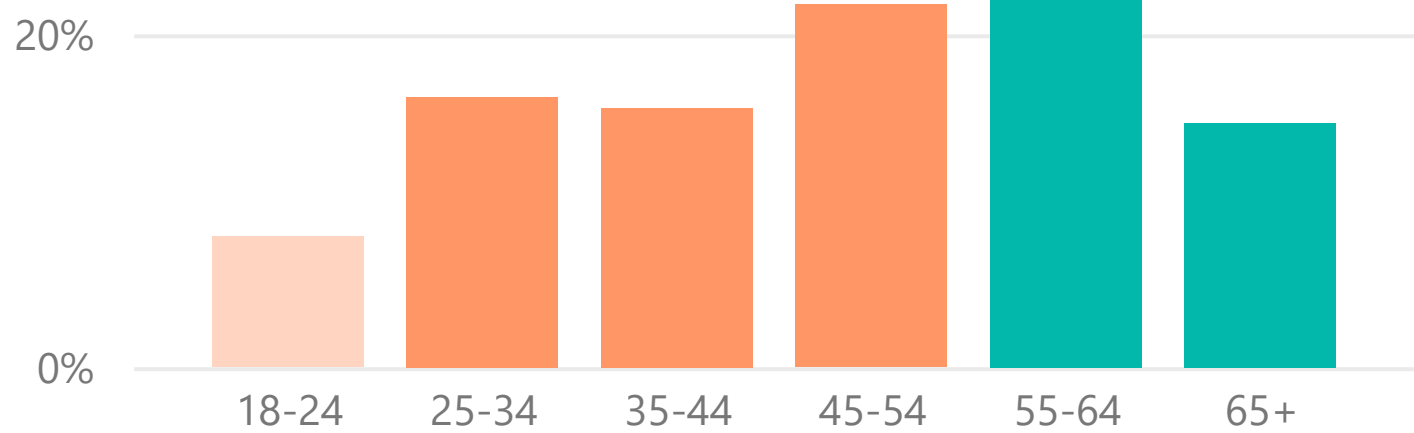
In-Market Affinity

The In-Market Audience is composed of AFT's website users who are actively searching and comparing products/services in a specific category:

