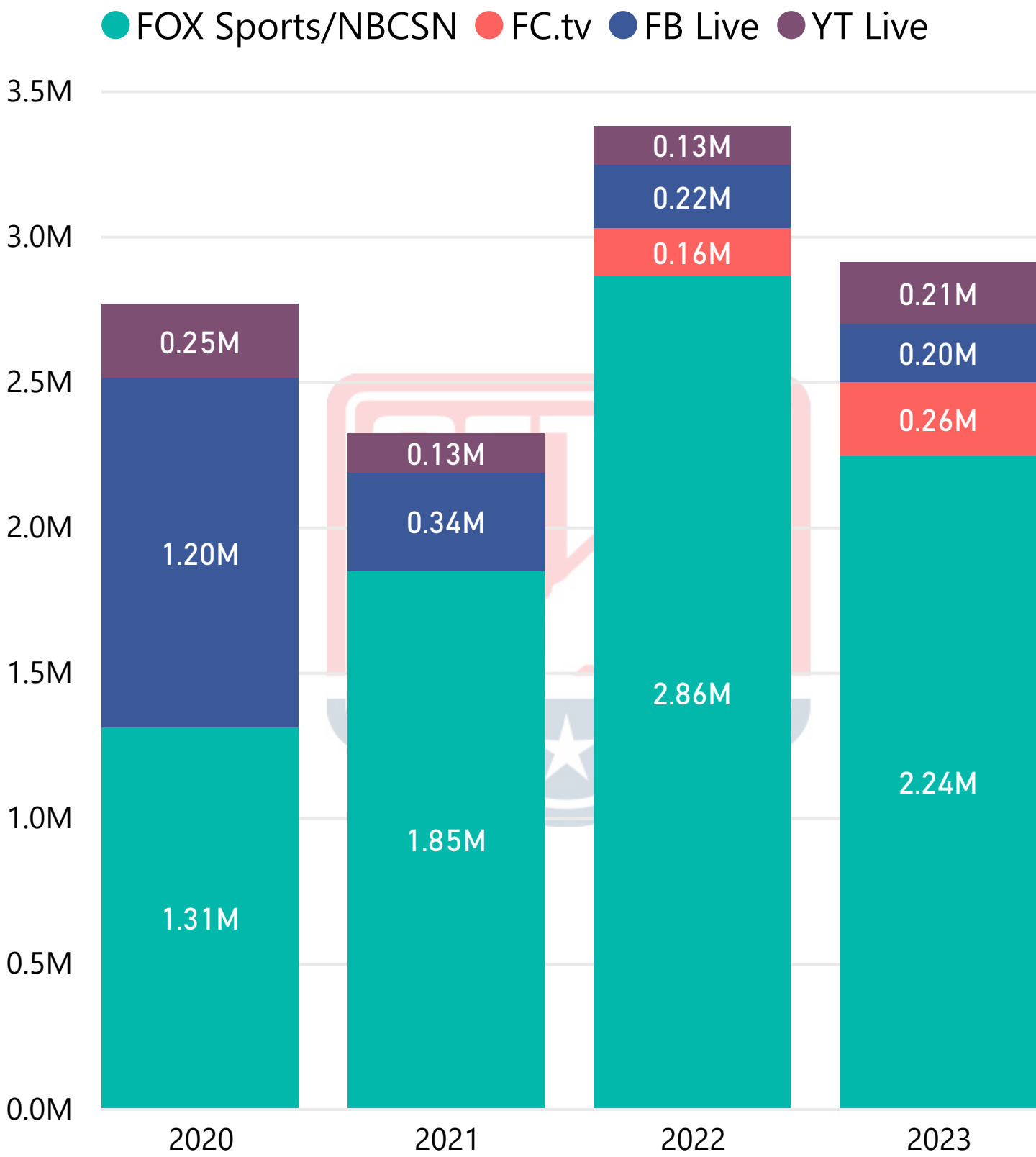


2023 Viewership (YTD)

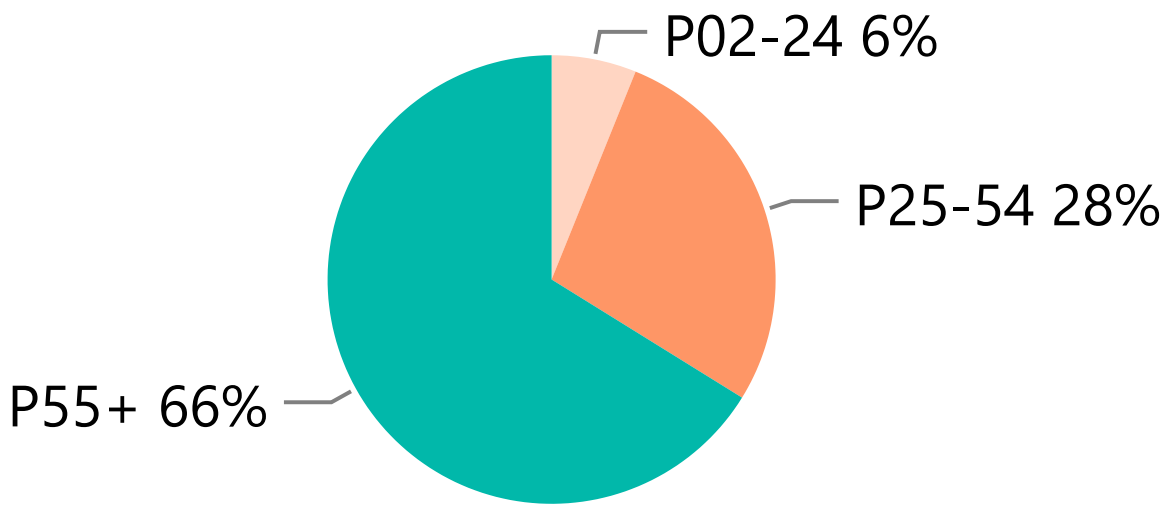
Late Update (UTC): 9/18/23 7:58 PM

Total AFT Viewership (2020-2023)

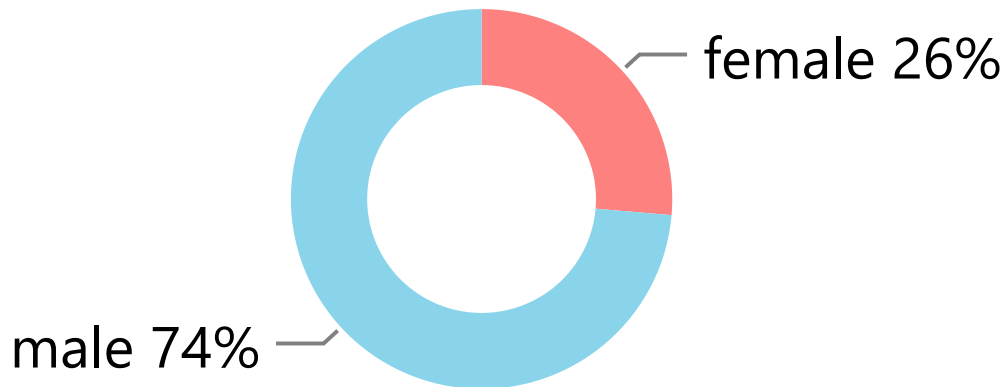


Demographics

Age - FOX Sports Audience for AFT Shows



Gender - FOX Sports Audience for AFT Shows



P02+ Viewers



Households

2,243,000

Total P02+ YTD

1,697,000

Total HH YTD



2023 AFT Viewership

2,910,408

Total YTD Viewership

163,601

Average per Event



FANSCHOICE.tv



2,243,000

FOX Sports P02+

255,448

FansChoice.tv Views

199,193

FB Live Views

212,767

YouTube Live Views

Telecasts/livestreams included in this report:

