



2021 AUDIENCE REPORT

January - December

INTRODUCTION

The following report summarizes the media exposure garnered by the series from January through December, 2021.

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, 2021 to December 31, 2021. The growth metric, where applicable, shows gains/losses compared to same period last year.



Impressions:	4,576,341 (+16%)	1,920,935 (+16%)	2,453,64 (+45%)
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TOTAL IMPRESSIONS: 8,950,924 (+22%)

Engagements:	328,342 (-1%)	60,760 (0%)	165,278 (+43%)
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TOTAL ENGAGEMENTS: 554,380 (+9%)

<p>Overall Engagement Rate Per Impression</p> <p>6.2%*</p>	<p>Overall Audience</p> <p>57,635 (+11%)</p>
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*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 Trans Am App (right) was the source for live streaming of all national Trans Am presented by Pirelli events in 2021. Race re-airs and highlights were also available across various social channels. Global Terrestrial TV coverage was provided via Greenlight TV's distribution platform.



Terrestrial TV*

Domestic Homes: 65 million
International Homes: 609 million
Minutes of Programming: 335
 *through October 31

Trans Am App*

Total Users: 24,272
Engaged Sessions: 73,613
 *through July 31



891,600 video views on YouTube equaling 191,800 viewing hours; 18,800 channel subscribers



Social Video Views:

794,004 (+34%)

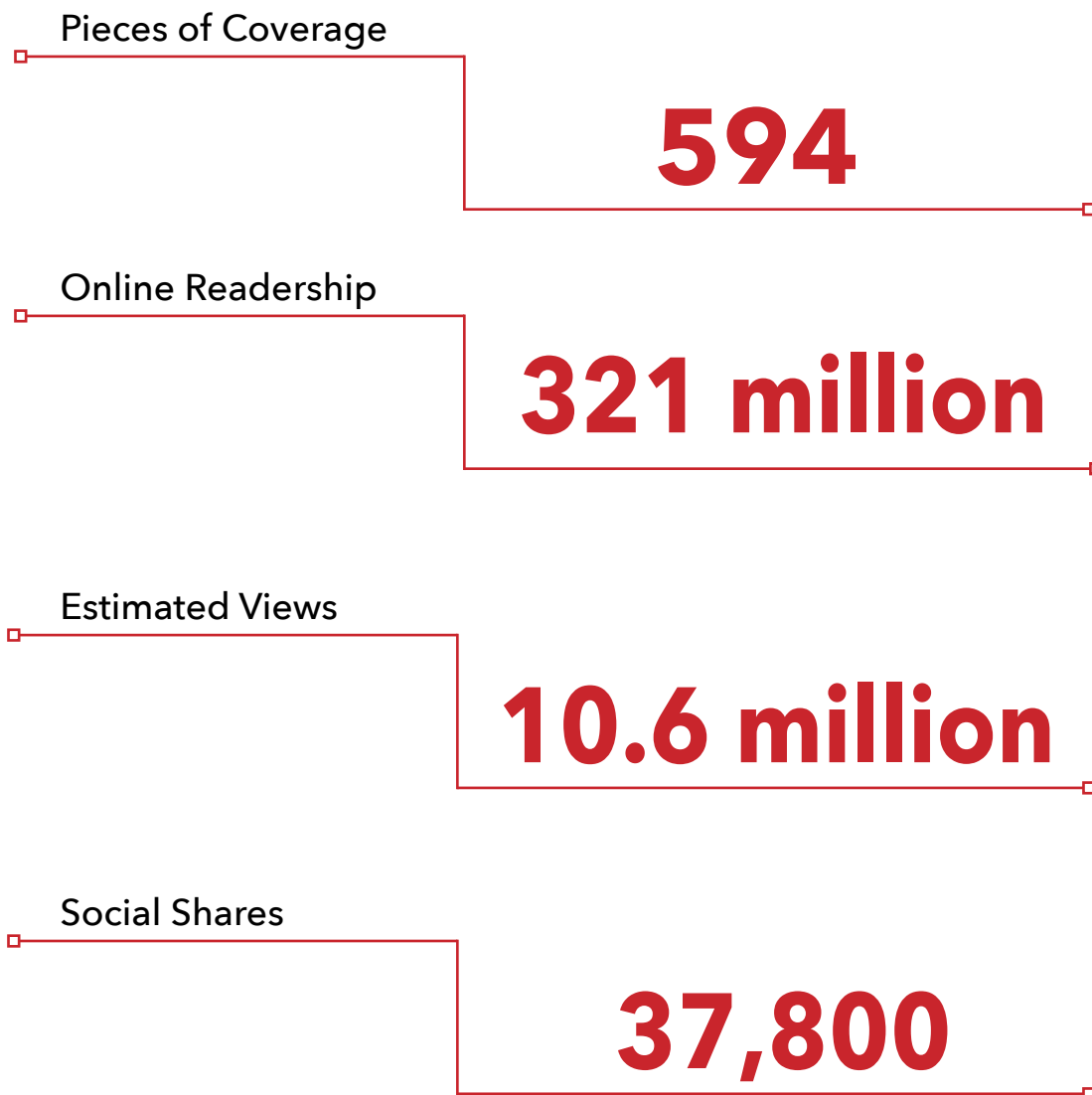
93,276 (+6%)

165,717 (+134%)

TOTAL SOCIAL VIDEO VIEWS: 1,052,997 (+40%)

03. EARNED MEDIA

Earned media covers all pieces of media coverage as a result of press releases and media placement that are unpaid. Online readership estimates the potential universe of audience based on the publications where Trans Am-related coverage appeared. Estimated views gauge the amount of total audience that engaged with content, and social shares count the direct shares of content.



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: 202,156

Shares: 32,157

RACER Facebook

Engaged Users: 52,256

Likes: 28,199

RACER Twitter

Impressions: 635,143

Engagements: 8,391

CONTACT

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