



2018 30-Day Recap

2018

ATTENDANCE:	#
# Spectators	50,000
# Teams	490
Credentialed Media	408
LIVE WEBCAST:	
Total Minutes Watched	15,152,448
Individual Viewer IPs	1,466,471
Total Audience	2.5 million +
Average time watched via Livestream	30:50
ULTRA4RACING.COM:	
Unique Visitors	4,851,720
Pages Served	11,602,709
Average Time On Site	17 minutes
MEDIA AUDIENCE:	
NBC Sports (KOH Package)	1,914,000
3rd Party Television	3,240,000
Third-Party Online Media Audience *	93,550,000
Print Media Audience	5+ million
SOCIAL:	
Total Reach via KOH Socia Media Channels 1/1-3/1	17,118,375
Facebook Fans	302,000
Instagram Fans	52,000
Twitter Followers	9,183
Highest Engaged Single Post Facebook	519,074 views / 7,422 reactions 2,386 shares

HISTORICAL COMPARISON

	2012	2013	2017	2018
Registered Drivers	242	318	490	490
KOH	83	112	118	104
EMC	36	58	133	138
UTV	39	41	80	116
MOTOS	21	52	111	80
LCQ	63	58	14	16
Shootout	N/A	N/A	35	36
Attendees	30,000	30,000	40,000	50,000
Onsite Media	223	287	397	408
Total Webcast Audience	186K	470K	1.7 Mil	2.5 Mil
Total Webcast Individual IPs	113K	290K	1.1 Mil	1.46 Mil
ULTRA4Racing.com Hits	705K	756K	12 Mil	11.6 Mil
Facebook Followers	5,005	63,821	251,000	302,000
Twitter	N/A	N/A	8,300	9,100
Instagram	N/A	N/A	35,900	52,000
NBC Sports	N/A	N/A	970K	1.9 Mil

Metrics are based on Hammerking generated and prearranged media.

Final metrics report released 90 days post event.

* Online media consists of third-party outlets. Total is based on unique visitors or audited audience divided by the timeframe of the feature to ensure more accurate #s. This metric does not include social media posts.