18

FS1 Premieres

76

FS1/FS2 Re-Airs

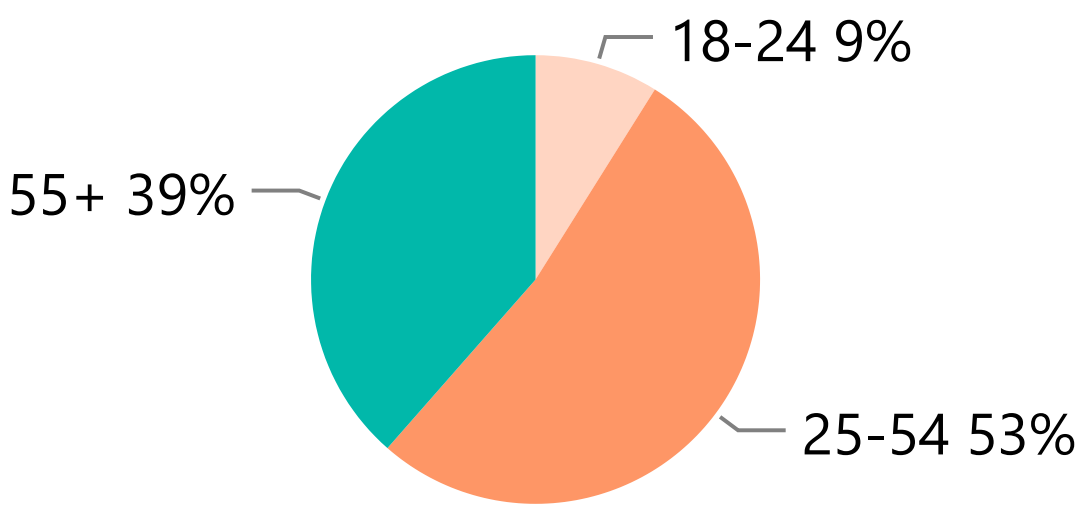
18

Livestreamed Events

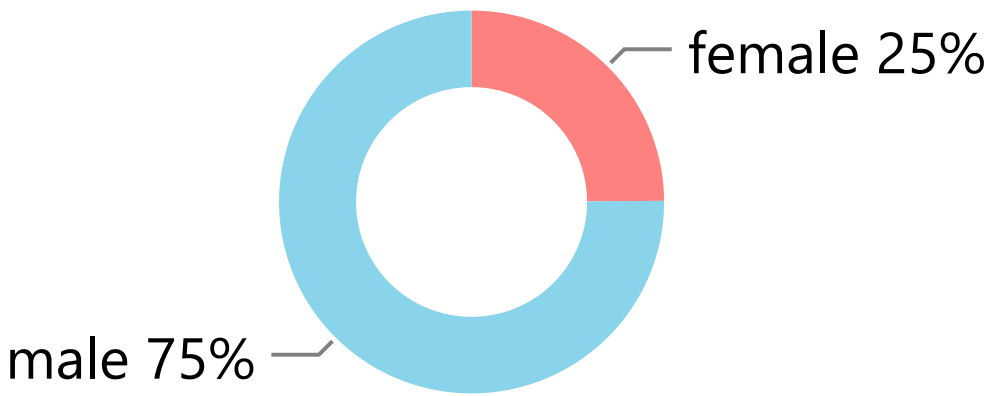
FANSCHOICE.tv

Demographics

Age - FansChoice.tv Audience



Gender - FansChoice.tv Audience



Hours Viewed



Time on Stream

192,802

Hours Viewed YTD

105

Avg Time on Stream (min.)

