



2023 AUDIENCE REPORT

INTRODUCTION

The following report summarizes the media exposure garnered by the series from November 16, 2022 through November 15, 2023, unless otherwise noted.

The report covers owned media as well as Trans Am coverage through our media partners at RACER as well as video produced and distributed through MAVTV and Greenlight Media.

01. Social Media

02. Video / Streaming / Television

03. RACER

01. SOCIAL MEDIA

Social media data covers the Trans Am-owned platforms on Facebook, X/Twitter, Instagram and YouTube **The reporting period spans from November 16, 2022 to November 15, 2023.**



TOTAL IMPRESSIONS: 23,856,386

TOTAL ENGAGEMENTS: 1,387,450

<p>Overall Engagement Rate Per Impression 5.8%*</p>	<p>Overall Audience 112,763</p>
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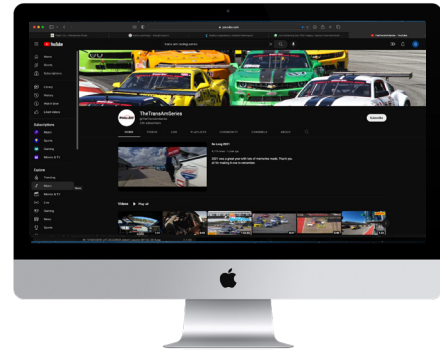
*A measure of engagements across all platforms. According to social media marketing agency Nvision, an engagement rate over 5.5% is considered, "high."

02. STREAMING/TELEVISION/VIDEO

The 2023 Trans Am presented by Pirelli was live streamed for free across Trans Am's owned social channels with production provided by Greenlight. All races were archived on Trans Am's YouTube channel for on demand viewing.

In addition, linear broadcast network MAVTV hosted race re-airs and highlights on Thursday nights in prime time of the week following the race event, which also had distribution via their FAST network.

Global Terrestrial TV coverage was provided via Greenlight TV's distribution platform.



Race Streaming
1,512,220 views



773,299 video views on YouTube
equaling 290,071 viewing hours



LINEAR TV AUDEINCE: 1,192,214
LINEAR TV AIRINGS: 313 episodes



DOMESTIC REACH: 60 Million Households
INTERNATIONAL REACH: 709 Million Households
TOTAL REACH: 769 Million Households

03. RACER

As Trans Am’s official media partner, RACER and RACER.com act as an extension of Trans Am’s owned media channels carrying all Trans Am-generated content as well as original Trans Am-related content. In addition, RACER’s social media platforms amplify the reach of Trans Am’s own social media channels.



Trans Am specific content on*:

RACER.com

Pageviews: 96,566

Shares: 10,151

RACER Facebook

Engaged Users: 10,151

Likes: 30,192

RACER Twitter

Impressions: 294,799

Engagements: 3,489

*January - November 2023

CONTACT

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