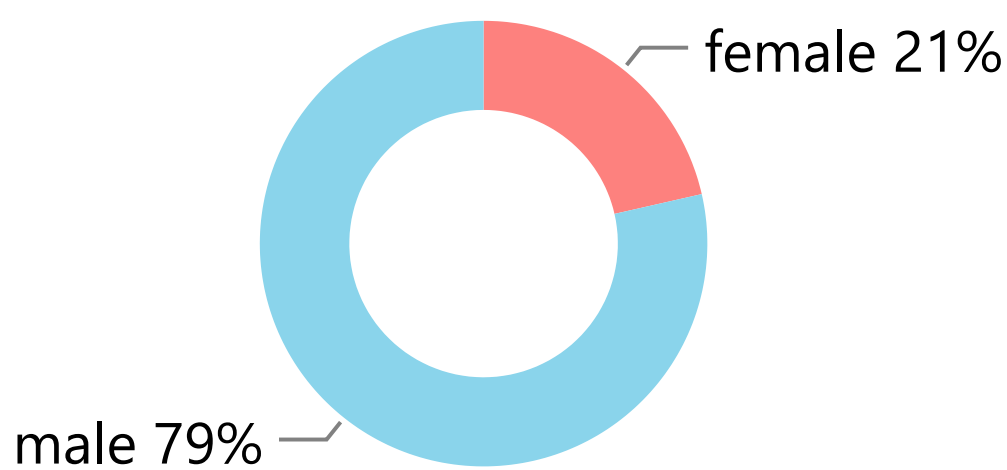


Web Users - Demographics

Age - Website Users

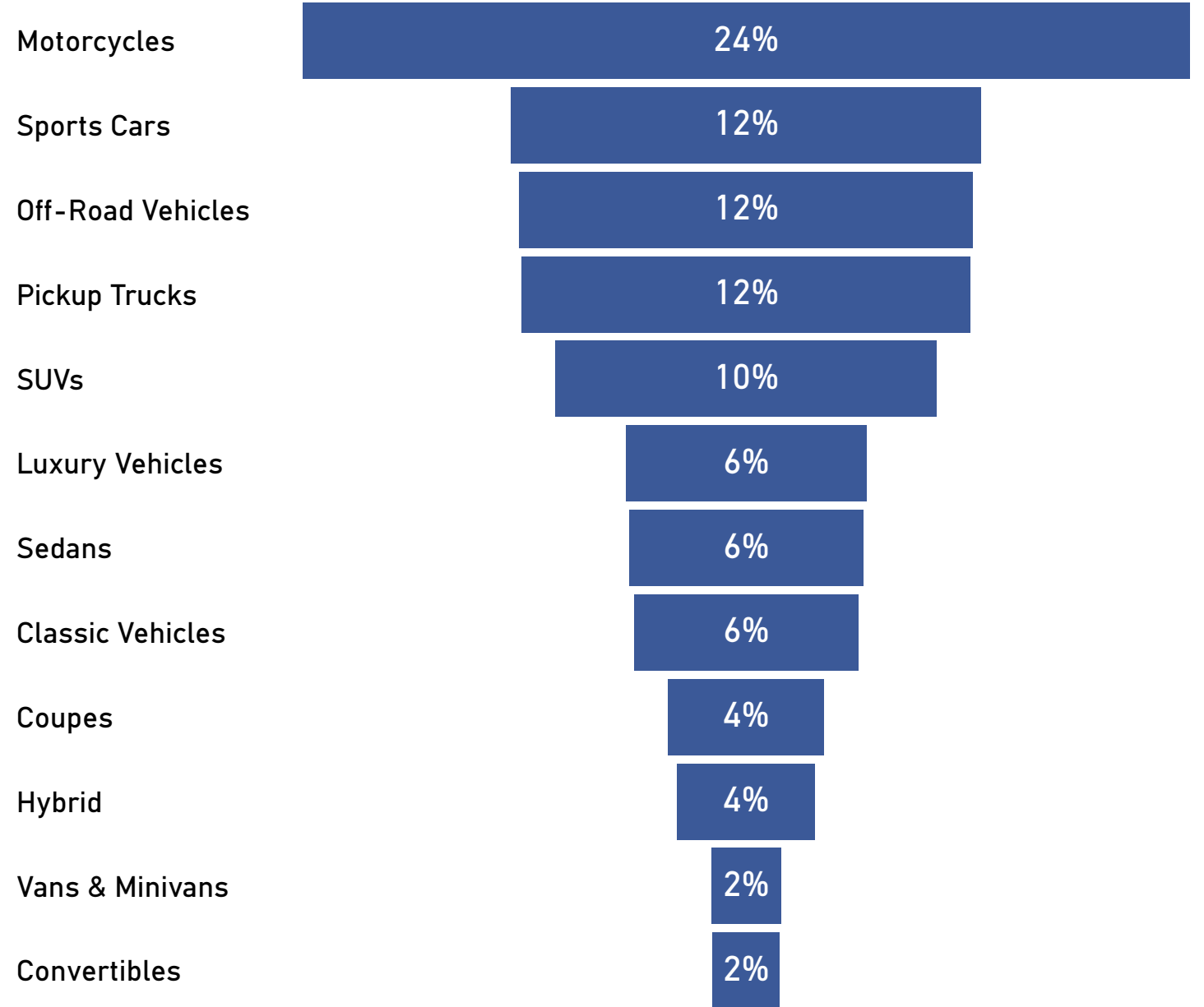


Gender - Website Users



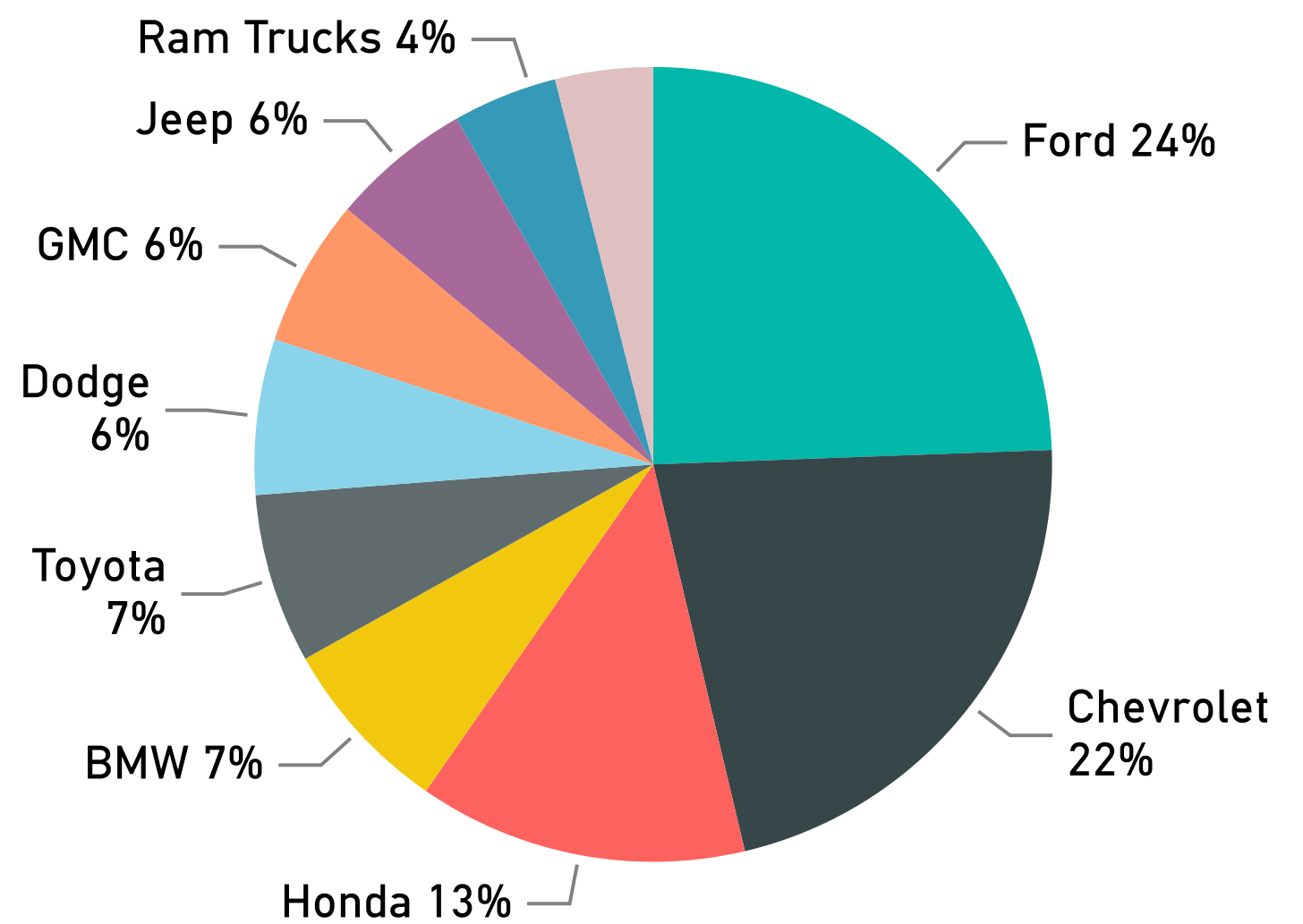
Autos & Vehicles by Type

In-Market Affinity by Type of Motor Vehicle