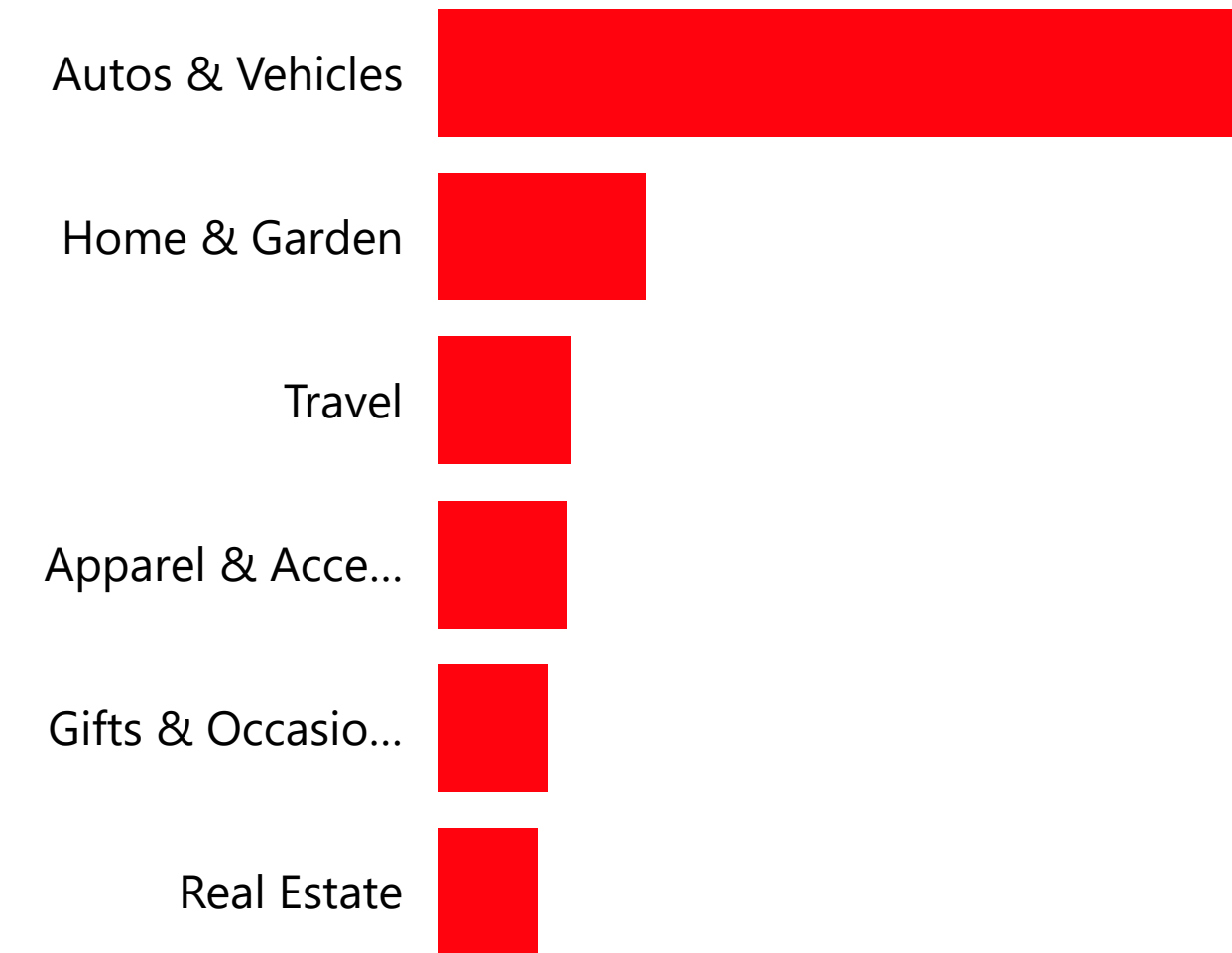
2023 Website Metrics

Late Update (UTC): 9/18/23 7:58 PM



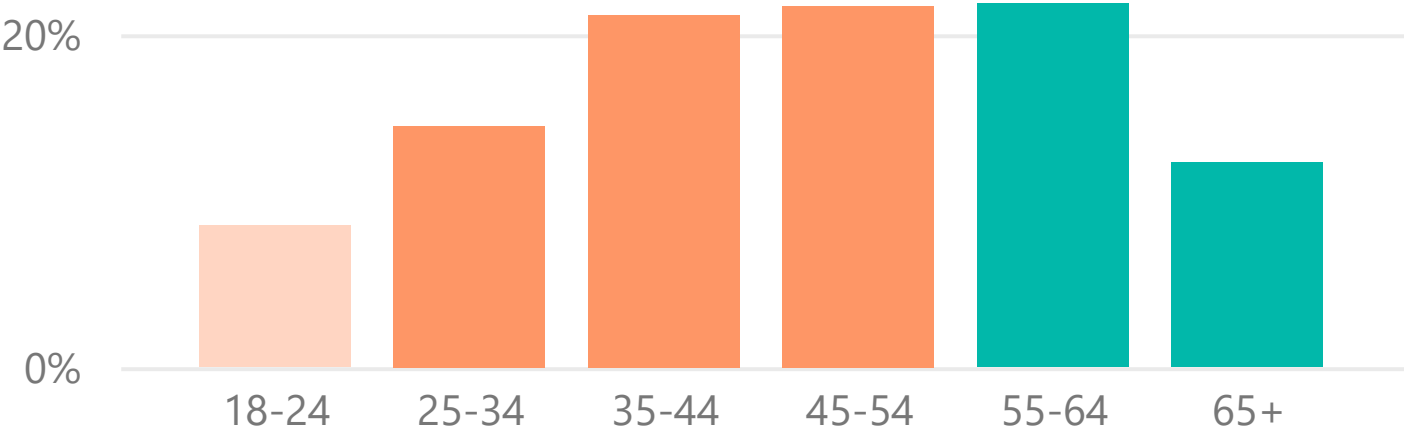
In-Market Affinity

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

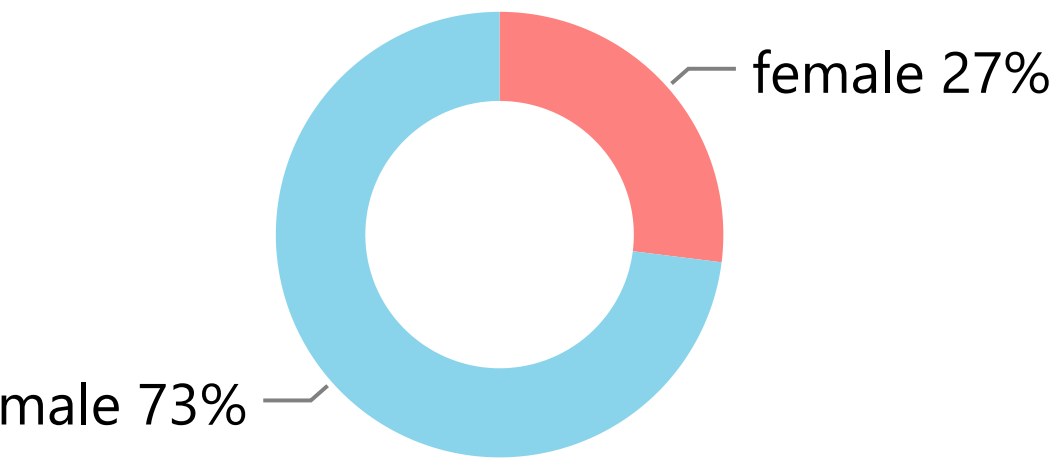


