

AUDIENCE METRICS 2024



2024 Viewership || YTD*



2024 Viewership

2,575,907

Total YTD Viewership

257,590

Average per Event



1,337,000

FOX Sports P02+

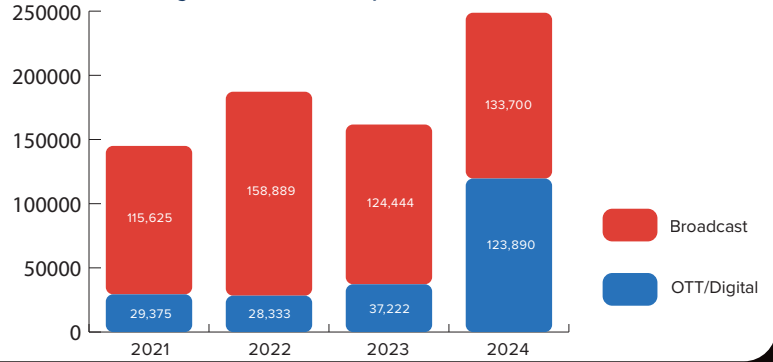
OTT/DIGITAL

1,238,907

*OTT/Digital incudes

YouTube Live f LIVE FLORACING

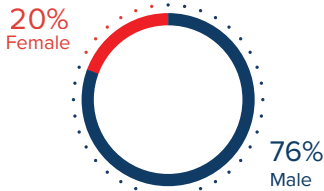
Average AFT Viewership 2021-2024



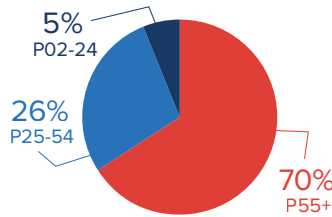
Demographics



Gender || Viewers



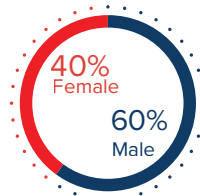
Age Group || Viewers



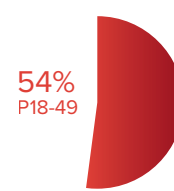
FLORACING || Demographics



Gender || Viewers



Age Group || Viewers



Top 10 || States

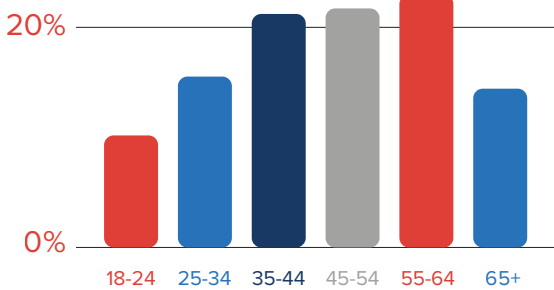


PA, VA, IL, OH, NC, NY, FL, IN, TX, WA

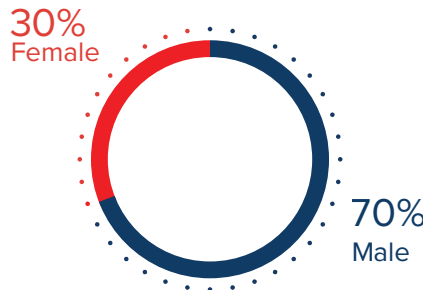
Web User || Demographics



Age || Website Users



Gender || Website Users



Website

2,039,185

2024 Pageviews

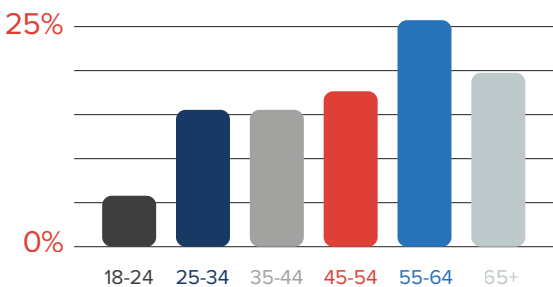
466,126

2024 AFT.com Sessions

Social Media || Demographics



AFT Social Audience



All Social Media Followers

1,108,840



944,826

Facebook Fans



101,800

Instagram Fans



15,448

X Followers



48,000

YouTube Subscribers

*Viewership metrics through DuQuoin Mile