Autos & Vehicles by Brand

In-Market Affinity by Brand of Motor Vehicle



Website

984,599

AFT.com YTD Sessions

3,775,896

Pageviews



Website

210,554

FC.tv YTD Sessions

1,107,648

Pageviews

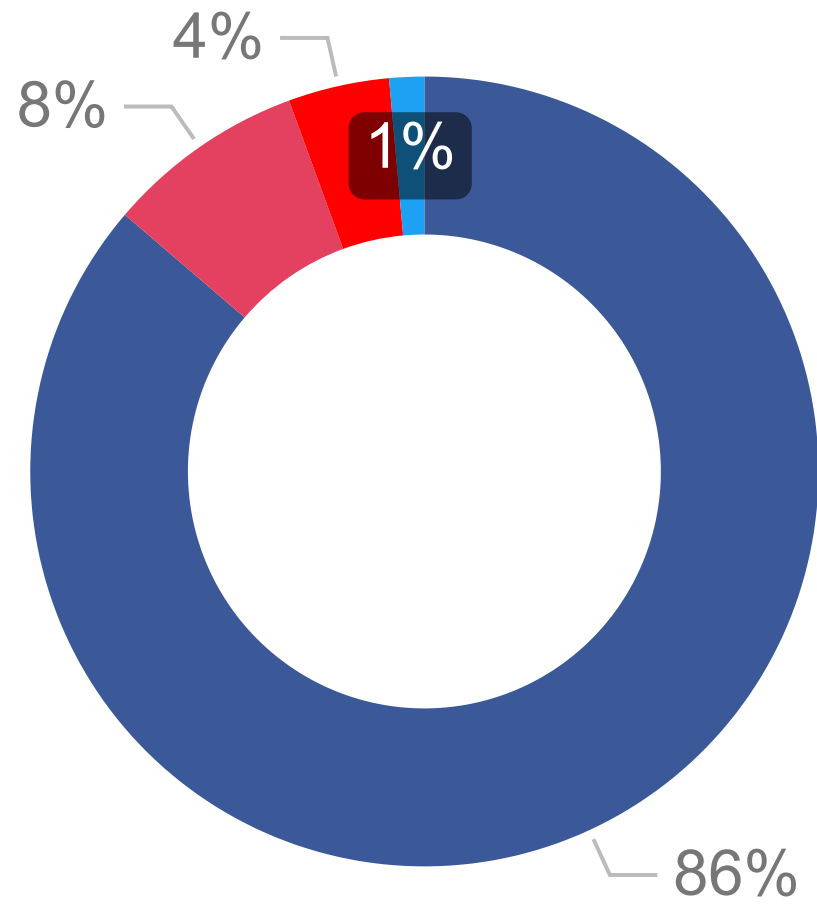
2022 Social Media Metrics