Web Users - Demographics

Age - Website Users



Gender - Website Users



Website

839,045

AFT.com YTD Sessions

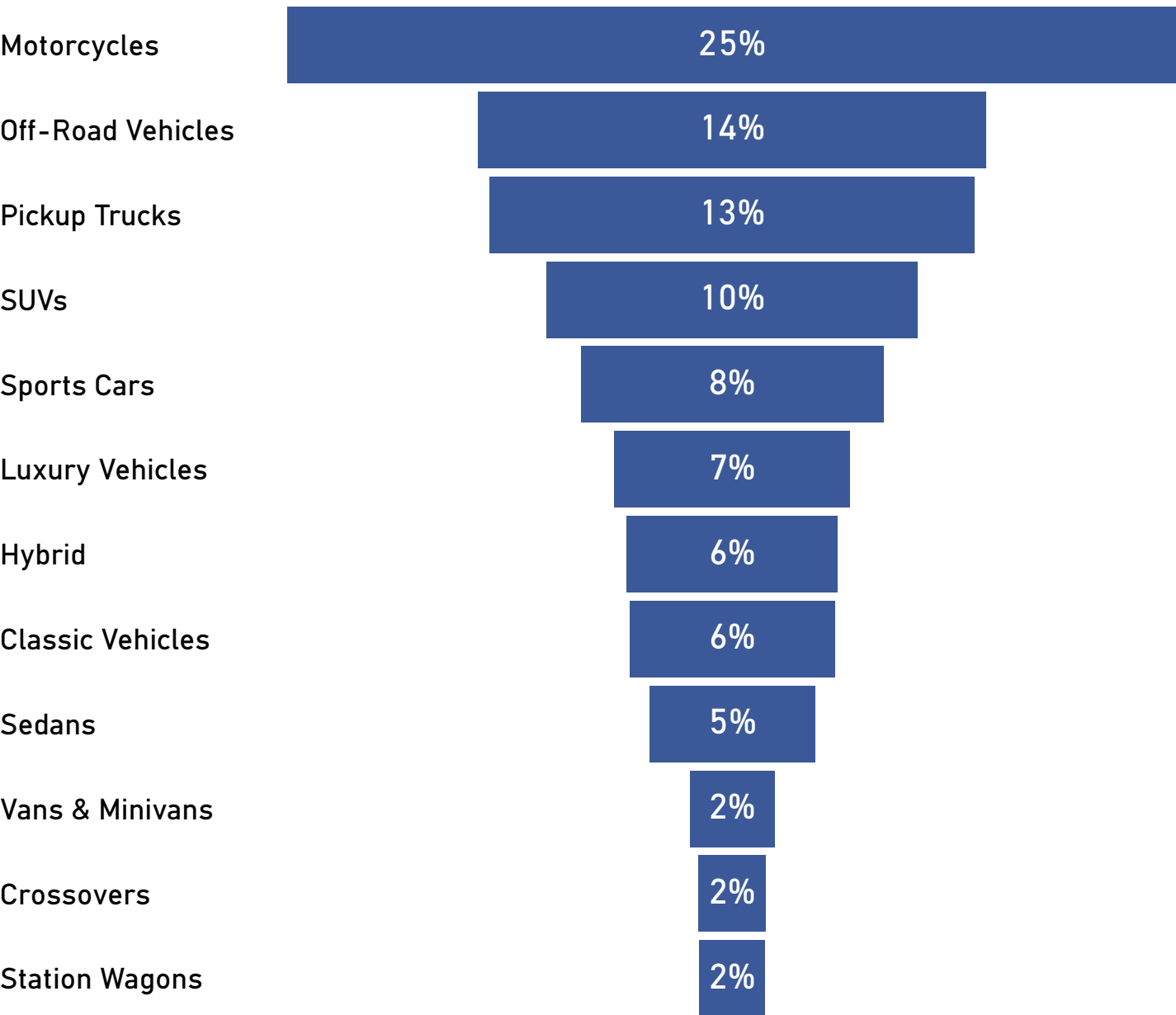
2,811,590

Pageviews



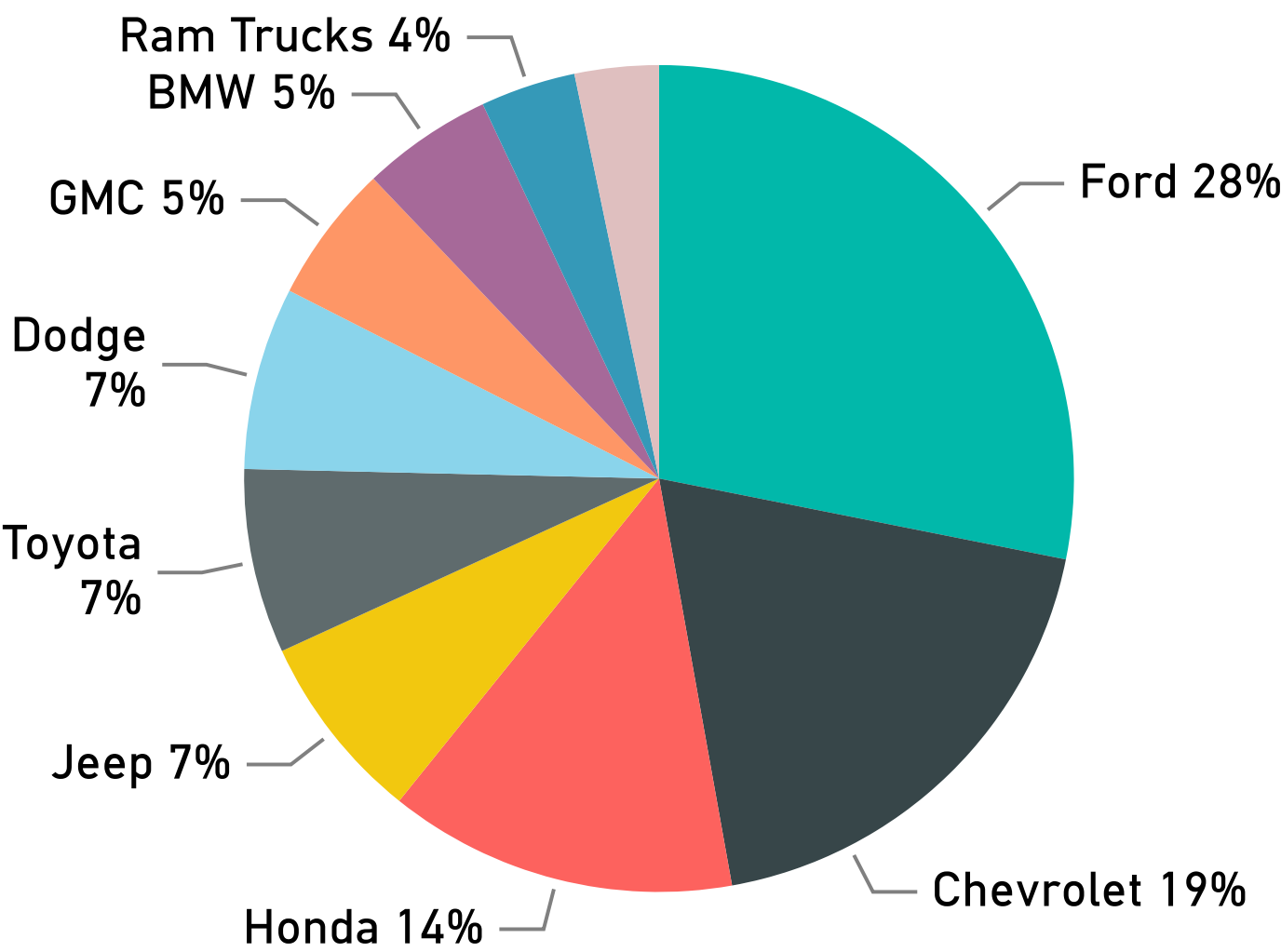
Autos & Vehicles by Type

