



2022 AUDIENCE REPORT

January - December

Revised Jan 5, 2023

INTRODUCTION

The following report summarizes the media exposure garnered by the series from January through December, 2022. **This draft of the report is preliminary until all metrics from 2022 are in. Applicable dates are shown for each data category.**

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

01. Social Media

02. Video / Streaming / Television

03. Earned Media

04. RACER

01. SOCIAL MEDIA

Social media data covers the Trans Am-owned platforms on Facebook, Twitter and Instagram.

The reporting period spans from January 1, 2022 to December 18, 2022. The growth metric, where applicable, shows gains/losses compared to same period last year.



Impressions:

5,435,876

857,330

5,026,351

TOTAL IMPRESSIONS: 11,319,557 (+26%)

Engagements:

445,799

35,871

261,354

TOTAL ENGAGEMENTS: 743,024 (+34%)

**Overall Engagement Rate
Per Impression**

6.6%*

Overall Audience

67,751

*A measure of engagements across all platforms. According to social media marketing agency Nvision, an engagement rate over 6.7% is considered, "very high."

02. STREAMING/TELEVISION/VIDEO

The 2022 Trans Am presented by Pirelli was live streamed for free across Trans Am's owned social channels with production provided by Greenlight. Race re-airs and highlights were also available across social channels. Global Terrestrial TV coverage was provided via Greenlight TV's distribution platform.



Terrestrial TV*

Domestic Homes: 88 million

International Homes: 953 million

Programming: Over 5,000 live minutes and 1,700 minutes of highlights

*through September 30

**Race Streaming
655,000 views**

Races were streamed on Facebook, YouTube and SpeedTour TV**



546,534 video views on YouTube equaling 135,818 viewing hours; 23,062 channel subscribers**



Social Video Views:

1,208,534**

68,448

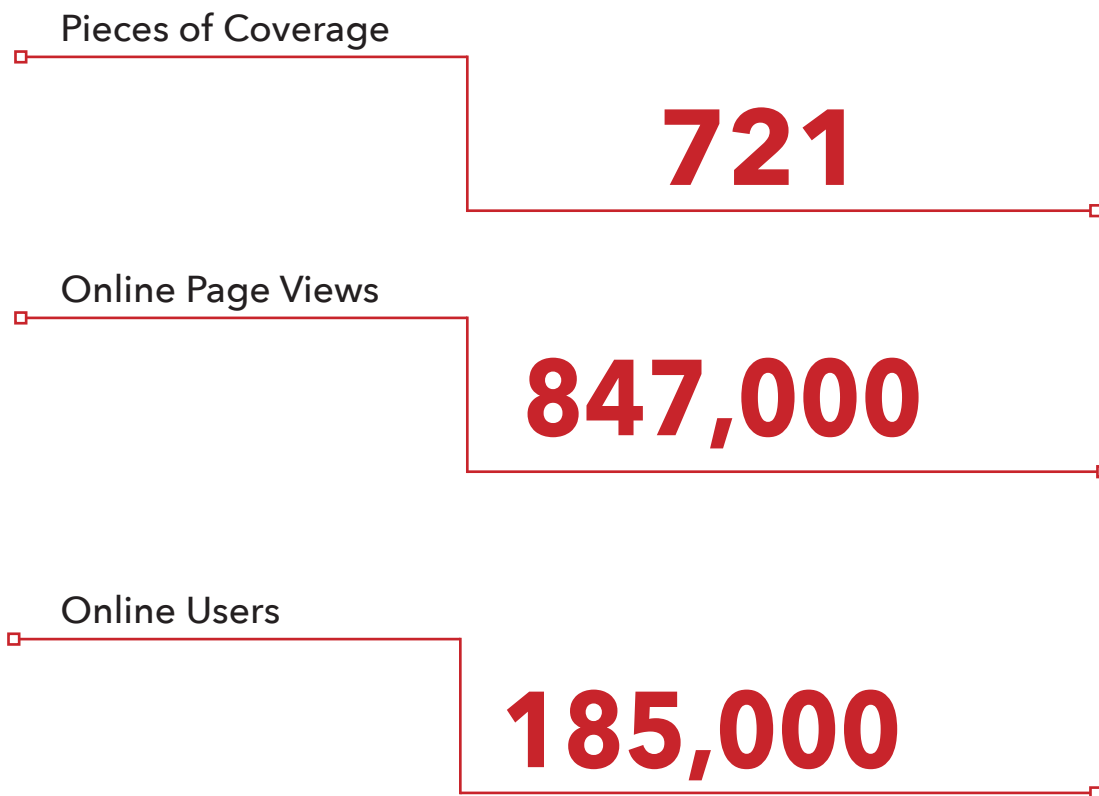
2,914,029

TOTAL SOCIAL VIDEO VIEWS: 4,191,011 (+298%)

**Race streams are included in the total views shown for Facebook and YouTube.

03. EARNED & ORGANIC MEDIA

Earned media covers all pieces of media coverage as a result of press releases and media placement that are unpaid. Organic media covers visits to gotransam.com, the official website of Trans Am presented by Pirelli.



04. 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: 102,424

Shares: 17,548

RACER Facebook

Engaged Users: 31,951

Likes: 24,289

RACER Twitter

Impressions: 223,625

Engagements: 3,453

*As of September 30, 2022