Late Update (UTC): 11/7/22 4:42 PM



American Flat Track Social Audience

● Facebook ● Instagram ● YouTube ● Twitter



1,063,413

All Social Media Followers

facebook

909,593

Facebook Fans

Instagram

88,020

Instagram Fans



15,117

Twitter Followers

YouTube

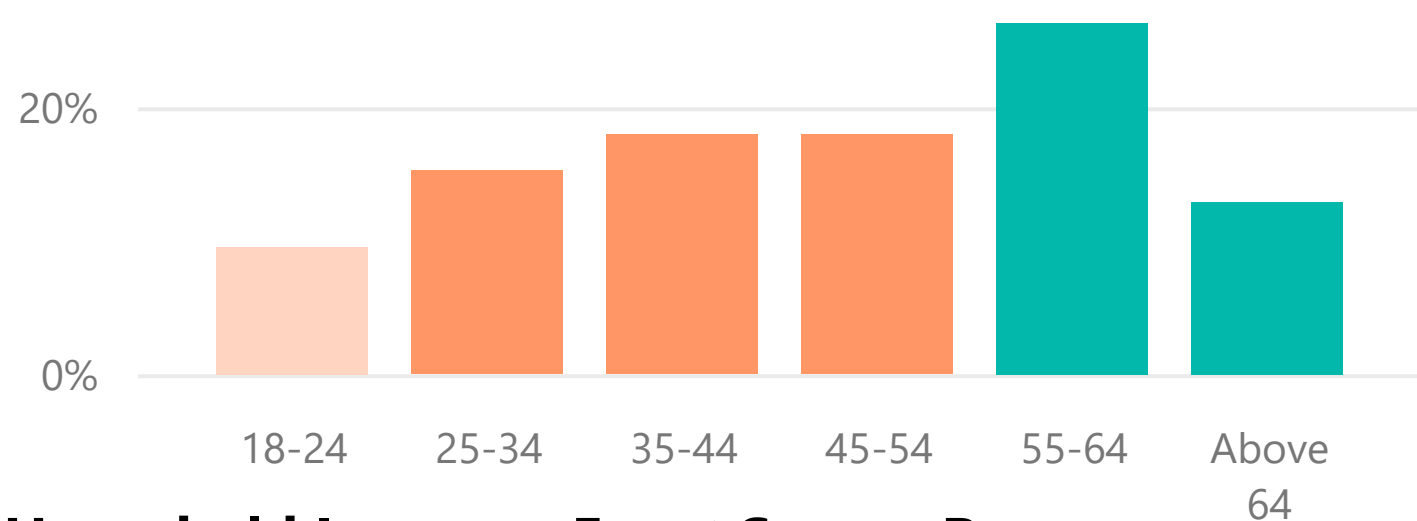
44,000

YouTube Subscribers

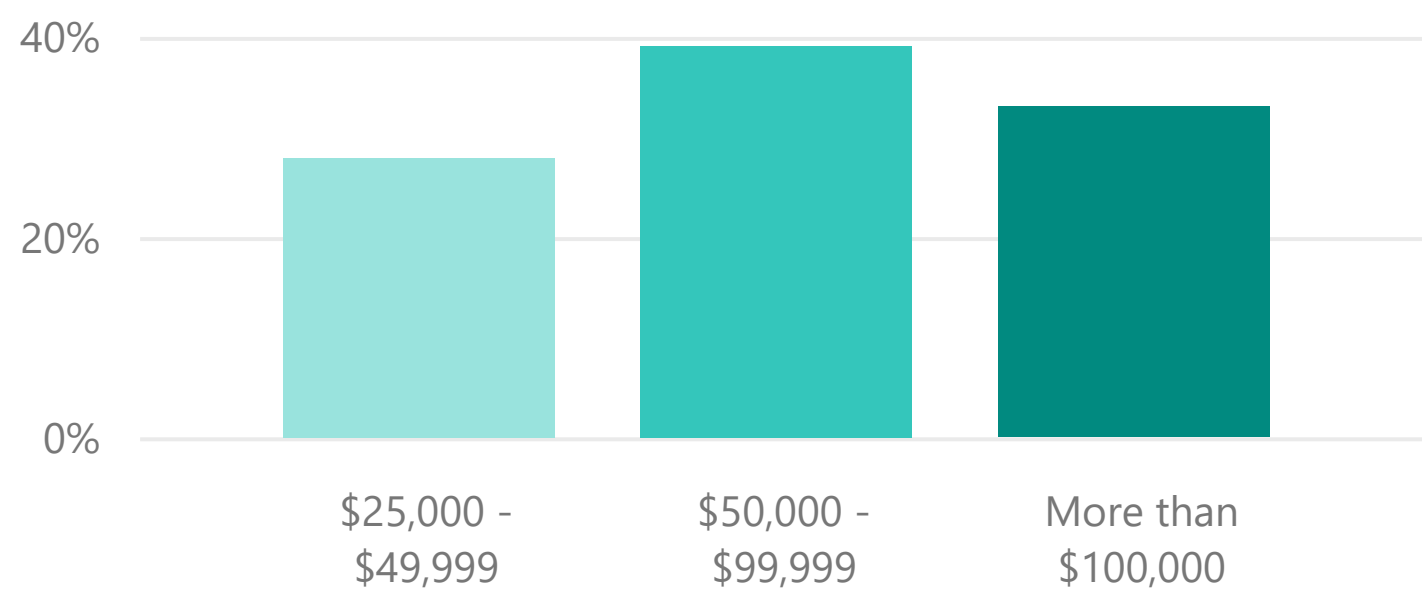


Event Survey Demographics

Age - Event Survey Responses



Household Income - Event Survey Responses



First-Time Ticket Buyers

First-Time vs. Repeat Customer