In-Market Affinity by Type of Motor Vehicle



Autos & Vehicles by Brand

In-Market Affinity by Brand of Motor Vehicle



Website

222,963

FC.tv YTD Sessions

1,195,756

Pageviews

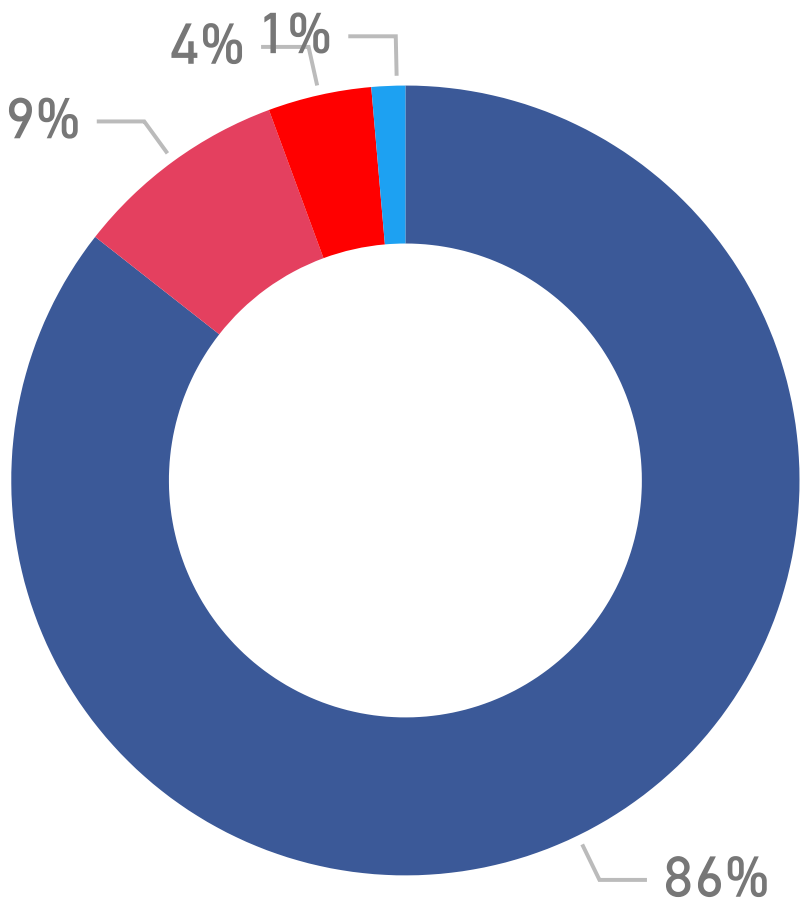
2023 Social Media Metrics

Late Update (UTC): 9/18/23 7:58 PM



American Flat Track Social Audience

Facebook Instagram YouTube Twitter



1,102,607

All Social Media Followers

facebook

Instagram

943,592

Facebook Fans

96,981

Instagram Fans



YouTube

15,234

Twitter Followers

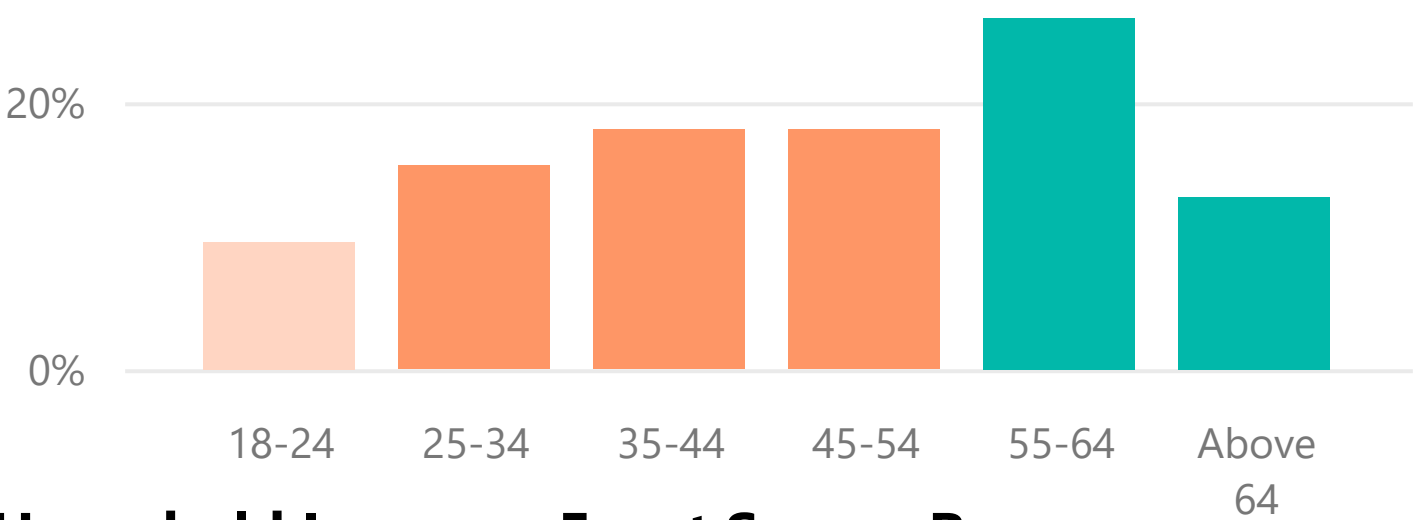
46,800

YouTube Subscribers

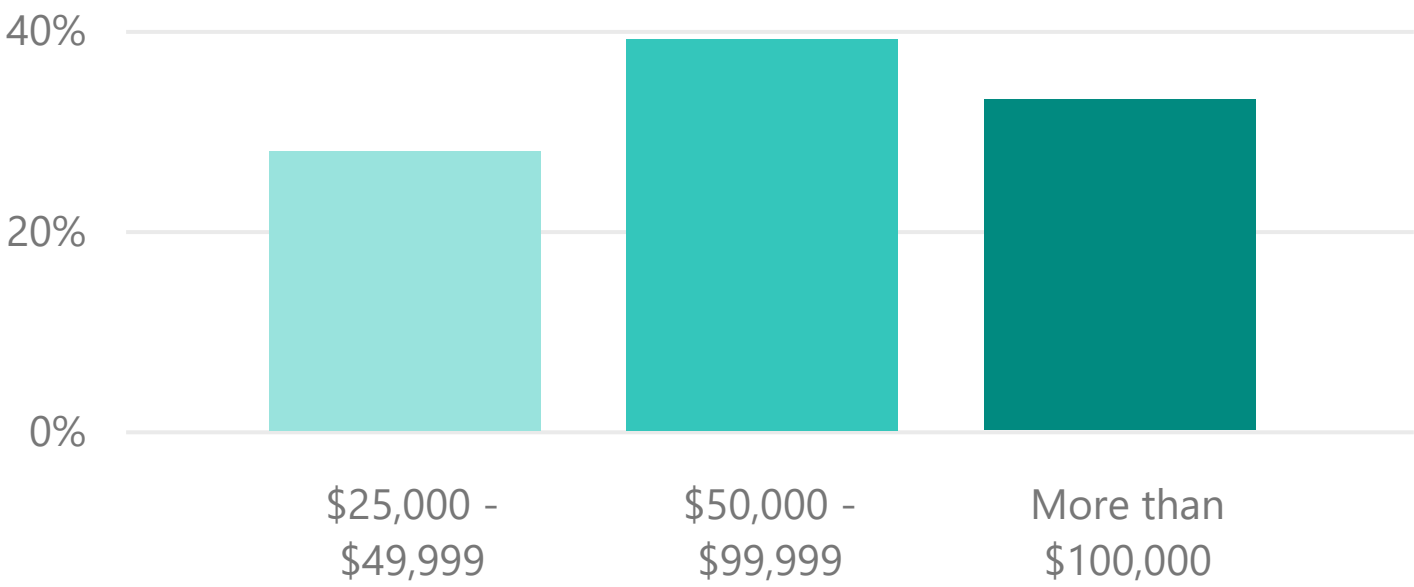


Event Survey Demographics

Age - Event Survey Responses



Household Income - Event Survey Responses



First-Time Ticket Buyers

First-Time vs. Repeat Customer

